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GET TO KNOW US

19 TO 21
SEPTEMBER
2024

SKÅL FORUM

TOURISM AND DIPLOMACY



I SKÅL INTERNATIONAL TOURISM FORUM
XVII SKÅLIDAD TOURISM CADIZ AWARDS
I SKÅL ANDALUSIA SUSTAINABLE TOURISM AWARDS

Organiza:



Patrocina:

CÁDIZ



Diputación
de Cádiz

PATRONATO
PROVINCIAL
DE TURISMO

Participan:



BUSINESS MEETING / SKÅLITY, EXCELLENCE AND SUSTAINABILITY

From 19 to 21 September 2024, the first edition of the Skål International Tourism Forum will take place in Cadiz, under the theme “Tourism and Diplomacy”.

Skål International Cadiz, as a leading entity in the tourism sector in our province, works to show the world a tourism offer that goes beyond quality and excellence, promoting a sustainable and integrated offer in Cadiz and Andalusian society, which also becomes a driving force for all productive sectors.

The celebration of this Forum aims to create a space for knowledge, debate and reflection on the importance of the promotion and development of our destination.

Since its foundation in 1973, Skål International has given meaning to its existence with the motto “Doing business among friends”.

Today, this concept means more than ever to be able to develop a friendly, collaborative, sustainable, responsible and inclusive tourism; promoting international relations, taking care of the excellence and service of our companies, preserving the historical and cultural heritage, ensuring sustainability in the development of our industry, raising awareness among our citizens of the importance of being good hosts and working with the administrations in the creation, maintenance and improvement of the necessary infrastructure to offer our visitors an offer of excellence.

The Forum will be structured in three blocks:

1st day September 19: “TOURISM AND DIPLOMACY CONFERENCE/DAY”.

2nd day September 20: “SKÅLITY AND SUSTAINABILITY CONFERENCE/DAY”.

3rd day September 21: “VIVE CÁDIZ CONFERENCE/DAY”.

19
THURSDAY
september

TOURISM AND DIPLOMACY DAY

- Accreditations (9:00 to 9:30 h)
- Opening of the Forum (9:30 to 09:45h)
- Lecture Tourism and Diplomacy (9:45 to 10:15h)
- Panel of Experts (Discussion Table) (10:15h to 11:00h)
- Coffee break (11:00h to 11:30h)
- Consular Act, 400th Anniversary Consulate of Denmark (11:30h to 12:15h)
- Twinning Skål Venice & Skål Cadiz (from 12:15h to 13:00h)
- Dynamization of Networking, Cocktail (13:00h to 14:30h)
- Unveiling of the Andersen / Grant Commemorative Plaque (15:00h)
- EXCLUSIVE NIGHT Nautical Party (see event program)

20
FRIDAY
september

SKALITY AND SUSTAINABILITY DAY

- Accreditations (9:30 to 10:00 h)
- Opening of the Conference (10:00 to 10:15h)
- Projection and Promotion of a Destination (10:15 to 10:45h)
- Delivery of XVII Skality Tourism Awards Cadiz (10:45h to 11:15h)
- Delivery of I Andalusia Award for Sustainable Tourism (11:15h to 11:45h)
- Show "How the Andalusian Horses Dance". (12:00h to 12:50h) - Transfer Hotel Jerez Networking, Cocktail (13:30 to 16:30h)
- Return by bus to Cadiz at 16:30h.
- Afternoon of conviviality at the Mirador de las Cortes with Live Music. Closing of the day (19:00h to 21:00h).

21
SATURDAY
september

VIVE CÁDIZ DAY

- Day of Coexistence and Promotion of DesΘno . Cádiz Trimilenaria (extended program).



SKÅL FORUM
TOURISM & DIPLOMACY

I SKÅL INTERNATIONAL TOURISM FORUM

XVII SKÅLIDAD TOURIST AWARDS CÁDIZ

I ANDALUSIA SUSTAINABLE TOURISM AWARDS

Monumento a las Cortes de Cádiz de 1812

Organiza:



CÁDIZ

Patrocina:



PATRONATO
PROVINCIAL
DE TURISMO

19
THURSDAY
september

TOURISM AND DIPLOMACY DAY

The objective of this Forum is to create a space for knowledge, debate and reflection in relation to the importance of promoting and development of our destination.

The Forum will be developed in three blocks:

- I.- Day of Tourism and Diplomacy:
 - - To highlight the importance of diplomatic relations for the promotion of our destinations.
 - - To reflect on the importance of the actions that institutions, professionals, businessmen and the society in general as hosts and their impact on the image of a destination of excellence.
 - - The importance of diplomatic representation and consular services available to the tourism industry and vice versa.

Organiza:



Patrocina:



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- EXCLUSIVE NIGHT Nautical Party (see event program)

19

TOURISM AND DIPLOMACY DAY

JUEVES
septiembre

Extended Program

EXCLUSIVE NAUTICAL PARTY IN THE BAY OF CADIZ

Closing of the Day with an Exclusive Nautical Party in the Bay of Cadiz, sailing in Catamaran by the maritime environment of the Trimilenary City of Cadiz, crossing the walls of the city or sailing placidly by its bay on board of the Catamaran Pura Vida, the most modern and exclusive tourist Catamaran to motor and candle of Spain.

We will sail towards the northern part of the bay, to contemplate from the catamaran emblematic places of Cadiz such as the Torres Miradores de la Ciudad, the Walls of San Carlos, San Felipe Alto, the Church of Carmen, the Bastion of Candelaria, the Castle of San Sebastian, the Castle of Santa Catalina and the beach of La Caleta .



SUNSET ON BOARD

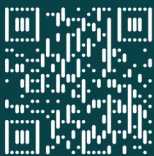
Nautical Party with Cocktail Dinner

Live Music and Open Bar

- **Reception of participants and boarding** from 7:00 pm to 7:30 pm
- **Start of the crossing** at 19:30 h
- **Nautical Party with Cocktail Dinner** from 19:30 to 22:30 h
- **Disembarkation** from 22:30 to 23:00 h



RESERVATIONS:



DEPARTURE FROM REINA VICTORIA DOCK IN CÁDIZ
PRICE PER PERSON 140€ .LIMITED NUMBER OF PLACES



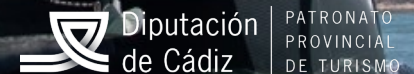
XVII PREMIOS SKÅLIDAD TURÍSTICA CÁDIZ
I PREMIOS ANDALUCÍA TURISMO SOSTENIBLE

Catamarán Pura Vida.

Organiza:



Patrocina:





20
FRIDAY
september

SKALITY AND SUSTAINABILITY DAY

Day aimed at raising awareness of the importance of the projection and promotion of a destination as a vehicle to attract a quality visitor over quantity.

Skålidad Tourism Cadiz Awards, in recognition of the contribution to the tourism industry in the province of Cádiz.

- Skålidad Turística Cádiz 2024 Professional Career Award
- Skålidad Turística Cádiz 2024 Award To the Media
- Skålidad Turística Cádiz 2024 Award for Institutional Support

Skål Andalusia Sustainable Tourism Awards, with the aim of stimulating the visibility of a responsible tourism industry in the 8 Andalusian provinces and its international projection.

These awards will recognize all the initiatives that promote the development of sustainable and accessible

the development of responsible, accessible, sustainable and universal tourism and will represent our destination Andalusia in the global call that Skål International and the UNWTO, World Tourism Organization has been awarding since 2002.

This endorsement gives a greater dimension to these awards, and to the promotion of our destination from Skål International.

Organiza:



Patrocina:



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Show “How the Andalusian Hor-
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Transfer Hotel Jerez Networking,
Cocktail (13:30 to 16:30h)

Return by bus to Cadiz at 16:30h.

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Mirador de las Cortes with Live
Music. Closing of the day (19:00h
to 21:00h).

Alcornocales Natural Park, Last Jungle in Europe



20
VIERNES
septiembre

JORNADA SKALIDAD Y SOSTENIBILIDAD

RULES To whom it is addressed

The call will be addressed annually to self-employed, public and private sector companies, educational institutions, NGOs and government agencies related to tourism in Andalusia.

All sustainable operations and activities must be implemented by the participating entities. Proposals for initiatives that are not yet implemented will not be accepted.

Participation/Promotion

Improve their visibility and gain recognition for their outstanding performance in sustainable and responsible tourism in Andalusia.

Participation in the Skål Sustainable Tourism Awards 2025 Global Call for Entries.

Increase your contacts and present your products and services to tourism professionals around the world.

Gain media coverage among all Skål members worldwide and our national and international press contacts.

Support for the preparation of the Candidature presentation to the global call.



Award Categories

- Community and governmental projects
- Nature and biodiversity
- Educational programs and media
- Major tourist attractions
- Marine and coastal activities
- Rural accommodations
- Tour operators-Travel agents
- Tourist transportation
- Urban accommodations

Organiza:



Patrocina:





21

VIVE CÁDIZ DAY

SATURDAY
september

TRIMILLENARY CÁDIZ, THE OLDEST CITY IN EUROPE

We will start the day at 10 am, we will have a “City Sightseeing” bus at our disposal, to visit the city of Cadiz and get on and off as many times as we want.

We will make guided walking tours in groups through the historic center of the city.

We will know the Phoenician and Roman Cadiz. The Golden Age of the Constitutional Cadiz of the XVII century, the Cathedral, the Torres Mirador, we will live a virtual reality experience through the Cosmos and the Sea with “Sea Starlight VR” and all the historical and cultural heritage of the oldest city in Europe.



A gastronomic route will allow us to know the most typical gastronomy of the Cadiz cuisine. At free choice will have discounts in typical restaurants in Cadiz.



RESERVATIONS:



DEPARTURE FROM THE PIER REINA VICTORIA IN CÁDIZ
PRICE PER PERSON 60€ . LIMITED PLACES

Organiza:



Patrocina:



Organiza:



SKÅL

INTERNATIONAL
Connecting Tourism Globally

CÁDIZ



SKÅL FORUM
TURISMO Y DIPLOMACIA

Patrocina:



Diputación
de Cádiz

PATRONATO
PROVINCIAL
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I SKÅL INTERNATIONAL TOURISM FORUM

XVII SKÅLIDAD TOURISM CADIZ AWARDS

I SKÅL ANDALUSIA SUSTAINABLE TOURISM AWARDS

In Cádiz from 19 to 21 September 2024