

TOURISM NOW



CELEBRATION SPIRIT

Happy Holidays and
Happy New Year

 **SKÅL**
INTERNATIONAL
Connecting Tourism Globally



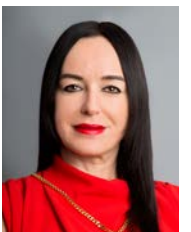
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BILL RHEAUME
Skål International President

EDI TOR IAL

FRIENDSHIP, MUTUAL UNDERSTANDING, PEACE AND SOLIDARITY

I'm sure most of us are happy to see the end of 2021, and we can probably repeat the same message as last December when we thought COVID was behind us. We eagerly looked forward to the promises 2021 had in store for us. I dare say the same holds true as we look forward to a new year.

We all have our reasons to be thankful for the end of 2021, some of you no doubt are praising the Lord that I am moving on... LOL!

I, however, want to **reflect on the true meaning of Skål International**, the reason why the organization can survive the challenges and the conflicts that persist at the highest levels of Skål International.

I am thankful that the club members, the grass roots of Skål International, have little interest in the politics and business associated with driving the organization forward. Every successful club I have visited in my Skål International career is focused on the enjoyment of each other's company, the friendships our industry networking develops and the business relationships that evolve.

Perhaps it's time to ensure that every member, new or existing, consider the association's objectives:

To foster friendship, mutual understanding, peace and solidarity among its members, promoting, in this way, the development of common interest of the communities where they are present and of the travel and tourism industry worldwide.

I think that many members have lost sight of why they joined and why we call ourselves Skålleagues...

I take this opportunity to **wish all of you wonderful, COVID-Free, Christmas celebrations** and may good fortune find you in the New Year.

**HAPPINESS,
GOOD HEALTH,
FRIENDSHIP AND
LONG LIFE...
SKÅL!**



BILL RHEAUME
Skål International President



#TOURISMNOW 2021 FINAL EDITION

BURCIN TURKKAN

Skål International Senior Vice President

Here we are at the end of the year with the **final edition of the #TourismNow Magazine**. In this feature, you will find the year-end message from your Executive Board members, a list of awardees of 2021 Skål International World as announced at the AGM, and more success stories coming from Italy in membership growth.

This quarter's exemplary Skålleagues recognition goes to someone you all expressed your appreciation for his mastery in communication during the AGM's - the Vice President of the International Skål Council Jean-François Coté. You will find the feature about him in this edition.

In this edition, we introduce the Area Committee's, and the next one we have is the Northern Latin America Area Committee.

Don't forget the Skål International History section to check out what Honorary President Antonio Garcia del Valle, aka Mr. Skål, has for you this month.

I would like to take this opportunity to thank you for reading the Skål International Newsletter and Magazine in 2021. It has been my pleasure to work with Ana Maria Vera on the Skål International General Secretariat Team and MyRed to prepare our publications.

I wish you all a Merry Christmas and a very happy New Year!

Always in Friendship & Skål.

EDI TOR IAL



BURCIN TURKKAN

Skål International Senior Vice President



DANIELA OTERO
Skål International CEO

HAPPY HOLIDAYS

2 020 was a year of perplexity.

2021 has been a year of uncertainty, as COVID has also had a major impact on all of us this year. Just when it appeared that we were about to turn the corner and return to a new normality, the recovery has been hampered by new variants that are once again causing restrictions at a global level.

It is true that our industry, travel and tourism, is particularly vulnerable, but it is also true that the extraordinary work of the scientific community - which is highly coordinated - means that our knowledge of the virus is increasingly comprehensive, and our response to it faster and more timely.

Another piece of good news is that there is a real demand for travel and that domestic tourism has held up quite well during this time. This leads us to believe that the traveller will demand and make use of travel and associated commercial activity as soon as possible.

However, we must be aware that all the inequalities that pre-existed the pandemic have widened, even compromising the progress made in recent years. If the impact of the pandemic has been uneven at territorial and/or social level, so too will be the recovery... Hence the importance of public policies to help the private sector at this time. So there will be a lot to do!

The tourism industry has very solid grounds, with a high growth potential. The resilience of tourism demand in the face of the pandemic has proven this, so tourism will surely experience extraordinary times again.

I sincerely hope that 2022 will be the year of the definitive recovery.

Thank you for your support during another difficult year for our beloved tourism industry.

Happy Holidays!



DANIELA OTERO
Skål International CEO

EDI
TOR
IAL

DANIELA OTERO, SKÅL INTERNATIONAL CEO, MEMBER OF THE UNWTO GLOBAL ETHICS COMMITTEE

"It is an honor for me to be part of the UNWTO Global Ethics Committee. I am already at the disposal of the Committee in which I will work together with the rest of the members to ensure sustainable and responsible tourism at a global level under the precepts of the Global Code of Ethics. My thanks to the UNWTO General Assembly for this distinction".

Daniela Otero, Skål International CEO.

READ ARTICLE 

ANNUAL GENERAL MEETING

FULL INFORMATION
ABOUT THE ASSEMBLY
AND AWARDS IN
SKÅL INTERNATIONAL
WEBSITE



During the Skål International Virtual General Assembly held on Monday 20 December 2021, delegates voted for their new **Board of Directors for 2022** and Bill Rheame, World President 2021, announced the **President's Awards** to recognize selected members for their outstanding work in 2021.

Members also voted for the host city for the next Skål International World Congresses. **Kvarner** (Croatia) was reconfirmed as the 2022 Congress site and **Quebec** (Canada), was selected to host the 2023 World Congress.

MEET THE NEW EXECUTIVE BOARD FOR 2022



BURCIN TURKKAN
PRESIDENT 2022



JUAN STETA
VICE PRESIDENT SENIOR



MARJA EELA-KASKINEN
DIRECTOR



ANNETTE CARDENAS
DIRECTOR



DENISE SCRAFTON
DIRECTOR

MEMBERSHIP DEVELOPMENT CAMPAIGN

SKÅL INTERNATIONAL WOULD LIKE TO RECOGNISE THE CLUBS THAT HAVE SHOWN THE HIGHEST PERCENTAGE INCREASE AND NET INCREASE IN MEMBERSHIP IN 2021.

Based on the membership figures recorded at the General Secretariat on 1 October 2020 and 30 September 2021, these are the clubs with the highest rates that deserve to receive the Membership Development Awards.

Well done to all and keep on the good work!

PERCENTAGE INCREASE AWARDS

PLATINUM AWARD
SKÅL INTERNATIONAL
MIAMI
(USA)

GOLD AWARD
SKÅL INTERNATIONAL
HUA HIN & CHA AM
(THAILAND)

SILVER AWARD
SKÅL INTERNATIONAL
GUANAJUATO
(MEXICO)

NET INCREASE AWARDS

PLATINUM AWARD
SKÅL INTERNATIONAL
GOA
(INDIA)

GOLD AWARD
SKÅL INTERNATIONAL
COIMBATORE
(INDIA)

SILVER AWARD
SKÅL INTERNATIONAL
CÔTE D'AZUR
(FRANCE)

SKÅL INTERNATIONAL

ITALY MEMBERSHIP GROWTH

Award presentations in any membership organization acknowledge and reward the top performing individuals or clubs that have attained the most members within a stipulated time frame.

The awarding of the Membership awards for the best performing clubs is no different in Skål International. We acknowledge and thank all clubs and club Presidents that have worked tirelessly to attain new members while engaging with their current membership during the year by highlighting the immense value of their membership.

I would like to have an honourable mention to the outstanding membership gain of a club and congratulate an admirable Skål International member, who has driven his club with passion while succeeding in emphasizing the importance of membership to Skål

International to fellow colleagues of the travel and tourism industry by forming two new clubs.

Luigi Sciarra became President of Skål International Roma in July 2020 and set his goals and mission to not only **increase membership to his own club but also be the driving force to identify the need for two new clubs in Italy** during the past two years.

As he holds the position of President of the Hotel Manager Association in Rome where he established connections and alliances with most tourism professionals in the city, he recognized that **strength always comes with collaboration** and that by including like-minded people to network on the Skål platform, that he would definitely gain more members, not only in his own club but by starting 2 new clubs in his country. Luigi has been the perfect example of a leader that leads from

the front while making sure that his members are well versed and trained in their respective roles so as to ensure an effective and sustainable succession plan.

Skål International Roma attained 31 new members in 2021 while Skål International Italy attained 87 new members which included the 57 new members for the new clubs of Calabria and Napoli, this while retaining the 100 strong membership in their own club.

Felicitazioni Skål International Roma, Skål International Italy and Luigi Sciarra and his committee for staying positive, for retaining membership, gaining a substantial number of new members and being awarded the title of a country that has formed the most new clubs for the past year.

You are all a 'shining light' in our organization and we salute and admire you!



LAVONNE WITTMANN

Skål International Interim Director
Member Relations and
Engagement



SKÅL CLUB OF THE YEAR WINNER.

SKÅL INTERNATIONAL GOLD COAST

During the virtual Skål International Annual General Assembly held on 20 December 2021, Skål International Gold Coast, Australia, was announced as the winner of the Skål Club of the Year 2020-2021.

Tourism Now asked **President Bob Brett** for his insight into winning the coveted award:

WHAT IS YOUR 'RECIPE FOR SUCCESS'?

I'm not sure there is a one recipe for success that fits all. Notwithstanding that, we believe it is essential to have a Clear and Relevant Vision that your members or team want to take ownership of. It's through having a shared end goal and a process to achieve it that results in success.

HOW DOES YOUR CLUB ATTRACT NEW MEMBERS AND HOW DO YOU RETAIN THESE MEMBERS?

We attract new members through a raft of the usual media advertising and promotions. Secondly, we have an identified list of individuals and industry sectors that we invite as guests to our various club functions. But in the main, most of our new members come from word of mouth endorsement from current members. That being the case, membership retention and satisfaction is our number one priority. We do this by initially

ensuring that we are value adding to the already significant benefits of being in Skål International. We regularly survey members as to what they want from the club, functions they want including the time, location and cost, the types of guest speakers they wish to hear from, issues they want the club to deal with or participate in, etc. In short, we ensure the membership's desires of the club are met. Their met desires become the benefits offered.

WHAT METHODS DO YOU IMPLEMENT IN YOUR CLUB THAT ENCOURAGES ATTENDANCE TO YOUR MONTHLY FUNCTIONS AND KEEPS THIS EXCITEMENT AND PARTICIPATION ALIVE?

We attempt to enhance attendance at club functions by firstly ensuring there is an element of uniqueness, interest and variation. Be it guest speaker, location, activity or dining experience. Then all the standard needs come into play, ease of access, costs etc.

DOES YOUR CLUB HAVE ANY EXTRAORDINARY PROJECT THAT YOU ARE WORKING ON AT PRESENT?

There is no extraordinary project that is being worked on at present but we have a deep ongoing commitment to aiding underprivileged children and families amongst other charities.

HOW DO YOU PROMOTE THE MANY MEMBERSHIP BENEFITS TO YOUR MEMBERS AND PROSPECTIVE MEMBERS?

As previously mentioned, our clubs membership benefits are determined by the membership itself through regular discussions and surveys. It's by being relevant to the members' own expectations that we have enjoyed our success. Mostly through word of mouth by satisfied membership our numbers continue to increase.

CONGRATULATIONS TO SKÅL INTERNATIONAL GOLD COAST, AS WELL AS TO SKÅL INTERNATIONAL GOA (INDIA) AND SKÅL INTERNATIONAL TAMPA BAY (U.S.A.), WHO CAME IN SECOND AND THIRD POSITION RESPECTIVELY.

Winner of the Skål Club of the Year Award 2020/2021: Skål International Gold Coast (Australia). View video [here](#).
Second position: Skål International Goa (India). View video [here](#).
Third position: Skål International Tampa Bay (USA). View video [here](#).

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by

WORLD
TRAVEL &
TOURISM
COUNCIL

 **SKÅL**
INTERNATIONAL
Connecting Tourism Globally



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Skål International here ! 

INTERNATIONAL SKÅL COUNCIL

Jambo from Nairobi Kenya to all our Skålleagues worldwide and I hope you all had great Christmas holidays with your Families. I would like to thank my International Skål Council colleagues for the confidence of electing me as International Skål Council President 2022. I will work with each of you as we continue building and making Skål International not just the voice of Tourism but a United One.

We all knew that 2021 was going to be a difficult year, albeit with hope that there was going to be gradual recovery which saw travel started to boom as travellers were ready to get back to travel. Unfortunately, the Omicron began to fuel yet another wave which saw decimate travel into Southern Africa and very quickly spread across the globe fortunately not nearly as deadly.

It has been a tough and brutal year as we know how it has affected our businesses with many closing down, friends and colleagues have lost jobs and their livelihood. Many suffer in silence

with emotional, physical, mental health issues the list goes on.

Looking forward to 2022, I think we will all have to learn to live, travel with COVID so it is my hope that the International Skål Council Midyear meeting will be in person in Spain in 2022 so that we can refocus in Skål International and bring back what our organization is all

about - Friendship as we work towards building our business and continue to promote Tourism.

The International Skål Council is an advisory body to the Executive Committee and the link between the Council and the National or Area Committee they each represent. We will work closely to make sure that our roles do represent this as we each keep the Skål International Movement in our countries and in

touch with the working of the organization at International Level. My vision as International Skål Council President is to see an all - inclusive and more open Skål International that is in touch with its membership. Using the system, we have in place through

our digital transformation. We need to have clear mandate in a transparent way that is approved by the leaders we have elected and to stop the divide group we have seen that caused a lot of pain to many.

I would like to take this opportunity to congratulate Burcin Turkkkan on her election to President Skål International 2022 and your board. The International Skål Council looks forward to working with you all as we unite our organization.

I thank Bill Rheame and your board, our CEO Daniela Otero and the Secretariat, 2021 was a difficult year but we all made it.

I welcome Jean Francois Coté and Asuman Tariman and our Secretary Bimbo Durosinmi-Etti to the International Skål Council Board 2022. We look forward to continuing the journey together.

Wishing you all a Happy, Healthy and Prosperous 2022.

Skål!

**MY VISION AS
INTERNATIONAL
SKÅL COUNCIL
PRESIDENT IS
TO SEE AN ALL
- INCLUSIVE
AND MORE
OPEN SKÅL
INTERNATIONAL
THAT IS IN
TOUCH WITH ITS
MEMBERSHIP**



JULIE DABALY SCOTT
President
International Skål Council 2022



MEET SKÅL INTERNATIONAL NORTHERN LATIN AMERICA



In 1980-1981, at a meeting in San Andres, Jaime Tatis del Valle, President of the National Committee of Colombia, spoke, at the suggestion of the Diffusion Director Antonio Garcia del Valle, about the foundation of an Area Committee, where Honduras and Costa Rica were present and voted in favor. Skål International Panama was also present, but no decision was taken.

At a meeting in Pasto, the idea of the Area Committee was pursued, and Carlos Frittella was put in charge of 'selling' the idea in Central America. In San José, Costa Rica, Galeas of Honduras, Frittella of Costa Rica, Jaime Castro of El Salvador and Tatis of Colombia met again to try to form a Central American bloc.

On 20 June 1981, the 'Declaration of Suyapa' was signed in Tegucigalpa. Carlos A. Gaitán acted as Chairman and Advisor to the 'Area Committee of Central America, the Caribbean, and North-South America'. The Executive Committee of the AISC considered sufficient grounds to disregard this 'foundation' despite the presence of Mike O'Flynn.

On 3 May 1984, the Northern Latin American Area Committee was approved at a meeting in Tucumán. It was set up with Colombia, Venezuela, and Lima, hoping to integrate Guayaquil later.

At the AISC Executive Committee meeting in Puerto Rico in 1986, Costa Rica was accepted as a member of this Area Committee. In that year, Guatemala also joined.

In 1988, the National Committee of Ecuador replaced Skål International Guayaquil as a member when Skål International Quito was created, and the National Committee of Ecuador was approved.

1991 saw the birth of 'Noticias', a publication of the Area Committee, with Raúl Suconota Guevara as editor. It was published in Guayaquil.

In 1995, Skål International Panama applied for membership of this Area Committee, leaving the NAASC.

Currently, the North Latin America Area Committee is formed by the clubs of Guayaquil (Ecuador), Panama (Panama), and Caracas (Venezuela) with the following Executive Board:

- President: Josefa Araujo León (Panama).
- Secretary: Carlos Cusati Gomez (Caracas).
- Treasurer: Erick Goldoni Fonseca (Panama).
- Communications and PR: Gino Luzi Böhler (Guayaquil).
- Skål International Councillor: Annette Cardenas (Panama). Annette has been elected as a Director of Skål International and will take up her new position from 1 January 2022.

EXEMPLARY SKÅLLEAGUE

IT IS WITH A CHEERFUL HOLIDAY MOTIVATION THAT I WRITE THIS TINY BIO.

Being featured in the Skål International magazine Tourism Now as an Exemplary Skålleague is a very humbling honor.

The scale of the task in relaunching our industry motivates me to get involved and collaborate with tourism stakeholders worldwide to set up this opportunity to think outside the box and reboot our organization.

When the global signal is given towards this so-called relaunch, we will have to show great agility to be on the frontline of success.

My career as an entrepreneur, investor, owner, operator, involvement in tourism and business organizations in Canada and elsewhere, and positive leadership have always been assets for organizations that call on my involvement.

Having traveled to more than 45 countries for leisure and business, I like to say that **my horizons and framework of analysis are varied and adjusted to diverse realities.**

My network of business contacts worldwide gives me access to knowledge and strategies fueling reflection focused on performance and results.

I have been a Skål International member in Quebec City since 2001. Having been club President, National representative, National President, International Councillor, and now as vice-president of the Council, I have a great belief in the organization. It is anchored in excellent values. It has lived through many transformations and modifications of its ecosystem. It, as always, endured and provided a fantastic platform for all those who chose to join.

World President Bill Rheume nominated me

on the 'change' committee. We are looking at other organizations like us to ascertain best practices and learn how they have evolved. The significant changes happening around us are the same for all. We must look, learn and adapt. **As President Bill Rheume said, Skål International is a tremendous historic house.** It needs a bit of renovation, but its value is in its solid 87-year structure.

Under the leadership of president-elect Burcin Turkkan, we will continue this work and make sure we adjust and grow for the next 100 years!

Happy new year to everyone!

Let's wish for a healthy, solid, and exciting 2022.



JEAN-FRANÇOIS COTÉ

Skål International Quebec
International Skål Councillor for Canada





SEASON'S GREETINGS FROM THE SKÅL INTERNATIONAL 2021 EXECUTIVE BOARD

**BILL RHEAUME**

Skål International President, 2021

Perhaps it's time to ensure that every member, new or existing, consider the association's objectives:

"To foster friendship, mutual understanding, peace and solidarity among its members, promoting, in this way, the development of common interest of the communities where they are present and of the travel and tourism industry worldwide".

I take this opportunity to wish all of you wonderful, COVID-Free, Christmas celebrations and may good fortune find you in the New Year.

**BURCIN TURKKAN**Senior Vice President
Skål International

My Dear Skålleagues,

2021 has been a very busy, challenging, but also a very rewarding year. While I was fortunate to stay very busy professionally, I also took the challenge of completing my MBA degree. This happened while I was also leading my role as Skål International Senior VP, handling a large PR, Communications and Social Media portfolio. I am very fortunate to have fantastic family, friends and Skålleagues, who have been always unconditionally supportive of me. **The year was rewarding as it taught me that one can overcome any challenge if one remains sincere, true to oneself, one's identity, beliefs, and never give up on one's values.** I am grateful for all the challenges I had to go through this year, as they came with many blessings that allowed me to appreciate everything and everyone, I have in my life more than ever.

Skålleagues; **let the year 2022 be a year of a fresh start;** a new white page for Skål International, where we start filling up the pages with new success stories from each one of you, where we will work together as one - reuniting and engaging ourselves to produce projects, generate ideas and adopt the necessary changes needed to make our organization healthier and more robust, taking the lead globally, working on rebuilding and reconnecting the industry. **Skål International needs you and your commitment.** As your Skål International World President 2022, **I need you to join the Skål International Executive Board 2022 in their efforts to reach the goals in the new year.**

I look forward to seeing you all in person at the 2022 Skål International World Congress in Croatia to raise our glasses for the Skål Toast!

Happiness, Good Health, Friendship, Long Life, Skål!

I hope 2022 will bring you lots of happiness, tons of laughter, peace, success, prosperity, good health and more of everything you have ever dreamed of!

Always, In Friendship and Skål.



JUAN IGNACIO STETA
Director, Skål International

Our beloved industry was looking to see the light at the end of the tunnel. Something that again has been delayed.

Notwithstanding the above, in many areas of the world tourism has started to recover with another new challenge to face: the lack of personnel!!! After the covid started, we had to face a reduction in staff, who then had to look for new jobs elsewhere. Hotels and restaurants, amongst others, are now having to reduce their occupancy factors in order to maintain their service levels.

As per Skål International, **we all know there are important challenges we have to overcome**, starting with our governance model, the reinforcement of our spirit of friendship and amical, the recovery of doing businesses among friends, and the retention and increase of Skålleagues. However, be assured that starting with President Elect Burcin Turkkan, all members of the Executive Board will do our utmost to see that our organization regains the principles of our founders and comes out stronger than ever before.

As I stated when I was running for Director, perseverance has to be our path. We are now facing the so called 'New Normal', which is implying a very strong change in our lives, work environment and social behavior, but without perseverance we will most probably not succeed.

At club level and, in many cases, also at National level, the pandemic has made us become more united.

Friendship and solidarity have made us stronger. Now the challenge is to spread this among all Skålleagues around the world.

We need to make Skål International worldwide strong and united again!!!

In friendship and Skål.

My dear Skålleagues,

First, **I would like to wish you all and your families, my very best for this 2022.** Second, I want to thank you for the vote of confidence granted to me to become Skål International Sr. Vice-President for the year to come.

We are starting this new year with the challenge of the Coronavirus Omicron variance which, even though seems to be less damaging, has a strong contagious effect. So far, more than 10,000 flights have been cancelled around the world during the past days due to the lack of crews and, it seems, that the number will grow as more pilots and flight attendants become infected.



MARJA EELA-KASKINEN
Director, Skål International

Dear Skålleagues,

I want to **wish all of you a peaceful Holiday Season with your loved ones** and let's hope we can all meet in Croatia next year!

Happiness, Good Health, Friendship,
Long Life, Skål!






LAVONNE WITTMANN
Interim Director,
Skål International

Hello Everyone,

Thank you all for your support and engagement with me this year as your Membership Director. Your resilience, courage and tenacity has enabled you to overcome many difficulties that you have faced in this trying year.

Even though we have faced challenging times in all areas of our life, let us also take time in taking pride in our many successes no matter how small or big they are.

Our organization has faced unprecedented times, but this does not mean that this should continue. **Together we can change our mindset, learn to face challenges with a positive attitude and focus on the incredible and many benefits,** tangible or non-tangible, our organization has to offer. Membership to Skål International ‘ticks’ all the boxes that ensure

success, excellent networking opportunities and a platform to share talents and expertise with like-minded people, so let us now concentrate on how we can and will achieve this.

Wishing you and your families a Blessed Festive season and a New Year filled with Good Health, unlimited fun and of course less stress than the past 2 years.

May all our members embrace diversity, inclusivity and belonging now and in the future.

Skål Onwards and Upwards.

Greetings from Australia, where while other parts of the world enjoy a stunning white Christmas and indoor log fires, we look forward to hot summer days dining on fresh seafood while also enjoying a traditional Christmas fare.


In our wildest dreams, we could never have envisaged the events of the past 2 years. Our world has been ravaged by a foreign virus and sadly we all know someone who has been ill or, indeed, lost their lives. **Christmas this year will be a time for reflection,** but also a time where many families are re-uniting for the first time in a couple of years. In my own family we welcomed a new addition to the family last year, my great niece Maggie, who we have not met due to border closures. FaceTime is a wonderful invention!

Despite the global issues, Skål International has continued to have wonderful events throughout the year. My own club, Melbourne, just celebrated their 60 year anniversary with a black tie dinner. There have been other events around the world whether twinnings, anniversaries, or regular Skål International functions – **it has been amazing to see how resilient and determined we all are to get back to some sort of ‘normal’.** There have been other countries that have not been able to meet, and they have become very inventive on how

to run a Zoom event! No matter how we get there it is imperative that we all ‘stay connected’

Our precious travel industry is designed on the concept moving people around the globe to enjoy different experiences. We are all representatives of travel and many of us move around on a regular basis. We enjoy meeting people and experiencing new destinations. This has been taken away from us and with it there is a nervousness by many to venture out into the wider world. It is our collective responsibility to get our industry back to where it was pre-pandemic.

I would like to thank all those who supported me in my new role as Skål International Director - my role is to represent all Skål International members globally, and that is my goal. **My focus will be on getting down to business, listening to your opinions and I look forward making 2022 a year where we maintain and grow membership,** encompass the new emerging industry with new membership classifications and open new clubs. We can only accomplish our goals with a unified Skål membership, so I implore all differences be set aside and lets use our collective brains-trust to support and enhance this wonderful organisation.

DENISE SCRAFTON
President,
International Skål Council

I wish you all a very Merry Christmas and a Happy New Year. Please stay healthy.



SKÅL

INTERNATIONAL
Connecting Tourism Globally

Our best wishes
for health, joy and harmony.

*Daniela Otero,
CEO of Skål International,
and the General Secretariat Team*



IMPORTANT IN TOURISM

AWARD

ONCE AGAIN THIS YEAR, SKÅL INTERNATIONAL MÁLAGA - COSTA DEL SOL PRESENTED ITS 'IMPORTANTE DEL TURISMO' AWARD, WHICH RECOGNIZES THE CONTRIBUTION TO DEVELOPING TOURISM IN THE PROVINCE OF MALAGA, CARRIED OUT BY INSTITUTIONS, BUSINESS AND BUSINESS PROFESSIONALS OVER THE PRECEDING YEAR.

This award is given during a dinner attended by business professionals and representatives of the tourism sector from across the province.

The goal is twofold: on the one hand, to highlight and promote Skål International among professionals in the sector, and on the other to attract new partners.

In this year's event, **the award went to the Malaga Business Professionals Confederation in recognition of the effort carried out during the pandemic, focusing its efforts on coordinating initiatives to obtain a more significant benefit for the business world;** initiatives that were extended to everyone, regardless of their status as an associate: negotiating rules and aid, seeking solutions to unknown problems, including sectors that were excluded in the aid plan a priori, selecting and providing information and training for so many requirements.

The dinner was held at the Pez Espada hotel in Torremolinos, a hotel renowned for being the first luxury hotel opened on the Costa del Sol and remodelled during the spring of 2020.

Once again, Skål International Málaga - Costa del Sol brought together representatives of the sector both on an institutional level (a representative in the Spanish Parliament's tourism commission; representatives from Costa del Sol Tourism and Planning; representatives from the tourism area of the Benalmádena City Council; representatives from Torremolinos City Council) and at the associative level (President of the Andalucía Marinas; Treasurer of the Malaga Chamber of Commerce - representing the Chamber of Commerce- President of the Malaga

Association of Tourist Guides, President of the Tourism Commission of the Andalusian Businessmen Confederation; Executive Vice-president of the Association of Costa del Sol Hotel Entrepreneurs) and of course to numerous Skålleagues, some of them former presidents of Skål International Spain.

After the club Secretary had read the minutes, Antonio Sevilla proceeded to hand over the award which was received by the President of the Confederation of Malaga Business Professionals, who is also President of the Confederation of Andalusia Business Professionals and Vice-president of the Spanish Confederation of Business Organisations, **Javier González de Lara y Sarria**, who used his speech to highlight the role of business professionals in recovering from this crisis, emphasizing the need to concentrate efforts on the fundamental issues, thus avoiding getting carried away by problems that are secondary in importance but that generate a lot of noise.

Thanks to this type of event, Skål International can show potential new partners how it can create environments where they can increase their contacts and create synergies, these being the main demands of the partners.

It also helped to ensure that, at least for a few weeks,

Skål International's name would be present in the conversations of those attending, thus enabling it to disseminate among the rest of the province's associative and business milieu.

In this year's event, ten potential members were invited, chosen from among those who have shown interest in getting to know the club and who, despite being well acquainted with the club through a member, have been unable to find the right time to come to headquarters and learn about the real possibilities that Skål International offers for tourism professionals.

An evening that reinforced our motto: Health, Friendship, Long Life and Happiness, Skål!



SKÅL INTERNATIONAL HISTORY

CHRISTMAS, IT'S CHRISTMAS!!!!

BY ROXY



PHOTO.
» Punta del Este, Nilda Testa.

These are notable dates, dates for families to get together. In my case, between parents, children, and grandchildren, there are 15 of us, but... spread between Malaga, Madrid, London, and Bucharest. Like every year, we made arrangements to be all together, but... the COVID has tested positive in Madrid for children and grandchildren, in total six who no longer come to Malaga; I expect the arrival of three from Bucharest, one from London and maybe one other from Madrid. With the four from Malaga, we could reach eight; but it is not the same as they are not all here.

I started to look for more family, and I found them in Skål... but the Christmas Dinner was also canceled this year. I looked in my archives, which has calmed me down a bit; **I have dozens of Christmas cards in my 60 years in Skål. Among them, I have pulled out three exceptional ones**, the first one from Punta del Este (Uruguay), a drawing from Nilda, wife of Nestor Omar Testa. The second, a letter from John and Roxy McCaul from Chicago. The third from Toronto, from Ed and Marie-Louise Samson.

I could go on, but my spirit has calmed down; I still have a big family, we are still together throughout this world we live in.

Merry Christmas and a happy new year 2022 as a family!
Skål!

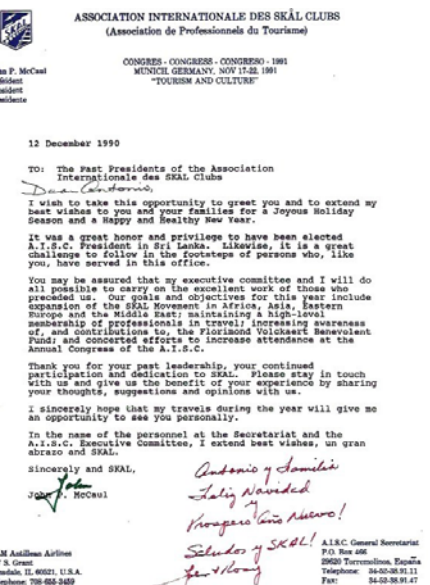


PHOTO.
» 1990. Letter from the International President, John P. McCaul.

ANTONIO GARCÍA DEL VALLE
Skål International Honorary President

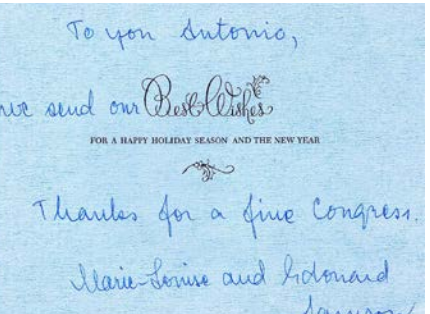


PHOTO.
» 1975. Greetings from Ed & Marie-Louise Samson.

An aerial photograph of a small, lush green island in the middle of a deep blue sea. The island is covered in dense, vibrant green trees and vegetation. The water around the island is a rich, dark blue, with some white foam visible near the shore. The sky is a clear, bright blue with a few wispy white clouds. The overall scene is serene and natural.

SUSTAINABLE TOURISM AWARDS



The winners of the Skål International Sustainable Tourism Awards 2021 were announced during the virtual Annual General Assembly of Skål International held on 20 December 2021.

Congratulations to the winners and thank you for your passion, contribution and dedication to our industry!



CATEGORY 'COMMUNITY AND GOVERNMENT PROJECTS' WINNER

SERVICIOS ECOTURÍSTICOS EL JORULLO. MEXICO

What is your mission to make this world a better place?

Our mission is to develop, implement and continuously monitor the protection and conservation of flora and fauna, mainly avoiding the felling of trees and wildlife poaching, as well as continuing reforestation programs. We conserve and promote cultural activities which are in harmony with our natural environment.

If you had to choose one SDG as your signature goal, which one would it be and why?

In adherence to the 17 objectives, as issued by the UN, Ejido El Jorullo (Canopy River) has chosen Sustainable Development Goal 15, "Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss," as our primary objective.

The preservation of nature and the importance of leaving it intact for future generations, so they may have the opportunity to continue receiving all of its wonderful bounty and enjoy the fruits our earth provides. Additionally, our community is immersed in a diverse ecosystem which requires a greater effort for its conservation.

What is the greatest impact your company created in relation to sustainability?

We have created a culture of environmental protection, within our communities and in our city. Changing an engrained way of thinking is the most difficult challenge for humanity. We have created a "model school" for other Mexican ejidos and it will serve as an instructional center for other indigenous communities.

What impact did the pandemic have on your project and future projects?

The pandemic caused the operation of our company to slow down, causing the planned investments to be postponed for a year. It also taught us to implement additional and improved health and safety measures, as well as new ways of marketing our services.

How will the Skål Sustainable Tourism Award inspire you for your future projects?

We are inspired by the fact that more people and companies are making similar efforts in their communities, regions, and cities to safeguard our precious environment. We are not alone in this great responsibility! We are all preserving our environment through tourism, we are a great Skål family.

CATEGORY 'COUNTRYSIDE AND BIODIVERSITY' WINNER & SKÅL BIOSPHERE SUSTAINABLE LIFESTYLE SPECIAL AWARD

CHAI LAI ORCHID. THAILAND

What is your mission to make this world a better place?

Chai Lai Orchid was started to fund our non-profit work with Daughters Rising well also providing a safe house and jobs for ethnic minority women and refugees fleeing conflict in Myanmar.

If you had to choose one SDG as your signature goal, which one would it be and why?

No poverty. Poverty is one of the biggest factors that allows trafficking to thrive. We believe that the best way to fight trafficking is to empower women through education. When young women have choices they can protect themselves and with an education they will help bring their communities out of poverty.

What is the greatest impact your company created in relation to sustainability?

We built our entire ecolodge out of bamboo with untouched roof just as the indigenous people in this area have for centuries. We are really happy to still be in business. When we first opened people would call and ask if we had air conditioning and then we would never hear from them again. We built our entire ecolodge out of bamboo with untouched roof just as the indigenous people in this area have for centuries. So we felt accomplished when people started booking and guest started coming back for a second time. The accomplishment that I personally feel most proud of was being able to rescue elephants abandoned by the tourist industry during the pandemic.

What impact did the pandemic have on your project and future projects?

The pandemic stopped tourism to Thailand and our village was closed. We focused on farming the land and making our project and the local more sustainable. The schools were closed and a lot of the kids didn't have access to Internet so we opened our empty hotel up to provide activities and classes for local kids.

How will the Skål Sustainable Tourism Award inspire you for your future projects?

It's so inspiring to be recognized we are a small project but we have big dreams! We hope to create more experiences where travelers can have a positive impact just by visiting.

CATEGORY 'EDUCATIONAL PROGRAMMES AND MEDIA' WINNER

TOURISM INDUSTRY AOTEAROA. NEW ZEALAND

What is your mission to make this world a better place?

The Tourism Sustainability Commitment aims to see every New Zealand tourism business committed to sustainability by 2025. Our vision is Leading the World in Sustainable Tourism - *Toitū te taiao, toitū te tāpoi. E kōkiri ana e Aotearoa.*

To deliver on this, we must achieve ambitious economic goals while sharing the overwhelming benefits with supportive communities, contributing to restoring, protecting and enhancing our natural environment, and continuing to be a high-quality destination of choice for domestic and international visitors.

The Tourism Sustainability Commitment was developed by Tourism Industry Aotearoa, the voice of New Zealand's tourism industry. We are inviting every New Zealand tourism business to join us on this sustainability journey.

If you are in New Zealand, sign up now to the Tourism Sustainability Commitment to access support as you work towards twelve Commitments across the four elements of tourism sustainability: Economic, Visitor, Community and Environment.

Together we can create a truly sustainable tourism industry that makes a positive and enduring contribution to Aotearoa New Zealand.

If you had to choose one SDG as your signature goal, which one would it be and why?

#17: Partnership for the goals. The partnership goal speaks to us as our vision can only be achieved by the whole of our industry working together. To deliver on this vision, as an industry we are resilient, inclusive and innovative. We work together to provide strong benefits to the people and places of Aotearoa New Zealand.

Our work involves collaboration with thousands of other businesses and organisations. Through collaboration and partnerships, we provide the links from businesses to

practical organisations such as waste management solutions and carbon auditors.

The Commitment itself was developed through partnerships with our industry, for our industry. TIA led the project with the support of an external reference group. We also talked with a range of other stakeholders and achieved wider industry input through consultation and workshops.

Our latest project involves collaboration with regions to set a regenerative tourism future through a regional programme. The programme is designed so tourism businesses can provide stronger community connections in a sustainable, economically prudent manner.

We have also just launched the Tourism Carbon Challenge, urging every tourism business to measure its carbon footprint, to take action to significantly reduce carbon emissions by 2030, and contribute to a tourism industry that is net zero carbon ahead of New Zealand's 2050 goal.

We believe every operator has a part to play in creating a tourism industry that is sustainable across Economic, Visitor, Community and Environment outcomes.

What is the greatest impact your company created in relation to sustainability?

The creation of a free framework and network, available to everyone without barriers, which launched in 2017 with just 40 businesses behind it and now has over 1600 businesses signed up.

We are really proud of the growing interest in this movement as we strongly feel that sustainability can be best achieved if it is a shared journey, with ample opportunity to learn together, share information and be part of a community.

We are bringing everyone along on the journey, making it easy for the industry to move fluidly from commitment to action and leadership.

What impact did the pandemic have on your project and future projects?

At the launch of the TSC a measurement system was put in place and as of 2019 we had three annual data points which were indicating an uplift in industry performance.

However, given the massive disruption from COVID-19, most of these indicators have been affected. As such, we are moving to a two-tier measurement approach:

- To use available and independent data series to track such things as visitor spend, tourism carbon emissions, community sentiment and visitor satisfaction, and
- To develop a system where all TSC businesses provide an annual account of their TSC activity.

Together, this approach is expected to provide a solid record of industry sustainability progress and also identify any gaps where we need to provide extra support.

A positive impact of the pandemic is that some businesses have found the time to develop their sustainability action plans and take action. It has given some business owners the headspace to reimagine their businesses for the future. Making use of technology as an educational tool has also allowed us to reach more people for a low carbon footprint.

How will the Skål Sustainable Tourism Award inspire you for your future projects?

We look forward to learning from other finalists and winners and especially looking at the industry with an international focus. We have had interest from various countries internationally and would love to open these conversations up. An ambition of the programme is to take it to the wider world so we are always considering international partnerships and possibilities.

We hope winning this award will re-inspire our members while showing the strength and credibility of the Tourism Sustainability Commitment to those who have not yet made the commitment.

**CATEGORY 'MAJOR TOURIST ATTRACTIONS' WINNER &
SKÅL BIOSPHERE SUSTAINABLE LIFESTYLE SPECIAL AWARD**
THE CAPE TOWN INTERNATIONAL CONVENTION CENTRE. SOUTH AFRICA
What is your mission to make this world a better place?

The CTICC's purpose is realised through maximising economic spin-off and job creation. This purpose is especially essential in times of economic stress and high unemployment, which many countries are currently experiencing. In line with its ongoing commitment to help develop local businesses in the sector and beyond, the Centre also prioritises procurement from Small, Medium and Micro Enterprises (SMMEs) that are Broad-Based Black Economic Empowerment (B-BBEE) accredited.

Transforming the future of Cape Town's communities and contributing towards alleviating social inequality forms part of the CTICC's core purpose. Its Corporate Social Responsibility (CSR) programme centres on the partnership with its four Local Community Partners (LCPs). They are supported through venue sponsorship, skills exchange, knowledge sharing and assistance with basic needs.

Sustainability is fundamental to the CTICC. This golden thread runs through every aspect of the Centre, and the CTICC is committed to finding long-term, sustainable approaches to conducting business and addressing social issues.

As part of its overall sustainability objective, the Centre constantly searches for ways to green both its own business through proactive sustainability efforts and the events hosted by its clients, ensuring a reduced impact on the planet. Through its upcycling initiative, the CTICC encourages a circular economy. It works with its clients to find organisations that benefit from donations from event and exhibition 'waste' like banners and wood. The Centre documents and publishes these upcycling case studies so other companies and conference exhibition organisers can learn from these experiences.

If you had to choose one SDG as your signature goal, which one would it be and why?

The CTICC has chosen Sustainable Development Goal 13 as its signature SDG to take urgent action to combat climate change and its impacts.

Economic development and climate change are inextricably linked, particularly around poverty, gender equality, and energy. The UN encourages the public sector to take the initiative to minimize negative impacts on the environment.

The CTICC is committed to reducing the carbon footprint left through its daily operations, conferences, meetings, and events. It continually adapts and refines how the Centre does business to conserve resources and minimise the impact on the environment by seeking out possible areas of energy reduction where possible. This has included replacing all the gallery lights along the corridors and walkways, which will reduce the wattage and power consumption by 75%, and the installation of heat pumps to replace existing boilers, which use a significant amount of power. These measures are expected to enhance the energy efficiency of the building.

As a Centre, the business seeks to offset its staff flights, an example being the trees planted to compensate for staff flights to the 2020 Meetings Africa exhibition in Johannesburg.

The CTICC is committed to doing more and furthering its understanding and commitment to environmental sustainability, which is why the Centre is currently enrolled in the United Nations Global Compact Climate Ambition Accelerator programme. The aim is to learn about global best practices to make progress towards setting science-based emissions targets and create a clear path to address the organisation's transition to net-zero. The installation of PV solar power generation panels on the Centre's rooves is also still part of its five-year capital expenditure plan.

What is the greatest impact your company created in relation to sustainability?

The CTICC initiated one of its most significant projects to harvest and conserve water throughout its approximately 140 855m² building complex. The CTICC installed a Reverse Osmosis Plant to respond to the region's water scarcity and alleviate its strain on the municipal water supply. The implication of water supply and shortage on business tourism directly affects job creation.

The plant extracts underground seawater using ultra-filtration and reverse osmosis technology that removes the salt and contaminants from the water by pushing it through a semi-permeable membrane at high pressure. This plant produces purified and potable water that complies with the SANS/SABS 241 of 2015 Standard for Drinking Water. It is purposely designed to cater to all the CTICC's daily water consumption needs by producing up to 200 000 litres of drinking water in a 24-hour cycle.

The plant integrates an additional storage tank with a capacity of up to 400 000 litres, which accommodates the Centre's maximum demand scenarios. In addition, the plant's water storage capacity enables the CTICC to provide up to twice its regular daily water consumption, which, by extension, allows it to offer 100% water neutral events. This is complemented by various water-saving activities, including harvesting greywater and rainwater for use inside and outside the building.

The result of this initiative is that the CTICC is no longer dependent on external water supply. This means that the business can function at a higher level of efficiency and can promote and market itself as a water-neutral venue where clients no longer need to be concerned about hosting their events at the Centre in the event of water restrictions and scarcity. In this way, the CTICC

can protect critically important jobs and ensure the continued growth of business tourism to benefit Cape Town, the Western Cape, and the South African economy while reducing strain on the Western Cape's water-stressed basins.

What impact did the pandemic have on your project and future projects?

Covid-19 has changed many things for the world, South Africa and the CTICC. It has had a severe impact on the global economy and has hit the South African economy particularly hard. The pandemic presents an enormous challenge and tremendous opportunities to reach the 2030 Agenda and the Sustainable Development Goals (SDGs). Although it has been extremely difficult for citizens and businesses, the CTICC has taken this as an opportunity to be a driver of good.

At the time of the initial lockdown, level five regulations did not permit gatherings and events at the CTICC, and 140 855m² of space was temporarily closed for business. The CTICC was one of the corporate citizens willing to put its hands to the plough to be part of a more robust solution. Grounded in the company values of innovation, caring and gratitude, the team at CTICC demonstrated leadership with purpose and courage through a collaboration with Ladles of Love, providing much-needed assistance to the Non-Profit Organisation.

The CTICC donated one exhibition hall and a kitchen, over 1 500m² of space, to Ladles of Love. This space was used as temporary headquarters for their Covid-19 Soup, Stew, Sandwich, and Food Distribution Project. Their team prepared, packaged and dispatched the food parcels to various distribution points

around Cape Town.

In the 60 days they were at the CTICC, Ladles of Love delivered an extraordinary 2,572,197 meals across Cape Town. This food was donated to 150 beneficiary organisations. While these beneficiaries were mainly soup kitchens or community kitchens, whose main purpose was to feed, donations were also sent to schools and social enterprises. These meals directly supported individuals in education programmes and community training and skills development programmes.

How will the Skål Sustainable Tourism Award inspire you for your future projects?

The CTICC is incredibly excited to be awarded the 2021 Skål International Sustainable Tourism Award for Major Tourist Attractions and even more humbled to be awarded one of the two Skål Biosphere Sustainable Lifestyle Special Awards, as well.

The CTICC received a very generous one-year subscription to the Biosphere Sustainable platform as part of the award. The CTICC is committed to continuing and expanding its sustainability efforts and is very excited to begin using the platform and are assured this tool will assist them greatly.

The 17 Sustainable Development Goals are profoundly interconnected, and there is a clear business case for companies to harness the SDGs to create opportunities to address challenges and enhance growth.

By remaining true to the CTICC mandate, it has established itself as a Centre of choice, with the distinct advantage as the preferred local partner for local impact, with a tangible track record of success. The CTICC wants to continue meeting this mandate by setting ambitious corporate targets and accelerating the integration of the SDGs into the core business.



CATEGORY 'MARINE AND COASTAL' WINNER

SIX SENSES LAAMU. THE MALDIVES

What is your mission to make this world a better place?

The Maldives Underwater Initiative (MUI) is in Laamu to leave a legacy - to leave this beautiful and unique part of the Maldives better than how they found it. MUI's mission is to lead the tourism industry in the Maldives through meaningful marine conservation efforts based on research, education and community outreach. They will achieve this through their vision, which is a local and global community of marine stewards that will create a culture of positive action for our oceans in Laamu and beyond.

If you had to choose one SDG as your signature goal, which one would it be and why?

The goals of MUI coincide with many of the SDG goals, however the most relevant is Goal 14: Life Below Water as the team's projects align with many of the targets for goal 14. For example, the MUI team are working with the local government and stakeholders to create a network of local managed Marine Protected Areas in Laamu Atoll through extensive research and community outreach projects. In 2019, the MUI team launched a campaign to #ProtectMaldivesSeagrass which has resulted in over 1 million square meters of seagrass being protected across the nation. All of the reef fish served at the resort are purchased through a coalition of local fishers who have signed a responsible reef fishing code of conduct. The MUI team have also developed, or help develop, several other codes of conduct for sustainable tourism experiences and promote these within the tourism industry. These include code of conducts for dolphin watching, manta ray encounters, turtle encounters and turtle hatching experiences.

What is the greatest impact your company created in relation to sustainability?

Through forming the Maldives Underwater Initiative (MUI), Six Senses Laamu has created a leading marine conservation initiative,

inspiring change and protection in Laamu Atoll and across the Maldives. MUI's achievements prove to other resorts in the country that the tourism industry is capable of making significant contributions to marine protection. With thanks to MUI's research and community outreach projects, local stakeholders have been inspired and empowered to protect Laamu Atoll's natural resources and the livelihoods which rely on them. In 2018, Laamu Atoll council pledged to voluntarily protect five ecologically significant areas in the atoll, in 2021 the atoll was declared as a Hope Spot by Mission Blue and now, the government is finalizing plans for the designation of multiple, regulated marine protected areas across Laamu.

What impact did the pandemic have on your project and future projects?

As a result of the pandemic, the Maldivian border shut for four months in 2020, resulting in a temporary closure of Six Senses Laamu. As an initiative which is fully funded and supported by the resort, this inevitably had an effect on the MUI team's operations. However, the team showed resilience and determination in the face of the pandemic, adapting quickly to the new normal and finding alternatives to research, guest education and community outreach projects which were affected by travel restrictions. For example, the team produced a free online adaptation to their Junior Marine Biology Program, offering children all around the world the opportunity to join the MUI team and learn the basics of marine biology. In 2020, the annual Laamafaru Festival, which aims to raise awareness of marine conservation in Laamu Atoll, was transformed into a social media campaign using content generated by community members.

Thankfully, after just four months, Six Senses Laamu reopened and has been welcoming a huge number of travellers from all over the world since August 2020. As a result, the MUI team are able to continue their guest education initiatives

and spread their messages of conservation to this global audience. However, local travel restrictions are still in place and so the MUI team continue to reevaluate and innovative new strategies for local community outreach. For example, the 2021 Laamafaru Festival took place in nine different islands across the atoll, allowing for more children than ever before to participate in the festival, whilst also prioritizing their health and safety by limiting inter-island travel. After the success of digital campaigns in the last two years, the team has also decided to invest more in creating online content for the Laamu community, and next year they plan to produce an online education program for local schools as an alternative to visiting the schools in person.

How will the Skål Sustainable Tourism Award inspire you for your future projects?

The Maldives Underwater Initiative is honoured to be recognized for this year's Skål Sustainable Tourism Award. Six Senses Laamu has received many awards in the past for its sustainability related initiatives, including the prestigious Skål award in 2018. However, this is the first time the MUI team alone has achieved such recognition. This recognition proves to the MUI team that their work and achievements are worthy of international recognition, and is an inspiration for the team to continue pursuing their goals of protecting Laamu for generations to come. MUI also hopes that this award will inspire other resorts and marine biology teams in the Maldives, to invest in sustainable and marine conservation initiatives.

CATEGORY 'RURAL ACCOMMODATION' WINNER

SARDEGNA GRAND HOTEL TERME. ITALY

What is your mission to make this world a better place?

Sardegna Grand Hotel Terme is, since it started operations in 2005, one of the largest companies of the province of Oristano, a rural pre-mountain area blessed by thermal springs in the center of Sardinia. The company management has always been aware of the impact of large companies in a fragile environment like Fordongianus, the 700 people village where the resort is located. For this reason, in 2009 the company adopted the Balanced Scorecard system as performance management tool, based on measuring financials, but also customer satisfaction, efficiency of internal process, and the staff progress in learning and growing skills.

In 2010 we started integrating all the IT processes including direct online sales, in house client management, accounting, and human resources to become a 'paperless' company. Target achieved in 2014. In 2015 we obtained the Ecolabel EU certification, and the United Nations Agenda 2030 was published. Both these events pushed up the level of understanding of how Sardegna Grand Hotel Terme interacts with its ecosystem. Not only the environmental impact, but also the long term social and economic consequences of Sardegna Grand Hotel Terme's activity.

This awareness drove our investments in the production of clean renewable energy. The aim is the complete energetic self-sufficiency by 2022. This energy abundance gives us the possibility to continuously increase the services offered to customers. We enjoy, therefore, a healthy growth that provides long term stability to the company and to all those who directly or indirectly work for it. This is how we try, day to day, year after year, to improve our company, to preserve our resources and to grow together with the territory where we operate.

If you had to choose one SDG as your signature goal, which one would it be and why?

SDG 8, "Decent work and economic growth", probably best represents all we did in the past 16 years. Why? Because we enjoy and foresee

long term sustainable economic growth. We diversify, innovate and upgrade for better economic productivity. Our policies support job creation and territorial growth. We improve resource efficiency in both consumption and production. We generate employment at fair work conditions and equal pay. We legally employ youth, provide education, and training. We protect labor rights and offer safe working environments. We generate beneficial and sustainable tourism. This is, statement by statement, a large part of SDG 8 definition.

What is the greatest impact your company created in relation to sustainability?

The most visible impact is the amount of clean energy that we produce without carbon print. The current combination of geo-thermal and solar energy production systems generates the energy equivalent to 17,500 barrels of oil per year. However, we are proud to have substantially contributed to reversing the decline of our village, Fordongianus.

This is the only municipality in the Province of Oristano that sees growth and immigration. New families formed within our staff, and we welcome more and more newborn babies in the community. The local economy, before the opening of the thermal SPA, was based on stone quarries, sheep herding, and agriculture, giving younger generations little hope for qualified jobs, and forcing many to emigrate.

Today Sardegna Grand Hotel Terme is the largest thermal SPA in Sardinia and the largest employer of the area, providing therapeutic, wellness, and leisure services all year-round to over 65.000 customers, mainly from the island. It is one of the few full-time hotels in Sardinia.

We therefore enjoy a very special relation with the local community and environment, providing not only jobs but also favoring local agriculture, managing the environmental impact, participating through the tourist tax to the development of the village, providing new health services previously available only on the Italian mainland.

What impact did the pandemic have on your project and future projects?

Sardegna Grand Hotel Terme is a health-oriented hotel with an inhouse Scientific Committee composed by several medical doctors. The medical unit is equipped with diagnostic machines and performs many different types of analysis, including COVID tests both for employees and customers.

New measures were necessary during the COVID pandemic to maintain high levels of safety. Processes between customers and employees had to become contactless. The inhouse IT department created new online check-in forms, QR coded menus for both bar and restaurant, online bill check and payment. Such functionalities are available on the hotel website, on the internal app and on the informative totems scattered through the lobby.

The sterilization procedures, on the other hand, are already part of thermal hotels activities. We are trained to fight against bacterial contamination that can occur in warm wet environments. COVID contamination was quickly managed using the same training methods, based on specific scientific protocols provided by the University of Padova. The presence in-house of the medical unit enabled reopening after lockdown at the end of May 2020 and we never stopped operations since.

How will the Skål Sustainable Tourism Award inspire you for your future projects?

Winning the Skål Sustainable Tourism Award is a milestone. I joined Skål International Roma at the end of 2020 because I was aware of the association commitment towards sustainability. Skål International Roma has on its website the United Nations Agenda 2030 and later in 2021 published the full report to the UN on climate change. I feel deep affinity with such sensibility and am grateful that our project has been chosen between many excellent submissions. This is very motivating for all those who contributed, from the ownership to the entire staff. We know we are in the proper path to become a fully sustainable enterprise and will continue every effort to improve.

CATEGORY 'TOUR OPERATORS - TRAVEL AGENTS' WINNER**CITY SIGHTSEEING SOUTH AFRICA. SOUTH AFRICA****What is your mission to make this world a better place?**

It is our mission to involve our entire team, our customers and the communities we visit along our routes in our sustainability goals. Only by working together can we make a difference.

If you had to choose one SDG as your signature goal, which one would it be and why?

We continue to keep our water saving efforts on the forefront but our next goal is to remove single use plastic from our stores. With the small changes like the introduction of plant based water bottles, removal of straws and plastic bags and the recycling of earphones we are off to a good start and will continue encouraging our team, our customers and the communities we work with to assist in these efforts.

What is the greatest impact your company created in relation to sustainability?

At City Sightseeing we have many projects running simultaneously and we try our best to make difference in all aspects of our business. During the severe droughts experienced recently in the South Africa we were forced to relook at our relationship with water. With the introduction of a desalination plant at our depot and the cutting down of overall water use, the company was able to reduce its use of municipal water from 8 000 litres of water a day to only 20 litres.

What impact did the pandemic have on your project and future projects?

Thankfully the pandemic has not impeded our sustainability efforts and all our projects are ongoing.

How will the Skål Sustainable Tourism Award inspire you for your future projects?

We are extremely proud to be recognised by the international Skål International community for our ongoing sustainability efforts. This award has great meaning to our team on the ground and will encourage us all to keep finding new ways, big or small, to make a difference going forward.



CATEGORY 'URBAN ACCOMMODATION' WINNER

THE GRAND HOTEL (THE NUWARA ELIYA HOTELS CO PLC), SRI LANKA

What is your mission to make this world a better place?

A diverse and conscious team that has come together to work on a mission: to provide guest experience beyond their expectation in a manner that protects and safeguards the environment and to change how we value our relationship to nature.

If you had to choose one SDG as your signature goal, which one would it be and why?

No poverty. Poverty is one of the As a responsible leader in the hotel industry, we are currently in the progress of achieving Sustainable Development Goals one which is namely No Poverty. We believe success is something that we need to achieve together with the community around us. Even during the pandemic as well, we initiated several programs to uplift the lives of the people. As soon as the pandemic hit Sri Lanka, we were swift enough to increase the percentage of local sourcing (From the Nuwara Eliya area). This initiative has given us the opportunity to empower the local farming community and other suppliers in uncertain times. That was also done after evaluating the suppliers' sustainability practices to adhere to our sustainability practices.

Another initiative that was adopted, in our endeavor to achieve the No Poverty SDG focused on increasing the number of local recruits within the district and we are determined to increase continuously in the future as well. Apart from those, flower selling community who were living around the area was also provided with a vocational training to enhance their professionalism. With all these implemented practices, we were able to address the first sustainable development goal (The second was indirectly impacted by achieving the

first goal- zero hunger). In future we are also planning to expand our activities to emphasize more on those two goals and to be the limelight in the industry.

What is the greatest impact your company created in relation to sustainability?

Grand Hotel although not built as a Green Building (as the Hotel dates back to being in existence for 130 years) the hotel has made a conscious effort to investing in sustainable solutions, energy efficiency by introducing equipments that use less energy and low-carbon initiatives which not only protects and preserve natural resources and the climate. By adopting these measures we have substantially reduced the recurrent cost incurred and that found it also drives superior financial performance.

What impact did the pandemic have on your project and future projects?

Grand Hotel's core mission is to adopt the concept of sustainability in whatever initiatives that it embarks on Light switch off policy – Grand Hotel adopts the light switching off policy where different color codes are attributed to lights according to its usage. With the pandemic, this was further streamlined and only a very basic number of lights used especially during the pandemic

Food Miles – Grand Hotel has provided opportunity for the local suppliers to supply majority of the commodities required for the day-to-day operations of the Hotel in order to enable a better carbon footprint.

Grand Hotel had adopted a Plastic Free Zone for the staff and minimal use of plastic in the operations. However, with the pandemic setting

in, we were reluctantly compelled to use polythene, as PPE kits had to be introduced for staff engaged in room cleaning etc. Even the disposal of Face Masks contributed towards harmful effects to the environment Change Hands – This is a concept which was initiated in July 2020, where staff who have excess clothes, shoes or whatever that is in good condition but not being used. Staff can drop these items in a cupboard at our Green Bank compound. Any staff member who would need any clothing or other item that is available could pick them free of charge. This initiative practices the "R" Concept of Reuse, Reduce.

How will the Skål Sustainable Tourism Award inspire you for your future projects?

With the pandemic setting in, and people world over getting more conscious about the way they live, cleanliness and to harmonize more with the environment, being recognized with an International professional organization that promotes global tourism and friendship by gathering all sectors of the Tourism Industry as well as strongly advocating Sustainability, Grand Hotel would definitely be at a winning edge to attract conscious travelers from world over.

We also believe that with the receipt of this accolade, our product could be introduced to the contacts under the Skål International membership, get recognized worldwide as a Hospitality partner that promotes and advocates sustainability practices in all its operations.

Grand Hotel needs to be identified as a Hospitality Service Provider who is conscious about its operations being carried out sustainably with minimal impact to the environment.



GLASGOW CLIMATE DECLARATION

SKÅL INTERNATIONAL JOINS AS A SIGNATORY TO THE GLASGOW CLIMATE DECLARATION

The **Glasgow Declaration for Climate Action in Tourism** was launched last November 2021 during the **United Nations Climate Change Conference, COP26**. Some of the world's leading tourism companies have joined governments and destinations in committing to **halve emissions by 2030 and reach zero emissions by 2050**.

We are proud to announce that **Skål International has become a signatory to the Glasgow Declaration**. As Daniela Otero, CEO of Skål International, said: *"Skål International joins as a signatory to the Glasgow Declaration with the aim to make a common front in the tourism industry. As an international organisation of tourism professionals, it is our duty to promote sustainable values and to plan actions that align the tourism sector towards sustainable production and use"*.

The Glasgow Declaration recognises the urgent need for a globally coherent plan for climate action in tourism. With **over 300 signatories worldwide**, comprising governments, tourism destinations and businesses, this commitment is an useful tool to help bridge the gap between good intentions and meaningful climate action.



Glasgow Declaration
Climate Action in Tourism



LET'S PROTECT THE CHILDREN.

A MORE RESPONSIBLE TOURISM IN 2022.

In the context of travel and tourism, children are exploited by travelling sex offenders that take advantage the fast-growing travel and tourism industry by misusing its infrastructure to commit their crimes. The growth of this industry has not been adequately matched by child protection measures. In places like hotels, airports, tourist attractions, restaurants, bars, massage parlours and even on the street in plain view, children are at risk from travelling child sex offenders, who take advantage of poverty, social exclusion and vulnerability to abuse and exploit.

Whilst the COVID-19 has temporarily disrupted global travel restricting the movement of travelling child sex offenders, it simply meant offenders adapted their offending and moved more online to commit their crimes as they prepared for the reopening of global travel.

Alongside this, hotel industry is becoming increasingly automated for example online check-ins and third-party reservations. With offenders seeking out anonymity to commit their crimes, the hotel industry must remain vigilant as borders open up and COVID-19 restrictions are eased.

Responding to suspected cases of child sexual exploitation

Hotel employees are the eyes and ears on the ground and can play a direct role in preventing child sexual exploitation. By recognising

the potential signs of child sexual exploitation and being empowered to act, hotel staff can intervene and prevent a child being abused.

The signs of child sexual exploitation in the context of hotels and accommodation can include:

- Children are staying in a hotel room which is visited or requested by a number of additional adults.
- An adult guest is unable to produce identification documents for a child guest accompanying them.
- An adult guest is reluctant to use their credit card and prefers to pay cash.
- An adult guest requests an isolated room or doesn't want the room to be cleaned.
- An adult guest comes and goes regularly and at unusual times.
- A child seems timid and shy or is dressed inappropriately with little to no luggage.

At a senior level, company must ensure effective and appropriate child policies and procedures are in place to ensure staff know how to report and recognise these signs, and that the company takes a zero-tolerance approach to child sexual exploitation in its business operations and within the supply chain.

Partnering with

The Code of Conduct to Protect Children from Sexual Exploitation in Travel and Tourism.

The Code is an industry driven initiative with the mission to provide awareness, tools and support to the travel and tourism industry to prevent the sexual exploitation of children. Travel and tourism industry companies become members of The Code by committing to six criteria to keep children safe.

To support the travel and tourism industry, ECPAT International and The Code have developed a suite of new online training modules for their more than 350 members, which was launched in June 2021. The training includes role specific modules for hotel industry, including housekeeping, security and front desk staff. Since 2013, members of The Code have trained 1.4 million employees through online and in-person training.

We all have a responsibility to play in keeping children safe in travel and tourism. By becoming a **member of The Code**, your company can join global industry leaders in the fight against sexual exploitation and play an important role in making the travel and tourism industry safer for all children.

THE CODE MISSION IS TO PROVIDE AWARENESS, TOOLS AND SUPPORT TO THE TRAVEL AND TOURISM INDUSTRY TO PREVENT THE SEXUAL EXPLOITATION OF CHILDREN



We protect children in travel and tourism



DAMIEN BROSAN
Programme Manager
The Code

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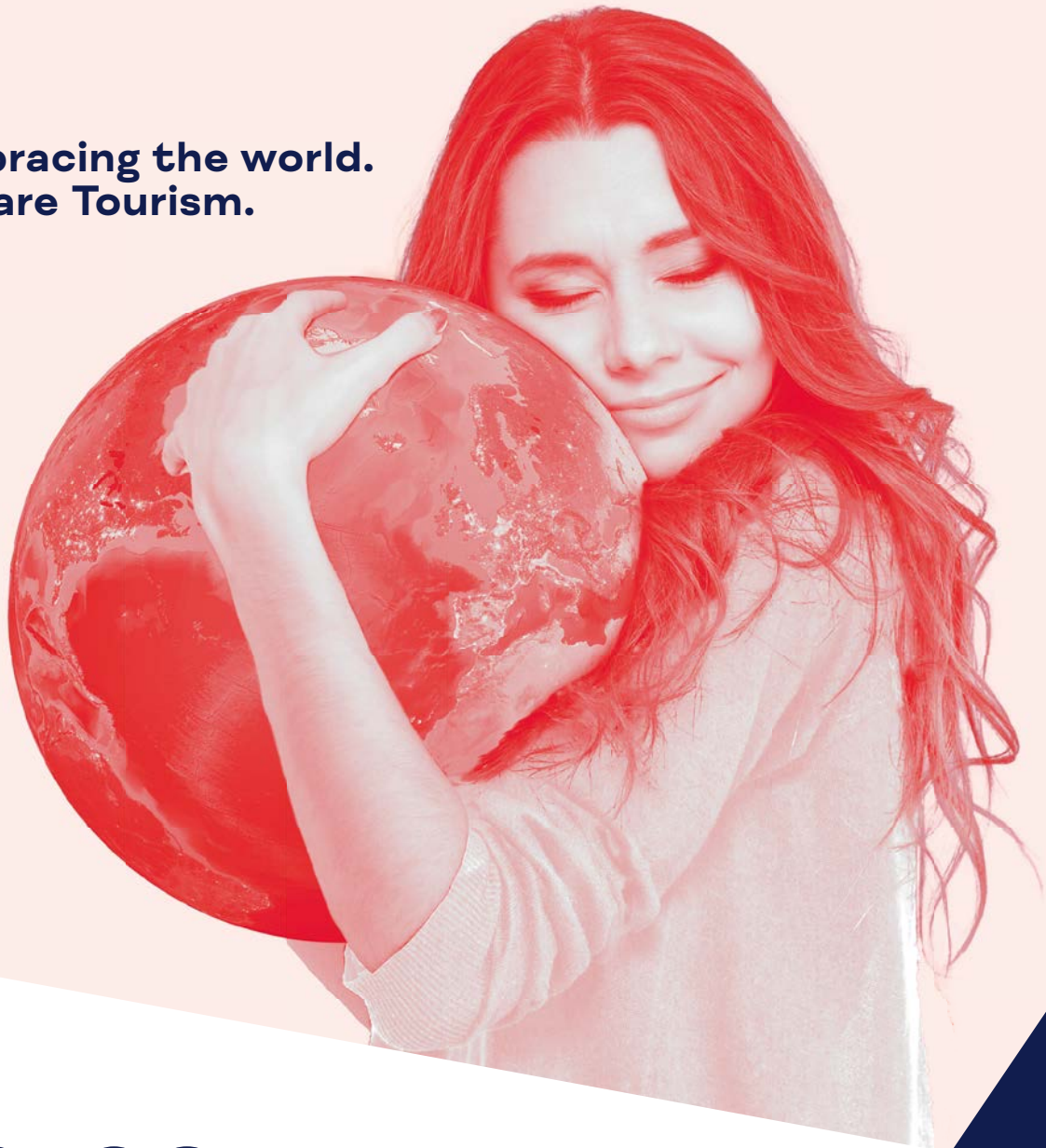


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FITUR 2022 REGAINS MOMENTUM AND RISES TO THE LEVEL OF ITS BEST EDITIONS



FITUR 2022 WILL BE HELD FROM JANUARY 19 TO 23, ORGANIZED BY IFEMA MADRID, UNDER THE SLOGAN 'EMBRACING THE WORLD' AND WILL FEATURE THE DOMINICAN REPUBLIC AS A FITUR PARTNER COUNTRY.

After the milestone of FITUR 2021, in its 'Special Tourism Recovery' edition, and backed by the entire value chain of the international tourism industry, the Trade Fair dedicates all of its effort to its essential mission, to contribute to the recovery of tourism.

This is proven by the 53% growth already recorded for the next edition, compared to the 2021 edition, and the forecast is that it will continue to increase, at a pre-pandemic rate of participation that will strengthen the role of FITUR as the world's leading trade fair.

Representation of the Spanish tourism industry is already confirmed at its maximum level, in terms of Autonomous Communities and Cities, and also very positively in terms of companies, to which must be added the growth of official international participation, which stands, 3 months before the event, at over 48%, and continues to progress.

Thus, FITUR 2022, in alignment with elements such as the gradual normalisation of tourism activities and the backing by the Government in declaring it as an **Event of Exceptional Public Interest**, as well as the significant backing from institutions, countries and destinations, hotel chains, travel agencies and tour operators, technological companies,

suppliers, transportation and, in general, from the entire tourism value chain, will once again place all of its resources at the service of the industry in its **main mission to contribute to speeding up tourism recovery and helping the industry to grow.**

Along with the worldwide promotion provided by FITUR, the event continues to develop its professionalisation and specialisation strategy by focusing on the various segments that drive the tourism market, with its sections FITURTECHY; FITUR KNOW HOW & EXPORT, FITUR MICE; FITUR HEALTH; FITUR FESTIVALS & EVENTS; FITUR TALENT; FITUR LGBT; FITUR LINGUA and FITUR WOMAN, as well as B2B events and activities programs that showcase some of the future key points and challenges, with special emphasis on the digital transition, technological progress and sustainable development. Alongside these sections, the FITURNEXT Observatory is dedicated this year to boosting **good tourism practises regarding accessibility.**

FITUR will be held throughout 8 halls, divided as follows: America in Hall 3; Europe and Middle East, Hall 4; Asia-Pacific and Africa, Hall 6; Spanish Official Organisations, Halls 5, 7 and 9; Travel Technology and Companies in Halls 8 and 10.

This year the **Dominican Republic is the FITUR Partner Country**, therefore it will have prominent positioning and strategic visibility to showcase the country's many tourist attractions. This is the second time that the Dominican Republic is the 'FITUR Partner', the first being in the FITUR 2019 edition, and so far, it is the only one that has collaborated twice as a partner. The Dominican Republic is partnering with FITUR to highlight its mild climate and the hospitality of its people, its connections with over 1,400 airports from over 170 countries, as well as its proper handling of the pandemic regarding protocols for tourism, vaccination of the local population and especially of tourism industry workers.

**SKÅL
INTERNATIONAL
STAND AT FITUR
2022**

HALL: 10

**STAND NUMBER:
10A68**

MATKA NORDIC TRAVEL FAIR IS RESCHEDULED TO JANUARY 2023



19.–22.1.2023
Helsingin Messukeskus

Matka Workshop Day organized virtually.

The Regional State Administrative Agency for Southern Finland has prohibited all public events organized indoors in the Helsinki metropolitan area for the period December 28 – January 17. This is why **we have been forced to make this difficult decision to reschedule the Matka Nordic Travel Fair 2022.**

The following Matka fair will be organized in one year, on **January 19-22, 2023**. The decision to reschedule was made in co-operation with our principal, the Association of Finnish Travel Industry (SMAL).

The continuously changing situation with restrictions is very challenging both for us and our customers. The preparation span for Matka fair is long, which is why decisions must be taken proactively and in good time. We want to act responsibly and ensure that all our customers have the possibility to fully prepare for the fair and thus secure a commercial success and health-safe participation.

Messukeskus and its partners will organise the Matka Workshop Day as a virtual event. More detailed information about the arrangements will be sent to participants in the coming days.

We hope, nevertheless, that the constantly advancing vaccination coverage and the gradually decreasing epidemic will, in the coming weeks, make it possible to organise events again and make it possible for us to meet at the fair soon.

We wish you a very successful New Year and best luck with travel restart!





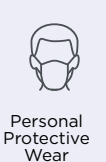
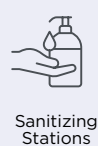
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