

90

ANNIVERSARY



SKÅL

INTERNATIONAL

Connecting Tourism Globally

90th Anniversary History Book Extension

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Learn more about Skål International's almost 100 years of history. Click on the buttons on this page to access the documents ***75th Anniversary History Book*** and ***80th Anniversary History Book Extension***.

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ANNIVERSARY
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Message from the President

Fellow Skålleagues,

As we celebrate the 90th anniversary of our esteemed association, I stand before you as your proud President, reflecting on the remarkable journey we have navigated together over the past decade. In these ten years since the last edition of this book was published in celebration of our 80th anniversary, we have witnessed transformative changes in the tourism industry, from the rise of sustainable travel practices to the integration of technology in enhancing visitor experiences and running our businesses. Our association has been involved in these advancements, championing innovation and excellence every step of the way.

In this 90-year journey we have experienced world wars, nuclear age, the space race, the information age with use of computer applications and data processing, the tragic incident on 9/11, use of smartphones, social media and, more recently the devastating COVID-19 Pandemic that impacted the world and our industry dramatically and, all throughout these events, our leaders have presided our organization with the unwavering principle our founders gave us; friendship and amicale.

In more recent times we recognized the need to address the changing times our global membership needed and, a new governance model was approved in 2022 introduced by President Burcin Turkkan and its full implementation currently in place in 2024. This is giving all our regions a place on the international board – an opportunity to be heard and vote on the issues that will guide our future.



Annette Cardenas

Looking ahead to the future of our organization and our industry, it is imperative that we continue to prioritize sustainability, membership engagement, and inclusivity. As we strive to shape the tourism landscape for the next generation, we must focus on fostering authentic cultural experiences, preserving our natural heritage, introducing new technology in our businesses, and addressing the challenges of a workforce motivated to join our industry at its different levels. By embracing these principles, we can ensure a more resilient and responsible tourism sector that benefits both our membership and organization.

Together, let us embark on this journey with renewed purpose and unwavering dedication, as we pave the way for a brighter, more sustainable future for our association and the tourism industry.

I have chosen as my presidential theme “Building bridges for a stronger Skål”, which is a call to all membership to reflect on their involvement not only as an individual but as a country or region with others around the world – to participate in the organization’s projects and goals to leave our mark and be heard in the decisions that will shape our industry in years to come. This can only happen if we come together, join forces, and cross those bridges.

Today I toast all Skålleagues around the world thanking each and every one of you for the work and dedication you give. To all of you:

Happiness, good health, friendship, long life, Skål!

Annette Cardenas, President 2024

Skål International



2015

Presidential theme:

***Tourism is Friendship and Peace.
Together Everyone Achieves More***

EXECUTIVE COMMITTEE

President: **V. Salih Çene** (Türkiye)

*Vice President PR, Communications, Business Affairs,
Coordinator Membership:* **Nigel A. Pilkington** (New Zealand)

*Vice President Finance, Florimond Volckaert Fund &
Sponsorship:* **David J. Fisher** (Kenya)

Director Statutes & Manuals: **Lou Conkling** (U.S.A.)

*Director Membership Development & Young Skål
(Americas):* **Rafael Millan Perez** (Mexico)

*Director Membership Development &
Young Skål (Europe, Asia, Oceania, Middle
East, Africa):* **Susanna Saari** (Finland)



Executive Committee and International Skål Council President

INTERNATIONAL SKÅL COUNCIL PRESIDENT:
Bernard Whewell (Australia)

INTERNATIONAL SKÅL COUNCIL MID-YEAR MEETING VENUE:
Haarlem, Netherlands
24 - 25 April 2015

WORLD CONGRESS VENUE:
Torremolinos, Spain
28 October – 1 November 2015

SKÅL CLUBS REACTIVATED AND FORMED DURING THE YEAR:
720 New Brunswick (Canada)
721 Krabi (Thailand)

SKÅL CLUB OF THE YEAR:
Skål International Hobart (Australia)



Skål Club of the Year

2016



EXECUTIVE COMMITTEE

President:

Nigel A. Pilkington (New Zealand)

Vice President Business Development & Trade Fairs:

David J. Fisher (Kenya)

Vice President Membership Development & Young Skål:

Susanna Saari (Finland)

Director Finance & Florimond Volckaert Fund:

Rafael Millan Perez (Mexico)

Director PR & Communications:

Lavonne Wittmann (South Africa)

Director Statutes & Manuals: **Jason Samuel** (India)



Executive
Committee 2016

**INTERNATIONAL SKÅL
COUNCIL PRESIDENT:**

Bernard Whewell (Australia)

**INTERNATIONAL SKÅL COUNCIL
MID-YEAR MEETING VENUE:**

***Christchurch, New Zealand
13 - 14 April 2016***

**WORLD CONGRESS
VENUE:**

***Monaco
29 October - 2 November 2016***

**SKÅL CLUBS REACTIVATED AND
FORMED DURING THE YEAR:**

147 Karachi (Pakistan)

**SKÅL CLUB OF
THE YEAR:**

***Skål International Cancun
(Mexico)***



World Congress
Opening Ceremony

2017



EXECUTIVE COMMITTEE

President: **David J. Fisher** (Kenya)

Vice President Membership Development & Young Skål:
Susanna Saari (Finland)

Vice President Finance & Florimond Volckaert Fund:
Rafael Millan Perez (Mexico)

Director PR & Communications: **Lavonne Wittmann** (South Africa)

Director Statutes & Manuals: **Jason Samuel** (India)

Director Business Development & Trade Fairs:
Maria Teresa Diaz Comas (Spain)



Annual General Assembly of Skål Clubs' Delegates

INTERNATIONAL SKÅL COUNCIL PRESIDENT:

Bill Rheume (Canada)

INTERNATIONAL SKÅL COUNCIL MID-YEAR MEETING VENUE:

*Garden Route, South Africa
4 - 5 May 2017*

WORLD CONGRESS VENUE:

*Hyderabad, India
5 - 9 October 2017*

SKÅL CLUBS REACTIVATED AND FORMED DURING THE YEAR:

- 311 Addis Ababa (Ethiopia)*
- 417 Richmond (U.S.A.)*
- 430 Alice Springs (Australia)*
- 494 Southwest Florida (U.S.A.)*
- 722 Mackay (Australia)*
- 723 Isla Mujeres-Puerto Morelos (Mexico)*
- 724 Guanajuato (Mexico)*

SKÅL CLUB OF THE YEAR:

Skål International Quebec (Canada)



Skål Club of the Year winner

2018

Presidential theme:
Digital Skål



EXECUTIVE COMMITTEE

President:

Susanna Saari (Finland)

Vice President Membership Engagement:

Rafel Millan Perez (Mexico)

Vice President PR & Communications:

Lavonne Wittmann (South Africa)

Director Young Skål:

Maria Teresa Diaz Comas (Spain)

Director Finance & Florimond Volckaert Fund:

Peter Morrison (New Zealand)

Director Statutes By-laws: **Mark Alexander** (United Kingdom)*

*Mark Alexander passed away during his term of office. Skål International President 2006 Jan H. Sunde (Norway) was appointed to the position on an interim basis until the 2018 Annual General Assembly.



Young Skål Workshop at world Congress

INTERNATIONAL SKÅL COUNCIL PRESIDENT:

Bill Rheume (Canada)

INTERNATIONAL SKÅL COUNCIL MID-YEAR MEETING VENUE:

*Kremmen, Germany
4 - 5 March 2018*

WORLD CONGRESS VENUE:

*Mombasa, Kenya
17 - 21 October 2018*

SKÅL CLUBS REACTIVATED AND FORMED DURING THE YEAR:

- 133 Santo Domingo (Dominican Republic)*
- 240 Phoenix (U.S.A.)*
- 690 Hua Hin & Cha Am (Thailand)*
- 725 Prince Edward Island (Canada)*
- 726 Trivandrum (India)*
- 727 Levi Lapland (Finland)*
- 728 Villahermosa (Mexico)*
- 729 Srinagar (India)*

SKÅL CLUB OF THE YEAR:

Skål International Bahias de Huatulco (Mexico)



Skål Club of the Year winner



Skål International Sustainable Tourism Awards Trophies



2019

Presidential theme:
Strength through Collaboration

EXECUTIVE COMMITTEE

President: **Lavonne Wittmann** (South Africa)

Vice President Finance: **Peter Morrison** (New Zealand)

Vice President Training & Resource Development:
Maria Teresa Diaz Comas (Spain)

Director PR, Communications & Social Media:
Fiona Nicholl (Australia)

Director Statutes & Governance: **Bill Rheume** (Canada)

Director Industry Relations & Sponsorships:
Vijay Mohan Raj (India)



*Skål Club of the Year
Winner*

**INTERNATIONAL SKÅL
COUNCIL PRESIDENT:**

Marja Eela-Kaskinen (Finland)

**INTERNATIONAL SKÅL COUNCIL
MID-YEAR MEETING VENUE:**

*Malaga, Spain
7 - 9 May 2019*

WORLD CONGRESS VENUE:

*Miami, U.S.A. (Royal Caribbean
Symphony of the Seas Cruise)
14 - 21 September 2019*

**SKÅL CLUBS REACTIVATED AND
FORMED DURING THE YEAR:**

- 140 Athens (Greece)*
- 497 Boyaca (Colombia)*
- 596 Lahore (Pakistan)*
- 713 Split-Dalmatia (Croatia)*
- 730 Coimbatore (India)*
- 731 Te Taiuhu (New Zealand)*
- 732 Mumbai South (India)*
- 733 St. Petersburg (Russia)*
- 734 Port Harcourt (Nigeria)*
- 735 Ensenada-Valles Vitivincolas (Mexico)*
- 736 Mysuru (India)*

**SKÅL CLUB OF
THE YEAR:**

*Skål International Bangkok
(Thailand)*



*Connecting Tourism
Globally adopted
as new logo tagline*



*Outgoing and
Incoming President*

2020



Presidential theme:

The three P's:

PEOPLE:

*Enhancing the lives of all our members;
Retired; Active and Young Professional -
by improving benefits*

PROSPERITY:

*Strengthen and support our finances
through more Sponsorships, Partnerships
and Contra Deals*

PROGRESS:

*Support the growth of all sectors whilst
further encouraging collaboration
through the Digital Transformation,
Membership Development, Innovation,
Media Releases and MOSTLY Friendly
Cooperation from ALL members*

EXECUTIVE COMMITTEE

President:

Peter Morrison (New Zealand)

Vice President Finance: **Maria Teresa Diaz Comas** (Spain)*

Vice President Statutes & Governance: **Bill Rheaume** (Canada)

Director Communications, PR, Social & Digital Media:
Fiona Nicholl (Australia)

Director Industry Relations & Trade Fairs:
Vijay Mohan Raj (India)

Director Membership Development, Strategy & Innovation:
Burcin Turkkan (U.S.A.)

**Maria Teresa Diaz Comas resigned in June 2020. Vice President Bill Rheaume assumed the Finance portfolio for the rest of the year.*

During confinement and social distancing, the association organised webinars to keep members connected and offer insights on relevant topics



INTERNATIONAL SKÅL COUNCIL PRESIDENT:

Marja Eela-Kaskinen (Finland)

INTERNATIONAL SKÅL COUNCIL MID-YEAR MEETING AND WORLD CONGRESS:

Due to the COVID-19 pandemic, the International Skål Council Mid-Year Meeting and the World Congress were cancelled.

The Skål International Annual General Assembly and election of Officers took place virtually in October 2020, as authorised by the Spanish legislation in Article 40 of Royal Decree Law 8/2020 of 17 March, for urgent extraordinary measures dealing with the economic and social impact of the COVID-19.

SKÅL CLUB OF THE YEAR:

Skål International Goa (India)

SKÅL CLUBS REACTIVATED AND FORMED DURING THE YEAR:

318 San Juan (Argentina)

737 Pompei-Ercolano Stabie (Italy)

The Skål International Europe Area Committee was formed in June 2020.

Webinar Why Join Skål International





2021

Presidential theme:

***Passion for Tourism and
Professional Pride for Skål***

EXECUTIVE COMMITTEE

President: **Bill Rheaume** (Canada)

Vice President PR, Communications & Social Media:
Burcin Turkkan (U.S.A.)

*Vice President Innovation, Technology, Digital/Online Platforms
and Organisational Structure:*
Fiona Nicholl (Australia)*

Director: **Vijay Mohan Raj** (India)**

Director Statutes & By-laws: **Juan I. Steta** (Mexico)

Director Finance: **Marja Eela-Kaskinen** (Finland)

*Fiona Nicholl resigned from her role as Vice President in June 2021.

**Vijay Mohan Raj resigned his position shortly after the 2020 Annual General Assembly. Skål International President 2019 Lavonne Wittmann (South Africa) joined the Executive Committee as Interim Director in May 2021 with the portfolio responsibilities for Member Relations & Engagement.

2009



2011



2020



20 years since the launch of the Ecotourism Awards. Evolution of the logo and name of the Awards' programme

INTERNATIONAL SKÅL COUNCIL PRESIDENT:

Denise Scrafton (Australia)

INTERNATIONAL SKÅL COUNCIL MID-YEAR MEETING AND WORLD CONGRESS:

Due to the COVID-19 pandemic, the International Skål Council Mid-Year Meeting was held virtually, and the Skål International World Congress cancelled.

The Skål International Annual General Assembly and election of Officers took place virtually in December 2021, as authorised by the Spanish legislation in Article 3.2 of Royal Decree Law 34/2020 of 17 November, for urgent measures to support business solvency and the energy sector, as well as in tax related matters.

SKÅL CLUB OF THE YEAR:

Skål International Gold Coast (Australia)

SKÅL CLUBS REACTIVATED AND FORMED DURING THE YEAR:

- 75 Napoli (Italy)*
- 324 Calabria (Italy)*
- 712 Konya (Türkiye)*
- 738 Bhubaneswar (India)*

Executive Committee and International Skål Council President



2022

Presidential theme:

***Skål 2022 – We are stronger,
Together as One***



EXECUTIVE COMMITTEE

President:

Burcin Turkkan (U.S.A.)

Vice President Statutes, By-laws & Finance:

Juan I. Steta (Mexico)

Director Global Partnerships & Trade Shows:

Marja Eela-Kaskinen (Finland)

Director PR, Communications & Social Media:

Annette Cardenas (Panama)

Director Membership Development:

Denise Scrafton (Australia)

**Skål International President 2009 Hülya Aslantas (Türkiye) was appointed as Interim Vice President Technology, Innovation & Special Projects in January 2022 to address the vacancy on the Executive Committee resulting from the 2021 elections for Vice President.*



World Congress Opening Ceremony

INTERNATIONAL SKÅL COUNCIL PRESIDENT:

Julie Dabaly Scott (Kenya)

INTERNATIONAL SKÅL COUNCIL MID-YEAR MEETING VENUE:

Torremolinos, Spain
27 - 29 April 2022

WORLD CONGRESS VENUE:

Rijeka & Opatija, Croatia
13 - 18 October 2022

SKÅL CLUBS REACTIVATED AND FORMED DURING THE YEAR:

- 66 Bogota (Colombia)
- 220 Asuncion (Paraguay)
- 447 Del Centro (Venezuela)
- 739 North Macedonia
- 740 Chandigarh (India)
- 741 Lucknow (India)
- 742 Cape West Coast (South Africa)
- 743 Campeche (Mexico)
- 744 Jaipur (India)

SKÅL CLUB OF THE YEAR:

Skål International Melbourne (Australia)

HIGHLIGHT OF THE YEAR:

The 2022 Skål International Annual General Assembly approved a new governance structure for the organisation effective 1 January 2024 to reorganise and modernise leadership on the international level ensuring global representation through the merger of the International Skål Council and the Executive Committee.



Skål Club of the Year winner



2023

Presidential theme:
Transition to Enhanced Continuity

EXECUTIVE COMMITTEE

President | Statutes & By-laws: **Juan I. Steta** (Mexico)

Vice President PR, Communications & Social Media:
Annette Cardenas (Panama)

Vice President Membership Development:
Denise Scrafton (Australia)

Director Finance: **Marja Eela-Kaskinen** (Finland)*

Director Global Partnerships & Trade Shows:
Andres Hayes (U.S.A)

Director Technology, Innovation & Special Projects:
NSN Mohan (India)

*Marja Eela-Kaskinen resigned in January 2023. President Juan I. Steta assumed the Finance portfolio for the year in addition to the Statutes & By-laws responsibility.



International Skål Council hybrid Mid-Year meeting

INTERNATIONAL SKÅL COUNCIL PRESIDENT:

Julie Dabaly Scott (Kenya)

INTERNATIONAL SKÅL COUNCIL MID-YEAR MEETING VENUE:

Malaga, Spain
27 - 28 April 2023

WORLD CONGRESS VENUE:

Malaga, Spain
1 - 5 November 2023

SKÅL CLUBS REACTIVATED AND FORMED DURING THE YEAR:

- 114 Manila (Philippines)***
- 246 Galicia (Spain)***
- 545 Ibadan (Nigeria)***
- 745 Black Sea-Karadeniz (Türkiye)***
- 746 Bernal (Mexico)***
- 747 Ciudad Condal Barcelona (Spain)***
- 748 Mesopotamia (Türkiye)***
- 749 Tlaxcala (Mexico)***

SKÅL CLUB OF THE YEAR:

Skål International Nairobi (Kenya)



Launch of the 1st edition of the Skål International Recipe Book



General Secretariat Office Renovation

2024

Presidential theme:

Building Bridges for a Stronger Skål



EXECUTIVE BOARD

*President | **Region 4: Annette Cardenas** (Panama)*

*Vice President | **Region 12: Denise Scrafton** (Australia)*

*Director Congress & Meetings | **Region 1: Andres Hayes** (U.S.A)*

*Director Statutes & By-laws | **Region 2: Marc Rheume** (Canada)*

*Director Governance, Protocol & Code of Conduct | **Region 3: Enrique Flores** (Mexico)*

*Director Media, Public Relations, Branding & Marketing | **Region 5: Toni Ritter** (Germany)*

*Director Sponsorship & Special Projects | **Region 6: Sonia Spinelli** (Switzerland)*

*Director Awards (Membership & Club of the Year) & Global Aid | **Region 7: Bertrand Petyt** (France)*

*Director Sustainable Tourism & Skål Sustainable Tourism Awards | **Region 8: Jose Luis Quintero** (Spain)*

*Director Membership (Development & Retention), Membership Development Fund & Young Skål | **Region 9: Asuman Tariman** (Türkiye)*

*Director Finance | **Region 10: NSN Mohan** (India)*

*Director Training & Education & Florimond Volckaert Fund Awareness | **Region 11: Kevin Rautenbach** (Thailand)**

*Director Technology & Digital Transformation | **Region 13: Bruce Garrett** (New Zealand)*

*Director Advocacy, Global Partnerships & Trade Shows | **Region 14: Olukemi Soetan** (Nigeria)*

**Elevated to Director following Kitty Wong (Taiwan) resignation.*



Skål International Executive Board

WORLD CONGRESS VENUE:

Izmir, Türkiye
16 - 21 October 2024

SKÅL CLUBS REACTIVATED AND FORMED DURING THE YEAR*:

470 Kyrenia (Cyprus)
640 Viedma-Patagones (Argentina)

*As of April 2024.

SKÅL INTERNATIONAL REGIONS:

- Region 1:** U.S.A.
- Region 2:** Canada, Bahamas.
- Region 3:** Mexico.
- Region 4:** Argentina, Bolivia, Brazil, Colombia, Ecuador, Panama, Paraguay, Peru, Uruguay, Venezuela.
- Region 5:** Germany.
- Region 6:** Switzerland.
- Region 7:** Austria, Belgium, Finland, France, Ireland, Luxembourg, Netherlands, Norway, Sweden, United Kingdom.
- Region 8:** Andorra, Croatia, Czech Republic, Estonia, Hungary, Italy, Monaco, Romania, Russia, Spain.
- Region 9:** Türkiye.
- Region 10:** India.
- Region 11:** Azerbaijan, Bahrain, Guam, Hong Kong, Indonesia, Israel, Japan, Korea, Macau, Malaysia, Nepal, Philippines, Singapore, Sri Lanka, Taiwan, Thailand.
- Region 12:** Australia.
- Region 13:** Fiji, New Zealand, Papua New Guinea, Vanuatu.
- Region 14:** Ethiopia, Ghana, Kenya, Mauritius, Nigeria, South Africa, Uganda, Zimbabwe.



Skål International stand at World Travel Market Africa

HIGHLIGHT OF THE YEAR:

The introduction of the new governance structure features an Executive Board comprising 14 Directors elected by the Skål Clubs in 14 Regions. Additionally, there are 12 Committees, each overseen by the Director accountable for each respective portfolio. These Committees are co-chaired by two members, one of them being the Deputy Director for their Region, and joined by volunteers' members from all over the world working together to enhance the organisation's goals and benefits and remain at the forefront of the tourism industry.



90th Anniversary History Book Extension



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