

Membership committee objectives :

- 1- Grow membership in current clubs
- 2- Strengthen membership retention

## **1- GROW MEMBERSHIP IN CURRENT CLUBS**

### **WHY JOIN SKAL**

#### What are the Benefits of Membership?

- Global Professional Database - Find professional contacts to boost your business.
- Job Offers - Access to job opportunities in the Travel and Tourism industry and to use to recruit to add to your own team
- Financial Aid - Access to exclusive financial aid programs for members.
- Sponsorship and Partnership Opportunities with Skål International (worldwide)
- Skål International Online Academy Resources – with online sessions starting from 1 hour and covering subjects from creating the best site inspection experience to sustainability concepts and security protocols, the online academy is a great resource for you to take to your team.
- Local and national club workshops and training sessions relevant to our region, hosted by members for members.
- Be updated on global Travel and Tourism trends through monthly Skål International eNewsletters, eMagazines, website and social media.
- Online B2B platform - to promote your business and showcase your services and specials to Skålleagues. Digital Platforms are available for members to engage further to introduce their business, start partnerships, participate of review webinars with industry leaders, access to discounts by partners, etc.
- You have access to different talents, expertise and knowledge globally. Doing Business Among Friends through Global Database in the Members Area of the Skål International website. Be Part of a Global Family!
- You are never alone when you travel! Almost 13,000 members in more than 325 clubs in over 100 countries. Every club welcomes Skålleagues from throughout the world – this is where lasting friendships and business opportunities develop.
- Visibility and representation at important trade shows via Skål Booth and/or use as a meeting point with other members or business contacts: ITB, WTM, IMEX, MATKA, TTG in different continents.
- Attend and network at regular local and national club events. Enjoy the variety of guest speakers, venues and types of events on your back door step.
- Attend the annual Skål International World Congress - a great opportunity to network with other members from all around the world through B2B sessions, workshops, seminars, social events along with a leisure program.
- Know that Skal International is the voice for our travel, tourism and hospitality sector. Locally our clubs are working hard lobbying for the industry with local and central

- government; we are there to support in numbers and experience to improve the industry for all to enjoy.
- Online resources. Webinars of great professional value on trends and developments in the Tourism sector, as well as specific training from renowned partners.
  - A real chance to place your business and Tourism community on the map of Skål International as a global destination of Tourism and Hospitality.
  - Travel benefits. Discounts, special rates and upgrades offered by Skål International members worldwide.

Skål International has enduring partnerships and affiliations with several like-minded organizations who are eager to help drive global change and cooperate closely on matters of mutual interest in order to achieve common objectives.

The World Tourism Organization (UNWTO)

*Skål International is currently a Board Member of the UNWTO Affiliate Members*

World Travel & Tourism Council (WTTC)

*Its core mission remains the same to raise awareness of the full economic and social impact and potential of Travel Tourism*

Pacific Asia Travel Association (PATA)

*Shares knowledge through research and publications, to reciprocate in event participation, to support mutually agreed advocacy positions, and to enhance access for the benefit of members of both organizations*

The International Institute for Peace through Tourism (IIPT)

*Tourism can be a vital force in nurturing a peaceful world, have come together as partners for a series of projects the first and foremost of which is the IIPT Skål Peace Cities, Towns and Villages*

The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism (The Code)

*Industry driven initiative with the mission to provide awareness, tools and support to the Tourism industry to prevent the sexual exploitation of children in contexts related to Travel and Tourism*

ECPAT International

*Worldwide network of organizations working to end the sexual exploitation of children*

The United Federation of Travel Agents' Association (UFTAA)

*Global federation of Travel Agents Association pioneering leadership in Travel Tourism Industry*

#SAFETRAVELS STAMP

The WTTC Safe Travels Stamp was created for travellers to recognise destinations and businesses around the world which have adopted the safe travels health and hygiene global standardised protocols. We are at a time when the protection of the traveller is essential for the recovery of the tourism industry. In order to help all our members and their companies, Skål International has adopted the World Travel and Tourism Council's Safe Travels Stamp and offers it to all its membership.

Be part of the Skål International Sustainable Tourism Awards. As an 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, to spotlight best practices globally. The awards are geared towards enhancing the visibility and grant recognition to entities from the Travel and Tourism industry.

### **WHAT MAKES A CLUB STRONGER**

- Building friendship before building business relationship
- Having a strong EST
- Some clubs have added an additional lighter event (ex. Coffee connection in Christchurch)
- Strong use of social media
- Using the membership development fund
- Having a strong majority of active members vs retirees
- Maintaining exclusivity in the Club (not everyone can join)
- Club members attending congresses
- Club association with charity
- Welcome email to new member
- Sample email for prospective member

## **2-STRENGTHEN MEMBERSHIP RETENTION**

- Executive director of Club gets in touch with members that are not coming to events
- Club board members calling members to see how they are doing (one-to-one conversation) was mostly done during COVID
- Club association with charity
- One year hiatus – Club allows a one year-one time possibility for a member to pay only the obligatory fees and a pay as you go for events in case of personal challenges (divorce, health issues, loss of job etc..) member comes back and pays full membership year after. Only one year allowed
- Twinning of clubs

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### **CANADA'S DEVELOPMENT STRATEGY (DENIS SMITH)**

### **SKAL CÔTE D'AZUR WAY OF WORKING ON ATTRACTION AND RETENTION (NICOLLE MARTIN)**