

# Skål News

www.skal.org

International Association of Travel and Tourism Professionals  
Founded 1934

Issue 252 | January | March | 2013

*Destination*  
● ——— New York

## SKÅL INTERNATIONAL **WORLD CONGRESS** **NEW YORK**

28 SEPTEMBER - 5 OCTOBER 2013

### **MEMBERSHIP DEVELOPMENT**

TRAVEL SUPPLIER CORPORATIONS  
TO ASSOCIATE WITH SKÅL  
PAGE 31

### **TOURISM INDUSTRY UPDATE**

PROMISING MARKET FOR  
SPACE TRAVEL  
PAGE 20

### **SUSTAINABLE DEVELOPMENT IN TOURISM AWARDS**

CALL FOR ENTRIES NOW OPEN  
PAGE 28

# CONTENTS

## JANUARY-MARCH 2013

### 04 MESSAGE FROM THE PRESIDENT

A wish for health, happiness and prosperity in 2013

### 06 WORLD CONGRESS

Carnival atmosphere on the high seas

### 10 WORLD TRAVEL MARKET

Successful recruitment drive in London

### 12 ITB BERLIN

Support for socially responsible tourism

### 14 SKÅLITE 2012

Turkey's "Oscars of Tourism" Awards for Quality

### 16 SKÅL MEMORIES

A nostalgic journey back through the years

### 19 EUROPE TOUR

Strengthening friendship ties across the Atlantic

### 20 TOURISM INDUSTRY UPDATE

Promising market for space travel

### 22 PEOPLE

Remembering Skål's outstanding figures

### 25 CROATIAN MILESTONE

Industry leaders celebrate Katarina line's 20th anniversary

### 26 DIVERSEY REPORT

Sustainability and the bottom line

### 30 SKÅL GOOD NEWS

Inspiring career stories in Seattle

### 31 MEMBERSHIP DEVELOPMENT

Clubs encouraged to attract corporate affiliations

### 32 COUNCILLOR'S CORNER

Ongoing Skål growth in India

### 34 CLUB NEWS

Round-up of latest events from around the world

### 37 EIBTM

Impressive growth for 2012 exhibition in Barcelona

### 27 Feb - 3 March UTAZAS

Budapest, Hongrie/Hungary/Hungria

www.utazas.hungexpo.hu

### 6 - 10 ITB

Berlin, Allemagne/Germany/Alemania

www.itb-berlin.de/en | Stand

### 16-19 ITM 2013

Moscow, Russie/Russia/ Rusia

www.itmexpo.ru

### 17-20 TIANGUIS ACAPULCO

Acapulco, Mexique/Mexico/México

tianguisturistico.com.mx

### 20-23 MITT 2012

Moscow, Russie/Russia/ Rusia

www.mitt.ru

### 21-24 TUR

Gothenburg, Suède/Sweden/Suecia

www.tur.se

### 21-24 MAP - LE MONDE A PARIS

Paris, France/Francia

www.salonmondialdoutourisme.com

### 27-29 UITT

Kiev, Ukraine/Ucrania

www.uitt-kiiev.com

### APRIL 2013

#### 23-25 Braztoa

São Paulo, Brésil/Brazil/Brasil

www.braztoa.com.br

#### 28 WORLD SKÅL DAY

JOURNEE MONDIALE SKÅL

DÍA MUNDIAL SKÅL



## FLORIMOND VOLCKAERT FUND

### HOW DOES IT WORK?

If a Skålleague is in need of help, an application should be sent to the three Trustees. They will assess the request and quickly come to a decision as to the form the assistance will take.

### HOW TO APPLY FOR GRANT

Go to our website and click on Members Only and Florimond Volckaert Fund. Here you will find the application form. Fill it out, and send it via your International Councillor or Club President to the three Trustees.

You can also send it directly to the Trustees, but then the process might take longer.

## HOW TO DONATE NOW

Donations can be made by :

Bank transfer to the Florimond Volckaert Fund account:

Banco Bilbao Vizcaya

Plaza Costa del Sol 9, 29620 Torremolinos, Spain

US\$ Account No. 0182.0481.62.201121003.9

Swift: BBVAESMM

IBAN ES89 0182 0481 6220 1121 0039

EURO. Account No. 0182.0481.65.0011510764

Swift: BBVAESMM

IBAN ES94 0182 0481 6500 1151 0764

Cheque to the following address:

Skål International

Av. Palma de Mallorca 15, 1º

P.O. Box 466

29620 Torremolinos, Spain

## YOUR TRUSTEES ARE:

#### Richard Hawkins

(Coordinating Trustee)

President S.I. 2000:

richard.hawkins@

hawkrentacar.com



#### Mary Bennett

President S.I. 2003:

marybennett@eircom.net



#### Jan H. Sunde

President S.I. 2006:

jan.sunde@tide.no



## TRADE FAIRS

### FEBRUARY 2013

#### 3-7 SALON DES VACANCES

Brussels, Belgium/Bèlgique/Bélgica

www.vosvacances.be

#### 4-6 BASLER FERIE NMESSE

www.baslerferienmesse.ch/htm

#### 5-6 IMTM

Tel Aviv, Israël/Israel

www.imtm-telaviv.com/

#### 8-9 IMTM 2012

Tel Aviv, Israel Israël

www.ortra.com

#### 10-13 HOLIDAY WORLD

Prague/Praga, Rép. Tchèque /Czech Rep./

Rep. Checa

www.incheba.cz

#### 10-13 EMITT

Istanbul/Estambul, Turquie/Turkey/Turquia

www.emittistanbul.com

#### 15-16 AIME

Melbourne, Australie/Australia

www.aime.com.au

#### 17-20 BIT

Milan/Milano, Italie/Italy/Italia

www.bit.expocets.it

#### 23-27 CBR - Leisure and Travel

München/Allemagne/Germany/Alemania

www.c-b-r.de

#### 23-25 FLORIDA HUDDLE

Etats-Unis/USA/EEUU

www.floridahuddle.com

#### 23-25 VITRINA TURISTICA DE ANATO

Bogota/Colombie/Colombia

www.vitrinaturistica.anato.org

#### 23-27 REISE/CAMPING URLAUBSMESSE

Essen/Allemagne/Germany/Alemania

www.reise-camping.de

#### 24-28 ITF 2012. International Fair of

Tourism

Belgrade, Serbie/Serbia

www.ift-belgrade.com

#### 25-27 VIVATTUR 2012

Vilnius, Lithuanie/Lithuania/Lituanie

www.visusplenus.lt

#### 27 February-3 March BTL

Lisboa, Portugal

www.btl.fil.pt

### MARCH 2013

#### 27 Feb - 1 March ANATO

Bogota/Bogotá, Colombie/Colombia

www.vitrinaturistica.info

## APPOINTMENT OF NEW TRUSTEES

Florimond Volckaert Fund Coordinating Trustee Trygve Sødning (President Skål International 1993) and Trustee Alfonso Passera (President Skål International 2001) have reached the end of their respective second four-year terms and the Executive Committee has appointed, in consultation with the Trustees, Mary Bennett (President Skål International 2003) and Jan Sunde (President Skål International 2006) as the new Fund Trustees. Richard Hawkins takes over the position of Coordinating Trustee and continues for a further term. We take this opportunity to thank Trygve and Alfonso for their dedication to the Fund over the past eight years.

# MESSAGE FROM THE PRESIDENT

*I take this opportunity to wish all fellow Skålleagues and their families the very best of Health, Happiness and Prosperity in 2013 and beyond.*

**THE MEMBERS OF YOUR EXECUTIVE COMMITTEE HAVE ALL BEEN WORKING ON OUR DEFINED PORTFOLIOS. I WOULD LIKE TO UPDATE YOU AND REPORT ON OUR PROGRESS THUS FAR.**

Coming off the AGM in Seoul, the Statutes changes you approved were updated in our documents and uploaded on the website. The proposed budget for the fiscal year (now calendar year) 2013, which was based on 19,000 members, was not approved by the General Assembly in Seoul. The Finance Director was asked to re-work it based on 18,000 members instead of the 19,000. This was done and the revised budget was circulated to the Clubs and posted on the website.

**I AM GLAD TO REPORT THAT, EVEN THOUGH THE LAST OF THE ACCOUNTS HAS NOT YET BEEN FINALIZED, WE DO EXPECT A POSITIVE**

**FINANCIAL RESULT FROM THE SEOUL CONGRESS.**

As after every Congress, we conducted a survey of Congress participants. It is clear from the responses and comments that we need to make changes to some of the events. Of particular concern was the conduct of the AGM and the Farewell event, which received negative comment, whereas the Tourism Forum and its speakers were very well received. The 2013 Congress organizers will be paying particular attention to your comments.

It seems I will have a rather busy year ahead as many of you have been kind enough to extend invitations to me for your special events. I have already had the pleasure of visiting Skål International Delhi for their annual Skål Ball, and my home Club of Los Angeles. I then had the opportunity to meet with our new Secretary General

on the sidelines of the World Travel Market in London, where we both attended a great seminar moderated by our fellow Skålleague H. E. Akel Biltaji, who did a superb job of managing the forum, consisting of the Ministers of Tourism from Egypt and Jordan and the Secretary General of the UNWTO.

Then it was on to Skål International Orlando for their annual black tie gala and to the installation of officers of Skål International New York, where I was able to convey the sympathies of our worldwide membership at the terrible devastation caused by hurricane Sandy. This month I will be in San Francisco for their annual changeover of officers and then on to our newly re-activated club in Charlotte for their black tie event, before heading overseas for many other Skål-related activities.

**THE DRIVE FOR NEW MEMBERS IS ON.**

We are pleased that we have added a new Club in Turkey, Skål International Konya, along with the re-activation of Charlotte in the USA. We are also well on our way to establishing a presence for Skål in Myanmar with, we hope, the inauguration of Skål Yangon. We continue to work with and support our new Club in Beijing (China) and additional activities are on in Vietnam. However, I ask each of you to do your bit to help with bringing new members to Skål.

There is a great presentation under the membership development section on the website, called "The Identity of Skål International", which you can use. Please check it out.

The Executive Committee is extremely grateful to our Past and Honorary Presidents who have come together to assist us in a membership re-generation campaign. The plan is currently being drafted and



Secretary General Bernhard for more details. We should be able to show you how to load and manage the benefit yourself directly on the website.



**WE ARE WORKING TOWARDS ENHANCING OUR BRAND BY PROMOTING OUR VISION STATEMENT, "BE A TRUSTED VOICE IN TRAVEL AND TOURISM".**

However, this key objective is our collective responsibility. I ask each of you to think of ways and means to make this happen in your Clubs and in your cities. Please also keep our Mission statement in mind, "Through our leadership, professionalism and friendship, work together to enhance our vision, maximize networking opportunities and develop a responsible tourism industry."

Remember, it doesn't matter where we are: we are nowhere compared to where we can go. So this New Year let us resolve to try to do our bit for a better world ahead.

**HAVE A GREAT 2013!**

*Mok Singh  
President*

we are sure it will yield great results when implemented. Our sincere thanks to all those involved.

As many of you may be aware, our acting Secretary General, Yvonne Mansell, took a fall and hurt her arm while in Seoul. She has been on medical leave since the Congress but is expected back in the office soon. Our best wishes are with her and we look forward to her return. Meanwhile, through the vigorous efforts of our staff, we have been able to rent three of the office spaces we own in the building we occupy in Torremolinos. We had been trying to make this happen for some time now

and I congratulate all involved with this now successful result. In a further development, the effort is ongoing to cast the Secretariat as a membership services center instead of an administrative facility.

**WE ARE IN THE PROCESS OF RENEWING OUR SYNERGIES WITH ORGANIZATIONS SUCH AS THE INTERNATIONAL INSTITUTE OF PEACE THROUGH TOURISM (IIPT),** headed by President Louis D'Amore, a great friend of Skål, as well as with Guido Bauer of the Green Globe organization. We were recently able to study and endorse the Center for Responsible Travel, which

is affiliated with Stanford University in California. I will be discussing possible joint initiatives with "Tourism Cares", a part of the prestigious USTOA, later this month.

We continue to need your help in adding Membership Value and Benefits. With our new website Benefits section, we can convert your unsold inventory into revenue while at the same time greatly benefiting our fellow members and the Skål organization. This is a great channel for Skålleagues to offer discounted travel benefits to other Skålleagues in an automated format. Please get in touch with

# 2013 SKÅL WORLD CONGRESS

**CARNIVAL ATMOSPHERE IN NEW YORK...  
AND ON THE HIGH SEAS**

**S**KÅL INTERNATIONAL WILL BE MAKING ASSOCIATION history later this year when the first World Congress is held at sea. Hosted by Skål International New York, the Congress will begin in the Big Apple on 28 September, before the Carnival Cruise Lines ship *Glory* sails off with congress participants and guests to ports-of-

call in New England and Canada – concluding on 5 October. Skålleagues will be able to enjoy seven days of meeting and mingling with members from around the world, with fine dining on the high seas and excursions at each port. In addition to – for many – a once-in-a-lifetime opportunity to take a cruise and explore the famous city and its

state region, the Congress will also provide participants with an excellent platform to boost their tourism business in the home capital of the world's largest travel and hospitality companies, including top hotels, tour operators, attractions, airlines, transportation companies, travel agencies, travel technology companies, travel associations and the travel press.

Skålleagues travelling with a partner will find that two can cruise for just a little more than the cost of one. Cabins are on sale through the official Congress site ([www.skal2013worldcongress.com](http://www.skal2013worldcongress.com)) but members are advised not to delay as space on the *Carnival Glory* is limited.

New York members have also worked with other local Skål clubs to provide travel specials throughout the Mid-Atlantic and Northeastern United States. Whether arriving early or staying a little longer, booking optional pre-post tours or making private arrangements, the 2013 Congress

will be the perfect venue for doing business with friends.

**VIBRANT TIMES AT SEA**  
Enjoying a holiday on the *Carnival Glory* is as colourful an experience as the ship's eye-catching décor.





and interior suites and staterooms (several modified for wheelchair use). The stage shows are designed to dazzle and dazzle. Featuring talented singers, musicians and dancers performing crowd-thrilling numbers in extravagant costumes with awesome sets and scenery, it is like catching one of the best shows on land. All performances are created to ensure that every night feels like opening night and,

best of all, as shows are included in the fare, it's like having top-dollar tickets to the hottest show in town – absolutely free. In addition to the evening entertainment, the outdoor movie theatre features hit movies and sporting events, day or night. For those seeking some first-class pampering, the two-deck Cloud 9 Spa includes both exclusive spa staterooms and an extensive range of top-quality



### Venerable Skål History in New York

The Skål Club of North America (Skål Club of New York, N° 28) was founded on 1 April 1938. As the first Skål Club established in North America, the New York Club assisted with and guided the formation of other Skål Clubs on the continent. New York Skål currently has over 170

managers and executives representing all aspects of the travel and hospitality community in the tri-state region. The World Congress was last hosted in New York in 1955. On the evening of Friday 27 September 2013, visitors are invited to join the local hosts when they celebrate Skål International New York and USA's 75th anniversary and kick off the Congress Cruise onboard the Zephyr Yacht.

### STOMACHS ARE WELL SATISFIED WITH THE EMERALD ROOM STEAKHOUSE

From the people-watching potential of the Lido Deck, to the see-and-be-seen White Heat Dance Club, Carnival Glory pulls out all the stops. There's even the red-hot of the Burgundy Wine Bar and the cool-blue of the Bar Blue Lounge. Stomachs are well satisfied with the Emerald Room Steakhouse, On the Green sports bar and aptly-named Golden and Platinum Restaurants, while the Camel Club Casino is proof that Carnival Glory is "a real looker". With capacity for 2,974 passengers, and an onboard crew of 1,150, the Carnival Glory's accommodation includes both ocean-view

facilities and treatments in an elegant, tranquil setting... massages, acupuncture, body wraps, steam rooms, water therapies, soothing moments with emollients, renewed with defoliants, and relaxation with hot stones or aromatherapy. To keep in shape, physically and mentally, the boat's amenities also include a fitness centre, jogging track, and yoga and Pilates.



### FROM NEW YORK TO CANADA

If something is worth doing, knowing, seeing or trying, you are bound to find it in New York. Arguably the world's capital of finance, fashion, publishing and theatre, it has fantastic sightseeing, fabulous restaurants, incredible shopping and Broadway shows. Visitors can check out the

Statue of Liberty, Times Square and the Empire State Building, and gaze in awe at the city's world-famous skyline. Each of New York's five boroughs is bustling with its own special blend of culture.

With street patterns that recall 17th century London, Boston, "America's Walking City" and home of the original tea party, is a beautiful city, full of historic sights. From Bunker Hill to the USS Constitution, this gateway to New England offers many famous places to visit. Boston has some of the most well preserved historic buildings in the country, and it is compact enough to enable you to see them all on foot.

City worldliness in a small town community is part of the authentic Portland character. A 360-year-old city rich with history and culture, it is home to picturesque cobblestone streets lined with Victorian-era buildings, a vibrant waterfront, one-of-a-kind shops and galleries, historical homes and museums, and plenty of restaurants to suit your culinary fancy – and all within walking distance.

History is kept alive in the Greater Portland Region, where historical homes and maritime museums chronicle the emergence of the area from a trading and fishing settlement into one of the nation's most active seaports. Constant attention to landmark preservation and appreciation of the area's heritage and historical sites has made the greater coastal region a historical sightseeing destination.



A live music scene thrives in the city's downtown, the Old Port providing the nightlife with music, dancing and waterfront pubs, as well as a chance to visit the state's famed micro-breweries and sample fine ales brewed on-site. Uptown, the arts district imparts an urban feel where galleries and acoustic blues and jazz venues in casual settings are open to visitors and passersby.

Situated on the world's second largest harbour, Halifax has been welcoming guests for over 260 years – perhaps one key reason why the locals are so well known for their legendary hospitality. Halifax combines the international essence of a modern port city with the culture and heritage of one of Canada's most historic communities... rich with unique galleries, historic centres and museums, fine restaurants and colourful gardens. Stroll along the



waterfront boardwalk or take in the crisp salt air on a harbour tour – there are so many things to enjoy in this captivating, diverse city.

Wedged between nature parks and the Bay of Fundy's powerful currents, Saint John, New Brunswick, is the province's largest city and most important port.

You can set out on foot from Carnival cruises to Saint John into the downtown area, with its Victorian-era architecture and bustling central market. Saint John cruises anchor in the Bay of Fundy, where you'll spot seals and shorebirds from the trail, a kayak or an observation tower.

Home to gabled churches and rustic antiques, and steeped in American history, New England offers beaches, spectacular seafood, rugged mountains, frequent winter snows and some of the nation's oldest cities.

Ranging from New York in the north to Washington DC, the Mid-Atlantic region is home to some of the nation's most densely populated cities, as well as historic sites, rolling mountains, the New Jersey Pine Barrens, the Lehigh Valley and seaside resorts such as the Long Island beaches and Jersey Shore.

The following Region 1 Skål Clubs have put together travel deals for Skålleagues travelling in the Northeastern United States before and after the 2013 World Congress: Skål International Long Island, New York; Skål International Albany, New York; Skål International Washington DC; Skål International Baltimore, Maryland; Skål International Connecticut; Skål International Boston; Skål International Atlantic City, New Jersey; Skål International Northern New Jersey; Skål International Philadelphia, Pennsylvania; Skål International Northeast Pennsylvania; Skål International Central Pennsylvania.

## VISAS, INSURANCE AND FLIGHTS

### PROPER TRAVEL DOCUMENTATION IS REQUIRED AT EMBARKATION AND THROUGHOUT THE CRUISE

Even though a guest has completed registration using Online Check-in, it is still the responsibility of the guest to bring all required travel documents. Guests should check with their government authority to determine the travel documents necessary for each port of call. Any guest without proper documents will not be allowed to board the vessel and no refund of the cruise fare will be issued. Carnival and Skål International assume no responsibility for advising participants of proper travel documentation.

Skål International has partnered with CSA Travel Protection to provide travel insurance and assistance services for the 2013 World Congress, available to all attendees.

The Star Alliance member airlines have been appointed as the Official Airline Network for the 2013 World Congress. To



obtain the Star Alliance Conventions Plus discounts visit: [www.staralliance.com/conventionsplus/delegates](http://www.staralliance.com/conventionsplus/delegates). Registered participants plus one accompanying person travelling to the event can qualify for a discount of up to 20 per cent, depending on the fare and class of travel booked.

*Caption: International President Mok Singh, George Fertitta, President & CEO of NYC & Company (the New York CVB), Lisa Conway, President Skål International New York, and Paul Kastner, Immediate Past President of Skål International New York amenities also include a fitness centre, jogging track, and yoga and Pilates.*

## WORLD TRAVEL MARKET

### Excellent recruitment opportunities in London

The London Club has always seen the World Travel Market as a huge recruitment opportunity, with the possibility of informing many industry colleagues about the role of Skål International. An important secondary function is to provide a meeting place for Skål members from around the world.

The stand is manned with teams of three or more volunteers, mostly from the UK but this year we were also well supported by Susan Barber from New York and were delighted to welcome our International President Mok Singh and new Secretary



General Bernhard Wegscheider – and arrange press interviews. When receiving membership enquiries, visiting cards are accepted and the secretaries of the nearest club are emailed with a scanned copy of the card and a general note explaining the source of the enquiry.

For the UK, London recorded 30 enquiries, including four for Young Skål, and other enquiries were received for

Manchester, Cambridge and Brighton. An additional 35 enquiries were received from all over the world and these individual details have been forwarded to the relevant club secretaries. A further seven enquiries were passed to Skål headquarters regarding possible new clubs and other specific problems.

Report by Tony Milhofer, London Membership Development Officer

# MEMBERSHIP DEVELOPMENT CAMPAIGN

HELP YOUR CLUB TO INCREASE ITS MEMBERSHIP – AND WIN A SPECIAL CONGRESS PRIZE!



EVERY MEMBER WHO INTRODUCES A NEW MEMBER BETWEEN 1 MARCH AND 30 AUGUST 2013 IS ELIGIBLE TO WIN A CONGRESS ONLY REGISTRATION (NOT INCLUDING ACCOMMODATION) FOR THE 75TH SKÅL WORLD CONGRESS IN MEXICO CITY IN OCTOBER 2014.

The name of the prize-winner will be drawn at the International Council meeting to be held during the Mexico City Skål World Congress and announced at the President's Gala Dinner. Members do not have to be there to be eligible – though this would be preferable if possible! There are no limits on how many times a member can enter, so everyone is encouraged to ask colleagues in the industry to join. Young professionals can either join the special "Young Skål" category or, if they hold a managerial post, can enrol in the "Active" membership category. Application forms can be downloaded from the Skål website: [www.skål.travel](http://www.skål.travel). Please ensure that you put your name on the form in the section "Introduced by".

## Skål Membership Development Award Programme

The Skål Membership Development Award Programme has proven to be very popular with Skål Clubs throughout the world. Skål Clubs that increase their membership over the previous year by a net 10 per cent or more, or that introduce 10 new members or more after allowing for members who leave, qualify for a commendation certificate which is presented at the President's Gala Dinner during the Skål World Congress each year. The programme was enhanced with the awarding of special framed commendations to the top three Skål Clubs: Platinum Award, Gold Award and Silver Award. Yet again Skål International will provide a prize of a Congress Only registration to the Skål Congress in Mexico City next year for the

Skål Club that achieves the highest net increase of new members. These awards will be calculated on membership growth on the previous year as at 1 September 2013. There are many Skål membership classifications and Skål members are encouraged to consider inviting potential members from all sections of the travel and tourism industry to join Skål. The Executive Committee of Skål International looks forward to another record year for this Skål Membership Development Award Programme.

### WHAT IS IT?

A certificate of commendation for Clubs that boost their membership. The three Skål Clubs with the highest net membership increase receive Platinum, Gold and Silver framed commendation certificates.

### WHAT IS MEANT BY NET GROWTH?

Net growth means an increase in new members minus members who leave for any reason.

### WHAT IS THE CRITERIA TO WIN THIS AWARD?

Any Club that increases its membership by a net 10 per cent or more, or gains a net 10 or more new members, qualifies for this Award.

### WHAT IS THE DATE THAT MEMBERSHIP NUMBERS ARE CALCULATED FOR THIS AWARD?

The date chosen this year is 1 September year as this is deemed to be the least volatile period for Club membership changes.

### WHEN IS THIS AWARD PRESENTED?

The Membership Development Award is presented to a representative of a qualifying Club by the President of Skål International during the President's Gala Dinner at the Skål World Congress.

# ITB BERLIN

## SUPPORT FOR SOCIALLY RESPONSIBLE TOURISM

*For ITB, as the world's leading travel trade show, fulfilment of its responsibilities means that over the years the concept of corporate social responsibility (CSR) has represented more than a passing trend. ITB has a pivotal role and consequently promotes dialogue with companies that develop economically, socially and ecologically responsible tourism products and services. It also supports research and science in these fields.*

*The importance of shouldering social responsibility is mirrored by the eager interest shown at ITB Berlin. Therefore, in 2013 the trade show will again be hosting numerous seminars, discussion rounds and workshops whose focus is on social responsibility.*

One of the most important events at ITB Berlin is the CSR Day, which forms part of the ITB Convention.

In 2013, the fifth edition of this successful seminar event will be taking place at the international travel industry's largest think tank. Experts from the tourism industry and politics will discuss strategies, best practices and the economic prospects for sustainable tourism.

and problems associated with implementing the code. At the Accessible Tourism Day, leading experts from industry associations, the private sector and politics will be providing information on the latest developments.

Hall 4.1 will also feature an extensive programme of events on social responsibility in tourism, and for the duration of ITB important discussions and information events will be taking place on the large events stage.

In response to demand at the last two shows, the focus will again be on human rights in tourism. Once again, ITB Berlin will be the platform for the annual presentation of the renowned TODO! Awards for socially responsible tourism by the Study Group for Tourism and Development. The presentation of the TOURA D'OR film awards, which takes place every two years, will also be held in 2013.

The hall section featuring Adventure Travel and Socially Responsible Tourism in Hall 4.1 is already celebrating its 10th anniversary and numerous much-awaited presentations will be taking place on the small stage. Events will also include the Responsible Tourism Clinics organised by The Blue Yonder, a partner of ITB, at which experts will be offering practical advice. On the eve of the Friday at ITB, one event not to be missed is the firmly established International Responsible Tourism Networking Event, which all tourism experts interested in the topic of sustainability are invited to attend. Naturally, the employees of ITB Berlin also take their social responsibilities seriously and if possible use alternative forms of transport in order to minimise their carbon footprint. Carbon emissions from flights are compensated through atmosfair, a partner of ITB. The proceeds are used to support a biogas plant project in the Indian province of Karnataka, which not only protects the environment by reducing CO2 emissions and halting deforestation but also ensures the wellbeing of women and children.



*More information can be found online at [www.itb-berlin.de/SocialResponsibility/](http://www.itb-berlin.de/SocialResponsibility/) where full details of the programme on CSR in tourism will be available for downloading in February.*

In 2013, topics for discussion will include holidaymakers meeting locals, the Green Climate Fund, and water shortages that can potentially spark conflict between tourists and residents. "Interjections", the critical discussions organised by the Study Group for Tourism and Development, will debate the situation in Greece. The code of conduct aimed at protecting children from sexual exploitation in tourism, which ITB actively supports, is also a topic at the 2013 Convention. The focus is on the challenges

# INSPIRINGLY INNOVATIVE

6 – 10 March 2013, [itb-berlin.com](http://itb-berlin.com)



Discover tomorrow's global travel industry trends at ITB Berlin – today.

- ✓ **ITB Academy** – capitalize on customized training from our treasure trove of over 45 years of experience
- ✓ **10 years of ITB Berlin Convention** – benefit from the world's largest travel industry convention
- ✓ **Partner country Indonesia** – experience innovative and sustainable concepts from this successful destination

RESERVE TICKETS ONLINE NOW  
**AND SAVE 20%**  
[itb-berlin.com/tickets](http://itb-berlin.com/tickets)





# SKÅLITÉ 2012

*“Oscars of Tourism” Awards for Quality in Turkey*

SKÅL INTERNATIONAL ISTANBUL HAS HONoured THE “BEST OF 2012” WITH THE SKÅLITÉ-QUALITY IN TOURISM AWARDS, CONSIDERED TURKEY’S “OSCARs OF TOURISM”.

The 15th annual awards were presented to the winners during a magnificent evening ceremony in December hosted by Ece Vahapo lu at the Istanbul Hilton Convention Centre.

The Awards were sponsored by TAV, Çelebi, Travelium, Sealed Air, Boyut Publishing

Group and many other distinguished guests who attended the ceremony, including Abdurrahman Arıcı, Deputy Minister of Culture and Tourism, Recep Altepe, Bursa Metropolitan Municipality Mayor, Karine Coulanges, Vice President of Skål International, Hulya Aslantas, President Skål International 2009, and Bernhard Wegscheider, Skål International Secretary General.

Twenty-two different categories of SKÅLITÉ Awards were presented to individuals, institutions and organisations that had

added value to the development of quality awareness in the tourism sector.

Skål International Istanbul’s Special Award was presented to Aslı Çakır Alptekin, winner of the women’s 1,500 metres athletics race at the 2012 London Olympics, Gamze Bulut, runner up in the same event, and Serif Yenen, President of TUREB.

The National Committee presented a special award to the Ministry of Culture and Tourism; while Skål Clubs from other parts of Turkey also presented awards to individuals,



01



03



02

institutions and organisations they had chosen in their own regions.

The SKÅLITÉ votes were carried out with an electronic voting system on the internet after the nominees for “Best of 2012” had been announced in the various fields, such as accommodation facilities, travel agencies, tourism, broadcasting, education, and promotion and protection of cultural values.



04



05



Skål Club of Paris existed unofficially in autumn 1932, with Hugh Krafft as acting President. He, Pierre A. Soulié and Florimond Volckaert had together devised the idea and on 30 June, after a cocktail reception hosted by Lignes Farman for travel agency representatives, the initiative was consolidated.

On 16 December, at the instigation of Captain Karl Forman, a meeting called by Florimond Volckaert attracted 53 tourism professionals, some of whom had joined the inaugural flights to Malmö (“Skål Memories” Issue N°247). These “tourism elders” – “old” in professional experience, not age – decided to set up the Skål Club of Paris.

The meeting was held at the Taverne Parisienne at 41 Rue du Faubourg Montmartre. Among those attending were Hugo Krafft (Swedish Amerika Line), Jules Mohr (KLM), Pierre Soulié (Air Union-Lignes Farman), Florimond Volckaert (Wagons Lits) and Georges Ithier (Exprinter). A Swede, Dutchman, Frenchman, Belgian and Brazilian... these five were the true architects of Skål.

**A POSTCARD THAT HAS BEEN WELL-CIRCULATED PROVIDED US WITH A PHOTO OF THESE “PIONEERS:**

two from the first flight (Krafft and Ithier) and the other three from the second, better-known flight (Mohr, Soulié and Volckaert): that is, the three airline companies involved with the initiative and a travel agent from each of the flights.

# SKÅL MEMORIES

FOUNDATION OF PARIS CLUB

In this sixth part of a nostalgic journey back through the years, Past President (1985-1986) and Honorary President Antonio García del Valle recalls the foundation of Skål Club of Paris.

**FLORIMOND VOLCKAERT**

**NOTED:** “In that country (referring to Sweden) we received such a special welcome and warm conviviality that we decided to preserve the spirit in a long-lasting way, as well as the friendships that had been born spontaneously among us. With that in mind we had the idea of creating a group or club whose name would be a symbol of that friendship and a tribute to its origins. What better name could we have found than Skål, which comprises the initials of four Scandinavian words, Sunvet, Karlek, Alder, Lycka, meaning Happiness, Health, Friendship and Long Life.

A commission of 12 members was set up to prepare the Statutes and on 20 December in the Hotel Embajador and 27 December in the Hotel Astra the first Skål Club was formed during a Constitutive General Assembly. The principles of equality and fellowship would always be observed. The first executive committee comprised:

- President:** René Genestie (Agence Van Ommeren)
- Vice Presidents:** Hugo Krafft (Swedish American Line and A/B Aerotransport), Jules Mohr (KLM), J. Hambly (Wagons Lits Cook), F. Von Winterfeld (D.L.H.)
- Secretary:** Pierre Soulié (Air Union Lignes Farman)

During the XLV Congress in Paris in 1984, all the delegates were given a copy of that postcard featuring the five founders.



**Treasurer:** George Ithier (Exprinter)  
 Florimond Volckaert was a committee member with responsibility for “celebrations”, so all five founders were on the first executive committee.

**FLORIMOND VOLCKAERT WAS NEVER PRESIDENT OF THE SKÅL CLUB OF PARIS,**

though he was National President of the Skål Clubs of France and was named by Skål Paris as the Club’s honorary “Founder President”. An article by Edgard Bennett, in 1971, mistakenly cited Volckaert as the first President of the Skål Club of Paris but his memory must have betrayed him. In a letter I received in 1994, Maurice Fanchtein,

one of the Club’s first members, explained that Volckaert was going to be elected President of the Paris Club but he chose to leave the presidency in the hands of a Frenchman. As everyone knows, he was Belgian.

The Club’s social venue was inaugurated in 1933, in the Cintra Bar in Place de l’Opéra, where the first meeting was held on 6 January 1933. In addition to the aforementioned committee members, also present were Walter Harvey (Thos Cook), Arthur Cook (Dean and Dawson), Jean Monmarché (Les Beaux Voyages) and Maurice Fanchtein (Sabena). These four were, together with the founders, the first members to join Skål. Thanks to Henri Lesieur’s tenacity, the Cintra Bar ended up having a library, restaurant and games room, before being closed down in 1939.

*The first Statutes were presented during a meeting on 7 January 1933; the venue was officially inaugurated on 3 February, with 200 guests from a wide spectrum of society attending the event; and the inaugural General Assembly of Founder Members was held on 15 February.*

**The first Skål insignia -**

which lasted until 1936 – was unveiled on 3 March, representing two raised hands holding a glass, with the letters S/C. Michael O’Flynn gave me a photograph of one of these insignias, and an example of the first insignia is kept in the General Secretariat. Strangely, sometimes it has a red background and other times blue –

apparently the colour had still not been decided.  
 On 24 April, the Mollard Restaurant was the venue for Skål Paris’s first “Amicale” dinner, attended by 68 diners; and the Club’s first General Assembly was held in the same restaurant on 9 May 1933, with

80 members present. The Antwerpen Club was accepted on the same date.  
 In just four months the five founder members were delighted to see the membership rise to 323, of whom 110 were founder members, 132 active members, 75 honorary members and six benefactors.



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# PARIS TOUR

*Strengthening friendship ties  
across the Atlantic*

**S**kål International USA President Llana Smith took the opportunity of meeting local Skålleagues during a visit to Paris. In the absence of the Skål Paris President, who was overseas at the time, Llana and John dined with Secretary Laurence Sujkowski, Treasurer Martine Braudeau and International Vice President Karine Coulanges in the Paris Opera arrondissement, just a short distance from the Scribe hotel.

**F**OLLOWING A "PILGRIMAGE" TO SKÅL FOUNDER FLORIMOND VOLCKAERT'S GRAVE IN THE PÈRE LACHAISE CEMETERY, KARINE COULANGES INVITED LLANA AND JOHN TO VISIT THE SCRIBE HOTEL, WHERE PARIS SKÅL - CLUB N°1 - WAS FOUNDED IN DECEMBER 1932. THE ACCOMPANYING PHOTO FEATURES THE COMMEMORATIVE PLAQUES THAT MARK SKÅL INTERNATIONAL'S 50TH AND 75TH ANNIVERSARIES.

The guests then took in some of Paris's popular sights, including the Louvre Museum, Napoleon's grave and the Eiffel Tower, as well as enjoying a two-hour guided walking tour of "The Pure Chocolate", before dining at the internationally renowned Lido Cabaret in Champs-Élysées, thanks to a special rate agreed by Skålleague Marie-Christine de Ornelas.

A note of appreciation is also due to Manu from Paris My Way, who offered to take care of the extremely early morning transfer from Renaissance Paris la Défense hotel to the airport.

Paris members were delighted that Llana chose Paris for her final foreign visit as President of Skål International USA, but she stressed that for her it was important to pay tribute to our "Founding Father", without whom the Association would not - without a doubt - exist today.

During her visit to Europe Llana also visited Hannover, where she dined at the city's famous Kannapee club with International Vice President Marianne Krohn and Skål International Hannover President Henno Hoobs.

Skål News - 19



# SPACE TOURISM: EN ROUTE FOR THE FUTURE

SCIENCE FICTION JUST A FEW YEARS AGO, SPACE TOURISM IS, TODAY, A REALITY AND – ALTHOUGH IT COMES AT A VERY HIGH PRICE – IT PROMISES TO HAVE A NOTABLE FUTURE. SUBORBITAL TOURISM WILL PERMIT, IN THE NOT TOO DISTANT FUTURE, A GREATER NUMBER OF PEOPLE TO TAKE A SHORT VOYAGE INTO SPACE. SPACE TOURISM COULD BE TO THE 21ST CENTURY WHAT AIR TRAVEL WAS TO THE LAST.

**IT WILL BE EXTRAORDINARY IF,** in a few decades, a trip into space becomes a normal excursion offered by several operators, accessible to anybody who wishes to take a weightlessness look at Earth as astronauts do today.

This type of extreme tourism will not be available to everyone immediately because

of its cost and physical constraints. Current rates for a space trip are between US\$20 million and \$83 million for those who would like to take an eight-day journey to the International Space Station (ISS).

#### **BIRTH OF SPACE TOURISM**

When American multi-millionaire Dennis

Tito left the surface of the Earth on 21 April 2001, a new page in the conquest of space was written. After a trip of seven days, 22 hours and four minutes he became known as the first space tourist... a “first” which cost him around US\$20 million. Since then various people have made the trip and others are waiting to travel in the not too distant future.

The space tourism market appears to be extremely promising. Four companies are already competing for the market: Space Adventure, Blue Origin, Virgin Galactic and Planet Space, all of which propose two types of flights – suborbital and orbital. The first is an experience of a few minutes of weightlessness flying approximately 100 kilometres above Earth, while the second takes its passengers to the ISS. Studies are currently being undertaken into the construction of hotels in orbit. Three attempts have been made: an inflatable structure big enough to host three people, which will remain in orbit and could, therefore, be re-used.

Security is, of course, one of the important issues in this sector and many people are sceptical that these private companies can guarantee it. The late Neil Armstrong, an icon of space travel history, believed that many years and considerable investment would be necessary before these companies could achieve a level of security and reliability equal to that of NASA. The lack of competition could result in a fatal accident, which would in turn lead to a long-term halt to man’s space adventure.

#### **CONCLUSION**

The space domain, because of its immensity, has every possibility of remaining the principal centre of interest for humanity for a long time to come. The actual situation, notably with regard to the environment, could see space play a more important role in the near future: perhaps one day becoming the residence of mankind, after several millennia limited to life on Earth.

*TEXT Ana Maria Vera | General Secretariat Skål International*

*PHOTOGRAPH National Space Society*

*www.nss.org*

TEXT MARIA TERESA DÍAZ COMAS  
President Skål International Gerona | International Councillor Spain

# JORDI COMAS

*Dear Skålleagues,  
It seems hard to believe but the days are passing by, that fateful 18 November 2012 will always remain in our memories and now, several weeks later, gradually all of those who loved him are starting to get used to his physical absence.*

For me, Uncle Jordi – Sr. Comas as I referred to him when working together – was the second father I had the great fortune to share my life with. I admired him tremendously: he was my friend and confidante, the person who scolded me when necessary, although I didn't always see it his way, the person who set me in the right direction and prepared me for my working and professional life, who made the most demands of me, and vice versa... ever since I was a young girl.

Whenever I decided to do something in my work or personal life I liked to consult him for his approval and, even though he might not have agreed with me, he was always there offering support, together with Aunt Carme, Sra. Comas, encouraging me to reflect on my decisions. There is always something you wanted to say, especially when death is so unexpected, but I am very proud of the dialogue we maintained until the last moment of his life, because that's who he was – a man of dialogue.

His life as an international Skålleague from Gerona began in 1971. I was born in 1972 so you could almost say that the births of all his nephews and nieces (we are eight in all) were closely linked with his early involvement with Skål International Gerona, and his pride in being named a Gerona Skålleague. My first recollections are associated with his attendance at and enjoyment of most of the Skål International Spain Congresses, with other Skålleagues from Gerona, and all the World Congresses, joined by my Aunt Carme and the Skål friends who most frequently travelled with them at the time, Kathy and Carlos Pallarés – always putting Costa Brava and Gerona on

the international map. Once, when still a teenager, I asked my aunt why they travelled so much around Spain and the world, and also why they invited Skålleagues from both Spain and overseas to stay in their hotels, and I recall her replying that, in this way, Uncle Jordi was promoting Platja d'Aro, Costa Brava and Gerona in all corners of the world.

I remember when he was elected President of Skål International Gerona in 1990 and, in 1992 at the Hotel S'Agaró, the excitement and expectation he instilled in Spain's first young Skålleagues, 12 very young Skålleagues from Barcelona and Gerona, including my cousin Sandra Vergeli and Aixa Arún from Lloret de Mar. This was our initiation into Skål, and we are still members. From the start, by example, he taught us how to first plant the seeds then collect the fruits... and never the other way round. Generosity was another of his hallmarks.

As National President of Skål International Spain from 1995 to 1997 he visited all the Clubs in Spain and enthusiastically took on the challenge of organising a World Congress in the historic city of Granada, which is still recognised as a major point of reference when it comes to organisation and participation. At the time I was unable to work with him directly, because of my studies, but I recall all the effort and enthusiasm he and the whole Comas Group put into the Congress, together with the Granada Club Secretary and our current National President, Gracia Peregrín.

I remember the first Young Skål World Congress, in 1998 in Frankfurt, when Matanyah Hecht was Young Skål Director. This represented my initial active participation in Skål, and it was thanks to the way he encouraged me to become involved in our association.



One after the other, they are endless... the memories of a Skål life, with Aunt Carme, his tireless work as International Councillor and a member of the Executive Committee.

Our organisation provides Skålleagues with a genuine opportunity to forge friendships and develop work synergies with each other, at the same time as helping us improve our personal relationships. Uncle Jordi was, in my humble opinion, a key figure within the association, and evidence of that is the fact he became International Vice President in 2004. I am absolutely certain that, as someone who enjoyed all his responsibilities as an Executive Committee member, although not achieving the icing on the cake as International President, his example as a leader, and his unflinching commitment to Skål, rose above any position he held.

I know through Aunt Carme how proud he was that I am now making my own contribution as a member of the Skål International Gerona and Spain committees. I had the huge honour of being presented by him with my chain of office as Skål International Gerona President in 2010. Without knowing it at the time, our last conversation was about Skål: our participation in EIBTM Barcelona 2012 with a Skål stand and the organisation of the next Spanish National Congress and Young Skål Workshop, to be held in Gerona from 11 to 14 April 2013. <https://dl.dropbox.com/u/59616421/callmegranadaDEFMP4.mp4>

Turning the subject around – as he would want us to do – we are still bringing together 18,000 Skålleagues around the world with the shared objective of making Skål the most influential international tourism professionals organisation at a local, national and world level, attracting the local leaders in our industry and making a productive contribution to society, organising congresses at all levels with the aim of boosting our opportunities of doing business and, above all else, developing friendships.

Skål International Spain will be establishing a prize that encapsulates the Skål spirit my uncle was able to exude to everyone around him.

The whole Skål International Gerona team is looking forward to welcoming – with renewed and tremendous enthusiasm – all those Skålleagues who can attend our next Congress in April, when we will be paying this tribute to Jordi Comas. You can find all the information at [www.Skalgirona.com](http://www.Skalgirona.com) and can register directly online. We raise a toast to him, with a wide smile – as he would have done for Skål.

Health, Friendship, Long Life and Happiness.

# GIANCARLO PASCALE

## A CENTURY OF MEMORIES

As members look back on the highlights of the past year, many will be taking a special moment to recall former A.I.S.C. President (1967) Giancarlo Pascale, who would have turned 100 in 2012 (he sadly passed away on 16 July 2001)... a charismatic figure in the world of tourism and a true gentleman.

Born in Zola Pedrosa (a province of Bologna, Italy) on 22 August 1912, Dr. Giancarlo Pascale Guidotti Magnani was the son and grandson of a diplomat and senator, respectively. He studied in Port Said (Egypt), La Plata (Argentina), Casablanca (Morocco), Gibraltar and, finally, for his doctorate in social sciences and politics at the Liceo Augusto Righi in Bologna.

A great aficionado of music and theatre, he was a cellist and an actor, and a member of

the Roman Catholic Marian Society. During World War II he fought in Russia as an artillery officer.

From 1946 to 1970, Giancarlo was a member of the Provincial Tourism Body, and in 1953 and 1954, the Italian National Tourism Agency (ENIT), based in Barcelona.

The many honours he received included Officer of Merit of the Republic, Silver Medal of Merit of the Culture and Art School, Knight of the National Order of the Elephant of the Ivory Coast and the Silver Medal of Tourism Merit of Spain.

He heard about and joined the Barcelona Skål club during his stay in that city representing the ENIT and, on his return to Italy, founded Skål International Bologna-Emilia Romagna and was its Founder



President. The club's formation was approved by the Executive Committee on 1 October 1959. Giancarlo was President of the National Committee of Italy in 1968, and was elected President of the A.I.S.C. in Naples in 1966. During one of his many club visits he was named a Knight of the Order of the Mate and Tube.

# GIUSEPPE LI PIRA

## A REAL GENTLEMAN

**ITALIAN SKÅLLEAGUE** Giuseppe Li Pira (Pino) passed away on 19 November at Hospice Costarainera near Sanremo, where he was hospitalised due to worsening health conditions. He was 81. Honorary President of Skål International Italia in recent years, he effectively presided over the Italian National Committee from 1994 to 2005, while maintaining his membership with Skål Sanremo-Riviera dei Fiori.

He was a very well known and highly regarded hotelier in Sanremo, where – with the inestimable support of his wife Luigina and his son – he ran Hotel Ariston Montecarlo, a lovely property on the beautiful Italian Riviera coast.

He had also been President of Sanremo Congressi and President of Rotary Club Sanremo Hanbury.

A true and genuine Skålleague, always enthusiastic and dedicated to our Association, he remained an active and participatory member, full of advice for fellow members and ideas on how to promote Skål International.

Italian Skålleagues will always remember him as a real gentleman, with his kind but determined attitude and his personal touch of bringing flowers from the Riviera for the ladies during official Skål functions.

We like to remember him as a marvellous and efficient host during the last traditional Skål Mid-Summer party in July 2012 at his



Hotel Montecarlo. He is pictured first from left. Rest in peace, dear Pino.

# CROATIAN MILESTONE

## INDUSTRY LEADERS CELEBRATE KATARINA LINE'S 20TH ANNIVERSARY

**C**ROATIAN TOURIST AGENCY KATARINA LINE CELEBRATED ITS 20TH ANNIVERSARY WITH a gala dinner in Opatija.

According to CEO Katarina Hauptfeld, who is founder and President of Skål International Kvarner, Katarina line – founded in 1992 – is one of the leading Croatian incoming travel agencies.

Held in Hotel Kvarner's Crystal Hall, the gala dinner was attended by 300 guests, in the presence of Veljko Ostoji, Croatian minister for tourism, and Vidoje Vuji, governor of Primorsko-Goranska County. Also attending were Jan Sunde, Skål

International President 2005-2006, and Zlatan Fröhlich, Skål International Croatia councillor.

Many of the speakers, among them several Skål International members, emphasised the importance of Katarina line activity in traditional cruise ship services and high business standards – guaranteeing the company's ongoing development.

Katarina line provides attractive Croatian cruises and round trips throughout the country and along the coastline with a fleet of more than 40 ships. It is one of the leading DMC companies, with



multilingual, experienced staff providing excellent services.

A prominent Skålleague in Croatia, Katarina Hauptfeld has also been a strong supporter of Skål News, contracting Katarina line advertisements in the magazine on a regular basis.

*Pictured (from left): Zlatan Fröhlich, Skål International Croatia Councillor; Katarina Hauptfeld, CEO Katarina line; Jan Sunde, Skål International President 2006 (Photo by Davor Zunic / Fotofaktor.com)*

## ADVERTISING IN SKÅL NEWS

**A**DVERTISING IN SKÅL NEWS IS AN EXCELLENT OPPORTUNITY TO REACH 18,000 TOURISM PROFESSIONALS WORLDWIDE. TO ADVERTISE YOUR COMPANY, COUNTRY, CITY, ETC. IN SKÅL NEWS, SEND YOUR ARTWORK TO ANAMARIA.VERA@SKAL.ORG.

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# DIVERSEY UPDATE

## Can you afford not to be sustainable?

One of the main barriers preventing an organisation from being more sustainable and benefiting from the associated top-line growth and reduction in operational costs is the organisation itself, particularly its purchasing processes. This is not intended as a criticism of any individuals, departments or organisations, merely an observation of common practices.

Larger organisations tend to have a procurement team. The key word here is “team”, especially with the synonyms “group” or “set”. Each member of the team usually have their “own” range of products and/or services to procure, normally with individual targets to reduce the price of their set of products or services. Often, the person responsible for procuring cleaning products, equipment and tools is not the same person responsible for procuring water and energy, who may be a different person to the one for waste management, who in turn is not responsible for the costs associated with employee absenteeism through illness or injury.



Understandably therefore, the procurement person for cleaning products is unlikely to welcome an increase in spend of, say, €1,000 per year, even if that additional spend could save his organisation, say, €10,000 per year in water, energy, waste, productivity, injury reduction, etc., and/or deliver a €10,000 per year growth through brand value, customer relationships, client satisfaction, etc.

The desire to reduce price can be even more disastrous if the

higher price is perceived as an “insurance premium” – why spend extra on food hygiene as they haven’t had a problem in the past? And, even if they do have a food-poisoning outbreak, it is not the procurement person’s problem.

Here’s an example of how increasing spend can reduce cost... An independent study of the costs of machine dishwashing identified that the proportional costs of washing one rack of dishware was:

## REDUCE COST...

LABOUR	50%
MECHANICAL (MACHINE PURCHASE, RENTAL, SERVICING, ETC.)	19%
BREAKAGES	11%
ENERGY	11%
CHEMICALS	6%
WATER	3%

*Of course these proportions will vary from site to site and country to country but directionally it is the correct order of magnitude. Assuming these numbers to be accurate, and the average cost of chemicals per rack to be €0.04, then the total cost of washing one rack of dishware is made up as follows:*

CHEMICALS	€0.04
LABOUR	€0.33
MECHANICAL (MACHINE PURCHASE, RENTAL, SERVICING, ETC.)	€0.13
BREAKAGES	€0.07
ENERGY	€0.07
WATER	€0.02
TOTAL	€0.66



Consequently, every rack of dishware that is “needlessly” rewash costs approximately €0.66, plus the environmental impacts of energy, water, and chemicals.

*There are many reasons why there may be unnecessary racks, including poor quality products, poor procedures or a faulty machine.*

A hotel that wants to save 25 per cent of its chemical costs by reducing the amount of products dosed or the quality of the products, or by using a supplier that does not offer training of employees

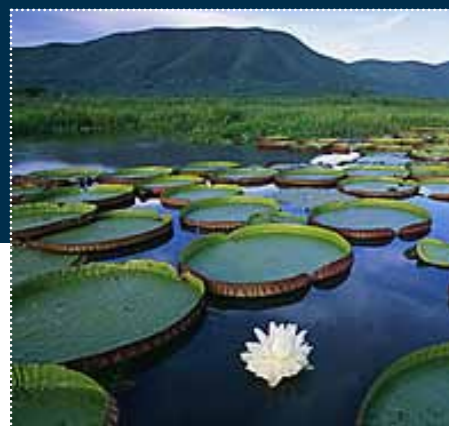
or servicing of the dosing unit, will save €0.01 per rack, but put at risk €0.65 for “fresh” chemicals, energy, water, breakages, etc. This amount (€0.65) may not seem a lot but for every five racks that have to be rewash per day, per hotel across a chain of 50 hotels, open six days per week, 52 weeks per year, the “cost” for that chain, every year, will be approximately:

**€50,700**  
**351,000 litres of water**  
**24,500 kWh of electricity**  
**11,000 kg of CO2**

To reiterate, this is not a criticism of the purchasing manager who changed product and reduced the hotel’s spend on dishwasher chemicals. He did his job. But the financial and environmental consequences of that decision were significantly higher than the cost savings.

There is always a cheaper ketchup, coffee, pillow, cleaning chemical... and employee! But it’s the value, real and perceived, and not the cost that this brings to an organisation that is the true measure of sustainability. Remember, sustainability is a balance of planet, people, and PROFIT.

# SUSTAINABLE DEVELOPMENT IN TOURISM



Skål International's commitment to a greener world is once again being highlighted globally with the launch of the 2013 Sustainable Development in Tourism Awards. Companies and institutions that are making their own contributions to ecological and responsible tourism around the world are invited to nominate for the awards – now in their 12th year.

**W**hat is the aim of Skål International's Sustainable Development in Tourism Awards and when were they launched?

Skål International launched the Ecotourism Awards in 2002, coinciding with the United Nations' Year of Ecotourism and the Mountains, to highlight and acknowledge best practices around the globe.

As an international organisation of industry leaders, Skål is a powerful force in the travel and tourism industry to initiate change and encourage the conservation of the environment in order to promote tourism and travel.

*Presented on these grounds, the awards – while highlighting best practices in tourism around the world – also serve the purpose of acquainting the world with this new concept, which puts an emphasis on the importance of the interaction of the physical, cultural and social environment, the traveller's responsibility and the need for active community participation for sustainability.*

of considering eco and responsible tourism as part of the greater picture of sustainable tourism, they were renamed the Sustainable Development in Tourism Awards.

*Who are the judges and how do they make their evaluation?*

The independent judges are from important institutions/organisations dealing with eco and sustainable tourism. A complete set of

## PRESTIGIOUS SKÅL AWARDS RECOGNISE GOOD GREEN PRACTICES

Taking into account the fact that eco and responsible tourism are only a small part of sustainable tourism, Skål expanded the scope of the Awards to give them a greater impact and recognition. With the objective

entries is sent to each judge separately and they are asked to award points reflecting their judgement. All the evaluation points are then totalled by the General Secretariat to determine the winners.

# Skål International SUSTAINABLE DEVELOPMENT IN TOURISM AWARDS

APPLICATION FORM

DEADLINE FOR ENTRIES: 30 APRIL 2013

Name of the company applying for the Award Program:

Private Sector     Community     Government Body     NGO's

If supported by Skål International, please indicate the name of the Skål Club:

Name of the Project: .....

Project/Company Website: .....

Contact person: .....

E-mail: .....

**CATEGORIES:** (Should the project fall under more than one category, please tick the most appropriate as the project can only enter one category)

1. Tour Operators – Travel Agents
2. Urban Accommodation
3. Rural Accommodation
4. Transportation
5. General Countryside (Alpine tourism, underwater projects, beaches, theme parks, scenic mountains, rivers, lakes, etc.)
6. Cities – Villages (Community and Government Projects)
7. Educational Programmes – Media
8. Major Tourist Attractions

*As the projects will be sent to the three independent judges who will make the evaluation simultaneously, we require that you prepare three identical sets containing the following:*

- 1) Application form
- 2) Descriptive report – General description of the project not exceeding one page.
- 3) Evaluation points – Please give a short analysis of each of the following points as it applies to your project and

enclose any additional documents, pictures, acknowledgements, etc. to support your answers, if you deem it necessary:

- Contribution to the conservation of nature, environmental considerations
- Cultural heritage conservation
- Community involvement and benefits
- Educational features
- Results already achieved
- Business viability
- Innovation
- Any other highlights

4) PowerPoint or YouTube video presentation with images highlighting the sustainable aspects. (Entries without this requirement will not qualify)

5) Letter of verification from a local or national Tourism Organisation, from the Government department or local Authority. If the project is endorsed by a Skål Club, this is not required.

If you have any query, please contact [sandra.vera@skal.org](mailto:sandra.vera@skal.org). For more information [www.skal.org](http://www.skal.org)



# SKÅL GOOD NEWS

*Unique opportunities... and inspiring career stories*

## YOUNG SKÅL

As the first Young Skålleague for Skål International Seattle and a third generation Skålleague, I can't express enough how this organisation has already changed my life.

My journey into the world of Skål began in high school; I attended my first Skål International Seattle meeting with my father, Mark Hewitt, who has been a member for 23 years.

While attending Chief Seath International

High School, I was elected President of The Academy of Hospitality and Tourism for two consecutive terms. My approval of membership to Young Skål came just before the end of my studies as an honours student in the Culinary Arts Program at South Seattle Community College. Upon graduation, I attended the NAASC, North American Congress in Bermuda with my parents.

*From my parents' attendance at many congresses, they have developed amazing friendships with fellow Skålleagues from all over the world. I have had the opportunity to meet their*

*friends both travelling with my family and when they visit us in Seattle.*

My mother, Carrie Hewitt, and I travelled to Los Angeles previously this year, where I had the honour of meeting Skål International President Mok Singh, and the privilege of learning about his career and life. It has long been a dream of mine to become a member of Skål myself. The congress in Bermuda was the amazing realisation of that dream.

As my acceptance into Young Skål was immediately before travelling to Bermuda for the North American Congress, I was greatly

surprised and honoured to be invited up before the assembled Skålleagues at the Annual General Meeting by Llana Smith, President of Skål International USA, to be introduced and inducted during the pinning ceremony of Skål International USA officers.

A few days after returning from Bermuda, I flew to Tokyo and spent two months exploring Japanese cuisine and culture. During that adventure, I was honoured to be invited to attend a meeting of the Skål International Tokyo club by Mr. Tsutomu Ishizuka. Mr. Ishizuka is President of the Japan Hotel School and graciously arranged for a personalised tour of the school and the opportunity to visit with him and his assistant over an authentic Japanese meal. It was a perfect example of the unique and rare opportunities that become available through membership in Skål.

I recently interned at Thalasso Mediterranee Hotel and Spa in La Grande-Motte (France) as an assistant chef for two months. After the completion of my internship, I had the wonderful opportunity to meet Karine Coulanges, Skål International Vice President for Communications & Public Relations, during my visit to Paris. We met early at a café before she was off to travel for a business trip. I truly enjoyed learning about her journey in Skål and career in the hospitality industry. The

amazing career stories told from long-time members is inspiring to hear as a Young Skålleague.

I have also been using the Skål network to develop contacts in Honolulu (Hawaii), where I have been accepted into the Travel Industry Management program at the University of Hawaii-Manoa. I will start school in January 2013 and am very excited to continue my journey of developing a

career in the hospitality and tourism industry.

My goal is to continue sharing my Skål stories, so that other young people considering a career in travel, tourism and hospitality will be more aware of the opportunities afforded them through membership in Skål International as Young Skål members.

**I WOULD ALSO ENCOURAGE SKÅLLEAGUES**

to look into ways that their clubs can connect with schools and companies in their area to introduce students to travel and hospitality programs or young entry-level employees to the advantages of the Young Skål movement. Happily, I've already noticed this happening in some clubs around the world.

I am beyond grateful to Skål International and so many wonderful Skålleagues for the assistance I have received in my quest to achieve that goal! I look forward to meeting more amazing Skålleagues from all over the world.

WORDS

Georgia Mitchell  
Young Skål Seattle

# MEMBERSHIP DEVELOPMENT

*Clubs encouraged to attract corporate affiliations*

**IN HIS FIRST "MESSAGE FROM THE PRESIDENT"** following the World Congress in Korea, Mok Singh reaffirmed membership development as one of the key objectives for Skål International in 2013.

To that end, he reported that the Congress had passed two Statutes amendment proposals which – it was hoped – would have a direct impact on membership, ensuring net growth this year.

The first was authorisation to induct "Active Individual Members" in areas where Skål does not have clubs, and the second was approval to accept companies as affiliates. Skål Clubs are now encouraged to recruit "Travel

Supplier Corporations" to associate with Skål International and help boost their membership.

Secretary General Bernhard Wegscheider and Executive Committee Directors Salih Cene and Nigel Pilkington (whose primary and secondary responsibility, respectively, is membership development) are available to help members with any queries, ideas or requests for assistance.





*Skål International India was formed in 1959 and after several years of suspension it was reactivated in 1999.*

# RAPID SKÅL GROWTH IN INDIA

**ORIGINALLY THERE WERE FIVE CLUBS AND THIS HAS NOW INCREASED TO 10, IN THE COUNTRY'S BUSIEST CITIES AND GROWING. WE HOPE TO START UP CLUBS IN TIER-TWO CITIES AS PART OF OUR AGENDA.**

In the meantime our drive to get more members in each of the clubs is ongoing, with Skål International Bombay increasing its membership in the last two months from 55 to almost 80. Their target is 150, which they promise to reach by the middle of next year. The Skål Clubs of Delhi and Chennai are amongst the largest clubs in the world, with Skål Delhi being the second largest. Our latest club is Skål International Goa, which started just a few years ago and has over 57 members.

All the clubs promote charity work and back social causes, from providing free linen sourced from hotels changing their linen periodically, and supplying them to orphanages



## COUNCILLOR'S CORNER

*By Jason Samuel*

*Skål International India*

## PHOTOGRAPH

*Yamuna River India*

and old people's homes, to supporting the poor and less privileged children from orphanages and street children's homes, to providing necessities in needy villages. All the clubs in India meet once a month and organise an event either for the whole day on a public holiday or lunches and dinners. Spouses and families are usually invited to the dinner events and the lunches generally have a notable speaker. Most of the clubs arrange a Skål Ball once a year which is a sparkling gala event, with members bringing along their guests as well, and air tickets and hotel stays and offers for dinners at reputable restaurants and hotels given away as prizes or lucky dips. The travel media are always interested in covering a Skål event and reports are published in travel magazines with photographs. This way, almost the whole travel trade is aware that Skål is the only international travel and tourism association. The National Committee meets once every three months at a Skål Club destination, and this gives a chance for the local members to interact with the committee at the dinner event which usually follows the National Committee meeting in that city. All the Presidents of the 10 clubs make it a point to attend these quarterly meetings and offer a considerable amount of help to one another.

Skål International India is growing fast. Currently we have 829 members, and our goal is to cross the 1,000-membership mark soon.

# CLUBS NEWS

## Skål International Zagreb PROUD CELEBRATIONS FOR 40TH ANNIVERSARY



**MEMBERS' ACCOMPLISHMENTS** over the past four decades were honoured when Skål International Zagreb celebrated the club's 40th anniversary.

Another highlight during the ceremony was the signing of a twinning agreement with Skål International Vienna.

Skål International Zagreb and its President, Željko Trezner, hosted the Celebration Gala Dinner at Hotel Westin in Zagreb for 50 Skål members from Zagreb, Dubrovnik, Kvarner and Split (in formation) clubs, as well as special guests from the Croatian Ministry of Tourism, Croatian Chamber of Commerce, City of Zagreb and Skål International: Bernhard Wegscheider, General Secretary of Skål International, Birger Bäckman, Past President Skål

*Skål International Zagreb today has 50 members, and is very active in attracting new members and promoting Skål in Croatia, as well as participating in Skål International activities.*



International 1990, and Peter Nedomansky, from Skål International Vienna, who is a Skål Member d'Honneur.

Skål International Zagreb is extremely proud of the twinning agreement with Skål International Vienna, the latter having sponsored Zagreb's establishment in 1972 as the first Skål club in Eastern Europe. The inaugural president was Ratko Karlovi .

During the evening members and guests remembered many important dates and events, including the organisation of the 2005 Skål World Congress in Zagreb and Dubrovnik, and fellow member Nik Ra i 's Skål International Presidency in 2010, and enjoyed pleasant music played by the Borna Šercer Orchestra.

## Skål International Orlando ANNIVERSARY PLAQUES FOR LONG-STANDING MEMBERS



*Pictured (from left) are: Tom White, Skål International USA Vice President Administration; Bo Swope, club President 1977; Red West, club President 1976; Rod Howard, club President 1974; Jack Coalter, club's first President 1972 and 1973; Barbara Kenney, Skål International USA representative; and Carlton Hudson, Skål International Orlando President.*

Four charter members still in the club were presented with 40-year plaques during Skål International Orlando's 40th anniversary celebrations. An excellent turnout of 120 people attended the event.

*The top raffle prize was two nights for two at Governors Camp with Air Safari by Mombasa Air Safaris. Pictured (from left) are Past President and Director of Mombasa Air Safaris, John Cleave; the winner, Skålleague Pia Swatton; President Mehboob Harunani; and Skålleague and Director of Mombasa Air Safaris, Christine Cronchey.*

*Members at the cocktail reception included (from left) Mark Vanderhoeven and Frederik Vanderhoeven of Mswambeni Beach House, with French Consul Mohammed Ramzani of Thalassa Restaurant.*

## Skål International Kenya Coast SUCCESSFUL MONTHLY DINNER AT BAHARI BEACH



Fifty members and spouses attended Skål International Kenya Coast's successful "Members Only" monthly dinner at the popular Bahari Beach Hotel. President Mehboob Harunani briefed members on the club's development, informing them

that Skål Kenya had been well represented at the Skål World Congress held in Korea, with six Skålleagues headed by 2015 bid chairman Tony Clegg Butt, and would be represented in large numbers at the 2013 New York Congress when Skål Kenya officially bids for the 2015 beach congress at the Kenya Coast. He requested full support from the government, through its ministries and councils, if Skål Kenya is to succeed in its bid for 2015.

He also noted that it was unfortunate Kenya was in crisis with travel advisories and some key charter flight cancellations, and called on the ministry to take corrective measures to combat such activities and ensure safe and

pleasant holidays for the foreign markets. Skålleague Catrin Shwerring, General Manager of Bahari Beach, and her team did an excellent job organising the event, which kicked off with a cocktail at the lower Peponi deck, while dinner was served at the Wabaharia seafood restaurant. Skål International Kenya Coast members proffered a big "Asante Sana" to the various raffle donors: Mombasa Air Safaris, Governors Camp Mara, Nyali Air-conditioning, Shankar Electronics, Mswambeni Beach House, Kitchen Masters, Airlite Electronics, Top Time Enterprises, Electro-Lock, East African Glassware Mart and Fourways Travel.

## Skål International Lausanne CONVIVIAL EXCHANGES WITH BOURGOGNE SKÅLLEAGUES

Following an initiative from Skål International Bourgogne in 2011, a group of members from Skål International Lausanne travelled to the north-eastern French town on an “exploratory” trip.

Delighted to receive an exceptional welcome from Bourgogne Skålleagues, warm and friendly right from arrival, it was our turn to share these moments with our Skålleagues back in Lausanne. To that end, Skål Lausanne organised a weekend called “In Bourgogne there are no tourists, we are all ‘bourguignons’”, and prepared a full programme of activities.

More than 25 people travelled to Bourgogne, in great comfort in a coach provided by Espace Tourisme (a company owned by Lausanne Skålleague Roberto Camporeale). These wonderful moments of exchange, friendship and conviviality



REPORT BY Stéphane Jayet, President Skål International Lausanne

led to plans for a “return match” in 2013, when Lausanne will have the pleasure of welcoming Skålleagues from Bourgogne and pursuing the kind of close relationship

and travel adventure that only an Amicale-orientated organisation such as Skål can generate within the tourism industry.



This was an event well worth waiting two years for. We arrived with high expectations, still remembering our very successful National Assembly in 2010 on the Isle of Wight. And we were not disappointed as Shirley Winn was also organising this one for us. We received a warm welcome at The Channel View Hotel, which is set on a cliff-top overlooking the beautiful Shanklin Bay. It is impossible to come to this hotel and feel indifferent about the location and its surroundings.

The highlight on Arrival Day is always meeting up with old friends and meeting new ones. All too often these days the same group of people attend most functions

## Skål International Southampton MEMORABLE PRESIDENT’S WEEKEND ON ISLE OF WIGHT

while half of our members are absent. We must try to get them back into the habit of coming to Skål events. No matter how unsociable and disinterested you are, our Isle of Wight weekend would have been right for virtually anybody.

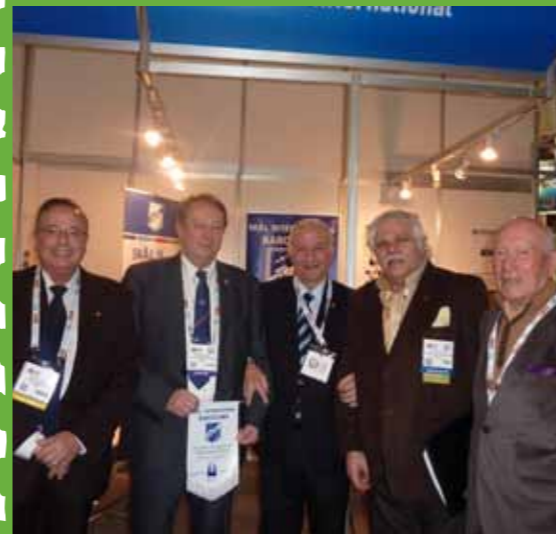
I always feel humbled when people make a long and often difficult journey to be at our events. Lyn Snelgrove came from Spain, Sally Grey from Battle, and several came from Guernsey, Jersey and Germany, even from Manchester, but only a few came from just across the Solent.

For Saturday an all-day coach trip was on offer to take us around the garden Isle of Wight, and Saturday evening was the actual President’s dinner and dance. Although we were short in numbers (45), we were big in prominent company. I was hugely honoured to be supported by no fewer than two Membre d’Honneurs, David Jenkin and John Bright, the National President Julian Bernstein, who came over from Jersey, Past

National President Lyn Snelgrove, visiting Presidents Sally Grey from Brighton and the Channel Club, President Joe Hickson from the Oxford Club, President Juliette Babbiste from Guernsey and, perhaps most importantly, the President of our twin Club Bielefeld, Werner Flegel, and his lovely wife Karin.

We had the restaurant to ourselves and the room was decorated by Ian and Shirley Winn in blue and white, the Skål colours. The room was buzzing with high-spirited conversation, a sure sign that everybody had a good time. Formalities were kept to a minimum but nothing was ignored, nothing was omitted: we sailed through all the speeches, toasts and presentations in record time. That meant we still had plenty of dancing time to look forward to. Dancing was briefly interrupted by the bumper raffle (valued at £2,000) with a top prize of a holiday in France, a weekend in Paris and the Isle of Wight. Thank you Shirley, John and Brian for a very memorable time!

# EIBTM BARCELONA



## WARM WELCOME FOR EXHIBITION VISITORS

Members and guests from around the world visited the Skål International stand at the EIBTM global meetings and events exhibition in Barcelona. The stand was manned by Skål International Barcelona President Joan Ibáñez, together with Vice Presidents Clemente Torras, Miguel Hartoch, José Chaqués and Ramona Grases and other Barcelona members.

Over the three days of the exhibition they and fellow Skålleagues welcomed many visitors, including Nik Racic, President Skål International 2010, Vice President Karine Coulanges, President Skål Cadiz Josefa Diaz Delgado, International Councillor for Hungary George Paldi, Emilio Jorge Maiorano from Skål Montevideo and Bent Hadler from Skål Copenhagen.

The stand was well equipped with drinks (including a beer keg) and various tapas and snacks for visitors, all superbly organised by Skål International Barcelona with the support of Skål International.

## OUTSTANDING GROWTH FOR PACESETTING BARCELONA EXHIBITION

EIBTM, the annual hub for the global meetings industry, continued its onward journey through growth and innovation in 2012 with the largest Hosted Buyer programme to date, the most dynamic Future Events Experience, the first EIBTM Hybrid Conference streamed globally, over 110 tailored education sessions and the launch of the EIBTM Forum.

Reporting on the show’s impressive evolution in 2012, Graeme Barnett, Reed Travel Exhibitions, EIBTM Event Director, commented, “We judge our success by the opinions of our customers and so far, without doubt, this has been a hugely successful show. The positive feedback received from attendees at the EIBTM Forum has ensured it will become a regular part of the EIBTM programme. We’ve also delivered our most successful Hosted Buyer programme to date, with over 4,100 international Hosted Buyers, which is what we hope provided real business opportunities to our exhibitors.”

The 2012 EIBTM might have celebrated 25 years, he said, “but it has also been a futuristic experience with the buzz of the world of technology and social media featuring in almost every part of the show.



The Future Events Experience has been incredibly popular – not surprising as it had some real innovations... demonstrating what the industry could look like in the near and distant future.” The first EIBTM Hybrid Conference streamed keynote panel discussions and educational seminars for a full day during the event. According to Mandy Torrens, Head of Marketing and Buyer Programmes, IBTM Events Portfolio, “Virtual and hybrid events are of interest to our participants so it was important for us to innovate in this area, extending the reach of the show.” Following the 2012 show it was announced that EIBTM would remain in Barcelona until 2016 and continue to be hosted in the Fira Gran Via.

Welcoming the decision, Joan Gaspart, President of the Barcelona Tourisme Convention Bureau, said, “Barcelona as a European city has a lot of promise for the future, both in terms of the meetings industry and the tourism industry, as many have discovered the potential of the Catalan capital.”

Added Christoph Tessmar, Director of the Barcelona Convention Bureau en Turisme de Barcelona, “We are very proud that the EIBTM will remain in our city. I am sure that the EIBTM and Barcelona will continue being the focus of the meetings industry during the forthcoming years.”

EIBTM 2013 will take place from 19 to 21 November. More information at: [www.eibtm.com](http://www.eibtm.com).



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