



SKÅL

INTERNATIONAL
Connecting Tourism Globally

PRESS KIT

2024



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A hand is shown holding a globe of the Earth. The globe is tilted, showing the continents of North and South America. The background is a solid teal color. The text 'SKÅL INTERNATIONAL' is overlaid on the left side of the image in white, bold, uppercase letters.

SKÅL INTERNATIONAL

About Skål International

Skål International is a professional organisation of Tourism leaders around the world, promoting global tourism and friendship. It is the only international group uniting all branches of the travel and tourism industry.

Its members, the industry's managers and executives, meet at local, national, regional and international levels to do **business among friends**. Within this framework, Skål International offers a valuable network of contacts all over the world.

Founded in 1934, today Skål International has a professional network of almost 12,000 members in more than 300 clubs in nearly 85 countries.

- Figures as of April 2024 -

Affiliations and partners



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



BIOSPHERE
TOURISM

RESPONSIBLE
TOURISM
INSTITUTE

Skål International has been an **Affiliate Member of UN Tourism** since 1984, for which it was recently recognised at the 25th session of the UN Tourism General Assembly in Samarkand, Uzbekistan. It has also been a Member of the Board of Directors of the Affiliate Members between 2019 and 2021.



Organisation and governance system

Skål International has a territorial structure based on clubs. It currently has more than 300 clubs in about 85 countries.

The **Executive Board** is the governing body of the organisation. Consisting of the President, the Vice President and 12 Directors elected from 14 Regions worldwide, it ensures global representation at the highest level of governance.

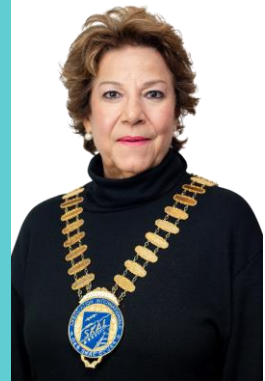
12 Committees, led by two Co-chairs and comprising volunteer members from the 14 global Regions, work on specific fields to enhance the organisation's goals and remain at the forefront of the industry.

The **General Secretariat** is the administrative body of Skål International, located in Torremolinos (Malaga), Spain.

[>> Find out more about the Skål International Executive Board 2024.](#)



Executive Board - 2024



Annette Cardenas
President 2024
Region 4



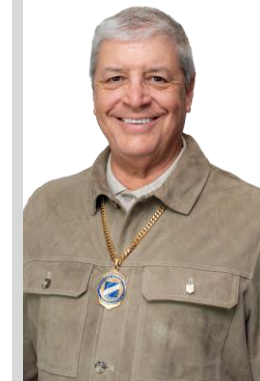
Denise Scrafton
Vice President 2024 &
President Elect 2025
Region 12



Andres Hayes
Congress
& Meetings
Region 1



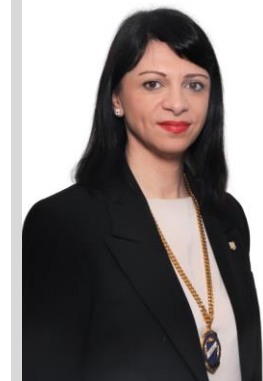
Marc Rheume
Statutes & By-Laws
Region 2



Enrique Flores
Governance, Protocol &
Code of Conduct
Region 3



Toni Ritter
Media, Public
Relations, Branding
& Marketing
Region 5



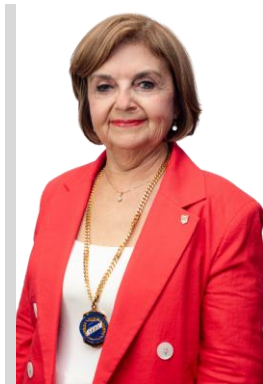
Sonia Spinelli
Sponsorship &
Special Projects
Region 6



Bertrand Petyt
Awards (Membership
& Club of the Year)
& Global Aid
Region 7



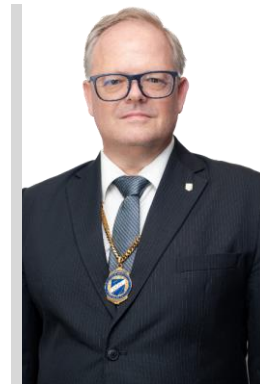
José Luis Quintero
Sustainable Tourism &
Skål International
Sustainable Tourism
Awards
Region 8



Asuman Tariman
Membership (Development
& Retention), Membership
Development Fund &
Young Skål
Region 9



Mohan NSN
Finance
Region 10



Kevin Rautenbach
Training & Education &
Florimond Volckaert
Fund Awareness
Region 11



Bruce Garrett
Technology – Digital
Transformation
Region 13



Olukemi Soetan
Advocacy, Global
Partnerships &
Trade Shows
Region 14

Skål International regions

Skål International is organised in **14 regions** worldwide. According to this division, the **Executive Board** consists of 14 elected members, one representing each region. All are accountable to the General Assembly, led by the President of Skål International who represents the Association.

Region 1: United States of America.

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 Awards

Skål International Club of the Year:

Skål International annually convenes this award, aimed at public recognition of those clubs that have stood out for their activity inside and outside the organisation.

>> Find out more about
Skål International
Club of the Year.

Skålleague of the Year:

The Skålleague of the Year Award is an annual recognition given to a member for his/her exceptional contribution to Skål International. The winner is announced at the Skål International World Congress.

>> Find out more about
the Skålleague of the
Year Award.

Order of Skål Merit:

This distinction is established to recognise people and corporations who have furthered the goals of the Skål International Movement and have promoted its ideals.

>> Find out more about
Order of Skål Merit.

Skål International Sustainable Tourism Awards



The Skål International Sustainable Tourism Awards are geared towards enhancing the visibility and grant recognition to entities from the Travel and Tourism industry, recognising **good sustainable practices in the industry**, organised in partnership with UN Tourism and Biosphere - Responsible Tourism Institute.



As an Affiliated Member of UN Tourism, 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 winners of the Sustainable Tourism Awards will be officially announced during the 2024 Skål International World Congress to be held in Izmir, Türkiye, from 16 to 21 October.



Have a look at the high quality of our participants and more information on the **Skål International Sustainable Tourism Awards 2023 edition**.

Skål International World Congresses

Every year, Skål International organises a World Congress for its members, an event which brings together Skålleagues from all over the world and under which the **Annual General Meeting** of the organisation is scheduled.

Then, the annual report of the President and members of the Executive Board is presented, as well as the announcement of the results of the elections for the positions of Vice President/President Elect, Directors and Auditors who will begin their term of office in the following year.

Each World Congress also hosts at its Opening Ceremony the announcement of the winners of the **Skål International Sustainable Tourism Awards**, in place since 2002, which recognise good sustainable practices in the industry, organised in partnership with UN Tourism and Biosphere - Responsible Tourism Institute.

The next World Congresses will be held in İzmir (Türkiye, 2024) and Cusco (Peru, 2025).

Juan I. Steta, President of Skål International 2023, during the Skål International World Congress 2023.



Skål International World Congress 2024

The 83rd Skål International World Congress 2024 will be held in **İzmir, Türkiye**, from 16-21 October.

The organising Club, Skål International İzmir, will welcome Skålleagues from all over the world to this ancient city on the Aegean coast with an extensive programme.

Izmir is one of Turkey's main tourist cities, with direct flights from 68 destinations and 35 countries.

» Find out more about the Skål International World Congress 2024.

» Have a look at the Skål International World Congress 2024 official website.



National & Area Congresses

National & Area Committees organise annually a Congress where members have an opportunity to hear updates and news from the organisation and discuss travel and tourism related topics.

Clubs' events

Skål International Clubs worldwide have a busy schedule of activities, always focused on **doing business among friends**, following the culture of Skål International.

» Find out more about National, Area Congresses & Clubs' upcoming events.



Travel and Tourism industry events

As an organisation made up of professionals from the international tourism sector, Skål International is committed to attending tourism industry events and trade fairs, providing visibility and presence, with its stand being a meeting point for members attending and holding business meetings.

Skål International is present at major global events such as **FITUR, WTM Africa, WTM London, IMEX Frankfurt, IMEX America, and IBTM Barcelona**, among others.

» Find out more about Skål International's presence at the main travel and tourism trade shows worldwide.



SKÅL INTERNATIONAL BRANDING



About the brand



Our corporate identity represents our history, values and culture.

The logo in its different versions should be used avoiding distortions and colour changes.

Please contact our Communications team if you have any questions or needs, we will be pleased to help you.



Skål International Communication team.



Skål International logos.



Dark blue

RGB: 49/70/145
CMYK: 100/87/6/0
#314691

Blue gradient

Linear: 90°
Point break: 61,96%

Light blue

RGB: 101/168/222
CMYK: 70/15/0/0
#65A8DE

Grey 80%

RGB: 89/89/91
CMYK: 0/0/0/80
#59595B

Good practices in written texts

For the correct and unified use of the brand name in written texts, always use the brand name with the initials in upper case and the rest in lower case:

Skål International

**Incorrect usage
of brand spelling:**

~~SKAL~~ International.
~~SKÅL~~ International.
~~Skal~~ International.

Mac keyboard

å: Option+A.
Å: Shift+Option+A.

Windows keyboard

å: Alt+0229 or Alt+134.
Å: Alt+0197 or Alt+143.



#Hashtags of interest

Follow the following hashtags to find content related to Skål International on the different channels:

#SkalInternational

#DoingBusinessAmongFriends

#Skalleagues

#SIWC (Skål International World Congress)

#STA (Skål International Sustainable Tourism Awards)

#SkalAwards (various awards organised by Skål International)

#TourismNow (Skål International's magazine)

2024 hashtags campaigns

#BuildingBridges (from presidential theme)

#SkalNetwork (focusing on the unity of Skål International)

#EmpoweringDiversity (Focusing on the diversity of our members)

Find us on:



Downloadable material

We offer here downloadable material relating to the photo of Annette Cardenas, President of Skål International 2024, as well as the Skål International brand kit with useful resources.

You can also contact our Communications team for any other media and communication related issues.

We will be pleased to assist you.

 Skål International Communication team.



 Skål International brand kit.

 Skål International images.



Annette Cardenas
President 2024

 Skål International President 2024.

CHANNELS AND CONTACT



Skål International on social media



>> Skål International
LinkedIn page.

Almost **5,000** followers.

Based on professional networking, LinkedIn has become **Skål International's most powerful and fastest growing channel.**



>> Skål International
LinkedIn Group.

Almost **4,000** members.

It is the only international group uniting all branches of the travel and tourism industry. **Its members: the industry's managers and executives.**



>> Skål International
Facebook page.

More than **5,500** followers.

Page with almost the highest possible **rating** on Facebook, with followers highlighting its informative work in the travel and tourism industry.



>> Skål International
Instagram profile.

More than **2,500** followers.

A growing platform, in which it is important to highlight its informative work and the dissemination of the **values of Skål International.**



>> Skål International
YouTube page.

Almost **1,000** followers.

The place to find out about **the association's major events**, and to get to know its members better.

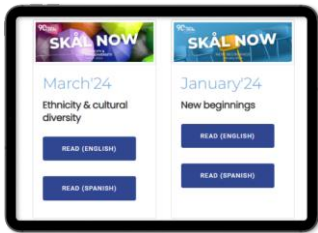
Tourism Now, Skål Now, web and App



»» **Tourism Now,**
magazine.

Sent to more than
12,000 members.

Skål International's magazine, available in English and Spanish, is aimed at the general public with content from the tourism industry and the organisation, with 2 editions a year (June and December).



»» **Skål Now,**
newsletter.

Sent to more than
12,000 members.

Skål International's digital newsletter with exclusive content for members on the organisation, events and trade fairs of the industry and valuable information, with 4 editions a year (January, March, August and October).



»» **Skål International**
official website.

About **3,000 views**
on average per news.

Corporate website with different specialised **news sections**. Skål International distributes its press releases to its own media list and has a special agreement with Cision PR Newswire and e-TurboNews.



»» **Skål International**
official App.

Over
1,600 installations.

Available to the general public, with members-only sections. **Of great relevance during the Skål International World Congresses.**

Contact us

Sign up [here](#) to add your media agency to our mailing list and receive Skål International press releases. In addition, we recommend visiting our website to keep up to date with the latest news.

You can also contact our communications team for all other media and communication related matters. We look forward to hearing from you.

 Skål International Communication team.

 Skål International Director Media, Public Relations, Branding & Marketing.

Know more about Skål International on our official social media profiles and website:



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