

TOURISM NOW



WOMEN AROUND THE WORLD

Skål International celebrates
International Women's Day



SKÅL

INTERNATIONAL
Connecting Tourism Globally



COVER

Occurring around the month of August, Teej is a festival celebrated by women all over Nepal for three days. Decked up in red sarees and red tika, bangles, women sing and dance to traditional folk songs for days. It is specially significant for married women, when they get a special invitation to visit their maternal home and feast.

Nepal, Skål International
Destination of the Year.

Photo from Nepal Tourism Board.
welcomenepal.com



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Skål International Vice President Sr.
PR, Communications & Social Media
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#TOURISMNOW281 CONTENTS

EDITORIAL

MESSAGE FROM THE PRESIDENT AND
THE CEO OF SKÅL INTERNATIONAL.

➤ Page 4.

GROWTH & DEVELOPMENT

NEW SKÅLLEAGUES AROUND THE WORLD,
CANADA NEW MEMBER INTEGRATION PROCESS,
AND SKÅL CLUB OF THE YEAR GUIDELINES.

➤ Page 7.

MEMBERSHIP

LATESTS BENEFITS AND RESOURCES FOR
SKÅL INTERNATIONAL MEMBERS.

➤ Page 10.

BOARD NEWS

MEET THE 2021 EXECUTIVE BOARD AND PORTFOLIOS.

➤ Page 13.

COUNCILLOR'S CORNER

INTERNATIONAL COUNCILLOR ABIMBOLA
DUROSINMI. SKÅL INTERNATIONAL NIGERIA.

➤ Page 20.

SKÅL INTERNATIONAL AREAS

MEET SKÅL INTERNATIONAL EUROPE.

➤ Page 21.

EXEMPLARY SKÅLLEAGUE

PAOLO BARTOLOZZI,
SKÅL INTERNATIONAL ROMA.

➤ Page 24.

WOMEN AROUND THE WORLD

SUCCESSFUL WOMEN AT
SKÅL INTERNATIONAL.

➤ Page 26.

SKÅLLEAGUES STORIES

PROJECTS BY SKÅLLEAGUES AROUND THE GLOBE.

➤ Page 31.

SKÅL INTERNATIONAL HISTORY

WOMEN LEADERS IN SKÅL INTERNATIONAL HISTORY.

➤ Page 33.

CORPORATE SOCIAL RESPONSIBILITY

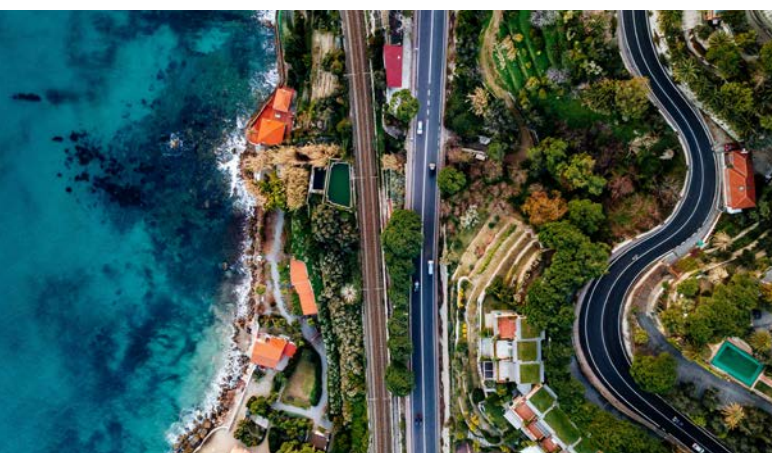
SKÅL INTERNATIONAL
SUSTAINABLE TOURISM AWARDS 2021.

➤ Page 36.

SAVE THE DATES

INFORMATION ABOUT FUTURE EVENTS.

➤ Page 40.





BILL RHEAUME
Skål International President

ON MARCH 11 ONE YEAR AGO, MOST OF THE WORLD ENTERED THE DARKEST OF TIMES WITH THE DECLARATION OF THE CORONAVIRUS PANDEMIC.

Countries began locking down to control the spread, vacations, trade shows, weddings, conferences, and air travel shut down, resulting in an economic melt-down. The past year has been an unprecedented disaster for Tourism and Hospitality, as every sector of the industry struggled to survive. Thankfully, with vaccines being administered and COVID cases either having plateaued or on the decline, there is hope for a better 2021.

Looking forward to 2021, **three hospitality industry realities exist based on what we learned from 2020:**

1. The new normal is not here yet, and neither is the recovery. Travel restrictions still exist, and consumer confidence is still low. Hotel occupancies will return slowly, so cautious planning is important.
2. Adapting for changes to consumer travel behaviour will be an ongoing business strategy.
3. Recovery might surge during traditional peak seasons as restrictions ease, and consumer research suggests pent-up demand will drive more travel, but restrictions will continue to prevent larger events, festivals, and gatherings, both social and business from taking place.

In terms of Skål International, I thought I would report on our progress as we approach the end of March and the first quarter of my year as President.

The Executive Board has been diligent in outlining their portfolio objectives for the year. We began in late 2020 with a Zoom meeting to discuss 2021 strategies and define the work to be accomplished this year. At that time, I confirmed the portfolio assignments to each position, indicating their areas of responsibility. I also communicated the portfolio assignments and membership engagement areas to you, the members. I am happy to report that each member of the Executive Board prepared personal plans to achieve their goals and objectives for the year. These will be made available to you in this magazine as well as throughout the year.

The CEO Daniela Otero also updated the Strategic Plan to identify objectives for the Secretariat that include the progression on existing projects, formalizing Skål International's relationship with the World Travel and Tourism Council (WTTC) as an Associate Member, as well as highlighting the necessary changes to cope with the effects of the Pandemic on our administrative function.



EDI TOR IAL

Back in January, I communicated my priorities to focus on supporting our collective Passion for Tourism through furthering our global partnerships, developing relationships, increasing awareness and influence through Tourism industry events in order to increase **the value of a Skål International Membership**. This also means continuing as high a level of member engagement as possible through virtual and digital contact.

Some member engagement highlights:

- Attending Zoom meetings with Bucharest, Izmir, Latin America, Asia, and several Canadian and U.S.A. clubs.
- Participated in the Twinning Ceremony between Skål International Rome and Skål International Prague.
- Participating in webinars presented by Skål International U.S.A., Skål International Africa, and the Skål International Rebuilding Tourism Webinar Series with a presentation from UNWTO on the 'International Protection Code for Tourists'.
- Participation as a panelist for the 2020 Uzakrota Travel Summit, at which Skål International also was awarded the award for 'World Leading Tourism Association'.

ON THE MEMBERSHIP FRONT

The 2021 budget was prepared on the basis of 11,800 members, anticipating a significant decrease in membership renewals as a consequence of the COVID-19 crisis.

WE, AS SKÅLLEAGUES, MUST PLACE A PRIORITY ON SUPPORTING EACH OTHER AS WELL AS THE TRAVEL COMPANIES, AIRLINES, AND HOTELIERS AS THEY GEAR-UP IN RECOVERY MODE.

As a result of the membership dues incentive, we are pleased to announce that 12,740 members renewed by the end of January 2021. Although there were some challenges associated with the delivery of the incentive, we can also state that the promotion was successful.

DIGITAL TRANSFORMATION

As we adopted the Organisation's Digital Transformation, Skål International has advanced technologically platforms to allow members and the Secretariat the opportunity to do business virtually and more efficiently.

We are at the second phase of the Digital Transformation and are working on introducing more advanced features and innovative platforms to our global membership. We have a stated goal to increase members' awareness and comfort level with the technology, including the website.

We, as Skålleagues, must place a priority on supporting each other as well as the travel companies, airlines, and hoteliers as they gear-up in recovery mode.

To this end, I will also be visiting Skål International Quebec in March to review the challenges we still face and discuss options available to ensure we will be able to meet in person for the 2021 World Congress.

Thank you all for your support, patience and understanding. I wish you every success as you prepare for this year's Tourism challenges and may you all celebrate a great Skål International Month of April.

HAPPINESS, GOOD HEALTH, FRIENDSHIP AND LONG LIFE.



BILL RHEAUME

Skål International President



DANIELA OTERO
Skål International CEO

EDI TOR IAL

THE IMPACT OF THE CRISIS ON WOMEN IN THE TOURISM SECTOR.

It is a fact that no country has yet achieved gender equality, something that is worryingly aggravated by the COVID-19 crisis since it threatens to erode the slight progress achieved.

As the sector enters the second year of an unprecedented crisis, the consequences for women in the Tourism sector are clear. According to the World Tourism Organisation, the pandemic and the remarkable drop in international tourist arrivals could reverse the progress made in achieving gender equality.

From here, I recommend you read the [“Inclusive Recovery Guide for Women in Tourism”](#) which, on the occasion of **International Women’s Day**, has been published by the UNWTO in collaboration with UN Women.

UNWTO data show that **women are the majority in the Tourism workforce (54%)**; however, women in the sector are often concentrated in low-skilled jobs and the informal sector.

How can we achieve a more significant presence of women in all decision-making platforms?

This is a significant challenge since only 5% of the decision-making positions are currently held by women. Thus, female leadership as an agent of change to achieve a more inclusive, innovative, and sustainable sector continues to be an outstanding issue.

This global pandemic has highlighted the unsustainability of our economic and social system. And, we cannot go back to what we used to know as ‘normality’. But on the other hand, this severe crisis offers us an excellent opportunity to makeover our model of society at a local and global level, with the contribution of women being critical in this renewal process.

We are living in very challenging times. The energy must be put into the building, in seeking common ground, creating a more just and egalitarian world, and in the joint work of men and women, working side by side to overcome this tremendous global crisis, which is taking longer than imagined.

And there is still the fact that 1 in 3 destinations in the world continues to be closed to international Tourism. Still, the positive is that there is a change in direction, and those travel restrictions are being applied with a more nuanced approach based on empirical data and risk measurement. Some criteria have been unified. For example, a growing number of destinations worldwide already require international tourists to present a PCR or a negative antigen test upon arrival and provide their contact details for tracking purposes.

However, the outlook is still challenging, and the economies of all men and women are suffering. Also, for that matter, small gestures have become important. Because of this, now more than ever, finding ways to promote gender equality, giving something back to our communities, or collaborating have become indispensable.

Do not forget that it is proven that giving not only helps to bring happiness to others but does even more for the person giving. **Dream, therefore, of a better, fairer, and more egalitarian world, but, above all, position yourself and fight for it to come true.**



DANIELA OTERO
Skål International CEO

NEW MEMBERS OF SKÅL INTERNATIONAL

WELCOME!!

AS CEO OF SKÅL INTERNATIONAL, I AM VERY HAPPY TO WELCOME ALL THE MEMBERS WHO HAVE CHOSEN TO JOIN THE WORLD'S LARGEST ASSOCIATION OF TRAVEL AND TOURISM PROFESSIONALS.

This is without doubt the best time to have a network of contacts at a global level, to benefit from the advantages that membership offers, and to do business among friends. You can contact new members through the Skål International web platform and give them a warm welcome!

Log in with your username and password to the **'Members' section** and connect with members from all over the world! If you have any questions regarding access to the platform, please **contact the support team**.

COUNTRIES

Australia
Canada
China
Croatia
Finland
France
Germany

Hungary
India
Indonesia
Italy
Italy
Japan
Kenya

Korea
Luxembourg
Mexico
New Zealand
Nigeria
Panama
Romania

South Africa
Spain
Sri Lanka
Switzerland
Thailand
Turkey
U.S.A.

SECTORS

Airline
Airport
Attraction
Autocar and
Coach Company
Car Hire
Consultancies
Cruises and sea
ferries

Destination Mgmt.
Company
Golf Clubs
Hotel
Hotel chains
Inbound Tour
Operator
Prof. Congress/
Events Organisers

Restaurant
Spa
Sports Tourism
Suppliers to
Tourism (goods,
services & IT)
Tour Operator
Tourist
Authority

Tourist
Organisation
Travel & Tourism
Education
Travel Agents
Travel Agents
& Tour Op.
Association
Travel Brokers
Travel Media

NEW MEMBER INTEGRATION PROCESS

A STEP-BY-STEP PROCESS DEVELOPED BY SKÅL INTERNATIONAL CANADA TO HELP REDUCE MEMBER ATTRITION

Historically, our clubs experienced high levels of attrition each year. In 2016-2019 we launched a national raffle raising approximately \$20,000 per year directed back to clubs to support membership development initiatives. This was very successful in recruiting new members, but we were continuing to experience high attrition. **The question was... Why?**

In 2019 a working group of members from across Canada explored this question. There are always legitimate reasons why members depart, such as moving away, passing, or changing industries. There are still new prospective members moving into positions eligible for Skål International membership in each of these cases! However,

we concluded that much of our attrition was often newer members who hadn't fully appreciated membership value.

We conducted a survey of approximately 200 members who had joined in the last 24 months, asking about their knowledge of Skål International, benefits, International Skål International Council, and questions beyond their club. There was a real gap in really appreciating the true value and benefits of membership to our dismay. In response, the committee developed a comprehensive step-by-step process for clubs, recruiters, officers, and recruits could follow to be fully integrated into a club.



VISIT THE [SKÅL INTERNATIONAL CANADA RESOURCE CENTRE](#) AND TAKE A LOOK ALSO TO THE [TESTIMONIALS](#).



STEP-BY-STEP PROCESS

STEP 1: GIVE PROSPECTIVE MEMBERS VALID REASONS TO JOIN.

The committee developed relevant reasons by membership categories why prospective members would most benefit through membership, answering 'Why should I join?'

STEP 2: SPONSOR'S ROLE INVITING AND ENGAGING A PROSPECTIVE MEMBER AS A GUEST AT AN EVENT.

Details on information to share pre-event communication, event host, club officer introductions, post-event follow-up. Help prospective members understand and appreciate Skål International!

STEP 3: MENTORSHIP BY SPONSOR AND OFFICERS OVER THE FIRST 3 - 6 MEETINGS.

Provide detailed mentorship roles, so new members are fully integrated and have a meaningful understanding of Skål International!

STEP 4: QUALITY RESOURCES INCLUDING HANDOUTS, WELCOME KIT, AND WELCOME VIDEOS.

They developed a detailed prospective member guide on what they will experience:

- Skål International Canada President's welcome video (in development at the time of writing).
- Club President's welcome template (in development).
- Testimonial videos from members worldwide how they have benefited. Skål International Canada and all club websites have all the tools and resources readily available.

SKÅL CLUB OF THE YEAR 2020/2021

2021 IS THE YEAR OF RECOVERY, AND MORE THAN EVER, CLUBS ARE EAGER TO STRENGTHEN AND REVITALIZE THEMSELVES.

BEING AMONG THE NOMINEES WOULD BE AN ACHIEVEMENT IN ITSELF!

Please note that some of the criteria have a deadline of 30 April 2021 in the requirements. So do not hesitate and do your best to be on the nominee's list.

WHO MAY ENTER

All Skål International clubs worldwide that meet all the requirements listed. General Secretariat will carry on a thorough revision to determine the eligible clubs each year who will be invited to participate in the **Skål Club of the Year Award**.

VOTING

All clubs worldwide will be invited to vote electronically for the club they consider should be declared the winner.

Clubs will be allowed to vote for a club in their own country.

Clubs with less than ten members or with outstanding debts will not be allowed to vote.

Senior Vice President Burcin Turkkan, Vice President Fiona Nicholl, and Senior Director Juan Steta will make up a panel of judges representing the Executive Board.

Each of them will vote individually. Suppose a club from a country of one of the jury members is among the clubs nominated to compete. In that case, another member of the Executive Board will deputize in order of seniority.

The club getting the highest combined score will be declared 'Skål Club of the Year 2020/2021'.

QUALIFYING REQUIREMENTS

1. Payment of annual membership fees made by the club before 28 February.
2. Net increase of 10% in membership or a minimum of 10 new members for clubs with more than 100 members (from 1 April 2020 to 30 April of the current year).
3. Voting delegate at two Annual General Assemblies in the past five years.
4. Contribution to the Florimond Volckaert Fund or the Membership Development Fund, through donations or vouchers for the Raffle or Silent Auction (from 1 January 2020 to 30 April of the current year).
5. That the club has a website for external communications.
6. That the club is active in at least one social media platform such as Facebook, LinkedIn, etc.

HOW TO PARTICIPATE

The eligible clubs will be invited to produce a 2:30 minutes video outlining their achievements, initiatives to recruit or retain their membership, promote the Skål International brand or their charity, sustainable or other activities undertaken from 1 January to 31 December 2020.

The videos must be received at General Secretariat not later than 31 July 2021.



CONTACT [SANDRA VERA](#) FOR MORE INFORMATION.



AWARD CEREMONY

The winner's name will be announced during the **Opening Ceremony of the 2021 Skål International World Congress** that is planned to take place in **Quebec, Canada, from 12 to 17 October 2021.**

The club winner will receive the Michael O'Flynn Perpetual Trophy and a certificate valid for a free Double Congress registration in First Class for the 2022 Skål International World Congress. Airfare excluded.



TIMELINE (Dates subject to the Skål International World Congress celebration)

31 MAY Eligible clubs are invited to participate.

31 JULY Deadline for submission of videos to General Secretariat.

15 AUGUST - 14 SEPTEMBER Online voting period by clubs worldwide.

13 OCTOBER The official announcement of the 'Skål Club of the Year' winner.

SKÅL INTERNATIONAL MEMBERSHIP BENEFITS



CHOICE HOTELS

DISCOUNT FOR SKÅLLEAGUES

The agreement between Skål International and Choice Hotels offer a great benefit for all Skålleagues:

- Choice Hotels will offer up to 25% off the lowest published rate.
- No limits on number of nights.
- Valid for over 7000 hotels worldwide.
- Skål International will be provided with a unique client ID.



HOW TO BOOK?

The members will have the option to book through:

- The 800 assigned reservation number
- Via Choice Hotels App.
- Via a dedicated booking URL taking the members right to the discount page with no client ID required (ask Skål International for more information).

www.choicehotels.com



STARHOTELS

A GREAT PASSION FOR ITALIAN HOSPITALITY

Starhotels, a private, Italian hotel company operating in the upscale and upper-scale & luxury sectors, is a hospitality industry market leader. The Group vaunts 30 hotels located in the heart of the top Italian destinations, London and Paris.

The prestigious Starhotels Collezione – icons of style in the world’s most beautiful destinations – stand out for their strategic positions, sophisticated design, and bespoke services.

Starhotels Collezione properties are located in Florence, London, Milan, New York, Paris, Rome, Saturnia, Siena, Trieste, Venice and Vicenza.

Starhotels Premium, located in the heart of the most beautiful Italian cities, Bergamo, Bologna, Florence, Genoa, Milan, Naples, Parma, Rome, Saronno, and Turin, stand out for their contemporary style and the perfect combination of elegance and comfort, providing an intangible sense of well-being through excellent and welcoming service.

RESERVATIONS

Take a break and book a wonderful stay in the heart of the most beautiful destinations and get 30% off on the best available rate (breakfast included).

Reservation Center Starhotels:

- Toll Free Number 00 800 0022 0011 or reservations@starhotels.it.
- Contacting the hotel directly.
- Booking via www.starhotels.com (ask Skål International for promotional code).

TERMS AND CONDITIONS

- Valid until August 31, 2021, in all Starhotels properties (except The Michelangelo in New York and Terme di Saturnia, Natural SPA & Golf Resort).
- Inclusive of breakfast.
- Not applicable during holiday and high pick periods.
- Non-cumulative with other promotional rates.
- Not inclusive of tourist tax, if applicable.

www.starhotels.com

RESOURCE CENTRE

WEBINAR SERIES #REBUILDINGTOURISM

Skål International has started a new series of webinars dedicated to providing **valuable information on our Tourism industry for its recovery: #RebuildingTourism.**

'INTERNATIONAL CODE FOR THE PROTECTION OF TOURISTS'



[▶ WATCH WEBINAR](#)

GUEST SPEAKER:

ALICIA GÓMEZ - Legal Counsel, UNWTO.

The unusual situation generated by the pandemic has brought an issue into focus: **How to provide greater legal protection for tourists?**

The **World Tourism Organization** considers it absolutely necessary to regain the trust of consumers and tourists, and is therefore working on the elaboration of an International Code for the Protection of Tourists.

This project has already been endorsed by almost 100 countries and will help to provide tourists affected by emergency situations with **clearer and more consistent conditions of assistance worldwide.**

DEBATE ON THE BENEFITS AND RISKS OF THE HEALTH PASSPORT

#REBUILDINGTOURISM

SKÅL INTERNATIONAL
WEBINAR
18 MARCH 2021
09:00h CET

EUROPEAN
TRAVEL
COMMISSION

PATA
Pacific Asia Travel Association

SKÅL
INTERNATIONAL
Connecting Tourism Globally

'DEBATE ON THE BENEFITS AND RISKS OF THE HEALTH PASSPORT'

GUEST SPEAKERS:

EDUARDO SANTANDER - Executive Director at European Travel Commission.

MARIO HARDY - Chief Executive Officer at Pacific Asia Travel Association (PATA).

The Health Passport is a hot topic at the moment and highly relevant, especially for our Tourism industry. Therefore we at Skål International have promoted this insightful webinar to provide first-hand information to all our members.

[▶ WATCH WEBINAR](#)



SKÅL

INTERNATIONAL
Connecting Tourism Globally

DESTINATION
OF THE YEAR

With the low lying valleys and the high cold mountains, Nepal provides some of the best paragliding experiences in the world with its natural rising thermals. Paragliding has been in vogue in Nepal since 1995 and the sport is getting ever more popular. You can sign in as a beginner and leave with many flying hours under your belt. Soaring high above with the hawks and enjoying incredible views of the Himalayan peaks from this vantage point is an experience you will never forget.



2021 PORTFOLIO



WILLIAM RHEAUME
PRESIDENT 2021



BURCIN TURKKÁN
SENIOR VICE PRESIDENT



FIONA NICHOLL
VICE PRESIDENT



JUAN IGNACIO STETA GANDARA
DIRECTOR



MARJA EELA-KASKINEN
DIRECTOR



DENISE SRAFTON
PRESIDENT ISC



DANIELA OTERO CALVO
CEO

**THE EXECUTIVE BOARD SHARE THEIR GOALS FOR THEIR PORTFOLIO IN 2021
THE PRESIDENTIAL OBJECTIVES ARE FEATURED IN THE EDITORIAL
FROM PRESIDENT BILL RHEAUME FEATURED IN THIS MAGAZINE.**



PR, COMMUNICATIONS, SOCIAL MEDIA



BURCIN TURKKAN

Senior Vice President

This past year made us realize that these are the times to be part of an extensive international network like Skål International.

We continue to focus on keeping our membership connected internally and externally. I am pleased to inform you that **60% of the portfolio goals are already achieved** while ending the first quarter. I look forward to finalizing the rest of our goals working closely with the Skål International General

Secretariat Team, my fellow Skål International Executive Board members under President Bill Rheaume's leadership, and your continued support.

My engagement area is the **U.S.A., Eastern-Southern Europe, and Turkey**, representing 30% of our total membership worldwide. I am staying in contact with club officers by communicating with them every month. I am working closely with Director Marja Eela-Kaskinen as we are sharing Europe.

2021 PORTFOLIO VISION

Maximize the visibility of Skål International globally while maintaining effective and progressive communication internally.

2021 PORTFOLIO MISSION

Establish and drive a **multi-channel communications strategy** and develop a brand voice and maintain **brand integrity** across all platforms.

GOALS - ACTION PLAN

VISIBILITY INTERNALLY – INTERNAL COMMUNICATION

- Continue the current established internal series of communication within the organization [Ongoing*]: monthly Newsletter, quarterly Magazine, EDM with membership per need, Social Media Skål International pages.
- Continue to promote Skål International online platform among members [Ongoing*]
- Establish strategic collaboration and harmony with AC's/NC's and club's:
 - Possibly a Zoom meeting to introduce the 2021 PR and Communication Strategy and Principles [Completed].
 - Establish a communication group with all assigned PR Communication Officers to stay in constant contact to make sure the information flow is achieved effectively not only for Press Releases but also for internal communication tools as explained above; newsletter/magazine content [Ongoing*].
- Updated membership contact details have been an important issue; this issue needs to be tackled and solutions produced [Ongoing*].
- Review stats ad reports to identify/follow up membership engagement in PR/Communications activities as well as social platforms and report back to Executive Board [Ongoing*].





VISIBILITY EXTERNALLY - GLOBALLY

- Develop annual PR Strategy:
 - 12 months in advance planned Press Releases for Skål International Executive Board (already 4 Press Releases issued in 2021).
 - Expand the Barter Agreement with PR Newswire, including Spanish distribution covering Mexico/Latin America also expand to Asia and Europe [Completed with expansion to additional opportunities].
- Continue the active presence on Social Media Platforms; Facebook-Twitter-Instagram while focusing more on LinkedIn with promotional activities using the budget set for [Ongoing*].
- Prepare house rules and guidelines for clubs on how to maintain their social media platforms [Completed].
- Create and promote major global Skål International events in Skål International social media platforms and Press Releases [Ongoing*].
- Create speaking engagements for Skål International Executive Board members, mainly prioritizing the President and the CEO [Ongoing*].
- Expand the media contacts list and increase media relations [Ongoing*].

ADDITIONAL PROJECTS TO TAKE ON IN 2021 SUPPORTING THE VISION AND MISSION OF THE PORTFOLIO IN 2021

- Review, expand, and put in action the Speakers Bureau Project prepared by Jean Francois Cote, VP of ISC (Action Plan already produced working on the project actively).
- Support presence/visibility at industry events, trade shows, and conferences with pre/after PR activities [Ongoing*].
- Look for PR opportunities through possible Sponsorships/ Partnership Skål International is already in, but more on creating new ones.

**Ongoing: Items executed/completed as planned and continuing to be performed until the end of the year regularly.*

INNOVATION, TECHNOLOGY, DIGITAL PLATFORMS, AND ORGANISATIONAL STRUCTURE



FIONA NICHOLL

Vice President

2021 has continued to be an extension of 2020 which means that most of our members are still working from home and unable to attend events in person.

Technology is already a very important part of all our lives but as we continue to live in this 'new norm', we are **forever looking for new ways to do business** and live our lives safely.

MY PORTFOLIO GOALS FOR 2021 INCLUDE, BUT ARE NOT LIMITED TO:

INCREASING WEBSITE ENGAGEMENT

Our website engagement is currently sitting at approximately 22% of our membership. Working with Jean-Francois Cote, International Skål Council Vice President, we aim to increase this significantly.

WEBSITE IMPROVEMENTS AND FEATURES

The website is an investment to our organisation and our members. Features are being introduced to increase the value of membership.

EDUCATING OUR MEMBERS

It's very easy for people to become overwhelmed with the amount of technology in the world. Everyday, something new is being launched and the platforms we use every day are being upgraded. Research of new and innovative technology relevant to our industry is being done and will be shared with our members.

INTRODUCING NEW INTERNAL PLATFORMS

Communication is a key part of every organisation. New tools are being introduced to the board to help with productivity and communication.

VIRTUAL WORLD CONGRESS

As we still live in uncertain times, we need to know our options. Whether we get to meet in person and add a digital component to our World Congress or if we are forced to once again meet online, we must be prepared. Research is being done to find the best possible solution.

ORGANISATIONAL STRUCTURE

Working with the CEO Daniela Otero and President Bill Rheame to clearly define rules, roles and responsibilities.

BRANDING

Ensuring that the Skål International brand is consistent across all countries.

MEMBERSHIP ENGAGEMENT: ASIA

The Asia Area represents approximately 19.7% of our total membership worldwide.

STATUTES AND BY-LAWS



JUAN STETA

Director

The first goal will be to **update the Model Statutes** for a local club and, then, those of National and Area Committees to conform to our current International By-Laws and Statutes, thus assisting the different Skål International structures worldwide to update their own.

Once the Model Statutes have been made current, we will correspond with

clubs, National Committees and Area Committees requesting they update and send in their respective statutes for approval.

A complimentary goal will be to work with the International Councillors of Latin America, from Mexico to Argentina and Chile, to **enhance Membership Engagement**, with both retaining and growing membership.

FINANCE



MARJA EELA-KASKINEN

Director

We are facing another very challenging year of fighting against COVID-19, and the pandemic affects Skål International the same way it affects everything and everyone around the world.

As we operate with a budget approved every year by the members at the Annual General Assembly, it is the duty

of all the Executive Board to oversee that our costs remain within the boundaries of the budget.

We will **continue to seek savings and the most profitable deals** for Skål International and all our members, and we will continue to **look for sponsors**.

Thanks also to our extremely professional and dedicated staff, our finances are in good control.

INTERNATIONAL SKÅL COUNCIL



DENISE SCRAFTON

International Skål Council President

The International Skål Council is **focused on Membership** issues this year. Several Councillors have some great ideas for Skål International initiatives, and we will look at them in 2022.

In the meantime, our total focus is on all issues relating to quality membership. This includes **growing membership, adding value to our member's journey** within Skål International and **seeking out new locations for clubs**.

OUR INITIATIVES INCLUDE

REVIEWING MEMBERSHIP CLASSIFICATIONS

These classifications are at the heart of our membership make-up. It is essential that we have classifications that mirror the very industry that we work in today. A committee has been formed from the U.S.A., Thailand, Mexico and New Zealand to review all categories. The first draft is expected in April 2021.

WEBSITE INFORMATION

It is essential that the website is a communication vehicle. The International Skål Council will enhance and improve their image and communications on the website, and is also organising training for Northern and Southern Hemispheres to ensure all Councillors have a solid understanding of the website and its capabilities. We are working with Vice President Fiona Nicholl on this project.

ACTIVE INDIVIDUAL MEMBERSHIP

This is a membership area that is growing. The International Skål Council will review how these members can be more involved, and their members have full value.

OVERVIEW OF ACTIVITY IN REGIONS

North America has researched their membership in many areas, e.g. membership number, those vulnerable to job loss, how many can meet face-to-face and many other pertinent issues. The International Skål Council considers this an excellent way to obtain and share 'Best Practice' globally. This exercise will be run across all regions.

MEMBERSHIP DEVELOPMENT FUND

Skål International requires a healthy fund to run membership drives. The International Skål Council will be reviewing the criteria moving forward. We need to add value to membership and develop models for clubs to adopt for membership growth.

THIS IS A BRIEF OVERVIEW. OUR PLAN IS TO WORK WITH CLUBS, NATIONAL AND AREA COMMITTEES AND THE EXECUTIVE BOARD, TO STABILISE AND GROW SKÅL INTERNATIONAL MEMBERSHIP.

SKÅL INTERNATIONAL STRATEGY



DANIELA OTERO
CEO

The pandemic caused by COVID-19 is demanding a high price from individuals, communities, organisations, and businesses worldwide and has particularly impacted the Tourism sector. Therefore, Skål International and our association members have had to reinvent themselves in the face of restrictions on gatherings and social events imposed by health authorities worldwide.

Our strategic plan, which was designed prior to the pandemic, has had to be modified due to the impact that the pandemic has had and will soon have on the organisation's income.

Therefore, according to realistic forecasts for the coming months, a readjustment of the different areas has been carried out and always maintains and prioritizes **the organization's objectives as primary and relevant.**

OBJECTIVES

TO BE A LEADING VOICE IN THE RECOVERY OF THE TOURISM

To continue and increase, if possible, the presence and relevance of the organisation within the Tourism sector at the international level, and to be one of the leading voices in the recovery of the industry.

PARTNERSHIP

To increase the number and quality of partners globally.

BENEFITS FOR MEMBERSHIP

To increase the benefits and services to members.

THE FINAL VERSION OF THE DOCUMENT AGREED WITHIN THE EXECUTIVE BOARD WILL BE AVAILABLE ON THE WEBSITE SHORTLY.

INTERNATIONAL SKÅL COUNCIL



I represent Nigeria on the International Skål Council. In January 2021, I became the Secretary of the Council.

2020 is a year that will not be forgotten in a hurry. A lot happened (or did not happen) as we were all locked down in our various homes and countries. Yes, we all missed interacting with each other in person, but we learned a lot about technology and the new ways of communicating via Zoom, WhatsApp group chats, etc.

Our Skål International Council, however, remained very active. **Participation from councilors has been higher than all my years in the council.**

Everyone rolled up their sleeves, put on their cameras, and joined our zoom council meetings. We have achieved up to 95% attendance, up from about 50%. These meetings have been very engaging, exciting, and enlightening. We have seen a change of batons for some Councillors. While I would miss those councilors, **I am looking forward to a fruitful 2021.**

In Nigeria, where we have three clubs – Lagos, Abuja, and Port-Harcourt, we mostly held our meetings virtually. However, both Port-Harcourt and Abuja were able to meet physically in December.

There were weekly sessions via zoom by some local Tourism organizations. Seven wonders of Naija and Nigeria Travel week (which is run by EfeTobo Avwhana, a Skål International member) did an excellent job. **We toured Nigeria virtually together,** from Benin's historic

ancient city in midwestern Nigeria to the numerous cascading waterfalls and beautiful landscapes in Northern Nigeria. We also discovered several surprises, including Kwara State that showcased

our traditional clay-pot making, beautiful festivals, and rich traditions.

We were taken on a fascinating discovery of a beautiful country, which we are anxiously waiting to share with the world once the pandemic is over.

WE WERE TAKEN ON A FASCINATING DISCOVERY OF A BEAUTIFUL COUNTRY, WHICH WE ARE ANXIOUSLY WAITING TO SHARE WITH THE WORLD ONCE THE PANDEMIC IS OVER.



BIMBO DUROSINI-ETTI

Councillor Skål International Nigeria & International Skål Council Secretary



PHOTO.
» Skål International Europe Signature Event in Paris 2018.

HISTORY OF SKÅL INTERNATIONAL EUROPE

Europe is a huge territory with lot of countries where Skål International is established. Each country had its own practices and own Skål International concept.

Most of the countries were facing same issues. It become more and more evident that cooperation was greatly needed. Talks to 'open' the borders took place.

The process was lengthy. **A first founding meeting was held in Paris in November 2018**, the base of a cooperation was set up. To avoid unnecessary discussion this group is based on geography and not political organisations.

A second meeting, held in

Rome, in November 2019 saw the signatory of a charter by a huge majority of the Europe countries. Skål International Europe Network was officially born. During 2020 it became evident the network had no real place within the Skål International sphere and had to be transformed into an official Skål International Area Committee.

In July 2020, Skål International Europe Area Committee was presented to and approved by the Skål International Executive Committee.



SKÅL INTERNATIONAL EUROPE AREA COMMITTEE GOALS

- **BE A VOICE IN SKÅL INTERNATIONAL**
Give Europe a united voice within Skål International proposing European candidates and supporting them with the clubs participation.
- **BE A COMMUNICATION NETWORK IN SKÅL INTERNATIONAL EUROPE**
Activate united relations with institutions.
- **BE A MASTER EXAMPLE FOR 'DOING BUSINESS AMONG FRIENDS'**
Provide and develop services to members.
- **INCREASE ATTRACTIVENESS OF SKÅL INTERNATIONAL TO EXISTING MEMBERS**
- **INCREASE BRAND AWARENESS TO NON-MEMBERS**

SKÅL INTERNATIONAL EUROPE AREA COMMITTEE ACTION PLAN

COORDINATION

Coordinate European clubs in A.G.A. and other international events elections.

EUROPEAN SKÅL INTERNATIONAL QUALITY AWARDS

Promote actively and deliver the European Skål International Quality Awards.

SUSTAINABLE TOURISM AWARDS

Encourage European members to participate in the Sustainable Tourism Awards and supporting them.

SKÅL CLUB OF THE YEAR

Encourage European clubs to participate in the Skål Club of the Year and supporting them.

COMMUNICATION

Use the Skål International press release system (must be extended to Europe, or a new one must be set in place). Have a strong social media policy and a dedicated team to implement it.

WEB

Have a Skål International Europe Area Committee website inside skal.org platform.

NEWSLETTER

Have a regular European newsletter, with original content.

PROVIDE SERVICES TO OUR MEMBERS

Business services:

- Visit Europe With Skål International:
 - Listing (landing page with direct company contacts and contact form).
 - B2B online meeting days / virtual trade shows.
 - Advertising and sponsorship possibilities.
- Networking opportunity (online and/or in presence) such as Skål International Europe Days to be included in club events such as twinning's or anniversaries.
- Ad hoc surveys on relevant business topics.
- Systematic publication of all research, white papers, raw or aggregated statistical data.
- Presence of Skål International Europe Area Committee on Skål International stands in trade shows.

Member services:

- Regular Skål International Europe Area Committee Newsletter to all members with information and relevant content.
- Listing of all position openings within Skål International with the possibility of submitting candidature.
- European Skål Academy: webinars to be proposed to the entire Skål International Europe Area Committee audience.



ERIC ETIENNE
UNITED KINGDOM

President

After a career in the passenger shipping business in Northern Europe, set up in 1997 VP TOURS, a Tour Operator proposing UK, Scotland, Ireland along with Northern Europe countries.

Elected President and International Councillor of Skål International United Kingdom in 2018.

Since 2020, Skål International Europa Area Committee President.



ARMANDO BALLARIN
ITALY

Vice President

Co-owner with his son Piergiorgio of Topcamp-Cavallino, for the management of the accommodation business.

Since 2017, Skål International Italy President.

Since 2020, Skål International Europe Area Committee Vice President.



THOMAS DÖBBER-RÜTHER
GERMANY

Vice President

Managing Director of SGC Management GmbH. Managing Director of Rheinhof Dreesen, Bonn-Bad Godesberg. Managing Director of Scryptos Technology GmbH, Frankfurt am Main. Owner of Hotel Alte Warener Zeitung and DVAG insurance agency, Waren.

Since 2019, Skål International Germany Vice President.

Since 2020, Skål International Europe Area Committee Vice President.



FLORIN TANCU
ROMANIA

Secretary & Treasurer

Chairman of the Board Bucharest Otopeni Airport and Baneasa Airport and General Director WECO Travel Romania.

Since 2020, Skål International Europe Area Committee Secretary and Treasurer.



KARINE COULANGES
FRANCE

International Councillor

20 years in the Hotel Industry as Director of Sales & Marketing.

Since 2010, R.O.S.E Meetings & Events - Venue Finder for Corporate and Associations clients, mainly in Europe. Organizing Seminars, Conventions, Incentives...

Since 2016, Skål International Paris President.

Since 2020, Skål International Europe Area Committee International Councillor.



MEET THE SKÅL INTERNATIONAL EUROPE EXECUTIVE BOARD

EXEMPLARY SKÅLLEAGUE

THE SCHOOL OF ROME



PAOLO BARTOLOZZI

Skål International Roma
President

Managing Skål
International Europe
IT Team

I joined Skål International in 2009 at the Skål International stand in WTM London. Little did I know that it would be the beginning of an incredible journey, with fantastic new friends and challenges.

Initially, Skål International was a great way to get special rates when traveling for my IT company. Then, Presidents Augusto Minei and Antonio Percario drew me into the club's management, initially asking for help with the Skål International Roma website. I did not realize that those were my first steps in the 'School of Rome'.

In February 2020, I was elected President after three years as Skål International Roma Online Communication & IT Director and Web Administrator for Skål International Italia.

VISION - BEFORE

Skål International Roma started in 2016 a 'New Deal' to meet new

demands and contrast the membership decline. President Percario wanted to build a giant, international, and highly respected Skål International club in Rome. The slogan "think global, act local" was our guideline. Four simple words completely changed the approach to club management and ended a self-referential feeling in Skål International Roma.

Skål International Roma opened to the outside world, not limiting to Skål International Members only. We became brand ambassadors for institutions and Tourism events. We formed a think tank as the first step of the Academy Foundation. We opened the club in Pompei. We established strong connections with other associations, and together, we converse with institutions. We held in Rome the signature of one of the founding documents of Skål International Europe during the 70th-

anniversary celebration. The Skål International logo is now commonly present on the Italian tourist press.

Then came Covid-19... and suddenly Skål International, an association based on strong interpersonal relations, became a galaxy of dispersed and isolated individuals.

VISION - AFTER

Hard lock-down started in March 2020. I saw my industry collapse. Club membership shrunk dramatically during my first months as President.

Still, the only sustainable long-term vision for a healthy club is... big, international, and well respected. This determined our first goal: return quickly to pre-COVID-19 Membership.

Our Members' joint statement, "value for money", provided the direction to go, and we learned from surveys that both Skålleagues and colleagues asked for new international relations.

STRATEGY

The Board assessed the situation to give “value for money,” re-establish regular communications, develop the club’s operational capability, face financial obligations, continue with club digitalization, and prepare for recovery. We granted loyal and early paying Members discounts on renewals.

To provide international relations – and attract new members with similar needs – the Board determined that the best opportunities were offered by Skål International Europe and its brand new B2B platform.

The Board decided to capitalize on the inactivity of other associations to attract new members, provide a unique ‘house’, or facilitate the setup of new clubs (Skål International Calabria will open soon, working on two more).

TACTICS

We provided the Board with online productivity tools and procedures to guarantee the functioning of the club. In parallel, we activated new channels to communicate efficiently with Members.

The Academy think tank immediately produced two surveys, measuring feelings and desiderata of our Membership. During all the crisis, it continued to support the Board with data and qualified advice.

We campaigned to enroll Presidents of other associations, strengthening bonds. In 2021 the Presidents of FIAVET Italia (TO and TA) and ADUTEI (International Tourism Boards), GIST (Tourism press), ADA Lazio (Hotel Managers), and Federalberghi Lazio (Hotels) joined Skål International Roma.

We accepted to be more opportunistic, favoring activities with short-term planning.

SOME RESULTS AND STORIES OF HOPE**MEMBERSHIP**

Skål International Roma lost 58% of Membership in 2020 for Covid-19, going from 135 members in December 2019 to 57 in the darkest moment of 2020. March 2021, we are back to 101 Members (+73%) and will soon hit the target of pre-COVID-19 Membership.

SERVICES TO MEMBERS

The digitalization of procedures made the club a fast-delivering machine, providing the demanded services with limited resources. In nine months, we organized 38 events, including webinars, meetings, research, and publications (one per week).

VOICE IN INSTITUTIONS

The policy of collaboration with other associations brought Skål International Roma to the Italian Senate. A new law on Tourism Professions is possibly in its final approval process. This law would embed Skål International’s ideas.

INTERNATIONAL RELATIONS

Through Skål International Europe, we deliver new continental horizons to existing and new members.

BRANDING

We generate flows of information to the public and the press at every event. The Skål International brand is associated with a dynamic organization addressing a wide variety of topics.

 **THE SCHOOL OF ROME**

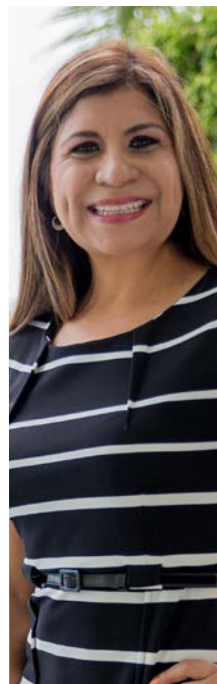
So, what about the **School of Rome**. In Rome, we have a ‘system’ where all members are invited to join the team to run the club. Of course, not all respond.

Once a new member joins the team, he/she is immediately involved in projects and operations, getting specific training when needed. Everybody has exposure to each club procedure creating the basis of team member inter-changeability.

This is a method to make a group of volunteers work together efficiently, encourage responsible free initiative, and support weaknesses with redundancy.

Soon our trainees become trainers. They open new teams bringing new life to the club, more content, and attraction for new members.

SUCCESSFUL WOMEN AT SKÅL INTERNATIONAL



SUCCESSFUL CAREERS



ANNETTE BÄTJER

Born in the northern part of Germany, Annette Bätjer has worked in Hamburg's hospitality industry for over 34 years.

The hotel-trade specialist began as a head housekeeper at the, at that time, newly opened Forte Crest Hotel Hamburg in 1987. After that, she worked as a Rooms Division Manager for two years at the Grand Hotel Nuremberg before returning to Hamburg in 1992 to run the Forte Crest Hotel Hamburg as General Manager for four years. She held the position of General Manager at the Best Western Queens Hotel Hamburg until 2006. In 2006 she became the General Manager of Mövenpick Hotel Hamburg, which opened its doors in 2007 in a historic water tower. Since that time, the Tower and Annette are a unit, and in Hamburg, you cannot name one without the other.

Annette Bätjer has been President of Skål International Hamburg from 2003 – 2013, and from then till today, she supports the club as Past President and Senior Skål International Representative. For more than 25 years, Annette has been working in an honorary capacity for DEHOGA, the German Hotel and Catering Association, and the Chamber of Commerce's examination board in Hamburg. Her enormous expertise is well received by students and colleagues in the hospitality industry. Skål International Hamburg is pleased that she is such an invaluable human being and member.



KAREN TREVINO

Member of Skål International Arkansas (U.S.A.), Karen Trevino has been promoted to President & CEO at North Little Rock CVB.

The North Little Rock Convention & Visitors Bureau (North Little Rock CVB) announced that Karen Trevino, formerly Senior Vice President & COO, has been officially promoted to President & CEO as of January 1, 2021.

"On behalf of the North Little Rock Advertising & Promotion Commission, I would like to congratulate Karen Trevino on her new role of President & CEO of the NLRCVB", said Melanie Hoggard, A & P Commission chairman and owner of Moe's Southwest Grill Arkansas. *"Karen's extensive history with the CVB and most recent role of Senior Vice President & COO makes her the perfect candidate to lead this great team into the new year and beyond. Her dedication and love of promoting our City's Tourism and hospitality industry are unparalleled, and we look forward to working with her in this endeavor".*

Due to the coronavirus pandemic and the subsequent restrictions on events, sports, group gatherings, and venue capacity, North Little Rock hospitality

and industry businesses suffered economic losses in 2020. North Little Rock hotel occupancy was down 20 percent in 2020 over 2019, and North Little Rock restaurants had a 10-percent decrease in revenue from January 2020 through October 2020 over 2019: a \$16.4 million loss.

"2020 was difficult. But the hospitality and Tourism industry will lead the recovery of the economy", Trevino says hopefully. *"We have an opportunity to make a real difference in 2021 and the future".*

Karen Trevino, who has been a member of Skål International Arkansas, U.S.A., started her Skål International journey in 2005. After serving on the local club level, Karen also served one term on the Skål International U.S.A. Board as Regional VP with ten years of volunteer administrative service in Skål International, Arkansas. Trevino describes her Skål International experience with the following statement: ***"I feel so fortunate to be a part of Skål International with friends worldwide. It has been such a joy to be a member of an organization that encourages doing business with friends".***

Trevino's four decades of Tourism and hospitality experience include work as group tours consultant at the Arkansas Department of Parks & Tourism; assistant and later executive director of then-named North Little Rock Visitors Bureau; director of operations for the Arkansas Hospitality Association; hospitality and Tourism professor at Pulaski Technical College's Arkansas Culinary Arts & Hospitality Management Institute; and administrator for the Arkansas Tourism Development Foundation.

Trevino graduated Summa Cum Laude from California University in 2010 with a Master of Arts in Tourism Planning & Development and Magna Cum Laude from John Brown University in 2003 with a Bachelor of Science in



Organizational Management. She is also a Certified Culinary Travel Professional (CCTP) and Certified Travel Industry Specialist (CTIS).

Trevino currently serves on the Boards of Directors for Arkansas Travel Council, Skål International Arkansas, and Southeast Tourism Society and as deputy auditor for Skål International U.S.A.. She has served on the Boards of Directors or committees for Argenta Community Theater; Argenta Downtown Council; Arkansas Dance Network; Arkansas Festival & Events Association; Arkansas Hospitality Association; Heart of Arkansas Tourist Association; North Little Rock Chamber of Commerce; Riverfest; Skål International U.S.A., Susan G. Komen Runway for the Cure, and is a sustaining member of the Junior League of North Little Rock. She was a founding member of the Arkansas River Cities Sports Commission and the Arkansas Association of Convention & Visitors Bureaus (AACVB).

The North Little Rock CVB team shares Trevino's passion for the community and Tourism.

"We are making a concerted effort to work closely with our neighborhood groups to identify and develop Tourism opportunities in their areas. A program for DEI (Diversity, Equity, and Inclusion) is also in the works in partnership with the City to ensure all visitors and locals feel welcome in North Little Rock", Trevino said.

Trevino has won several achievements and awards related to her work in Tourism, including being named Tourism Person of the Year at the 2011 Arkansas Governor's Conference on Tourism and being inducted into the Arkansas Hospitality Association's Hospitality Hall of Fame in 2010. She has also won the Silver Cup for Tourism from the Arkansas Hospitality Association; State Management Award from Arkansas Business & Professional Women; Spirit of Skål Award from Skål International Arkansas; Shining Example Award for CVB of the Year from Southeast Tourism Society, and both the President's Award and Silver Cup Award from the Central Arkansas Chapter of the Arkansas Hospitality Association.

FIRST WOMEN VICE PRESIDENTS ON NATIONAL BOARD OF SKÅL INTERNATIONAL MEXICO

JANE GARCÍA & ANGIE ANGON

We just celebrated **Women's International Day**, which marks Skål International Mexico, a total of 131 Tourism professionals who participate in one of the twenty-three clubs throughout the country, 791 members.

Skål International Mexico National Board Committee has, **for the first in over 50 years of history, two women Vice Presidents that lead the formation.**

The Vice President I is **Jane García** and followed by Vice President II **Angie Angon**.

Both have won the Skål International 'Club of the Year' award.

Jane García for Skål International Cancun in 2016, being also awarded with Membre d'Honneur same year in Monaco during the Skål International World Congress.

Angie Angon won the Skål International 'Club of the Year' award for Skål International Bahías de Huatulco in 2018.

Both are active in social responsibility, sustainability, and many other Tourism aspects of Mexico inside and outside of Skål International.



PHOTO.

» Jane García, Skål International Mexico Vice President I.



PHOTO.

Angie Angon » Skål International Mexico Vice President II.



SOCIAL PROJECTS LED BY WOMEN



PHOTO.

» Iramaia Kotschedoff (left) and Luiza Helena Trajano (right).

IRAMAIA KOTSCHEDOFF

A fine story of social engagement of a successful businesswoman and member of Skål International Düsseldorf:

Iramaia Kotschedoff is an authentic Brazilian; she lives for many years in Düsseldorf. Married, has 3 children: 2 daughters and 1 son.

Her private and business focus has always supported trade between Brazil and Germany. Mainly by organizing for exhibitors from Brazil accommodation and presentation at fairs. **Now she is concentrating on social projects with the organization Mulheres do Brasil (Women of Brasil).**

Luiza Helena Trajano is Brazil's most successful entrepreneur and founder of the world's largest social network Grupo Mulheres do Brasil. The purpose of the group consists of the dream of all 40 founding women to do something for their country.

They were willing to go ahead and get their hands dirty instead of complaining.

Iramaia Kotschedoff, President of the Grupo Mulheres do Brasil e.V. in Düsseldorf, emphasizes: *"It is imperative to us that we do not want to interfere in politics. We want to help much more wherever women need our support. We ensure that solutions are found as quickly as possible and without delay due to bureaucracy"*.

The Grupo has become the largest non-partisan movement of Brazilian women in the country. The wave of success has also spread to all continents where Brazilian women live with their families. As of today, there are 81.948 members by the indicator on the **Brazilian Grupo Mulheres do Brasil website**. By the end of the year 2021, the women want to have made the magical 100,000.

A year ago, in February 2020, when Luiza Helena Trajano and her delegation came to Düsseldorf from Brazil. Trajano combined the celebratory founding of the German offshoot of her women's network Grupo Mulheres do Brasil in Düsseldorf with a visit to EuroShop20.

"I am thrilled to be part of a wonderful voluntary work; it gives me more sense of life", says Iramaia Kotschedoff, member of Skål International Düsseldorf and founding member of the German offshoot.

Original text by Ulrike Brinkmann:
www.wurstend.net (in German).



SKÅLLEAGUES IN ASIA



PHOTO.

» Natalie Kamolwattanasoontorn,
Skål International Koh Samui.

NATALIE KAMOLWATTANASOONTORN

Our Secretary for Skål International Koh Samui got the hotel bug early, born into her family while on a foreign posting in Ottawa, Canada, it was at age 4 when on a posting in Tokyo that saw the family live six weeks in the Keio Plaza Hotel, so after having her daily pre-school lunch boxes crafted by those 5-star kitchens it set the wheels in motion for her career of choice - Hotelier!

Fast forward to today, Nat has called Thailand home since early 2006 and has an island hopped between Koh Samui, Koh Chang, Phuket, and back to Koh Samui. Marrying Khun Poo in 2007, her love of all things Thai, spicy and savory was found with the bonus of a huge Thai family.

While not in a hotel role presently, **she felt the need to contribute to the ongoing efforts of Skål International Koh Samui** to keep the awareness of the island loud and clear, as Nat felt now more than ever we have a common goal to promote and ready Samui for its return.

Able to sew pretty much anything, she hasn't had to use it much in her Hotels

in 26 years, but can speak Japanese which is more useful at work, and has met and served the likes of Tom Cruise (they are the same height), Pavarotti and Barbara Streisand.

Nat loves som tum, Thai, for Sunday lunch from a local spot on Maenam soi 7, but would possibly cook her mums famous lemon baked chicken if she got the chance to invite author Lisa Gardner, singer Elton John and funnyman Billy Connolly to dinner.

A trip to the Kingdom of Bhutan rates high up on her best holiday memory archives.

Now living in Ban Tai and having their ANT office there too; Nat rates this beach or Bang Por the best as you can see both sunrise and sunset, and come March those sunsets are superb. Nat's career has allowed her to live and travel extensively through many countries, and Nat loves that this industry allows her to learn something new and meet someone new every day, which suits her to a T, as **Nat believes you never stop learning until the day you die.**

Welcome Nat to the 2021 committee!

PHOTO.

» Dushy Jayaweera,
Skål International Asia Director.



DUSHY JAYAWEERA

Dushy Jayaweera, our dynamic **Director of Membership Development at Skål International Asia**, has excelled in her role.

Membership has witnessed both retention and growth with consistent engagement and support to all the Skål International clubs in Asia.

Skålleague Dushy is innovative and versatile, reflecting multiple new ways of growth and development Skål International club and membership.

She was previously the Young Skål International Director for the Asian Area Committee for two terms making a total of four years.

She is also a Past President of Skål International Colombo.

TEA AND HOSPITALITY

DO YOU LIKE TEA?



PHOTO.
» Prof. Dr. Hartwig Bohne,
Skål International Berlin.

Do you like tea (black, green, white or yellow)? Or do you prefer infusions (peppermint, fruits, rooibos, or mate)? **This question is not only about a hot drink; it's about cultural heritage, traditions, and ceremonies worldwide.** La Once, High tea, Gongfu cha or teetied - it's all about tea, made from the plant 'Camellia sinensis'.

Tea culture and ceremonies have created a relevant Tourism market and impact rural development. Travelers worldwide want to experience the country's typical ceremonies, tea museums, and tee farms. This interest can be related either to a type of tea and a particular method of preparation or consumption. Different traditions in Asia, South America, Russia, and the Caucasian region, and Europe created various Tourism products based on habits and social anchoring.

This broad field of interest is the **leading research focus of our Skålleague Prof. Dr. Hartwig Bohne** (Skål International Berlin President 2017-2019), who has been working on this topic and its challenges for several years. His current project is focused on real specific tea occasions to highlight these places, e.g., hotels, museums, or event locations with extraordinary tea-related events, e.g., vegan tea time, men's tea time (incl. beer and chips), chocolate tea time (sponsored by a chocolate company) or children's tea time.

Skål International is the trusted voice of Tourism. Therefore it would be perfect for supporting our Skålleague with the global Skål International spirit and relevant insights/ advice/tips from around the world for tea museums, tea locations, tea events, tea ceremonies, or similar attractions. If you offer or know special, unusual tea events, interesting references, book chapters or tea-related entrepreneurs, etc., please send this information directly to our Skålleague.



PROF. DR. HARTWIG BOHNE

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GEN Z + ESPORTS: DIGITIZING THE LIVE EVENT BRAND

RECENTLY, SKÅL INTERNATIONAL WASHINGTON DC MEMBER AND YOUNG SKÅL SCHOLAR REBECCA DE FREITAS' GRADUATE THESIS RESEARCH, 'GEN Z + ESPORTS: DIGITIZING THE LIVE EVENT BRAND', WAS SELECTED TO BE PUBLISHED IN THE 'INTERNATIONAL FEDERATION OF IT, TRAVEL AND TOURISM' (IFITT) ACADEMIC JOURNAL, ENTER21, BEING PUBLISHED BY IFITT ON 12 JANUARY 2021.

Ms. de Freitas' piece was the final product of her tenure at Georgetown University's Global Hospitality Leadership graduate program. The capstone, 'Gen Z + Esports: Digitizing the Live Event Brand', provided **research and data to alleviate the knowledge gap of sport culture and proper sport execution in the events and hospitality industry.**

The problem facing the hospitality industry is how to capture and sustain the monetization opportunity of esports, in an environment lacking governance structure, where leading technology providers can greatly influence all aspects of the segment, and the young consumer responds to stimuli differently than historical patterns. Event organizers will determine how companies (DMOs, Local CVBs and private companies) can invest in esports to accelerate their event marketing programs. Through data analytics presented, this capstone will provide solutions to applicable online streaming campaigns geared towards the younger audience and innovative technological solutions.

Associations and organizations have been considering when or if to invest in esports. That question is no longer relevant as esports is a booming and mature industry saturated with corporations. The associations and organizations need to ask now how to expand their (event) programs into the esports business. **Esports is a major generational phenomenon that will influence live events moving forward.** It is not a swift way to make revenue or to fill the need for younger consumers, rather it is digital lifestyle and a sustainable business opportunity. As event organizers, the onus rests upon the event industry to respectfully understand the esports consumer, make well educated decisions and sustain the hospitality industry in the digital future. The capstone explores esports' background, consumers, ramifications of esports' knowledge gap and Ms. de Freitas' recommendation to the hospitality industry through her research.

Rebecca would like to thank her Skålleagues in Washington DC for their support and encouragement, she is proud to be a part of such a family.

 **READ 'GEN Z + ESPORTS: DIGITIZING THE LIVE EVENT BRAND'**



REBECCA DE FREITAS
rgd34@georgetown.edu
[LinkedIn](#)

WOMEN LEADERS IN SKÅL INTERNATIONAL HISTORY

UNTIL 1976, SKÅL INTERNATIONAL WAS MAINLY A MALE-DOMINATED ORGANISATION. DURING THE SKÅL INTERNATIONAL WORLD CONGRESS IN FLORENCE, ITALY, IN NOVEMBER 1976, SKÅL INTERNATIONAL EXECUTIVE COMMITTEE HAS PROPOSED A CHANGE IN THE STATUTES TO ACCEPT WOMEN EXECUTIVES AS MEMBERS OF THE ORGANISATION.

Since then, the organisation has had **six World Presidents in the last twenty years and more who held several leadership roles**. We know the top 6 women leaders who have succeeded in becoming the World President, but we have other women leaders in Skål International who were involved in many firsts in the organisation. All of them served unconditionally for the Skål International movement's growth and supported more women's involvement in the organisation.



BY
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WOMEN LEADERS

NOW, LET'S REMEMBER THESE WOMEN IN OUR ORGANISATION (ALPHABETICAL ORDER) WHO HAVE BEEN IMPORTANT FIGURES IN THE HISTORY OF SKÅL INTERNATIONAL BY EITHER BEING FIRST AT THE NATIONAL OR INTERNATIONAL LEVEL OR BY HAVING OBTAINED MEMBRE D'HONNEUR STATUS OR SERVED ON THE SKÅL INTERNATIONAL EXECUTIVE COMMITTEE.

ÁLVAREZ DE GUTIERREZ, XIMENA

From El Al - US Air, Ximena was the first president of the Bolivian National Committee from 1994 to 1996. Birth of National Committee in Cochabamba. Was also President of Skål International La Paz, from 1991 to 1993 and from 1999 to 2000.

ASLANTAS, HULYA

Member Skål International Istanbul since 1976. Held various positions at the club level. International Councillor for Skål Turkey and World President in 2009.

Hastas Tourism & Travel 1972-1977, Transorient Travel & Tourism 1977-1984, Universal Travel Services 1984-2003. B.A. in Business Administration from Bosphorous University. She speaks Turkish, French, English, and German.

BARCELÓ, MARGARITA

Member of Skål International Mallorca, Margarita Barceló was the first lady President of a Skål International club in Spain.

BENNETT, MARY

Skål International Galway member, she was the first woman to join her club on the International Women's Year in 1975. She also held various positions at the club level. She was International Councillor for Ireland and elected first lady President of Skål International in 2002 during the Cairns Congress.

Galway Great Southern Hotel, Director of Tourism Ireland West, Irish Tourist Board, Air Lingus, Galway Airport, Galway Tourism 2000. Chair of Galway City and County Galway Tourism Promotion Office and Chair of Tourism Ireland West and Chief Executive of Galway Tourism 2000.

COULANGES, KARINE

Member of Skål International Paris since 1991, she held various positions at the club level. International Councillor for France from 2004 to 2008 and elected World President in 2013.

Hoechst 1972-1976, Trefimeatux 1976-1987, Hotel Marriott Champs Elysées 1987-1989, Penta Internacional Hoteles 1989-1992, Renaissance International 1993-2000, Marriott Francia 2000-2009.

COZZENS, HELEN

Elected Vice President of Skål International Asia in Colombo 1979. A great woman and a great friend to all that Skål International stood for, she died in Bangkok when she was in charge of the Commercial Management of a hotel.

CRONIN, NORA

Skål International Cork 1981. Held various positions at club and national level.

DANIEL, FLORENCIA

Member of Skål International Tegucigalpa and International Councillor for Honduras between 1998 and 2000. She received the Order of Skål Merit.

DE GUZMÁN, 'VICKY' VICTORIA

Member Skål International Manila. She held various positions at club and national level.

One of the great women of Skål International, she was eventually transferred by AVIS to the U.S.A. and was not allowed to belong to Skål International there.

DÍAZ COMAS, MARÍA TERESA

Member of Skål International Girona and International Councillor for Spain from 2009 to 2014.

Skål International Director from 2016 to 2017 and Vice President of Skål International from 2018 to 2019.

FEELDERS, GEORGINE E.

Member of Skål International Bangkok, from Transworld Express. Club President and International Councillor for Thailand in 1979.

She was one of the great promoters of Skål International. Unfortunately, her achievements were short-lived, as they always had some commercial interest.

Founding President of Skål International Pattaya, also worked on the formation of Skål International Kathmandu.

FESQUET, SUZANNE

Member of Skål International Cannes, first lady club President, from Air France.

HELFRICH DE ALONSO, MICAELA

Member of Skål International San Juan, President of the National Committee Argentina and Deputy Councillor for Skål International Argentina in 1995.

KROHN, MARIANNE

Member of Skål International Berlin and Skål International Hannover. International Councillor for Skål International Germany.

She was the President of the International Skål Council and elected to the Skål International Executive Committee, where she held Director and Vice President's positions.



NEXT SKÅL INTERNATIONAL PRESIDENT

The next Skål International World President is expected to be the 7th women President in the organisation as the current two Vice Presidents on the Skål International Executive Board are both women executives: **Burcin Turkkan**, Senior Vice President from Skål International Atlanta representing the U.S.A., and **Fiona Nicholl**, Vice President from Skål International Cairns representing Australia.

Both will stand for election at the upcoming Skål International World Congress that will take place in Quebec City in October 2021.

Hotel Europäischer Hof in München, Hotel Nordsee Feese, Reisebüro Keller, 1985-1999 Hapag-Lloyd, Consedis Business Service & Consulting 2000-2001, TUI 2001-2002, Krohn & Partner Travel Logistics in 2203, Hannover Tourist Board 2004-2008 and Managing Director at Hanover Tourismus Service.

LANGER, INGEBORG

Skål International Hamburg member since 1977 and International Councillor for Germany between 1982-1987.

LIEBISCH, SYLVIA

Member of Skål International Wien since 1981, she was also International Councillor for Austria and held various positions at club and national level.

Air Canada 1965-1977, Tour Operador Astropa 1980-1986, Austrian Airlines 1986-1992, Austrian Holidays 1992-1994, Austrian Airlines 1994-2002, Popularis, Popularis Consultant 2002-2003.

LOOTENS, ANN

Member of Skål International Belgische Kust & Vlaanderen since 1997. She was the International Councillor for Belgium and a member of the Skål International Executive Committee and conferred the Order of Skål Merit in 2007. Hotel Portinari.

MORÁN, VIRGINIA

Member of Skål International Madrid. Travel agent who organized the Spanish Skålleagues' trips to world congresses for many years.

Virginia suffered a stroke during one of her trips in Colombia, losing consciousness, which she never regained, and died in Madrid, months after her accident.

PALACIOS, YARIMA

Member of Skål International Bucaramanga, from Santur Travel Agency. President of the Colombia National Committee in 1995.

PAPATHANASSI, LITSA

Member of Skål International Rhodes. She held several positions at the club level and was International Councillor for Greece. Elected World President in 2006. De Airtour Greece, TUI Greece. Knight of the Order of Dannebrog, appointed by Queen Margrethe II of Denmark, as Consul of Denmark.

RICKS, LONE

Member of Skål International Copenhagen since 1990. Held various positions at the club level. She was International Councillor for the Norden Area Committee, the President of the International Skål Council from 2003 to 2007 and Director of the Skål International Executive Committee from 2007 to 2010. She is a Membre d'Honneur of Skål International.

Northwest Airlines 1979-1984, Olympic Airways 1984-86, 86/90, Singapur Airlines 1990-1991, Nonstop Travel 1991-2003, Travel Art. 1993-2003.

SAARI, SUSANNA

Member of Skål International Turku since 2004. Held various local and national positions. International Councillor for Finland and World President in 2018.

SALKELD, LUCY

Peruvian, married to a Venezuelan, involved in aviation and hospitality, was President of Skål International Caracas and International Councillor of Venezuela for several years, from 1986 to 1987. Family matters took her out of the Skål International movement.

THOROGOOD, BRENDA 'BEATTY'

Member of Skål International Salisbury. She was club President and International Skål Councillor for Rhodesia-Zimbabwe from 1972 to 1980. Candidate for the AISC Executive Committee in 1978 Singapore and 1981 Johannesburg. National President in 1981.

Shortly after the political change and the change of the country's name from Rhodesia to Zimbabwe, she emigrated to Spain; the latest news was that she was living in retirement in Denia with her husband. Brenda Thorogood was a tireless advocate for women in Skål International. She had a solid physical presence, and her love of Skål International led to her being elected as Membre d'Honneur of Skål International.

VENEZUELA WOMEN IN POWER

At one point in the history of Skål International in this country, the number of women presidents exceeded that of men's presidents:

- **Esmeralda Salazar**, President National Committee.
- **Maria Carvalho**, President Skål International del Centro.
- **Belmira Rojas**, President Skål International San Cristobal
- **Mari Carmen Boscan**, President Skål International Centro Occidente.

WITTMANN, LAVONNE

Member of Skål International Pretoria, she was International Councillor for South Africa from 2013 to 2015 and World President in 2019.

30 JUNE DEADLINE
FOR RECEIPT OF APPLICATIONS!



SKÅL



INTERNATIONAL

Connecting Tourism Globally

SUSTAINABLE TOURISM AWARDS

SPECIAL AWARD 2021



RESPONSIBLE
TOURISM INSTITUTE



BIOSPHERE

OPEN TO ALL PUBLIC AND PRIVATE SECTOR
COMPANIES, EDUCATIONAL INSTITUTIONS, NGOS, &
GOVERNMENT AGENCIES RELATED TO TOURISM

SKÅL INTERNATIONAL SUSTAINABLE TOURISM AWARDS

**SKÅL INTERNATIONAL IS
PROUD TO ANNOUNCE THAT
THE 2021 SUSTAINABLE
TOURISM AWARDS
ARE NOW OPEN!**

For 20 years, Skål International has recognized best practices in Sustainable and Responsible Tourism around the world.





SKÅL INTERNATIONAL SUSTAINABLE TOURISM AWARDS



AVAILABLE CATEGORIES



1. COMMUNITY AND GOVERNMENT PROJECTS
2. COUNTRYSIDE AND BIODIVERSITY
3. EDUCATIONAL PROGRAMS AND MEDIA
4. MAJOR TOURIST ATTRACTIONS
5. MARINE AND COASTAL
6. RURAL ACCOMMODATION
7. TOUR OPERATORS - TRAVEL AGENTS
8. TOURIST TRANSPORT
9. URBAN ACCOMMODATION

As Affiliated Member of the UNWTO, whose mission is to promote reliable, sustainable, and universally accessible Tourism, **Skål International created the Sustainable Tourism Awards following the United Nations declaration of 2002 as the Year of Ecotourism and the Mountains.**

Since then, **over 850 participants** from all over the world have entered the competition.

In its **20th edition**, we expect to experience another resounding success.

WHO CAN PARTICIPATE

Tourism companies from the public and private sector, NGOs, government agencies, and educational institutions related to Tourism worldwide.

All sustainable operations and activities must be implemented by the entity applying for the award.

Projects or initiatives not yet in operation are not eligible.

HOW TO ENTER

It is effortless. Just fill in the **Application Form** before 30 June at 23.59 CET.

It is highly recommended that full content is in English.

A letter of endorsement supporting and confirming the sustainable initiatives reflected on the application form will be required. This can be provided by the Skål International local Club, another recognized Tourism organization, or a Tourism governmental body.

Incomplete applications will not be considered.

SPECIAL AWARD 2021

Skål International has established a partnership with **Biosphere©** and the **Responsible Tourism Institute** to give the **'Skål Biosphere Sustainable Lifestyle Special Award'** presented to one of the winners of the Sustainable Tourism Awards. The winner will be selected based on the Responsible Tourism Institute's pillars of sustainability. Biosphere© will present the winner with a one-year free subscription to the Biosphere Sustainable Lifestyle platform, where the winner will be able to create a personalized Sustainability Plan for continuous improvement and recognition of the efforts of his/her organization.

ANNOUNCEMENT OF THE WINNERS

The Sustainable Tourism Awards ceremony usually takes place during the Opening Ceremony of our annual Skål International World Congress.

This year, the city of Quebec, Canada, is scheduled to host the **2021 Skål International World Congress from 12 to 17 October**. Further updates will be provided at a later stage.



CONTACT **SANDRA VERA**
FOR MORE INFORMATION.

WHY SHOULD YOU ENTER THESE AWARDS?



To **enhance visibility and get recognition** of your outstanding performance in terms of sustainable and responsible Tourism.

To **increase your contacts and introduce your products and services** to professionals from the Tourism industry worldwide.

To **obtain media coverage** among the entire Skål membership worldwide and our international press contacts.

To personally collect the award during the **Skål International World Congress** in attendance of an excellent opportunity to network with Tourism professionals from all over the world.

To have a chance of winning a complimentary **subscription to the Biosphere Sustainable Lifestyle platform**.

SAVE THE DATES

TRADE SHOWS

WORLD TRAVEL MARKET AFRICA

(VIRTUAL)

7-9 April 2021

 [WEB](#)

FITUR

(MADRID, SPAIN)

19-23 May 2021

 [WEB](#)

WORLD TRAVEL MARKET

(LONDON, UK)

1-3 November 2021

 [WEB](#)

IMEX AMERICA

(LAS VEGAS, U.S.A.)

9-11 November 2021

 [WEB](#)

IBTM WORLD

(BARCELONA, SPAIN)

30 Nov - 2 Dec 2021

 [WEB](#)

NOTICE

THE MATKA NORDIC TRAVEL FAIR IS RESCHEDULED TO JANUARY 2022

Due to the prolonged COVID-19 situation and authorities' restrictions, Matka Nordic Travel Fair is rescheduled to 19-23 January 2022.

IBTM ASIA PACIFIC TO TAKE PLACE IN 2022

Reed Exhibitions has announced that it has moved the date of the inaugural edition of IBTM Asia Pacific in Singapore to 5-6 April 2022.

SKÅL INTERNATIONAL EVENTS

NATIONAL, AREA AND WORLD CONGRESSES 2021



SKÅL ASIAN AREA CONGRESS (SRINAGAR, INDIA)

19-23 August 2021

PHOTO.

» Landscape reflection in Dal Lake, Srinagar, Kashmir, India. Kreativeart, CC BY-SA 4.0, via Wikimedia Commons.

SKÅL INTERNATIONAL WORLD CONGRESS (QUEBEC, CANADA)

12-17 October 2021



PHOTO.

» Quebec, Canada.

APRIL, SKÅL INTERNATIONAL MONTH



**MORE INFORMATION
WILL BE SENT TO ALL
SKÅLLEAGUES SHORTLY.**

28 April is World Skål International Day, when we celebrate our organization's birth.

This year your Skål International Executive Board has decided to **extend this celebration for the entire month of April**. We have invited clubs, National Committees, and members to showcase their

city or country online with a presentation that will be open globally to all Skålleagues.

The **first online event will be on 6 April 2021 at 15:00hs CEST** where President Bill Rheame and CEO Daniela Otero will start the Skål International Month, and you are invited to participate in all the events scheduled.

REGISTRATION FOR AFRICA TRAVEL WEEK VIRTUAL NOW OPEN!



With less than one month to go until the start of the fully-virtual Africa Travel Week (ATW), comprising World Travel Market Africa (WTMA) and International Luxury Travel Market Africa (ILTMA), **registrations for media and trade are now open**, with the Exhibitor Platform available for exhibitors to update their profiles and set up appointments.

The online platform has been open for VIP Buyer registration for several weeks and hosted buyers

across the globe have responded with enthusiasm, grateful for the opportunity to reconnect with their industry colleagues in this format.

The easy-to-use and navigate exhibitor portal allows exhibitors to upload a company profile and associated marketing assets, as

MANY OPPORTUNITIES FOR STAKEHOLDERS TO ENGAGE INCLUDING SPEED NETWORKING AND 1-ON-1S. RECOVERY MODE.

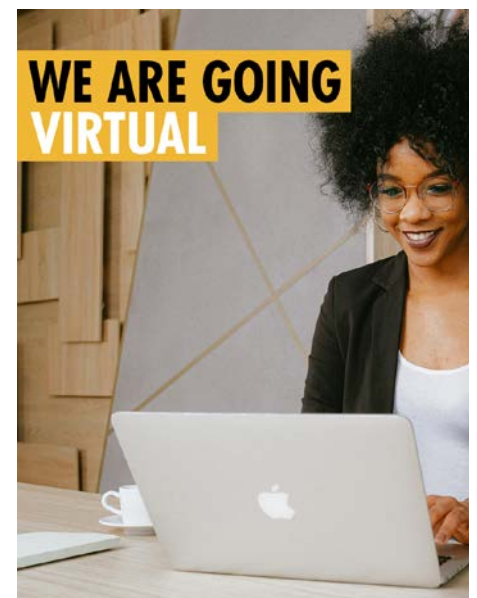
well the profiles of multiple staff members. The virtual event platform also offers **ConnectMe**, a powerful portal with robust search capabilities so that buyers, exhibitors, trade partners and media can find and connect with peers to schedule one-on-one meetings from 06h00 to 19h00 CAT across the three days to accommodate different time zones. You can even search for contacts by time zone, among other criteria.

ATW will put a firm spotlight on Africa's Tourism sector, not just from 7 to 9 April, but beyond.

"We have worked hard to provide a pivotal platform for the continent's travel and Tourism industry, inspiring, educating and rebuilding the travel and Tourism, whether you're connecting with new buyers and exhibitors virtually, or attending

the exciting panel discussions and presentations run by industry experts", says Megan Oberholzer, Portfolio Director: Travel, Tourism & Creative Industries Portfolio for Reed Exhibitions Africa.

"Delegates will also benefit from additional value-adds such as a Product Showcase, speed networking sessions, with short five-minute meeting bursts, robust roundtable



discussions, and forums from industry experts on a range of topics from the Gen Z traveller and the changing landscape of the outbound market, to rethinking Tourism planning to deal with uncertainty, and leveraging domestic Tourism, among many other captivating industry-relevant topics”, explains Oberholzer.

In addition to the virtual show in April, ATW has lined up a collection of events throughout the year, which include:

- Educational content webinars from May to August.
- Africa Travel Week: Connect in the City Live from 1-3 September, including a series of intimate experiences in the official Host City of Cape Town.
- A series of virtual masterclasses from September to November.

Says Oberholzer: “We have taken a blended approach where travel trade professionals benefit from connecting with their industry peers at face-to-face meetings later on in the year. Safety and wellbeing remain our number one priority and we will

adjust this element of our offering accordingly”.

The three-day event Connect in the City Live is exclusive to ATW virtual exhibitors and a selection of hosted buyers, and will comprise:

- Familiarisation tours. ATW Virtual exhibitors will benefit from the opportunity to **invite international buyers to experience their products firsthand**.
- During this time, exhibitors will be given an opportunity to **educate buyers about their products and destination** during a dedicated 15-minute time slot.
- A **dedicated travel and Tourism conference** with a top-notch speaker programme of industry thought leaders and experts.
- Our ever-popular **speed networking sessions** where buyers are split according to region and product interests.
- The **African Travel & Tourism Awards**, with a special category recognising COVID-19 campaigns that focus on reigniting travel.

The blended format of WTM Africa throughout 2021 will also apply to its suite of sister shows including International Luxury Travel Market Africa (ILTMA), International Business Tourism Market Africa (IBTMA), The Sports & Tourism Exchange (SETE), Africa Tourism Investment Summit (ATIS), Travel Forward and EQUAL Africa.

Attendees and industry professionals may remain connected and informed throughout 2021 via atwconnect.com, ATW’s dedicated resource hub jam-packed with free digital tools, industry news and updates.

“Registered delegates will have plenty of opportunities to generate leads, draw up new contracts, and keep the conversation going around bringing travel to Africa, and Africa to the world”, concludes Oberholzer.

REGISTER NOW

 [ATW VIRTUAL 2021 REGISTRATION PAGE](#)

 [TRADE VISITORS REGISTRATION PAGE](#)

 [MEDIA REGISTRATION PAGE](#)



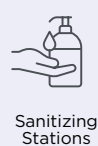
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