

Skål News

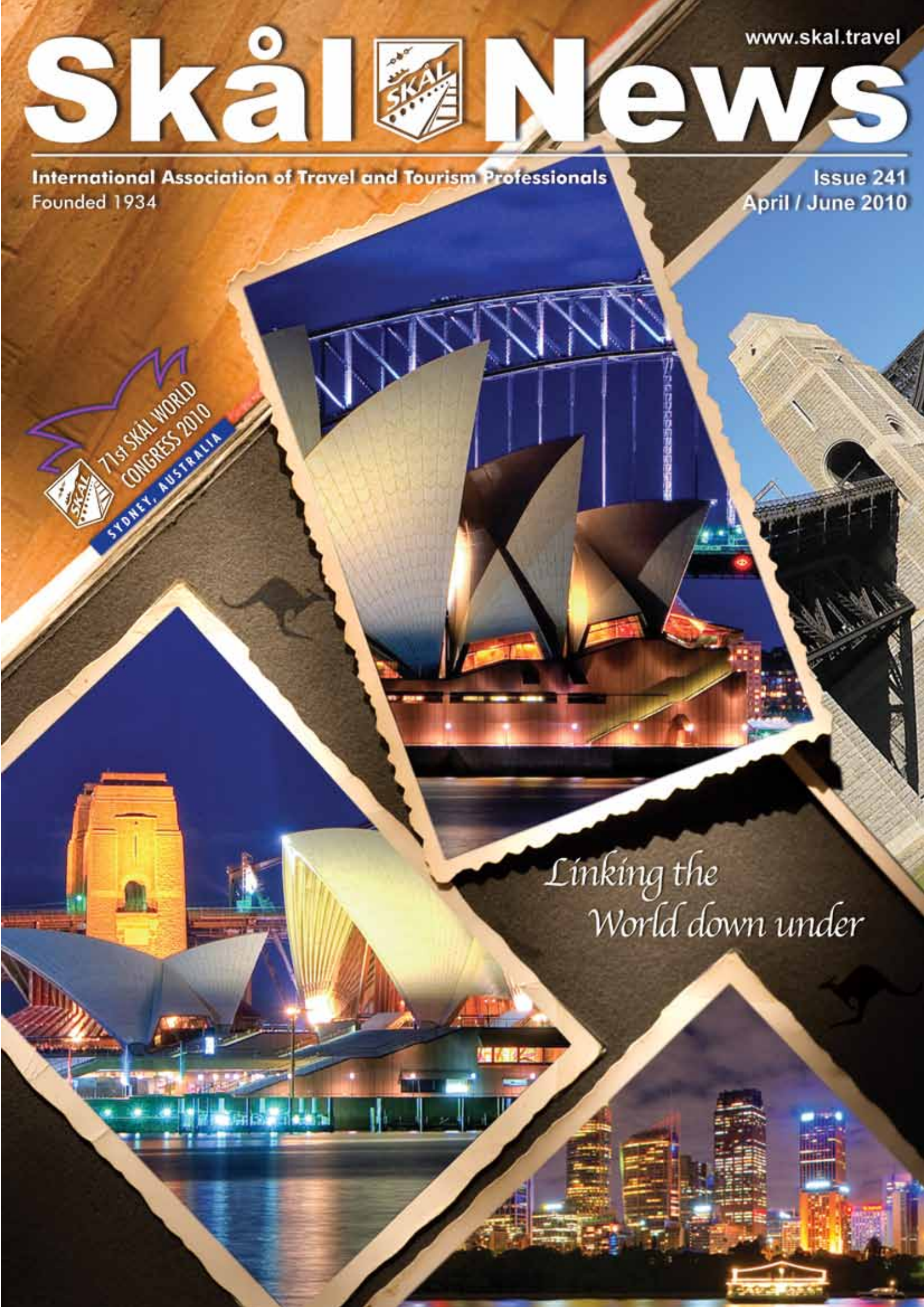
www.skal.travel

International Association of Travel and Tourism Professionals
Founded 1934

Issue 241
April / June 2010

71st SKAL WORLD
CONGRESS 2010
SYDNEY, AUSTRALIA

*Linking the
World down under*



FLORIMOND VOLCKAERT FUND



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How does it work?

If a Skålleague is in need of help, an application should be sent to the three Trustees. They will assess the request and quickly come to a decision as to the form the assistance will take.

Under what circumstances can help be requested?

There are innumerable reasons why help is requested, for example:

- Death of Skålleague whose spouse needs assistance to pay school fees for their children.
- Surgical / hospital costs which can not be obtained elsewhere.
- Equipment for a physically disabled Skålleague so that the quality of life can be improved.
- Help for members and their immediate families affected by natural disasters.
- Financial assistance because of reduced income or as a result of prolonged illness.

These are just a very few examples of the forms of personal (not business) assistance that the Trustees have approved over the years.

How does one apply for assistance?

Either through your Club President or International Councillor, or just direct to the three Trustees. There is an approved Application Form that can be accessed via the Skål website -www.skål.org - and names and addresses of the Trustees will be found there as well as in the Skål News.

Where does the money come from?

Donations from individual Skålleagues, Clubs, National and Area Committees. These are voluntary contributions, but as one recipient of help said: "In all the years that I was soliciting donations for the FVF, I never dreamt that I would, one day, be asking for help from it."

This is your Fund. Remember, you never know when you might need help from it. Any assistance given is completely confidential. Unless the recipients want to tell anyone about the help they have received, only the recipients, the sponsors (if any) and the Trustees will know.

GRANT APPLICATION GUIDELINES

What is the Florimond Volckaert Fund?

The fund is set up, in the name of the acknowledged founder of Skål, to provide assistance to Skålleagues and their immediate families who desperately need help.

GOLDEN ANNIVERSARY: Skål clubs celebrating 50 years in 2010

For many of us, turning 50 represents a minor trauma that diminishes slightly as you reach 60, then 70, and 80... though, of course, it is not necessarily cause for great celebration, apart from the satisfaction of having so many friends around the world.

For an institution, or club, on the other hand, reaching 50 is an eagerly awaited achievement, a golden anniversary, a moment of joy and delight; 50 years is a long time and hugely deserving of congratulations. Not only that, but you now also have to wait until 75 years to be able to celebrate your platinum anniversary!

These precious metal-themed milestones are traditionally associated with marriages but they have also been adopted in other areas of our lives.

Within Skål International, for example, with memories of the Association's 75th anniversary still fresh in our minds, our platinum anniversary last year, we can also take pride in the many clubs that have celebrated their golden anniversaries – that is 50 years in the movement.

Unfortunately, some of these are no longer with us, for a variety of reasons: some for apathy; others for different problems; some for "political" reasons. We do not take into account politics, religion or race but they, the politicians, do; they get rid of us when they think it is opportune, without looking us in the eye or offering any explanation.

Back to the present, however, it is a time for celebration, and we would – in the first place – like to congratulate those clubs that mark their 50th Anniversaries in 2010:

- Cork • El Salvador • Houston • Karnten • Nelson Mandela Bay (Port Elizabeth) • Pittsburgh • San Diego • Sydney
- Second, we would like to remember those clubs that would normally have celebrated their 50th Anniversary this year but which, for various motives, were closed down in their day and have re-emerged later and must now wait a few more years for their "golden wedding" party:
- Chennai (previously Madras – suspended 31 October 1986, reactivated 5 October 1995)
 - Côte d'Emeraude (suspended 21 August 1998, reactivated 16 February 2002)
 - Quito (suspended 21 March 1963, reactivated 8 January 1981)

And third, those clubs that have disappeared for various reasons and which we hope to see rise like a phoenix from the ashes and once again become part of our Association and our friendship – we miss them:

- Lille (suspended 1994) • Reunión (suspended 1961)
- Tripoli (suspended 1964) • Victoria Falls (suspended 1990)

Skål!

Antonio García del Valle
Honorary President

CALENDAR TRADE FAIRS

APRIL 2010

- 15-17 TOURSIB 2010**
Novosibirsk, Russie/Russia/Rusia
toursib.sibfair.ru/eng/
- TBA BITE 2010. The International Tourism Fair of Ecuador**
Cuenca, Ecuador/Equateur
www.bitecuador.org
- 27-29 Peru Travel Mart 2010**
Lima, Peru/Perú
www.perutravelmart.com.pe
- 25-28 TIANGUIS ACAPULCO**
Acapulco, Mexique/Mexico/México
www.tianguisturistico.com.mx
- 28 JOURNEE MONDIALE SKÅL
WORLD SKÅL DAY
DÍA MUNDIAL SKÅL**

MAY 2010

- 04-07 NAASC CONGRESS**
Chateau Frontenac, Quebec / Canada
www.naasc2010.com
- 06-09 ATM 10. Arabian Travel Market**
Dubai, United Arab Emirates/Emirats Arabes Unis/Emiratos Árabes Unidos
www.arabiantravelmarket.co.uk
- 08-11 INDABA TRAVEL SHOW**
Durban, Afrique du Sud/South Africa/África del Sur
www.indaba-southafrica.co.za
- 08-11 Rendez-Vous Canada**
Winnipeg, Canada
www.rendezvouscanada.travel/
- 17-19 OTM**
Muscat, Oman/Omán,
www.otm.travel
- 20-21 EXPOTUR 2010**
San Jose, Costa Rica
www.expotur.com
- 18-22 Bula Fiji Tourism Exchange**
Venue- Port Denerau, Denerau Island, Fiji Islands
www.bfte.com.fj
- 25-27 IMEX**
Francfort/Frankfurt, Allemagne/Germany/Alemania
www.imex-frankfurt.com

JUNE 2010

- 03-05 EUROAL**
Palacio de Congresos y Exposiciones de la Costa del Sol.
Málaga, Spain/Espagne/España
www.euroal.net
- 09-11 MITM-Euromed**
Lloret de Mar, Spain/Espagne/España
www.mitmeuromed.com
- 12-13 International Travel Expo - Hong Kong**
Hong Kong Convention and Exhibition Center, Hong Kong
www.itehk.com

SEPTEMBER 2010

- 08-10 La Cumbre**
San Juan, Puerto Rico
www.lacumbre.com
- 13-15 THE TRADE SHOW 2010**
Las Vegas, Etats-Unis/USA/EEUU
www.thetradeshow.org
- 14-17 PATA Travel Mart**
Hangzhou, Chine/China
www.pata.org
- 16-19 FIFE**
Guayaquil, Equateur/Ecuador
www.fife.info
- 21-24 Top Resa Deauville**
Paris, France /Francia
www.topresa.com
- TBA JOURNEE MONDIALE DU TOURISME
WORLD TOURISM DAY
DÍA MUNDIAL DEL TURISMO**



FITUR 2010



SPANISH PAST-PRESIDENTS MEET AT MADRID FAIR

Once again Skål was present with a booth at FITUR 2010, held in Madrid from 20 - 24 January 2010. Pictured from left to right are: Andrés Arcos, Past-President Skål International Spain 2003; Joan Pasollas, Secretary Anfort; Gracia Peregrin, Senior Vice President Skål International Spain; José Seguí, President Skål International Spain; Hulya Aslantas, President Skål International 2008/2009; Antonio García del Valle, Honorary President Skål International and Past-President Skål International Spain 1977; Jose Prieto, Past-President Skål International Spain 1999; Joan Ibañez, Past-President Skål International Spain 2007; Jordi Comas, Membre d'Honneur Skål International and Past-President Skål International Spain 1995; Francisco Muñoz, Past-President Skål International Spain 2001; and Manuel Burillo, Past-President Skål International Spain 1992. Also present were Antonio Tavora, Past-President Skål International Spain 1983, and Santiago Soteras, Past-President Skål International Spain 2006. In total, there were nine Past-Presidents of Skål International Spain, as well as the current President.



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Welcome to the real world of Thai Hospitality

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Short walk to subway station
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MESSAGE FROM THE PRESIDENT

“LIVING THE TRUE SPIRIT OF SKÅL”: PERSPECTIVES FOR 2010

The UNWTO analysis encourages us to look forward to our first tourist results in 2010 with more enthusiasm than last year. This is not only confirmed by the UNWTO but also by the International Monetary Fund analyses stating that the global economic situation has been improving considerably – better than expected.

It is forecast that the global economy will grow by 3.1% in relation to the crisis situation of last year though, of course, this result will differ from country to country. For the economies of developing countries growth of as much as 5.3% is expected; and for developed economies, just 1.3%.

The situation will also vary by region. Asia should show the best improvement; while economic recovery and growth in tourism turnover is likely to be more modest in Europe and both the Americas, as well as in the Middle East. It is expected that Africa will maintain the results achieved in 2009, and this particularly relates to South Africa where that great tourist “madness”, football’s World Cup, is about to take place.

The fact that the global crisis is expected to decline much faster than predicted is certainly a positive thing. Many economies may even be able to boast of unexpected recovery, so it is very likely that consumer confidence will return to its former “golden” levels. On the other hand, interest rates and inflation will grow slightly, though not significantly and probably just short-term, so this will not provoke massive panic among consumers.

In the tourist sector, bearing in mind the increased demand for once popular, but more expensive, destinations such as the USA and Russia, noteworthy recovery is expected, particularly because these large markets have been heavily hit by the economic crisis. Several important events are taking place this year – the aforementioned World Cup, the Winter Olympic Games in Vancouver (which ended in March) and a World Expo in Shanghai – and these destinations should achieve better results than last year.

Nevertheless, it is not advisable to indulge oneself with day-dreaming. Although improvements are expected, they will not happen everywhere.

This means that the enormous unemployment in almost every country will remain one of the key problems, particularly in developed countries where citizens have a significant interest in tourist trends. Insecure household and business budgets could also create problems, especially if burdened with additional taxation as a consequence of increased national deficits, as is the case in Croatia.

Such difficulties will probably lead to continued unstable prices for oil products, and security threats in many tourist countries. If we take into account other complications, such as additional travel costs due to increased insurance prices and the ongoing menace of pandemic influenza type B, the year 2010 will be full of challenges – though, unlike last year, they should have more beneficial consequences.

Following the devastating earthquake in Haiti, Skål International set up a relief fund which at the time of writing had raised €14,000. Thank you to all those who contributed so



generously. The Executive Committee decided to donate the funds to the SOS Children’s Villages in Haiti.

The earthquake in Haiti was followed shortly afterwards by the terrible flooding in Madeira. We were in touch with our Skål friends there and it was clear that the emphasis was on getting the island cleaned up so that they could return to normal tourist activities as soon as possible.

Skål International has signed up to Green Globe in a further effort to promote responsible tourism. Members will receive more information on this project shortly.

In early February, I had the pleasure of welcoming the Executive Committee of Skål International to my home city of Zagreb for the first meeting of the year. My sincere thanks to the Croatian National Tourist Board, the Croatian Convention and Incentive Bureau and the Westin Hotel for their help with the meeting.

My first official visit as President was to the General Secretariat in Torremolinos where I had the opportunity to meet our hardworking staff. This was followed by the Skål International Spain 54th Congress which was held in Marbella. One of the highlights of the Congress for me was the presentation of the charter to the new Club of Skål International Marbella, N° 702, which was formed on 11 March 2010. Congratulations to all concerned.

Finally, I want to remind you again of my Presidential theme, “Living the True Spirit of Skål”, which in essence means that everything we do or say must be done in a spirit of friendship and Amicale.

Skål International President Nik Racic



71st SKÅL WORLD CONGRESS SYDNEY, 7-12 OCTOBER 2010



71st SKÅL WORLD CONGRESS 2010

SYDNEY, AUSTRALIA

CONGRESS INFORMATION

The annual Skål World Congress, which includes the General Assembly and Business to Business Workshop, provides a unique opportunity for Skålleagues to meet other members from around the world, make new friends, and renew and revitalise old friendships in an atmosphere where the power of friendship can actually be felt. The Business to Business Workshop provides the possibility of "Doing Business Among Friends". It also presents the opportunity, in a very special way, to see parts of the world and special features not seen by the normal traveller. Pre and Post Congress Tours add opportunities to visit new places.

The General Assembly of Delegates, which is the supreme body of Skål International, is the business session which takes place during the Congress and deals with its affairs on a worldwide basis. It gives each and every member the opportunity to influence the Skål Movement – an opportunity not to be missed! The sessions of the General Assembly are open to all Skålleagues who have paid their annual fees.

REGISTRATION FEE

The registration fee includes:

- five nights accommodation and breakfasts from 7-12 October 2010 (except Congress Only participants)
- four luncheons
- five dinners
- events and excursions as detailed in the programme
- transfers from/to the airport and Congress hotels (*)
- transfers from/to Congress hotels and functions (except Dine Around)

(*) Complimentary airport transfers are provided on arrival on Wednesday 6 and Thursday 7 October and on departure on Tuesday 12 and Wednesday 13 October 2010.

Congress Only participants are welcome to use the airport complimentary transfers and the transfers between Congress hotels and functions if staying at a Congress hotel.

EXTRA NIGHTS

Extra nights must be reserved directly with the hotels and are subject to availability. When you are advised in which hotel you will be staying, e-mail or fax the hotel your extra nights request together with your Congress confirmation, in order to avail yourself of the special rate. You will be responsible for paying the extra night charges directly to the hotel and in accordance with the requirements.

HOW TO RESERVE FOR THE CONGRESS

Registrations will be accepted:

- on a first come, first served basis
- no money, no registration
- complete one form per room

Complete the registration form legibly. You will need to consider in which capacity you are attending:

Voting Delegate means you will attend the General Assembly and exercise the right to vote on behalf of your Club.

Observer at General Assembly means you will attend the meetings of the General Assembly but without the right to vote.

Non-Delegate means you will attend the Congress but will go on excursions while the delegates and observers are attending the sessions of the General Assembly.

If you are two Skålleagues sharing a room please indicate the membership card number of both Skålleagues. If you are disabled or require a special diet, please indicate this. Everything possible will be done to meet your needs but this cannot be guaranteed.

The General Secretariat will enter the name of the hotel reserved and send the Internet confirmation to you.

If you are the Voting Delegate for your Club, please collect the voting ballots and handsets for electronic voting at the credentials desk located in the registration area. Please make sure that the handsets are returned to the General Secretariat of Skål International immediately after the General Assembly.

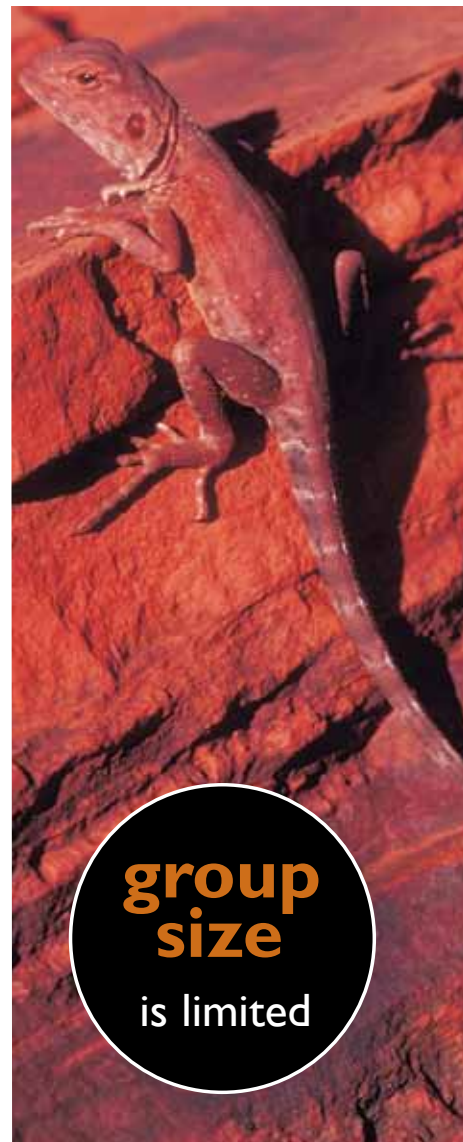
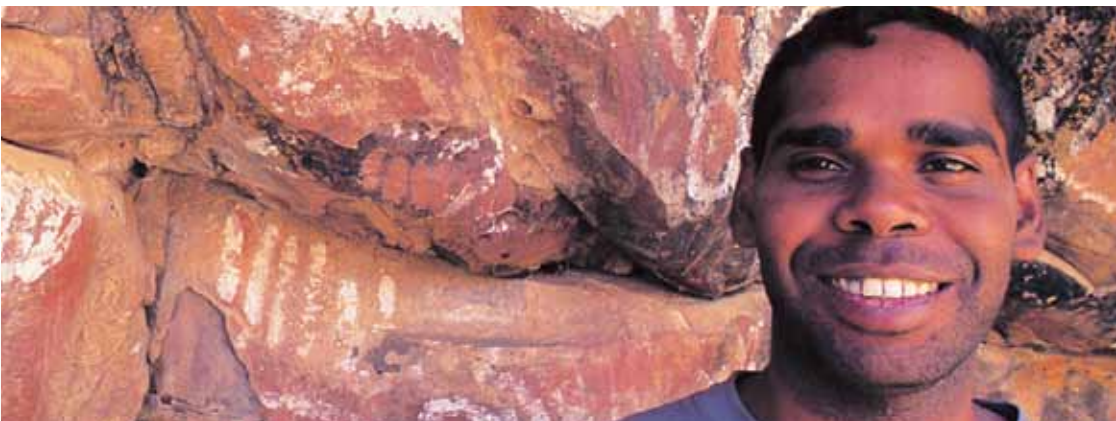
Attending for the first time? Every year new members attend. If this is you, we want you to feel especially welcome. That is why we ask you to let us know on the registration form, so that members who have attended previous Congresses can help you settle in. First-time attendees will be identified by a green dot on their badge. Partners can also enjoy the warmth and friendship – so why not bring him/her along too. Also encourage other Skålleagues to come with you and make it a real party.

Skål Post Sydney Congress Tour

Red Centre & Darwin

5 Days • 12 to 17 October 2010

book early
to avoid
disappointment



Tony Boyle, Tour Leader,
Senior Vice-President of Skål
International and Director of Jetset
Travel Townsville, and Odyssey Travel,
the Skål Sydney World Congress
Conference Organiser, invite you to
experience **Australia's Red Centre
& Darwin.**

Features

- Uluru (Ayers Rock) • Kata Tjuta (The Olgas) • Alice Springs
- Standley Chasm • Simpson's Gap • Darwin • Internal flights
- 40th anniversary celebration of the Skål Club of Darwin
- Optional 3-day tour to Kakadu (highly recommended)

**group
size**
is limited



The Official Skål Sydney World Congress
Conference Organiser • For more information visit

www.skal.org/pdf/NTTour2010.pdf • skal@odysseytravel.com.au



Registration Area: The Registration Area will be located at the Sydney Convention & Exhibition Centre, Darling Harbour, which is open all day on Wednesday 6 and Thursday 7 October 2010. Please proceed with your Internet confirmation to the Registration Area where you will receive your badge, Congress kit and all relevant information concerning the Congress at the different desks available, i.e. Registration, Credentials, Excursions, Dine Around, Golf Tournament, Departure Transfers and Post-Tours.

General Secretariat of Skål International: This is the office of Skål International which will help you sort out any problems you may have.

Hotel Information Desk: You will also find a Skål hospitality desk in your hotel to help you with other information during your stay.

DRESS AND REGALIA

Day Wear: Casual and comfortable clothing for excursions and also for participants to the General Assembly.

Evening Wear: Informal functions – casual.

Formal functions: Tuxedo and black tie are required for the gentlemen and suitable attire for the ladies for the President's Gala Dinner.

Skål Regalia: Required for the Opening Ceremony and President's Gala Dinner.

RESPONSIBILITY

Skål International is responsible for the organisation of the Congress and General Assembly of Club Delegates for which it will receive the registrations. In returning your registration form you accept unconditionally any decision taken by Skål International in case of complaints.

IMMIGRATION

All visitors to Australia must have a valid visa to enter Australia (other than New Zealand passport holders, who will normally be granted a special category visa on arrival, provided they meet health and character requirements).

Visitors planning a trip to Australia for a business event such as a congress need to apply for a business visa, even if some tourism activities are planned for part of the stay in Australia.

The International Event Coordinator Network (IECN) is a service provided by the Department of Immigration



and Citizenship, Australian Government, which assists with visa information for participants to a congress.

The Electronic Travel Authority (ETA) is an electronically stored authority for travel to Australia for a short-term tourist or business entry, which replaces the visa label or stamp in a passport.

ETAs are requested either via Internet or through computer links between the Australian Immigration Department, travel agents, airlines and specialist service providers around the world. The countries that have access to the ETA system are:

EUROPE	Iceland	Portugal	Hong Kong SAR
Andorra	Ireland	San Marino	Japan
Austria	Italy	Spain	Malaysia
Belgium	Liechtenstein	Sweden	Singapore
Denmark	Luxembourg	Switzerland	South Korea
Finland	Malta	United Kingdom**	Taiwan*
France	Monaco	Vatican City	NORTH AMERICA
Germany	The Netherlands	ASIA	Canada
Greece	Norway	Brunei	U.S.A.

* Holders of Taiwan passports can only be processed for an ETA if resident in and applying in Taiwan.

** Holders of UK passports which indicate their nationality to be British National (Overseas) can only be processed for an ETA if resident in and applying in Hong Kong

There is no visa application charge for ETAs but a service fee of AUD20.00 is charged for online applications and travel agencies may choose to impose a fee to arrange an ETA on your behalf.

Citizens of non-ETA countries need to submit a paper-based application for a business (short stay) visa (subclass 456). A visa application charge of AUD105.00 will need to be paid when applying for this visa.

Full information on immigration requirements is available at www.immi.gov.au

SKÅL BENEFITS

"OUR MEMBERSHIP OF SKÅL INTERNATIONAL NORTHERN IRELAND HAS BEEN A VERY FRUITFUL AND IMPORTANT ASSOCIATION FOR US, GENERATING OVER £32,000 WORTH OF REVENUE TO THE HOTEL, FROM 'DOING BUSINESS AMONG FRIENDS'. I WOULD HAVE NO HESITATION IN RECOMMENDING THE BENEFITS OF MEMBERSHIP OF SKÅL."

WENDY WALKER,
HOLIDAY INN BELFAST

71st SKÅL WORLD CONGRESS - SYDNEY 7-12 OCTOBER 2010 - REGISTRATION FORM



Please complete one form per room

MEMBER

MEMBERSHIP CARD No.:

FIRST NAME:

FAMILY NAME:

SKÅL CLUB OF:

POSITION IN SKÅL:

CONTACT DETAILS

COMPANY:

ADDRESS:

TEL.: FAX:

E-MAIL:

ACCOMPANYING PERSON

If member, please complete this field with Membership card No.:

FIRST NAME: FAMILY NAME:

REQUIREMENTS

STATUS ATTENDANCE: Voting Delegate Observer at General Assembly Non-delegate

ACCOMMODATION: Single Double Twin

LANGUAGE: French English Spanish

FIRST CONGRESS: Yes No

SPECIAL REQUIREMENTS:

PAYMENT DETAILS

CHEQUE CREDIT CARD

BANK TRANSFER (PLEASE ATTACH PROOF OF TRANSFER)

BENEFICIARY: SKÅL INTERNATIONAL
BANK: BANCO BILBAO VIZCAYA ARGENTARIA (BBVA)
CITY: TORREMOLINOS (SPAIN)
ACCOUNT: 0182 / 0481 / 65 / 2012060190
SWIFT CODE: BBVAESMM
IBAN: ES03 0182 0481 6520 1206 0190
Bank Transfers should be made "without charges to the beneficiary"

CREDIT CARD TYPE:

CREDIT CARD No.:

EXPIRY DATE (MM/YY):

NAME ON CREDIT CARD:

Credit Card payments will be charged in EUR at the rate of exchange applicable on the day that the transaction is done.

REGISTRATION FEE

DELUXE HOTELS	CREDIT CARD		CHEQUE / BANK TRANSFER	
	Single	Double/Twin	Single	Double/Twin
FOUR SEASONS City View	<input type="checkbox"/> AUD 2,965	<input type="checkbox"/> AUD 3,845	<input type="checkbox"/> AUD 2,865	<input type="checkbox"/> AUD 3,715
FOUR SEASONS Opera View	<input type="checkbox"/> AUD 3,070	<input type="checkbox"/> AUD 3,950	<input type="checkbox"/> AUD 2,965	<input type="checkbox"/> AUD 3,815
FOUR SEASONS Harbour View	<input type="checkbox"/> AUD 3,225	<input type="checkbox"/> AUD 4,105	<input type="checkbox"/> AUD 3,115	<input type="checkbox"/> AUD 3,965
FOUR POINTS	<input type="checkbox"/> AUD 3,015	<input type="checkbox"/> AUD 3,790	<input type="checkbox"/> AUD 2,915	<input type="checkbox"/> AUD 3,660
STAR CITY Pyrmont View	<input type="checkbox"/> AUD 2,690	<input type="checkbox"/> AUD 3,570	<input type="checkbox"/> AUD 2,600	<input type="checkbox"/> AUD 3,450
STAR CITY Superior City View	<input type="checkbox"/> AUD 2,855	<input type="checkbox"/> AUD 3,735	<input type="checkbox"/> AUD 2,760	<input type="checkbox"/> AUD 3,610
AMORA Deluxe Room	<input type="checkbox"/> AUD 2,690	<input type="checkbox"/> AUD 3,570	<input type="checkbox"/> AUD 2,600	<input type="checkbox"/> AUD 3,450

FIRST CLASS HOTEL	CREDIT CARD		CHEQUE / BANK TRANSFER	
	Single	Double/Twin	Single	Double/Twin
HOLIDAY INN	<input type="checkbox"/> AUD 2,355	<input type="checkbox"/> AUD 3,260	<input type="checkbox"/> AUD 2,275	<input type="checkbox"/> AUD 3,150
HOLIDAY INN Deluxe Room	<input type="checkbox"/> AUD 2,665	<input type="checkbox"/> AUD 3,570	<input type="checkbox"/> AUD 2,575	<input type="checkbox"/> AUD 3,450

CONGRESS ONLY (NO HOTEL)	CREDIT CARD	CHEQUE / BANK TRANSFER
Per Person	<input type="checkbox"/> AUD 935	<input type="checkbox"/> AUD 900

SKÅL INTERNATIONAL
FAX: +34 952 37 00 13
E-MAIL: skal@skal.travel

No reimbursements will be made for cancellations received after the cancellation deadline of 13 September 2010.

A deduction of AUD50/EUR30 per person for administrative expenses will be made to reimbursements for cancellations received before the deadline.

Take out an insurance against risk of late cancellation.

In accordance with current legislation on the protection of personal details (LOPD 15/99), please note that you agree that the details you voluntarily supply when completing this form will be part of a computerised file which is the property of Skål International and will only be used in connection with the organisation of the Skål World Congress. These details may be given to the companies responsible for organising the said Congress and we hereby inform you that you have the right to access, rectify, oppose and cancel this information by means of a written, signed request to Skål International, P.O. Box 466, 29620 Torremolinos, Malaga, Spain.



9TH ECOTOURISM AWARDS

GUIDELINES FOR 2010 NOMINATIONS

THE BACKGROUND

Skål International is an Affiliate Member of the World Tourism Organization, whose mission is to promote the development of responsible, sustainable and universally accessible tourism. Skål has adopted the Global Code of Ethics in Tourism, and is also a sponsor of the Code of Conduct for the Protection of Children from Sexual Exploitation in Tourism, and supports the new project ST-EP (Sustainable Tourism-Eliminating Poverty).

THE AIM

Following the United Nations declaration of 2002 as the Year of Ecotourism and the Mountains, Skål International decided to launch the Ecotourism Awards that same year, to highlight and acknowledge best practices around the globe.

As an international organisation of industry leaders, Skål is a powerful force in the travel and tourism industry to initiate change and encourage the conservation of the environment in order to promote tourism and travel. Presented on these grounds, while highlighting best practices in tourism around the world, the awards also serve the purpose of acquainting the world with this new concept that puts emphasis on the importance of the interaction of the physical, cultural and social environment, the traveller's responsibility and the need for active community participation in ecotourism.

Skål values sustainable development in tourism as the key to the industry's future success and considers ecotourism to be just one area of the various components of sustainable development.

THE CATEGORIES

Companies from the public and private sector, as well as NGOs, can submit entries in the following categories:

- Tour Operators – Travel Agents
- Accommodation providers of any size and category
- Transportation
- General Countryside (Alpine Tourism, Underwater Projects, Beaches, Theme Parks, Scenic Mountains, Rivers, Lakes)
- Cities – Villages (Community and Government Projects)
- Educational Programmes – Media
- Global Corporate Establishments

THE CRITERIA

The primary criteria is based on the following evaluation points:

- Contribution to the conservation of nature, environmental considerations
- Cultural heritage conservation
- Community involvement and benefits
- Educational features
- Business viability
- Innovation

THE JUDGES

The names of the previous years' judges can be found on the Skål website. The three independent judges are from important institutions/organisations dealing with eco and sustainable tourism. A complete set of entries is sent to each judge separately and they are asked to award points reflecting their judgement. All the evaluation points are then totalled by the General Secretariat to determine the winners. For obvious reasons the names of the judges for 2010 will not be announced until the awards ceremony.

THE AWARDS CEREMONY

Winners are announced at the annual Skål World Congresses attended by members worldwide and dignitaries from the host country.

The 2010 awards presentation ceremony will take place in Sydney (Australia), on 8 October 2010 during the 71st Skål World Congress, and the winners will be announced by the President of Skål International, Nik Racic.

HOW TO APPLY

The entry form can be found on the website ("Ecotourism Awards Application Form") and this, together with three sets of the following complementary information, should be sent to the Skål International General Secretariat by 30 June 2010 at the latest:

General description not exceeding 100 words (one page)

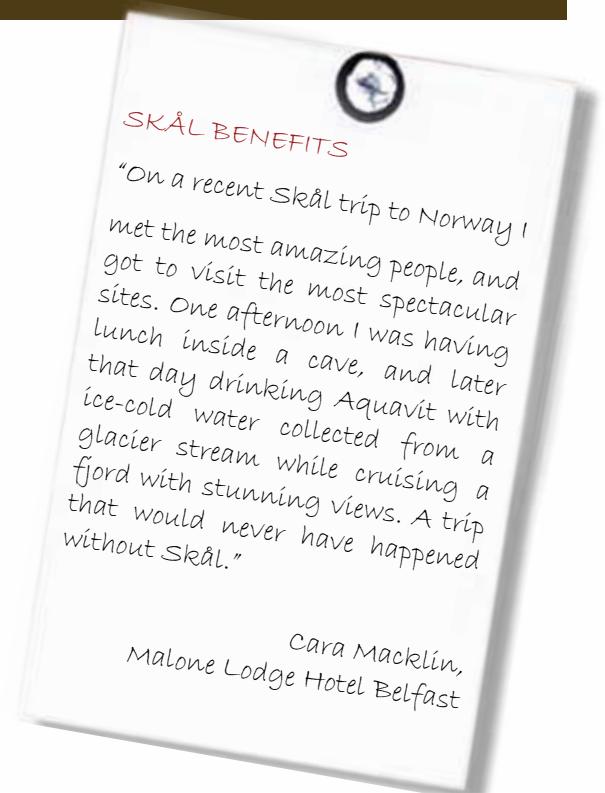
Brochure(s), any published material

CD – maximum five minutes, preferably a Power Point presentation with illustrations/pictures highlighting ecotourism aspects of the entry (entries without a CD will not qualify)

Letter of verification from the local or national tourism organisation, government department or local authority (does not apply to category seven)

All this material should be forwarded to the following address:

Skål International General Secretariat,
wEdificio España, Avenida Palma de Mallorca
15-1º, 29620 Torremolinos, Spain



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JOE NEARY MEMORIAL CHARITY

20 YEARS ON...



The Joe Neary Memorial Charity was founded almost 20 years ago, in October 1990, during the International Skål Congress in Colombo, Sri Lanka. It was named in honour of Joe Neary, a long-time Skålleague who, following his term as President of Skål International U.S.A., was serving as the U.S. International Skål Councillor. A strong supporter of Colombo as the Congress venue, Joe died suddenly and unexpectedly from a stroke less than three weeks before he would have travelled to Sri Lanka for the meeting.

.....

During the Congress, a few Skål members became aware of the plight of some of the poorest children in the city in the slum area of Wanathamulla, where Carmelite Sisters were caring for about 70 youngsters under the age of five on a daily basis at a small day care facility known as The Bethlehem Creche. These Sisters would often walk to local markets to beg for food for the children, as funds for supporting them were very scarce. Also located at this campus was a building which housed a small nursery school and an area where poor teenage girls were taught English and sewing skills in order to prepare them for possible future employment.

The charity's first project was designed to raise money for the Sisters to support these children and to be able to provide them with a regular and dependable source of income. Donations were invested in fixed interest deposits with only the interest, withdrawn on a monthly basis, used for their work. The capital would stay whole so that it functioned like an endowment.

A small group of trustees was formed to provide some general oversight and these included two managing trustees, Cyril Lawrence (Skål International Colombo), who had served as Congress Chairman in 1990; and Bill Pullen (now Skål International Orlando), who had served as Deputy Councillor following Joe Neary's death. Other trustees include Liam Sexton (Skål International Boston), who was a Congress delegate and a witness of the project; Clair Moore (currently Executive Secretary/Treasurer of Skål International New York), representing Joe Neary's former club; and Patricia Lesmes, Joe Neary's sister, now residing in Utah.

In 2004, after the investments reached a level of five million Sri Lankan rupees (approximately \$50,000), the Provincial Superior asked if the trustees would take on a second project to support the operations of a small girls high school, which the Sisters had started in 1985 but which was in jeopardy of having to close due to a lack of funds. At this point, all donations received were invested in the same way but now benefiting the operations of the school. In early 2009, once these funds had reached the five million rupees level, it was agreed that the charity would take on a third project

to raise funds for a new orphanage currently under construction on the same campus which houses The Bethlehem Creche day care centre. Donations will be invested the same way but the interest generated will be used to accumulate for the purchase of additional investments until the orphanage opens. The orphanage will house 40 children: 20 Tamils and 20 Sinhalese.

To accurately reflect Joe's life and humanitarian activities, the charity is not solely supported by Skål, although a number of clubs and members have contributed over the years. Donations are also solicited through various church publications and by word of mouth.

To date, almost \$140,000 has been donated to support these activities and it is yet one more example of how the Skål movement has contributed, and still is contributing, to critical areas of need in our world.

The Sisters maintain impeccable records and provide the trustees with detailed financial reports three times a year. One hundred per cent of all donations go to the charity, except for small bank charges which must be paid for currency conversions to Sri Lankan rupees.

More information is available on a website maintained by Jim Power and the staff in Torremolinos and can be found under "Links" at www.skål.org. Any donations can be made payable to "Carmel Piyuma Convent" and sent to the Skål International headquarters or to Bill Pullen at the address on the website.

TRAGEDY IN HAITI

SKÅL SUPPORTS CHILDREN'S VILLAGES PROJECT



“There is nothing more heart-warming than a child’s smile”

Described as apocalyptic by rescue workers on the ground, the earthquake that devastated Haiti in January has left possibly hundreds of thousands of people dead and up to one million people injured or homeless.

“In a situation like this,” says President Nik Racic, “one has the feeling of helplessness and there is very little that any of us can do in any physical or material way to help relieve the stress caused by this situation. Nevertheless, as a caring society we must do what we can to help and one of the ways we can help is with contributions.”

To that end, at its meeting in Zagreb on 5 February, the Executive Committee unanimously agreed to support the SOS Children’s Villages Haiti organisation.

According to Karine Coulanges, Director of Communications and PR, “The principles of this organisation are to offer children and orphans a true family life and, moreover, for brothers and sisters to stay together. You will find a link on the Skål website to learn more about this organisation and its actions worldwide but, as far as we are concerned, it is their actions in two villages in Haiti which we will be supporting.

“Thanks to those who have already donated we have been able to forward... a first donation of €5,000 which will be used for urgent needs locally, but we still need your continued support to participate in the reconstruction of the country.

“The houses, school and SOS Children’s Villages Haiti are the only ones not to have been destroyed, most likely because they were built of good material; and as a result they have been able to welcome a large number of children from other organisations. “In a second stage from June onwards it is hoped to construct new housing (one house can welcome 10 children) and also to extend the school and a house for young people because the

actual capacity is 150 and this will be extended to welcome 300 children per village.

“It is our hope that this will be a long-term partnership and that we will be able to give you regular updates on the village and the children. We still need your aid and your generosity to help the orphans in Haiti so that they can stay in their country and have a good education. As you have no doubt given to other humanitarian organisations, we would be very grateful if you could participate in this Skål International project. If each member were only to give €10 this would amount to €200,000 for a good cause. You can also organise a collection or a tombola, etc., during your next Skål lunch or dinner. Clubs and National Committees can also make donations.”

Details of the Executive Committee’s Haiti Relief Fund are:

Beneficiary: Skål International
Bank: BBVA, Plaza Costa del Sol 9, 29620 Torremolinos, Spain
Swift code: BBVAESMM
Account number: 0182 0481 65 0201645072
IBAN number: ES32 0182 0481 6502 0164 5072
(Donations can be made in any currency.)

Members can also contribute by credit card by sending the following information to the General Secretariat at skal@skal.travel: card (American Express, Visa, Master Card, Diners Club); card number; security code; expiry date; card holder’s name; amount.

(All credit card donations will be processed in euros.)

Signals global growth and strong business outlook

The eighth IMEX will open on 25 May at Messe Frankfurt with its largest ever hosted buyer programme in place and visitor and exhibitor targets all on course for year-on-year growth.

Association Day

This important annual event allows association buyers and planners to participate in a tailor-made education and networking programme. Concurrent and themed sessions for 2010 include: "Strategic Global Planning for Associations"; "How to Decide where to Hold International Congresses" and "Leveraging Conference Content Online". This evening drinks reception frequently draws up to 700 people and has become the unofficial start of the show.

Politicians Forum

Industry leaders and politicians attending this year's IMEX Politicians Forum will hear the views of panellists including Mr Hein Verbruggen, President of SportAccord and Honorary Member of the International Olympic Committee, and the Honorary Bruce Baird, MP, Australia. Both have extensive experience of the impact a major sporting event can have on a destination and its long-term legacy, and will share their insights with delegates.

Simple new green measures

IMEX has also taken the market's appetite for environmental education and green suppliers into account by developing a new green education and awareness programme. New drop-in workshops will take place every hour on the Corporate Responsibility Stand (powered by the Green Meeting Industry Council). These will offer live case studies from previous IMEX Green Award winners plus insight into the many green meeting industry standards that now exist, including the GRI Report Initiative, Green Globe Certification, ISO and APEX.

Giving education a new edge

Other seminars and presentations at IMEX will include Women's Forum sessions on "How to develop your personal branding" plus a Cross-Cultural seminar on "Getting a competitive edge from culture" by Richard Lewis Communications. A team from the COP15 taskforce will also look at "How to implement extremely sustainable events that transform a destination" and share the lessons learned from the United Nations Climate Change Conference in

Copenhagen in December. Teachings from New York Times Bestselling book "Influencer" will also be presented. The Professional Development and Innovation Pavilion is again expected to be extremely popular. Sponsored by CIC (Convention Industry Council) it will also host IMEX's new Meetings Under the Microscope education programme. Launched last year, this scheme aims to help meeting planners keep up to date with the latest ideas and advice on how to improve meeting content delivery and information retention.

First phase of global research results made public

Earlier this year IMEX joined forces with ICCA and Fast Future to fund and support an important new piece of global research. The "Convention 2020" Strategic Foresight Study will look in detail at the conventions industry in 10 years' time. Rohit Talwar, CEO at Fast Future, will present six different seminars, each detailing the study's first phase findings.

Also new this year is a partnership with i-Meet, the industry's largest online social network. This will enable IMEX hosted buyers to network with each other and share ideas in a private online environment both before and after the exhibition. IMEX will create a "community within the community" at i-Meet, and offer various ways for attendees to join.

Summing up the benefits of IMEX 2010, IMEX Group Chairman Ray Bloom says: "IMEX continues to advance, invest and innovate. This year will be no exception. In fact, with industry sentiment both realistic and robust, we must continue to deliver on all fronts. That means high quality buyers; high numbers of genuine business appointments; satisfied exhibitors; targeted, relevant and interesting professional education; and, not least, the chance to meet old colleagues and peers face to face as well as developing new contacts. Never has IMEX been more comprehensive, or more necessary for business."

www.imex-frankfurt.com

SKÅL AT ITB BERLIN

The annual Skål luncheon took place on Friday 12 March in the Pullman Lounge of the ICC Berlin. The luncheon is held every year to coincide with ITB. Present at the luncheon were, left to right: Mok Singh, Statutes Director, Skål International; Jim Power, Secretary General; George Paldi, President, Skål International Hungary; Christian Wiesenhütter, President, Skål International Berlin; Marianne Krohn, Business Affairs Director, Skål International; Thomas Giesick, ToEurope GmbH; Hans-Jörg Schulze, Vice President, Skål International Berlin; and Salih Cene, International Councillor, Skål International Turkey. The luncheon was attended by more than 100 participants from 60 Skål Clubs.



SKÅL MEMBERSHIP DEVELOPMENT AWARD PROGRAMME

THE SKÅL MEMBERSHIP DEVELOPMENT AWARD PROGRAMME HAS PROVEN TO BE VERY POPULAR WITH SKÅL CLUBS THROUGHOUT THE WORLD. SKÅL CLUBS THAT INCREASE THEIR MEMBERSHIP OVER THE PREVIOUS YEAR BY A NET 10% OR MORE, OR THAT INTRODUCE 10 NEW MEMBERS OR MORE AFTER ALLOWING FOR MEMBERS WHO LEAVE, QUALIFY FOR A COMMENDATION CERTIFICATE WHICH IS PRESENTED AT THE PRESIDENT'S GALA DINNER AT THE SKÅL WORLD CONGRESS EACH YEAR. THE PROGRAMME WAS ENHANCED LAST YEAR WITH THE AWARDING OF SPECIAL FRAMED COMMENDATIONS TO THE TOP THREE SKÅL CLUBS.

At the Skål Budapest Congress last November we had a record number of Clubs that qualified for these Awards, which is a fantastic achievement given that the travel and tourism industry went through what was arguably one of the most difficult years financially since the 1940s. There were 104 Skål Clubs that qualified for these Awards and the highest achieving Club was Skål International Bali followed by Skål International Singapore and Skål International Rio de Janeiro. A terrific result.

This year, the Skål Executive Committee has further enhanced these Awards by providing a prize of a Congress Only registration to the Skål Congress in Turku, Finland, next year for the Skål Club that achieves the highest net increase of new members. These awards will be calculated on membership growth on the previous year as at 1 October 2010. The awards will be presented at the Sydney Congress on 10 October this year.

There are 31 Skål membership classifications and Skål members are encouraged to consider inviting potential members to join Skål from all sections of the travel and tourism industry.

The Skål Executive Committee looks forward to another record year for this Skål Membership Development Award Programme.



What is it?

A certificate of Commendation for Clubs that grow their Club's membership. The three Skål Clubs with the highest net membership increase receive Platinum, Gold and Silver framed commendation certificates.



What is meant by net growth?

Net growth means an increase in new members minus members that leave for any reason



What is the criteria to win this Award?

Any Club that grows its membership by a net 10% or more OR gains a net 10 or more new members qualifies for this award



What is the date that membership numbers are calculated for this Award?

1st October each year as this is deemed to be the least volatile period for Club membership changes.



When is this Award presented?

The Membership Development Award is presented to a representative of a qualifying Club by the President of Skål International at the President's Gala Dinner at the Skål World Congress

For example -

A Club has 30 members	30
It brings in six new members	+ 6
Three members leave	- 3
Net membership	<u>33</u>
Growth achieved =	10%



By Tony Boyle
Vice President – Development

10%
Increase



MOVING FORWARD

EXPANDING – AND DIVERSIFYING – MEMBERSHIP AT THE CLUB LEVEL

Development has been a cornerstone of Skål’s growing international stature in recent years but much more needs to be done to consolidate the gains. Specifically, it has become increasingly important for members at the Club level to find more effective ways of boosting membership, not only in numbers alone but also to cover a wider spectrum of the tourism industry.

As Secretary General Jim Power noted in a letter to members following the World Congress in Budapest, “The Executive Committee has placed a high priority on the development of Skål, both with regard to the intake of new members and the retention of current members. For the past number of years, Skål has taken in approximately 3,000 members and lost an equal number, which means that the membership number has stayed static at just under 20,000 members.”

Firmly committed to changing this trend, the Executive Committee has set a target for increased membership of 10% by the next World Congress in Australia: that is, a total of 22,000 members.

The Executive Committee believes the target is “highly achievable”. According to Jim Power, “Studies have been done on the membership potential in all countries and, with the travel and tourism industry fast becoming the number one industry worldwide, that potential is definitely there. To reach that target therefore we need to retain the existing membership and take in a further 2,000 members by 30 September 2010.

“At present Skål International has 449 Clubs. In simplistic terms this would mean that each Club needs to find five new members and retain the existing number of members at the beginning of January 2010. We fully realise that not all Clubs will be able to do this but we also realise that some of the larger Clubs will be able to do more. We have one Club, for example, which doubled its membership in 2009. We must also remember that Skål is a prestigious, international, professional association and there are many benefits to be found by joining.”

The Secretary General pointed out that in recent years Skål had put much more emphasis on the professional side of the association, becoming involved in trade fairs, more professional and educational congresses, business to business workshops, sustainable development in tourism, etc., with work ongoing to increase the opportunities for members to do business together.

He added that friendship and amicale, though key foundations of the association, were not sufficient to sustain a Club, and it was essential for networking between members – locally, nationally and internationally – to be heavily promoted and relied on for the success of Clubs worldwide.

The Executive Committee is asking the President, Secretary and Membership

Development Officer of each Club to commit themselves to efforts to increase membership by at least 10% over what it was on 1 January 2010. If, for example, every member found just one new qualified member, this would double the membership in a short time!

This is just part of the membership development initiative, however. The General Secretariat has sent all Clubs a graph showing the current membership classifications (see list below) and the number of members in each classification for their Club. The idea is that, in addition to boosting overall numbers, Clubs will also aim to find members in classifications which are either under-represented or not represented at all – though obviously in some cases this will not be possible.

“The General Secretariat is very anxious to assist you in any way we can to help you with this membership drive,” said Jim Power. “We will, at your request, send you material such as posters, Membership Proposal Forms, calendars and leaflets.”

In the meantime, promotional Power Point presentations and the Skål promotional DVD can be downloaded from the “Members Only” area of the Skål website.

AIRLINE	CONSULTANTS	OUTBOUND TOUR OPERATOR	TOURIST AUTHORITY
AIRLINE ASSN	DESTINATION MGMT CO	PORT AUTHORITY	TRAVEL AGENT ASSN
AIRPORT	GOLF COURSE	PROF. CONGRESS ORGANISERS	TRAVEL AGENTS
ASSOCIATE	HOLIDAY CAMP	RAILWAYS	TRAVEL INSURANCE
ATTRACTION	HOTEL	RESERVATIONS SYSTEM	TRAVEL MEDIA
BETWEEN JOBS	HOTEL ASSN	RESTAURANT	TRAVEL SCHOOL
CAR HIRE	INBOUND TOUR OPERATOR	RETIRED	YOUNG SKÅL
COACH COMPANY	INLAND WATERWAYS	SPA	
CONGRESS CENTRE	MARITIME COMPANY	TOUR OPERATOR	

MEMBERSHIP DEVELOPMENT CAMPAIGN



HELP YOUR CLUB TO INCREASE ITS MEMBERSHIP AND WIN

Every member who introduces a new member between 1st April and 30th September 2010 is eligible to win a Congress Only Registration (no accommodation) for the 72nd Skål International Congress to be held in Turku, Finland, in September 2011. The prize winner will be drawn at the International Council meeting in Sydney, Australia and announced at the President's Gala Dinner during the Skål World Congress in Sydney on 10th October 2010.

You do not have to be there to be eligible to win, but we want you to be with us!

There are no limits on how many times you can enter so we encourage you to ask your colleagues in the industry to join. Young professionals can either join the special "Young Skål" category, or if they hold a managerial post they can enrol in the "Active" membership category.

If you need more application forms, simply download them from the Skål website www.skal.travel. Please ensure you put your name on the form in the section "Introduced by".

●● SKÅL IN BEIRUT Bringing people together in a peaceful world

The new Minister for Tourism in Lebanon was the special guest at a well-attended luncheon meeting held by Skål International Beirut. Members organised a sumptuous lunch to welcome H.E. Mr Fadi Abboud and the new Lebanese Government, and to say farewell to 2009 and welcome to "the promising year 2010". During a speech to more than 100 Skålleagues and guests, the Minister stressed the importance of bringing people together in a peaceful world. Answering questions from Skålleagues, he emphasised his commitment to boosting tourism in Lebanon, in peaceful surroundings.

Mr Abboud (right), who was presented with the Skål pin and fanion, is pictured (from left) with the Director General of the Lebanese Ministry of Tourism, Mrs Nada Sardouk; the President of Skål International Beirut, Ghassan Saad; and the Secretary, Omar El Eid.



●● Executive Committee Meeting Zagreb



The Executive Committee of Skål International met in Zagreb (Croatia) from 4 to 7 February. The meeting was jointly hosted by the Croatian National Tourist Board and Starwood Hotels. During the meeting members were hosted to lunch by the Director of the Croatian National Tourist Board, Niko Bulic, and the General Manager of the Westin Hotel, Gunnar Sanne. The Executive Committee also met Ivan Misetic, CEO of Croatian Airlines. The Executive Committee meeting was presided over by the President of Skål International, Nik Racic (Director, Croatian Convention and Incentive Bureau).

●● Spanish National Congress



The President of Skål International, Nik Racic, attended the National Congress of Skål International Spain held in Marbella. Pictured during the Opening Ceremony are, left to right: Alberto Fernandez, President, Skål International Málaga-Costa del Sol; Félix Romero Moreno, Second Deputy Mayor, Marbella; José Seguí, President, Skål International Spain; Nik Racic, President, Skål International; and Jim Power, Secretary General. The Congress was held from 10 - 14 March and the headquarters hotel was the H10 Andalucía Plaza. The new Club of Marbella was formally inaugurated during the Opening Ceremony by the President of Skål International.

SKÅL BENEFITS
 "EXCELLENT TOURISM FORUM - ONE OF THE BEST MIX OF SPEAKERS FOR ANY EVENT I HAVE EVER BEEN TO IN 20 YEARS IN THE BUSINESS. THE CROSS APPEAL FROM DARK TOURISM TO MARKETING WAS VERY INTERESTING, WHATEVER DISCIPLINE YOU WORK IN."
 PENNY THORNBERRY,
 THE FITZWILLIAM HOTEL BELFAST

●● Ekrem Ferdi Sarper: remembered in print

The last issue of Skål News included a news item on Ekrem Ferdi Sarper, one of the founder members and Vice President of the Nicosia club (formed in 1953), as well as the first President of Skål International Kyrenia in 1980, who was presented with a copy of the "Skål History" book signed by Skål International President Hülya Aslantaş. We have now been informed by Ekrem Yeşilada, President of Skål International Lefkoşa, that Ekrem - who turned 90 in February 2009 - sadly did not have the chance of seeing his photo published in the magazine, as he passed away in December.

MEETING FRIENDS IN FRIENDLY CROATIA



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The rare natural beauty of Croatia, along with the variety of comfortable hotels and transport connections with the whole world, makes Croatia a perfect place for organization of congresses, symposiums and conferences.

Croatia has 219 conference centres, holding up to 2,000 conference guests. All the centres are fully equipped to meet modern business needs: Brac, Brijuni, Cavtat, Crikvenica, Dubrovnik, Hvar, Krk, Losinj, Makarska, Novi Vinodolski, Opatija, Plitvice, Porec, Primosten, Pula, Rab, Rovinj, Split, Sibenik, Umag, Zadar and of course, the capital, Zagreb. Zagreb's centres include the vast Vatroslav Lisinski Concert and Congress Hall, with a main auditorium that seats up to 1,860 guests.

The Croatian Convention and Incentive Bureau (CCIB), part of the Croatian National Tourist Board, specializes in providing help and information for conventions and business travellers. Information is all impartial and free of charge, and you will be taken through those options that are most suited to your needs by experienced, friendly staff who are all experts on business travel. Quality is guaranteed according to international standards and criteria.

FLIGHT INFORMATION

CITY	Flight Time
Amsterdam, Berlin, Brussels, Copenhagen, Frankfurt, London, Madrid, Moscow, Paris, Prague, Rome, Warsaw	2 hrs
Budapest, Istanbul, Munich, Vienna	1 hour

CCIB SERVICES FOR MEETING ORGANIZERS

- Site inspections arranged
- Help with familiarization tours & facility / contact information
- Promotion assistance given, with press releases & programme covers supplied for printing
- Supply of slide shows, promotional videos, brochures, maps & guides
- Co-ordination of tours & activities for spouses
- Help with planning special events, banquets, etc
- Co-ordination of pre- & post-convention tours
- Help with organizing conventions & trade shows
- Help with registration procedures
- Most services are complimentary or at minimal charge

CROATIAN CONVENTION AND INCENTIVE BUREAU

Croatian National Tourist Board
Iblov trg 10/IV, p.p. 251
10000 Zagreb, Croatia

Director of CCIB
Nik Racic
Telephone: +385 1 46 99 307
Telefax: +385 1 4557 827
E-Mail: nik.racic@htz.hr
www.croatia.hr

Forging business links between Turkey and Denmark

The European Sales & Marketing Conference for Turkish Airlines, held in Copenhagen in January, was an excellent example of "Doing Business Among Friends". According to Skål International Director for Special Projects Lone Ricks, the whole programme was set up with Skålleagues and their businesses in mind. The venue was the Copenhagen Marriott, where Skålleague Elmar Derkitsch is General Manager; the Director of Sales for the coach company (Autopaaske), Mads Olesen, is also a Skålleague; and the Treasurer, Helle Lange, acted as the group's guide; while Canal Tours took the group on a sightseeing tour.

Lone Ricks and Elmar Derkitsch are pictured with the President of the airline's Executive Committee and Chairman of the Board, Hamdi Topcu, and Vice President, Cemal Sanli.



Lone Ricks
Skål International Director

Ecotourism Award provided welcome encouragement

I have been engaged in the travel industry for 15 years, 14 of them – from 1990 to 2004 – as a member of Skål International Oslo. Now I'm back as a member and ready to use Skål and contribute to the association's visions. So when Basecamp was approached earlier this year in relation to the Skål Ecotourism Awards I had previous experience about the organisation.

I have been working at Basecamp Explorer for more than a year as the Group Marketing Manager. We have destinations at Spitsbergen (Norway), Masai Mara (Kenya), the Pyrenees (France) and Rajasthan (India). Basecamp represents an international environment and the company has clear visions about its responsibility within the tourism industry, which makes it an exciting and rewarding company to work for.

To compete for the Skål Ecotourism Award 2009 was a welcome challenge and to feel the support from the local Skål club was very comforting. To be nominated was great and then to be the final winner was overwhelming! Operating in Kenya can be challenging. During the election early in 2008, the political situation became very unstable, which led to big losses for most players in the tourism industry. We had a very good 2007 and were looking forward to continued growth in 2008 but everything stopped. The political situation stabilised but 2009 was a difficult year due to the global financial crisis. The Skål Ecotourism Award was therefore an encouragement, welcome public relations and proof that the tourism business was paying attention to our responsible concept.

In Kenya we have built up an eco-camp, the highest eco-rated camp in the country. Our principles are based on "People, Planet & Profit". Basecamp is trying to make responsible travel understandable for all. We want our guests to feel good when they travel. We think they do feel good by knowing that the local people, the nature and the wildlife all benefit from their trip – and from what they leave behind. We strive to make their travel more than just an ordinary trip by ensuring energy-sufficient operations, compensating for CO2 emissions, empowering local staff, strengthening cultural expression and protecting the environment.

The award has given us lots of publicity in the media. Press releases have been sent out and been well-received around the world.

Thanks to everyone in Skål International Oslo/Norway. You believed in us and supported us on our way to winning the Skål Ecotourism Award.



Helle Karine Bakkeland
Group Marketing and Sales Manager, Basecamp Explorer



Passion leads Way in tourism industry

When Jona Way talks to her students at SAIT Polytechnic, she emphasises that if they want a career in tourism then passion for the work is the most important ingredient.

Way is a fine example of this outlook as it is her passion for the hospitality industry that has taken her to the top of the class, as the first female president of Skål Canada since it was established in 1965.

Herself a proud graduate of SAIT, she took tourism administration, set upon being a travel agent and became a successful one. She left her agency to become executive director of the Alberta branch of the Association of Canadian Travel Agencies (ACTA), a job she held for 14 years until 2001 when she decided to stay home and look after her young family.

A member of Skål since 1996, Way soon received a call from fellow member Chris Richardson, president of Wing Tips Airport Services, asking her for some help in his office on a part-time basis.

When an instructor at SAIT suffered an injury, Way stood in part-time so she was soon working a full week again. By 2005 she was offered a full-time position and reluctantly bid adieu to Richardson and the rest of his staff.

Teaching in the travel and tourism department at SAIT, Way is most keen to emphasise to students the importance of customer service and good sales techniques.

She encourages students to travel and organises an accompanied trip overseas each year so they can experience first hand the future needs of clients. Twelve of the 24 students who took advantage of the optional tour last year had never been outside North America.

She was also the first female to serve as Calgary president. This year Skål Calgary is in the capable hands of Richard Gotfried, well-known in his current role as vice-president of corporate communications with Trico Homes and also a director of Erawan Travel Ventures led by his wife Cathy Gotfried.

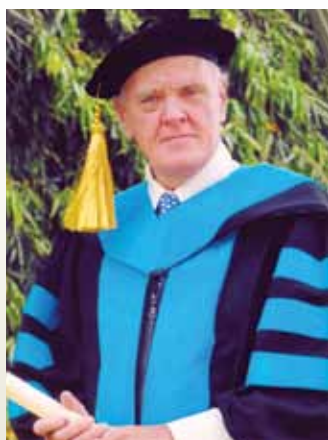


Photo by Ted Jacob

Both Way and Gotfried are dedicated to using Skål to build and maintain a strong tourism and hospitality sector and mentoring young people to perform well in an industry they believe enhances understanding and appreciation of people and cultures around the world.

By David Parker

Skål photographer expands his horizons



Many members will be familiar with the work of Skål photographer Liam MacEoin but few will know that for the past four years he has also been studying in his spare time, and has just completed his thesis on "A comparative study of Hinduism and Buddhism in Thailand". Andrew J Wood (General Manager, Chaophya Park

Hotel & Resorts) informs us that Dr. Liam not only successfully completed his PhD, Doctor of Philosophy, at the Faculty of Social Sciences of Magadh University, Bodh Gaya (India), but had double cause for celebration in Bangkok on 20 February when he celebrated his 70th birthday. "Heartiest congratulations to Dr. Liam and Avril!"

Skålleague appointed Honorary Consul



Skål International Punta del Este member Romuald Chapuy was officially designated the Honorary Consul for France during a ceremony presided over by the French Ambassador in Uruguay, Jean-Christophe Potton. Members of the local French community, as well as friends and colleagues, were on hand to share this emotional moment with Romuald, and wish him great success in his new position.

COUNCILLOR'S CORNER

BECOMING STRONGER AND MORE EFFICIENT



"When the winds of change blow, some will build shelters and some windmills" – this is one of my favourite Chinese proverbs.

The Skål International Council has, for many years, been the source of advice for the Executive Committee and – as part of this advisory board – my predecessors in the chair of ISC President have been working hard to fulfil that job.

For a decade the buzzwords in Skål have been "Amicale" and "Social Networking", and the primary goal at any function and meeting has been to

make sure that everybody is having a good time. A lot of nice meals and drinks have been consumed during these types of meetings, and that's pleasant and wonderful. The Council has been no different, and the focus on having a friendly and pleasant meeting has been the trademark for a long time.

Previous Presidents have, in their own way and style, made a contribution to modernising the council, and have had their share of success, but there are still a lot of important issues to be taken care of in order to bring the council up to date.

Business

One of the issues that is really sticking its nose out is the need of all our Skål members to do more business and become more efficient.

That goes for the ISC as well, and in order to make the advice that we give the Executive Committee more "professional", and in accordance with the timeframe that we are living in right now, we have changed the set-up of the council.

The new set-up that we implemented after Budapest has made for more efficient and business-oriented work for the Councillors. We still enjoy some nice, friendly hours together when we meet, but the main target is to become the best possible advisory board for the Executive Committee, and that includes finding savings, suggesting ways to earn income and to trim our organisation, and so forth.

One of the important tasks the Councillors always have is to respond in a prompt and precise way when they are asked questions or given tasks to work on. It is not only during the few meetings that we have (normally two a

year) that the work is done: it is even more important to work with fellow Councillors during the time when we are not together.

Everybody should remember that the elected Councillor is the official representative of his/her country or area, and has the responsibility to represent all the clubs in that area by working for and being their voice in the Council. If the councillor is not responding accordingly, these clubs are denied influence; hence the Councillors are very important players within the organisation and for the future.

Future

It is a great joy to see that the majority of Councillors are already working within the new set-up and are using the "winds of change" for future benefit for the Council, and thereby all members. I am confident that there will be many great results presented at our first meeting in Quebec (Canada) in May.

It is difficult to say exactly where we will be landing in the future, but one thing is for sure: the Council will be stronger and more efficient, and will give even more precise advice to the Executive Committee than ever before.

As your ISC President, I will, on a regular basis, inform club and area presidents of our achievements in order to keep a close line of communication.

Until we return – Skål.

By Bent Hadler - ISC President



President Nik Racic visits General Secretariat

One of the first official visits following his election as President of Skål International was a visit by the President of Skål International, Nik Racic, to the General Secretariat in Torremolinos. The President is pictured here with members of the General Secretariat staff.

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