



75TH ANNIVERSARY OF SKÅL INTERNATIONAL

In 2009 Skål International is celebrating its 75th anniversary – a landmark year since its foundation as an International Association in Paris on 28 April 1934.

Skål was founded long before “Travel and Tourism” was recognised as a major industry and we can say that structuring the tourism sector started with the Skål movement, as it embraced members from all sub sectors of the industry, expanding until today in 90 countries with 20,000 plus members around the world.

Therefore this year we wish to celebrate, not only the 75th anniversary of Skål, but also the start of the “Tourism Industry” as such. The date and place chosen is 27 April 2009 in Paris where it was established. To celebrate such an important anniversary was at the same time an opportunity to share with the world the real power of Skål and therefore a memorable event at an unusual venue had to be organised.

A number of coincidences helped this decision;

2009 is the Year of Turkey in France and the current World President is Turkish. It appeared evident to us to place the celebrations of the 75th Anniversary of Skål International under the patronage of the Turkish and French Governments to celebrate the 75th Anniversary of Skål International in Paris making it a grand “Tourism and Cultural Evening”.

Using the President’s personal contacts both in France and in Turkey and at the end of nearly 2 months of diplomacy, we are proud to announce that our Gala Dinner will be organised under the auspices of Mr Bernard Accoyer, the President of the French Assemblée Nationale who will provide the venue, at the French Parliament with the participation of Mr Hervé Novelli, French Minister in charge of Tourism and the Turkish Minister of Culture & Tourism Mr. Ertugrul Gunay who will host the event, contributing a substantial financial support.

The Skål International Mid-Year meeting will take place this year in London from 30 April– 3 May which facilitates the attendance of Councillors, observers and Skål members who will be travelling for this event anyway, so 27 April 2009 would be just three days before this meeting. Skål is at the same time organising a package to cover two nights stay and Gala event for the participants. On 28 April 2009, a visit to the grave of Florimond Volckaert, the first President of Skål, will be followed by a press conference at Hotel Scribe and a networking lunch for all participants.

Who will be invited?

In addition to the Tourism Ministers of Turkey and France, Ministers of member Countries, Directors of large tourism companies in France and Turkey, the directors of the major world tourism associations such as UNWTO, WTTC, UNEP, ECPAT, the Directors of Skål International, Honorary and Past Presidents and journalists from the world's press, and of course Skål members worldwide.

The President of Skål International will address important messages regarding multilateral relations among nations and its impact on world peace. The theme chosen by Hülya Aslantaş for the year 2009 which is "Bridging the Cultures" represents a major opportunity for promoting Skål International in this context.

- Skål 's 75th Anniversary Record Book

A record book of 75 years will be published and distributed to the participants. A limited edition of only 1,500 copies will be printed. We estimate about 400 to be distributed to the participants on the occasion of the celebrations and the remaining to be sold, the proceeds which will go to the Florimond Volckaert Fund.