

EDITION 257



SKÅL

MAGAZINE

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MESSAGE from the **PRESIDENT**



DEAR FRIENDS, DEAR SKÅLLEAGUES,

This is my last message before the Mexico City Congress which will bring my year as President to an end.

My Executive Committee and I have worked hard on matters which will modernise our Association so that it will occupy an important place in the world tourism industry.

We will be delighted to share with the participants at the Mexico City Congress the various subjects on which we have worked, together with members of the International Skål Council, Past-Presidents, Young Skål Professionals and other Skålleagues for certain, specific missions.

I am thinking particularly about the SKÅL 2020 CONCEPT which was presented to the meeting of the International Skål Council in Bangkok and which is now ready to be launched with a team from all continents and with diverse professional experiences.

The "Task Force" which was set up in 2009 by then President Hulya Aslantas finished its work in 2011 and many of its recommendations have been put into effect. Others which were not feasible were abandoned but we can say that 80% of its recommendations were taken into account.

We believe that it is important to have a vision for our future as we move towards 2020 and this is what we have put into place with new, young, dynamic persons who have new ideas.

We have also worked on the SKÅL AMBASSADORS concept which met with great acceptance in all countries where we had the opportunity to present it and was also enthusiastically accepted by the International Skål Council.

We have revised and simplified the Statutes to reply to the requests of members and the modifications to this end will be presented for the approval of the General Assembly in Mexico City.

A new concept for Skål International Congresses and a complete revision of the Congress Manual has also been undertaken.

Special efforts have been made in the development of the Young Skål Professionals/Future Leaders category.

There are many other subjects which will be discussed during the General Assembly in Mexico.

The Congress Organising Committee has worked with enormous enthusiasm and energy to give you a great congress

in Mexico City and it is with great pleasure that I look forward to seeing you all there. There is still time to register, do not wait any longer, come join us and participate in the decisions that lead us in the 21st Century and ensure a great future for the association.

Karine Coulanges
President, Skål International

VIVA MEXICO

VIVA SKÅL.



TRAVEL WITH THE PRESIDENT

A REVIEW OF PRESIDENT KARINE COULANGES' PRESIDENTIAL TRIPS

As I come to the end of my year as President I would like to take this opportunity to thank all of you who did me the great honour of electing me during the Congress held onboard the Carnival Glory in October 2013.

I would also like to thank each and every Skålleague and Club who have welcomed me so warmly and generously during my presidential visits. I have experienced the Skål spirit wherever I have been and have been able to appreciate the differences between peoples and this is truly what Skål is all about.

The following is the story of my year in photos:

1. Visit to Skål International Philadelphia, 5-7 October 2013 (no photo available)
2. Visit to Skål International Nice, 24 October 2013 (no photo available)
3. Visit to Skål International Monaco on the occasion of the United Nations World Tourism Day, 24 October 2013
4. Presentation to Skål International of the World Tourism Award at World Travel Market London, 4 November 2013



5. Executive Committee meeting and visit to the Mayor of Torremolinos (Spain), 22-23 November 2013



7. Skål International Switzerland National meeting, Fribourg, 11 January 2014 (no photo available)



6. Skål International Istanbul (Turkey) Gala Dinner to present the Skålité Awards, 11 December 2013



8. Skål International Spain stand at FITUR Madrid, 23 January 2014



10. Skål International Hungary AGM and 10th Anniversary celebration Skål International Budapest, 31 January 2014



12. Skål International stand at ITB Berlin (Germany), 7 March 2014



9. Skål International Ireland National Congress, Kerry, 24 January 2014



11. Executive Committee meeting, Istanbul, sponsored by Skål International Turkey and the Clubs of Istanbul and Marmara, 28 February-2 March 2014



13. Skål International Australia AGM, Brisbane, and visit to Skål International Perth and the three Sydney Skål Clubs, 13-23 March 2014



14. Skål International New Zealand National Assembly, Rotorua, and visit to the Skål Clubs of Auckland, Christchurch and Wellington, 24-31 March 2014 .



15. Skål International Germany National Congress, Berlin, 4-6 April 2014



16. Skål International Belgium & Luxembourg AGM, Brussels, 12 April 2014



17. Skål International UK National Assembly, London, 25-26 April 2014



18. Skål International Panama, Skål International 80th Anniversary celebrations, 28 April 2014



19. Skål International Latin American Congress, Bogota (Colombia), 30 April-4 May 2014



20. Congress inspection visit to Mexico City and visit to Skål International Cancun, 5-10 May 2014



21. Skål stand at IMEX Frankfurt (Germany), 20-22 May 2014



22. Executive Committee meeting and International Skål Council Mid-Year meeting, Bangkok (Thailand), 29 May-3 June 2014



23. Skål International Asia Area Congress, Bali (Indonesia), 5-8 June 2014



24. Skål International Northern Ireland 60th Anniversary celebrations, Belfast (UK), 19-22 June 2014



25. Visit to the Skål International General Secretariat, Torremolinos (Spain), 1-3 July 2014



26. Skål International 80th Anniversary official celebrations, including a visit to the Cemetery Père Lachaise to pay tribute to the Skål founder Florimond Volckaert, Paris (France), 11-13 July 2014



27. Visit to Skål International Lanzarote (Spain), August 2014



28. Visit to the Skål International General Secretariat, Torremolinos (Spain), 8-12 September 2014 (no photo available)

29. Presentation of the Skål Barcelona Medal to President Karine Coulanges, 10 October 2014



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WORLD CONGRESS



SKÅL INTERNATIONAL WORLD CONGRESS | MEXICO CITY 25-30 OCTOBER 2014

The 75th Skål International World Congress (www.skalmexico2014.com) will be held in the capital city of Mexico from 25 to 30 October 2014 where delegates from all over the world will attend the annual General Assembly of Skål International, the Tourism Forum, Business to Business workshop and various other social events, while enjoying the warmth and hospitality of Mexico.

During the Opening Ceremony (Sheraton Maria Isabel Hotel) the winners of the Skål Sustainable Tourism Awards will be announced, including the Diversey Care Special Recognition Award which will be presented by Stefan Phang, Regional Director, Sustainability & CSR, Diversey Care. The Skål Club of the Year 2013-2014 will also be presented at the opening ceremony. The seven Skål Clubs finalists are Atlanta, Boston, Kenya Coast, Raleigh-Durham, Saskatoon, Tucson and Washington.

The Executive Committee will meet on 23 and 24 October and the International Skål Council will hold its annual meeting on Saturday 25 October when it will elect a new President and two Vice Presidents. The candidates are Bernard Whewell (Australia) for President and William Rheume (Canada) and Kamer Rodoplu (Turkey) for Vice President. The International Councillors will also select the site for its Mid-Year meeting 2015 amongst seven bidding venues.

The reports on the activities and actions undertaken during the year will be presented during General Assembly on Monday 27 October where the new Officers for the year 2014-2015 will be elected as follows:

FOR PRESIDENT OF SKÅL INTERNATIONAL:

Marianne Krohn (Hannover), Salih Cene (Antalya)

FOR VICE PRESIDENT OF SKÅL INTERNATIONAL:

Nigel Pilkington (Auckland), Lou Conkling (Louisville), David Fisher (Nairobi)

FOR DIRECTOR OF SKÅL INTERNATIONAL:

Presented by the International Skål Council: Paul Follows* (London), Rafael Millan Perez (Ciudad de Mexico), Susanna Saari* (Turku), Jason Samuel* (Bombay)

*Proposed by the Succession Committee

For Auditor and Deputy Auditor of Skål International: Peter Neilson (Launceston), Asuman Tariman (Antalya)

For Membre d'Honneur of Skål International: Russell Butler (Sydney)

The Agenda for the General Assembly which includes the annual reports and accounts, as well as the CVs of the candidates for election, is available in the Members Area on the Skål International website.

The delegates will also vote for the site of the 77th Skål International World Congress amongst the three cities candidates selected by electronic vote by the International Skål Council: Lima (Peru), Monaco (Monaco) and Rome (Italy). Three cities are presented on this occasion due to a tie for second place.

The Tourism Forum on Tuesday 28 October (Sheraton Maria Isabel Hotel) will welcome three prominent lecturers who will speak on very different and interesting subjects:

Yolanda Ruanova, Archeologist: [Teotihuacan, the City of Gods](#)

Stefan Phang, Sealed Air Corporation: [The Dark Side of Tourism and CSR initiatives that counter that side of tourism](#)

Araceli Ramos, Mundo Cuervo: [The Future of Tourism in Mexico](#)

The B2B Workshop (Sheraton Maria Isabel Hotel) will start at the close of the Tourism Forum. There are so far nearly 40 tables reserved. A table free of charge is available per country but please note that needs to be reserved in advance. The free table can be shared by several members. If you wish to have your own table to promote your business, tables are available at US\$ 50 each. The B2B online registration form is available [HERE](#).

Finally, the congress participants will also have the chance to visit Teotihuacan, the Pyramids of the Sun and Moon and the Roadway of the Dead during the full day excursion on Wednesday 29 October.



SKÅL INTERNATIONAL



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As a Skål member we would like to invite you to our new job board

With our new Globals at Work Job Platform you can easily connect with today's professionals.

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SKÅL World Congress Monaco October 29 - November 2, 2016

Dear Skålleagues,

We at Skål Club Monaco are honoured to present to you our bid for the 2016 Skål World Congress, hosted by one of the safest countries in the world and offering a truly friendly, dynamic and sophisticated event.

You are seeking a venue: we give you a country. You seek one club, but we give you four! The Skål Clubs of San Remo, Cannes Var-Provence and Nice-Côte d'Azur are joining with us in this bid to offer outstanding events and visits as part of the pre- and post- Congress package.

We invite you to participate in an unforgettable Congress, made all the more affordable by the efforts of our Monaco partners to offer extremely competitive rates for this destination.

Our Partners, Sponsors and Skålleagues have all worked to provide the best value for the price, making this an opportunity not to be missed!

Monaco is a small country, offering tourism at its very best. With more than 120 nationalities making up the population of around 36,000 in an area of only a little over 2 square kilometres, Monaco has managed to establish itself as a unique destination for the rich and famous, whilst maintaining an environment which is secure, green, traditional, cultural, sporting, marine, musical, fascinating and, most of all, unforgettable to residents and visitors alike.

We look forward most sincerely to seeing you all at the 2016 Skål World Congress in MONACO.

Constantine Panoussi
President
Skål International Monaco (CLUB#53)



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October 29 - November 2, 2016



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COUNCILLOR'S CORNER

Venezuela is situated in northern South America, has 30 million inhabitants and covers approximately 912,050 km². Its mix of races has ensured that it has beautiful women.



As my fellow Skålleague Francisco Briceño says, Venezuela is amongst the ten best countries when natural resources, landscapes, diversity in flora and fauna and micro-climates are evaluated.

Venezuela has plains, mountains, snow and cold, beaches and coastline, jungle, deserts and dunes, corals reefs, tepuis (table like mountains) and natural waterfalls to name but a few of the amazing and unbelievable features which are all to be found in just one country.

At the same time our history, culture and folklore are a reference international and the gastronomy has converted Venezuela into a global leader for "designation of origin" of world class products (coffee, cocoa, rum, distilled drinks, sweet pepper, marine species and numerous other examples which we must protect and promote).

To the above we must add music, song, museums, minas and energy, medicine and many other intellectual branches which are all very useful to the development of tourism.

Skål International formed its first Club in Caracas on 16 January 1958 and Skål International Venezuela currently has five Clubs located in:

1. Caracas, the capital of Venezuela
2. Centro Occidente - Barquisimeto
3. Del Centro - Valencia - industrial area
4. Isla de Margarita - in the Venezuelan Caribbean
5. San Cristobal - on the border with Colombia

There is a possibility forming two other Clubs - Puerto Ordaz, in the Amazon region and Andean city of Merida.

In addition Skål International Venezuela is well-represented in the Northern Latin-American Area Committee, has a National Committee whose President is Humberto Valero of Skål International San Cristobal.

I believe that if we are over-zealous in anything it is that we have truly understood what Skål is, we should be proud to belong to Skål both for the work it does but also for its Skålité prizes, the tourism world should want to belong to Skål and we will only achieve this if we are simple and proud of being so (please excuse the repetition).

The National Committee wrote about the Councillors' meetings, it is true that the Mid-Year meetings represent a very high budget for three days and they do not really solve anything. Why do we not have just one meeting a year at the same time as the World Congress and these meetings should be three days instead of two? Our countries have severe economic problems which, of course, affect the membership in general; as Councillors we receive help from the National Committee but not the full amount which was originally the case.

We should be a non-profit making organisation and serve the tourism world as consultants. Some governments would be willing to consult Skål because its members make up what we call the world of professional tourism.

In Venezuela which is a country with a lot of problems and social differences, Skålleagues have a tendency to seek support from Skål, proof of which is the concerns with regard to the lack of payment by the government to airlines which is putting the very existence of travel agencies in danger.

Long Life to Skål!

Corinthia Hotels, International New York Times, United Airlines, and host sponsor Reed Travel Exhibitions are delighted to present the...

17TH ANNUAL

2014 WORLD TOURISM AWARDS

AWARD CEREMONY

Host: Peter Greenberg
CBS News Travel Editor

Monday, November 3, 2014
16:30 - 17:30
Platinum Suite 4, Level 3
World Travel Market,
ExCeL London UK

The Award, Inspire, specially designed and handcrafted on the Mediterranean Island of Malta by Mdina Glass, celebrates the qualities of leadership and vision that inspire others to reach new heights.



WORLD TOURISM HUMANITARIAN AWARD

Petra Nemcova
Founder & Chairwoman,
Happy Hearts Fund (HHF)

In recognition of Petra Nemcova's inspiring philanthropic initiative and vision in creating Happy Hearts Fund in 2006. By the end of 2014, HHF will have rebuilt over 100 safe-resilient schools in areas impacted by natural disasters, bringing hope and empowerment to more than 46,000 children and 490,000 community members in nine countries around the world.

WORLD TOURISM AWARD HONOREES

Earthwatch Institute

In recognition of its mission to promote a sustainable way of life through education and field research, enlisting more than 100,000 people, in nearly 1400 conservation projects in more than 120 countries, so that future generations may enjoy all the natural wonders the planet has to offer.

Singita — Place of miracles

In recognition of its vision and dedication to environmentally conscious hospitality, through the development of sustainable conservation programs and successful community projects resulting in the empowerment of local communities living and working around the twelve Singita lodges in Africa.

Google

In recognition for developing the cutting edge global social network platform and technology, GOOGLE GLASS, that enabled committed photographers around the world to share their travel experiences in real time, directly into the homes of people whose mobility is limited.

All registered World Travel Market delegates are invited to the Award Ceremony but must RSVP. For those not registered who wish to attend, email WTA2014RSVP@aol.com for a registration link.



SUSTAINABLE TOURISM AWARDS 2014

THE THREE INDEPENDENT JUDGES FINALISED THE EVALUATION OF THE 24 ENTRIES SUBMITTED THIS YEAR IN THE EIGHT DIFFERENT CATEGORIES:

1. *Tour Operators: Travel agents, inbound/outbound tour operators, DMCs*
2. *Urban Accommodation*
3. *Rural Accommodation*
4. *Transportation: Air, land and sea based*
5. *Countryside: Alpine tourism, scenic mountains, forests, national parks, etc.*
6. *Marine: Coastal tourism, underwater, beaches, lakes, rivers, water sports, etc.*
7. *Community and Government Projects: Tourism offices and representation*
8. *Major Tourist Attractions: cultural heritage, zoos, theme parks, etc.*



SKÅL International Sustainable Tourism Awards supported by Sealed Air Diversey Care



They have based their evaluation on criteria such as environmental considerations, cultural heritage conservation, community involvement and benefits, educational features, business viability and innovation. Each judge sent the results of the independent evaluation to the General Secretariat of Skål International, where the final scores given by each judge has been totalled. The entry getting the highest score is declared the winner in the respective category.

The winners of the eight different categories have been invited to collect the award personally during the Opening Ceremony of the 75th Skål World Congress in Mexico City on 26 October 2014. There is an embargo on any announcement on the names of the winners and the judges until Sunday 26th October at 1 pm (CET).

For the fourth consecutive year, our main partners, Diversey Care, will present a Special Recognition Award, to one of the projects competing in the frame of the Skål Sustainable Tourism Awards. An internal panel of judges from

Diversey will select the project they consider deserves this recognition. This prestigious award was established in 2011 to recognise projects which are new and innovative, transform conventional understanding of sustainability, deliver positive outcomes, and support an “integrated bottom line” of people, planet and profit. A representative from Diversey Care will present this award during the Awards Ceremony to the lucky winner.

LIST OF 2014 ENTRIES

NAME OF THE PROJECT	SUBMITTED BY	COUNTRY	WEBSITE
TOUR OPERATORS: TRAVEL AGENTS, INBOUD/OUTBOUND TOUR OPERATORS, DMCS			
ART FOR ALL IN THE WORLD	Peter Claesson, Vice President, Indigo Travel & Events (Endorsed by SI Malaga Costa del Sol)	SPAIN	www.artforallintheworld.org
RIOS TROPICALES: SUSTAINABLE ADVENTURE TOURISM	Rafael Gallo, President & CoFounder, Rios Tropicales	COSTA RICA	www.riostropicales.com

URBAN ACCOMMODATION			
HOTEL VERDE	Roxanne Norman, Marketing Manager, Hotel Verde (Endorsed by SI Cape Town)	SOUTH AFRICA	www.hotelverde.com
CHIVA-SOM INTERNATIONAL HEALTH RESORTS	Brian Anderson, Sustainable Development Mgr, Chiva-Som Health Resorts, (Endorsed by SI Hua Hin & Cha Am)	THAILAND	www.chivasom.com
SWALLOW PROJECT	Dincer Sarikaya, General Manager, Atlantis Hotel (Endorsed by Skål International Antalya)	TURKEY	www.skalantalyaprojects.com
RURAL ACCOMMODATION			
BANTEAY CHHMAR TENTED CAMP	Pharatah Senapan, Marketing & Responsible, Khiri Travel Cambodia (Endorsed by SI Thailand)	THAILAND	www.khiri.com
ATDC 's - BARAMATI AGRICULTURE & RURAL TOURISM TRAINING, RESEARCH AND DEVELOPMENT CENTER	Pandurang B. Taware, Managing Director, Agri Tourism	INDIA	www.agritourism.in
CORPORATE RESPONSIBILITY AT HYATT REGENCY HUA HIN	Sammy Carolus, General Manager, Hyatt Regency Hua Hin	THAILAND	www.huahin.regency.hyatt.com
TRANSPORTATION: Air, land and sea based			
VIKING GRACE	Tapani Kauhanen, Sales & Marketing Manager International, Viking Line	FINLAND	www.vikingline.com
ECOTRAM	Donald R. Perry, Founder/Owner, Ecotram	U.S.A.	www.ecotram.com
COUNTRYSIDE: Alpine tourism, scenic mountains, forests, national parks, etc.			
THE RAINFOREST ECOLOGE	Prema Cooray, Chairman, Rainforest Ecologne	SRI LANKA	www.rainforest-ecolodge.org
ADOPT A PLOT ALIEN PLANT CLEARING PROJECT	Chris van Zyl, Group Environmental Manager, Vineyard Hotel	SOUTH AFRICA	www.vineyard.co.za
RURAL TOURISM BROKERS OF SOUTHWEST ANTIOQUEÑO	Adriana Maria Villa Ramirez, Manager, Turicultura (Endorsed by Skål International Colombia)	COLOMBIA	www.turismoturicultura.wix.com/alojamiento
SUSTAINABLE DEVELOPMENT OF A VILLAGE	Mehmet Necdet Buyukbay, Secretary, Skål International Izmir (Endorsed by Skål International Izmir)	TURKEY	www.kadiovacikkoyu.com
MARINE: Coastal tourism, underwater, beaches, lakes, rivers, water sports, etc.			
MEPSEC HUA HIN (MANGROVE ECOSYSTEM PRESERVATION & SCIENTIFIC EDUCATION CENTER)	Brian Anderson, Sustainable Development Mgr, Chiva-Som Health Resorts, (Endorsed by SI Hua Hin & Cha Am)	THAILAND	www.chivasom.com
INTEGRATED MANAGEMENT SYSTEM	Rolando, Tellez, Valino, Maintenance Assistant, Manager, Integrated Management System	MEXICO	www.cabovillasbeachresort.com
DYER ISLAND CRUISES	Bronwen Wetton, Marketing, Whale Watch South Africa (Endorsed by Skål International Cape Town)	SOUTH AFRICA	www.whalewatchsa.com
COMMUNITY AND GOVERNMENT PROJECTS: Tourism offices and representation			
CAPE TOWN INTERNATIONAL CONVENTION CENTRE	Kate Pallett, Sustainability Officer, CTICC	SOUTH AFRICA	www.cticc.co.za
ALL WOMEN RECYCLING	Lynn Worsley, Director, All Women Recycling (Endorsed by SI Cape Town)	SOUTH AFRICA	www.allwomenrecycling.com
DESTINATION RØROS - SUSTAINABLE TOURISM	Hilde Bergebakken, Development Mgr Sustainable Tourism,	NORWAY	http://en.roros.no/sustainable-tourism/
NAALUMANIKKATTU	Dr. Punnen Kurian, Secretary, Tropical Institute of Ecological Sciences, Kottayam, Kerala	INDIA	www.facebook.com/Naalumanikkattu / www.ties.org.in
MAJOR TOURIST ATTRACTIONS: Cultural heritage, zoos, theme parks, etc.			
THE SOUTH AFRICAN ANIMAL SANCTUARY ALLIANCE	Lara Mostert, Marketing Manager, SAASA (Endorsed by SI Garden Route)	SOUTH AFRICA	www.saasa.org.za
THE MAGIC HOUSE, THE GREAT MUSEUM OF MAGIC	Xavier Sala Costa “Xevi”, International Illusionist, The Great Museum of Magic	SPAIN	www.xevi-ilusionista.com
FLOWPARK	Veera Westerlund, Chief Operating Officer, Flowpark (Endorsed by SI Turkey)	FINLAND	www.flowpark.fi

SKAL WORLD CONGRESS
ROME
 NOVEMBER 3/7, 2016



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 many other destinations)

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ROMA CAPITALE

il Sindaco

RA/63887

Rome, 10/10/2014

Dear President Minei,

as Mayor of Rome, I am proud to call your attention to Rome's bid to host in 2016
 the SKAL International Congress.

Rome is the ideal choice for business meetings and international conferences and
 ranks first among Italy's destinations for such events.

Rome is the city of major political and financial events. Italian institutions and
 important International organizations are based in Rome. The city boasts prestigious and
 unique locations and venues – with modern and sophisticated equipment and provide
 state-of-the-art services - where globally renowned scientific congresses, international
 meetings, exclusive conferences and major fashion shows are held. People who arrive in
 Rome, in order to participate in those events, can combine work with entertainment.
 Rome is the pleasure of the unexpected.

Choosing Rome as the venue for your Congress would mean making the most
 beautiful present to participants from all over the world, who will enjoy a unique
 experience in an unforgettable City.

Let me assure you of my personal commitment and that of the City to the success of
 the event.

Our Tourism Convention bureau will provide you all the support you require to
 identify the best solutions and meet all your needs.

Rome will be most grateful for your trust, just as your guests will be delighted for the
 experience made in this exceptional city.

Ignazio R. Marino

Prof. Ignazio R. Marino

Dr. Augusto Minei
 President SKAL International Roma
 Via del Casaletto 71/D
 00151 Roma

SKÅL & DIVERSEY CARE

A PERFECT PARTNERSHIP FOR SUSTAINABILITY JOINT ACTIVITIES AT SKÅL WORLD CONGRESS STRENGTHEN GLOBAL RELATIONSHIP

Over the past five years Skål and Diversey Care have developed a strong global relationship that is helping to re-imagine the hospitality and tourism sectors and drive best practice to deliver higher levels of sustainability. This will be reinforced at Skål's forthcoming World Congress in Mexico where Diversey Care, part of Sealed Air, will once again take a prominent role. The company's global team and their colleagues in Mexico are very excited about the event and have worked closely with their counterparts at Skål to devise presentations and activities that will strengthen and add value to the relationship and individual members' business.

The Keynote Speech of the Tourism Forum on Monday 27 October will be presented by Stefan Phang, Regional Director for Sustainability & CSR at Sealed Air. Stefan is a familiar face at World Congress, having made a highly-acclaimed presentation about child protection in 2012. This year he turns his attention to the Dark Side of Tourism: Child Exploitation with an interactive 30-minute presentation about several signature corporate social responsibility (CSR) initiatives that Diversey Care has developed with hotels around the world to counter the dark side of tourism and would now like to introduce to Skål members.



A good example of this type of project is Soap for Hope, reported in a recent edition of the Skål newsletter. This initiative is based on the simple idea that used soap collected from partner hotels can be recycled into fresh soap bars using a cold-pressed method that requires no electricity (thus making the process carbon-neutral), and distributed to underprivileged local communities.

Successfully introduced in countries including Cambodia, Kenya and the Philippines the project's ultimate aim is to raise hygiene levels among the millions of people in Asia and Africa who live in crowded slums, particularly the children who fall sick simply because they are unable to wash their hands regularly. The project also provides a form of livelihood for local villagers who can make a living out of recycling and selling the soap bars.

Hotels involved with the project benefit by supporting their local communities while achieving their sustainability goals and finding an ideal use for soap that would otherwise be discarded, all at a minimal cost. Stefan will explain that these projects are a game-changing CSR programme that creates shared value for communities and businesses through mutual engagement.

"Projects like Soap for Hope show the massive potential for Skål members to work in partnership with Diversey Care to deliver shared value through low-cost projects with an excellent return on investment that builds business and strengthens relationships," says Stefan Phang. "I'll be discussing these projects during my keynote speech and at our booth at the World Congress."

Diversey Care's booth at World Congress is the place to meet and discuss ideas with the company's team. Delegates will be able to learn about the company's sustainable solutions and how it can help with their cleaning and hygiene requirements. They will also be able to collect a useful, sustainable, and easy-to-carry give-away.

Throughout the event delegates will be able to meet Stefan and the Diversey Care representatives from Mexico to discover how they can benefit from similar local partnerships. This will include a practical demonstration of Soap for Hope's simple soap-making process.

The annual Skål Sustainable Development in Tourism (SDIT) Awards and the Skål Special

Recognition Award by Diversey Care will be also presented during the opening ceremony of World Congress. Jointly established in 2011 by Skål and Diversey Care to highlight outstanding achievements and inspire other Skål members with best practices, these awards recognise projects that are innovative, transform understanding of sustainability, deliver positive outcomes, and support an "integrated bottom line" of people, planet and profit. Last year's winner of the Skål Special Recognition Award by Diversey Care was an excellent example of this approach - since the early 1990s the Heritance Kandalama Hotel in Sri Lanka has achieved significant positive environmental and social impact with a number of ongoing sustainability projects and initiatives. Diversey Care has itself demonstrated

long-term commitment to sustainability and understanding the issues that are important to customers and consumers. The business builds on these strengths to help provide a cleaner and healthier planet for future generations. Using its expertise, it helps hotels and tourism organisations to recognise the opportunities for sustainability and supports them in their implementation and CSR programmes. Innovation across the business continues to introduce new levels of waste reduction, energy and water conservation, and lower reliance on raw materials. This insight and understanding has enabled Diversey Care to help Skål position itself as a source of high quality content on best practice - including useful tips and hints on sustainability in hospitality - for the Skål (www.skal.org) website.



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Diversey Care is a division of Sealed Air Corp., a leader in food safety and security, facility hygiene and product protection. For more information about Diversey Care, please visit www.diversey.com.

About Sealed Air: Sealed Air Corporation creates a world that feels, tastes and works better. In 2013, the Company generated revenue of approximately \$7.7 billion by helping our customers achieve their sustainability goals in the face of today's biggest social and environmental challenges. Our portfolio of widely recognized brands, including Cryovac® brand food packaging solutions, Bubble Wrap® brand cushioning and Diversey™ cleaning and hygiene solutions, ensures a safer and less wasteful food supply chain, protects valuable goods shipped around the world, and improves health through clean environments. Sealed Air has approximately 25,000 employees who serve customers in 175 countries. To learn more, visit www.sealedair.com

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SKÅLMEMORIES 1937

IN THIS TENTH PART OF A NOSTALGIC JOURNEY BACK THROUGH THE YEARS, HONORARY, PAST-PRESIDENT (1985-1986) ANTONIO GARCIA DEL VALLE RECALLS THE EVENTS OF 1937.

In 1937 the "Comité Directeur" met at the headquarters of the Paris Club. The A.I.S.C. comprised 25 Clubs. The Skål headquarters were in a very special place, where they met to talk about tourism. They were also a great place to relax where conferences were given, meals served and were a true reflection of the efforts made for the Club. It was there that the "great tourism family" was born.

An assistant to Secretary General Ith was appointed because he wanted to resign for health reasons. A consultation commission to the "Comité Directeur" was formed and comprised delegates from Austria, Denmark, Finland, Dutch West Indies, Luxembourg and Norway. In this way they tried to ensure that all countries were represented on the governing body. This is quite possibly the beginning of what is today the International Skål Council.

They agreed that in the case they could not obtain free tickets for the meetings of the "Comité Directeur" the A.I.S.C. would pay for the least expensive ticket and hotel and meals and French Francs (FFR) 10 (approx U.S. \$2) daily allowances. The "Bons Vivants" Clubs were accepted as Affiliate Members of the A.I.S.C.

In March, the President of the German Skål Clubs wrote to Heinrich JOGER of the Munich Congress and Exhibition Centre about Skål and the possibility of forming a Club in the city. Florimond Volckaert made known that he would not stand for re-election at the next congress. He said "to see a personality at the head of Skål who can help it to develop and prosper".

The 5th A.I.S.C. Congress was held in Paris from 22-25 April and the cooperation of



the French Government, the City of Paris and various transportation companies was essential. There were 148 delegates and 43 accompanying persons present from 27 Clubs in 13 countries. If the same percentage of the membership of 2000 at that time was present at congresses today there would be a unheard of participation. The congress was free to delegates and all other participants paid FFR 50.

The Official Opening was held on 22 April at the Grand Hotel under the Presidency of the Commissioner General for Tourism, Roland Marcel and was followed by a cocktail in the Orsay Palace. Lunch was hosted by Henri Lesieur, President of the Skål Club of Paris. The day ended with a cocktail in the Hotel Lutecia and a Gala Dinner hosted by the Commissioner General, Edmond Labbe at the Universal Exposition. The following day the meeting of the delegates was held followed by lunch and an excursion to Auberge St. Pierre with a visit to the castle offered by the Syndicate of Initiatives, presided by André Mariage. That evening a Gala Dinner and Dance was

held in the Continental Hotel hosted by the Commissioner General for Tourism and presided over by Mr. Rousselier, Councillor for State.

On 23 April a working session was held in the Grand Hotel in the Rue Scribe, followed by a reception at the headquarters of the Paris Club and a sightseeing tour of the city. Lunch was hosted by the Skål Club of Paris at the Auberge St. Pierre and presided over by André Mariage, President of the Syndicate of Initiatives and Mr. Banlieue of the Transport Society. An excursion to the Chevreuse Valley with a visit of Dampierre Castle and Vaux de Cernay followed. The Gala Dinner at the Continental Hotel was hosted by the Secretary General for Tourism, under the presidency of Mr. Rousselier, Councillor for State and President of the Council the National Centre for the Expansion of Tourism.

On 24 April a meeting of delegates was held and closing. Lunch was held in the Dauphine Pavilion, hosted by the Hotel Associations of France and Paris and presided by Mr. Mollard. A visit of the city, cocktail and Gala

Dinner offered by Air France and presided over by the Director General, Louis ALLEGRE.

On 25 April there was a sightseeing tour to Orleans, shown in the programme as "Skål Surprise Train" with a reception at the town hall and a glass of wine offered by the Orleans Town Hall and the Syndicate of Initiatives.

The importance of Skål was clear to see, they were professionals and promoted the understanding between the different branches of tourism; travel agents, all types of transportation company and hotels.

Delegates from Germany, Austria, Belgium, Denmark, Finland, France, Netherlands, England, Luxembourg, Norway, Sweden and Switzerland attended. They discussed modifications to the Statutes. The report by the Secretary General stated that it was a time of consolidation. The Skål idea is only valid on an international level. "The Essence of the Skål Movement is its international character".

It was agreed again to create a newsletter as a basis for contact between the Clubs and members and was to be called "Travel Topics". The newsletter would be edited in French but would publish articles in other languages. The ban on mixing Skål with trade union interests was repeated. Clubs were formed in Prague, Belgrade and Milan.

The fact that Florimond Volckaert had decided not to stand for re-election was accepted by everyone, his idea to found the A.I.S.C. was accepted and he received the title of Founder President. Henri Lesieur was elected to succeed him and, as a result of the modification to the Statutes, his mandate was to be one year. That Spring Hans Ostelius had visited New York and had contacted the "Bons Vivants". "Membership of Skål is limited to the directors of tourism and transportation organisations. The objectives are to create and develop the spirit of unity and goodwill amongst all tourism representatives".

The first British, commercial airline was Aircraft Transport and Travel which was formed in August 1919 with flights between London (Hounslow) and Paris (Le Bourget) using a De Havilland Airco for two passengers. In 1924 it was renamed Imperial Airways.

There were quotations for the preparing of a directory from Zurich and Amsterdam. The question arose as to why it was not made in Germany and in that way they could set off the costs against the debts they had for exchange control regulations. Captain Florman requested 100 copies for Sweden and contributed FFR 2000 in the name of AB Aerotransport; Leon Schoevaerts contributed FFR 1000 in the name of Sabena. The Secretary General



believed that if the large Clubs were to do the same as Sweden and Belgium, the costs would be covered. The airlines continued to be interested in the Directory for the publicity opportunities that it offered and the possible contacts.

It was agreed that the fee for Associations such as the Cosmos Club, Singapore; the New South Wales Travel League and the New York "Bons Vivants" that wanted to belong to the A.I.S.C. would be FFR 100. The Secretary General made known that he had received correspondence concerning the creation of Clubs in Barcelona, Belgrade, Bern, Budapest, Coire, Dantzig, Cairo, Freiburg, Jerusalem, Johannesburg, Prague, Rio de Janeiro, Rome, Tehran and Warsaw. Some of them had existed but have been forgotten in a short space of time; it was decided that the following persons would follow up: Leon Schoevaerts (Prague) Georg Wilczek and Charles Fischer (Bons Vivants, New York) and Mr. Ostelius (Brazil), etc. An increase in membership fees was not approved by nine votes to two.

In November a letter from Secretary General Ith asked George Wilczek who was at that time Director General of Swisstours in Lucerne and on a visit to the United States to deal with the possible association of the "Bons Vivants" with the A.I.S.C. Travel Topics gave an account of his visit and the conversations held. The meeting was held at the George Washington Hotel on 16 November with William Dunwoody of American Express, President, Bart O'Connell of Martin Travel Bureau, 1st Vice President, Joseph E. Terry of Raymond Whitcomb, 2nd Vice President, Paul Boentgen of Chase National Bank, Secretary and Charles B. Bryson of Canadian Pacific, Treasurer. Both Clubs had similar goals. In his talks, Georg Wilczek emphasised the importance of Skål whose members were prominent men in the tourism industry with Ministers and Mayors as members. Georg Wilczek let Charles Fischer follow on the collaboration negotiations.

THE Y GENERATION

THE NEW FACE OF BUSINESS TRAVEL



Source: hôtel Fusion

Tourism Intelligence Network, Transat Chair in Tourism

During a business trip, young people like to meet new people and explore cities not yet known to them. As they advance in their career, the decision-making power increases in the company and with this a new way of business trip is born to them.

The Y generation is also more likely than their elders to use mobile devices to improve their travel experience: almost three quarters of them have travel applications on their smart phones.

WHY IS THE Y GENERATION INTERESTED IN BUSINESS TRIPS?

Firstly because of their potential: this generation represents approximately one third of all passengers on flights in the United States and this percentage is set to rise to 50% by 2020, whilst the baby-boomers will be reduced to 11%.

Secondly, they spend more on their trip than other generations, according to a survey by the Boston Consulting Group. For their professional trips they do not skimp on extras: they frequently make last-minute reservations, choose reimbursable tickets, change their seat to ones with more leg room, change their itinerary, order a top-of-the-range meal or Wi-Fi on board, which all amount to higher costs than other business travellers.

RESERVATION AND PLANNING MODES

Spontaneity and connectivity are the order of the day for the Y generation business traveller. Mobile devices are crucial: almost one third (32%) of the Y generation use a smartphone to reserve their trip whilst this is reduced to only 12% of over 45s.

They are also more likely than their elders to use mobile devices to improve their travel experience: almost three quarters of them have travel applications on their smart phones.

To satisfy this exacting clientele, the Marriott chain has introduced a new concept which reinvents the way meetings are planned.

Meetings Imagined, a very visual and social site, gives advice by experts, information on the latest tendencies in the meetings world and hundreds of images designed to incite creativity.

By using the site, customers can collaborate with the hotels to design personalised experiences or study those which the participating hotels propose and post their favourite images on social media sites such as Facebook and Pinterest.

This concept is the result of studies that have shown there are seven principal reasons why the Y generation meet: celebrate, decide, educate, create, network, produce

and promote.

Rather than concentrating solely on dates, tariffs and meeting room plans, Meetings Imagined adopts an approach based on the precise objective of the meeting in order to create and design a more personalised experience.

THE IMPORTANCE OF SOCIAL NETWORKS

The majority (80%) of young, business travellers give much more importance to online comments when they are planning their trip. They are also more susceptible to post a negative comment online about the experience with hotels, restaurants and transportation (airline, public transport, taxi or hire car): 26% of 34 year olds and younger confirm having done so within the last year, compared with older age groups. Hotels have received more of these comments from American business travellers, followed closely by restaurants.

BLEISURE TRAVEL IS MORE POPULAR

The fine line between pleasure and business is becoming more and more blurred, particularly for young people. According to a study the Hilton Garden Inn chain, 84% of the Y generation business travellers are willing to extend their stay to take advantage of a few days leisure which is more than older age groups. Moreover, 65% said that exploring new towns and cities constitutes the most exciting part of business trips.

IS THE Y GENERATION LOYAL?

Young business travellers are more likely to sign up to loyalty programmes: half of them consider them important when making a flight reservations (48%) or a hotel (51%) compared to one-third of travellers aged between 46 and 65 (31% and 30% respectively).



This said, although they are inclined to sign up to a loyalty programme, they are not loyal to any particular brand. They are less loyal than their elders and are more likely to change from one programme to another if they believe it is better than the one they are with.

Generation Y business travellers are not looking for the same advantages as their colleagues. They are more likely to use air miles and point for a free trip or to reduce the cost than for an upgrade.

YOUTH HOSTELS, AN INTERESTING SUBSTITUTE FOR TRADITIONAL HOTELS

Youth hostels are increasing in popularity with young, trendy business travellers – principally with those that have a limited budget – who do not want to spend an evening alone in their room.

This is the case with the Generator Hostels chain where at certain times during the week, have 20% of young business travellers and this more so in the low season.

Another example, the Fusion in Prague which is both hotel and youth hostel offers standard, single rooms and dormitory-style rooms as well as non-traditional meeting areas such as a circular bar/salon and a games room which offers oversized foldaway beds fixed to the walls. In addition, its presence on social media allows business travellers to find, even before their arrival, clients who share similar interests.

Young business travellers are still at an age where they will try various brands to determine which they like the best and which correspond best to their life and travelling style.

It is high time that hotels, restaurants and others listen to them and respond to what they are looking for because they are the travellers of today ... and tomorrow.

Source TourMag.com

PERU

EMPIRE OF HIDDEN TREASURES



ANYONE WHO COMES TO PERU DISCOVERS A COUNTRY FULL OF UNIQUE EXPERIENCES.

A single trip is not enough to discover all of Peru's wonders. Nature, archaeology, adventure, entertainment, pleasure or relaxation converge to create a one-of-a-kind trip in which each visitor can chart their own course, selecting specific activities or deciding to experience them all.

To help you plan your trip, we would like to mention just a few of the magical places and experiences that are an essential part of any journey through Peru:

THE PERU OF LIVING CULTURE

Many of today's festivals, rituals and lifestyles have been around since Pre-Columbian times. From peoples' clothing to their expressions of folk art, belief systems and ways of working and even cooking, Peru is brimming with examples of how the legacy of its ancient cultures lives on.

THE PERU OF EXTREME ADVENTURES

Anywhere in Peru you will find impressive landscapes inviting visitors to experience all kinds of extreme adventures, from the warm desert coast to the lush jungle and the stunning contrasts of the sierra.

THE PERU OF BYGONE AGES

From the oldest civilization in America to the largest and most powerful empire in South America, Peru preserves the archaeological remnants and artistic heritage of fascinating cultures. Discovering them is an unforgettable experience.

THE PERU OF NATURAL WONDERS

Peru is one of the world's 10 megadiverse countries: it is home to 84 of the 117 life zones on earth and has 28 of the 32 climate types. It also ranks number one in the world for varieties of fish, butterfly and orchid species, number two for birds and number three for mammals and amphibians. These species live in natural landscapes as mythical as they are remote, teeming with life.

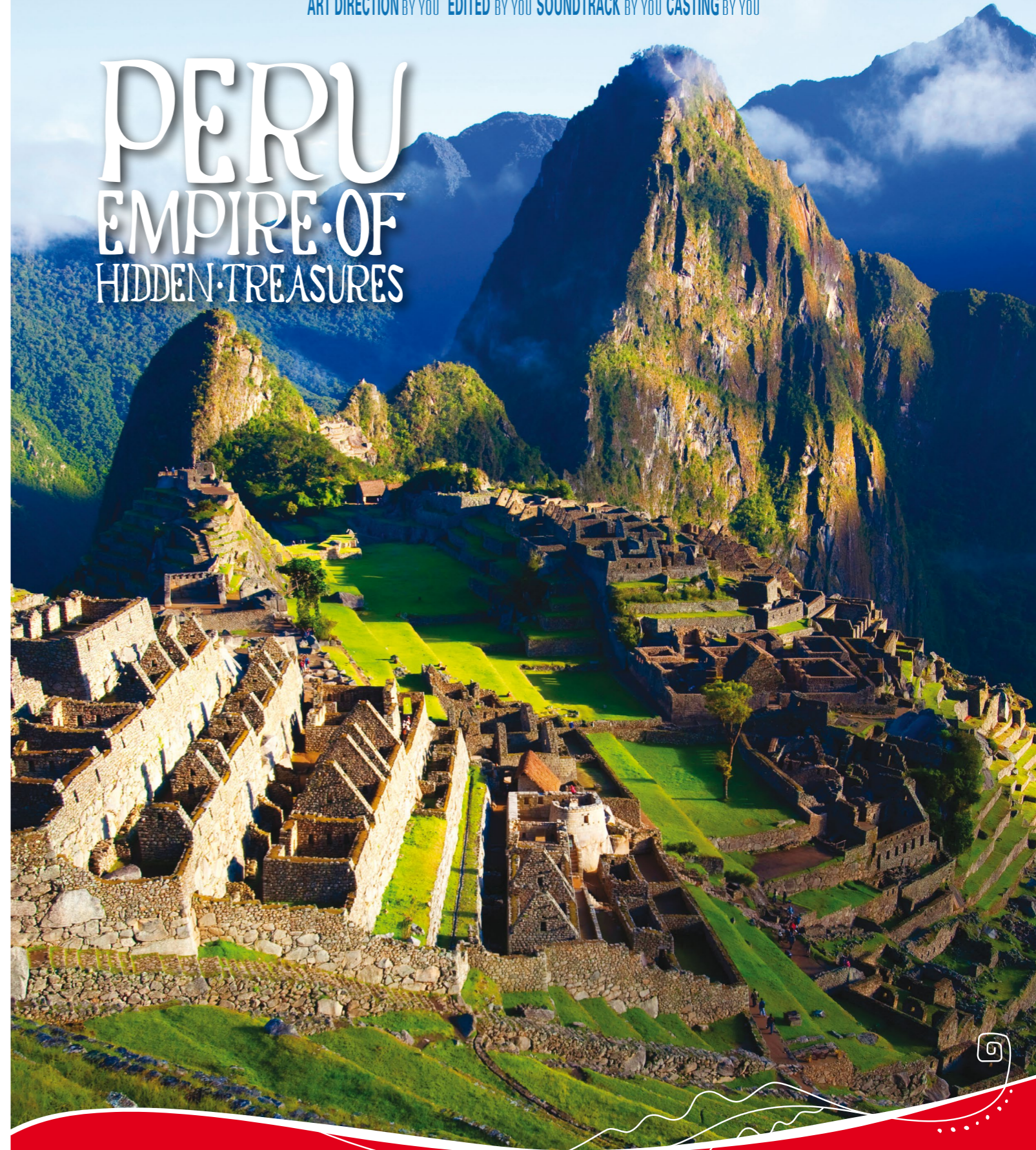
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As of next year the World Legacy Awards will honour tour operators, touring organisations and destinations that drive global change in the travel industry on the basis of sustainable tourism principles and practices.

The awards will be presented in the following categories: Earth Changers, Sense of Place, Conserving the Natural World, Engaging Communities and Destination Leadership. The finalists will be announced on 29 October 2014 at ITB Asia on CSR Day, which will be taking place for the first time in Singapore. The winners will be honoured at the ITB Convention at a big awards ceremony at ITB Berlin 2015. <http://www.nationalgeographic.com/worldlegacyawards/>

As the world's leading travel trade show ITB Berlin has campaigned for many years to embed and promote the principle of social and ecological responsibility in the international travel industry. ITB Berlin participates in the Round Table on Human Rights and Tourism and in 2014 signed the Commitment to Human Rights in Tourism. Since then ITB Berlin has been a leading voice campaigning for human rights, including most recently with a lecture by the ITB's CSR officer at the PATA Conference in Phnom Penh on the subject of Community Participation through Tourism. ITB Asia will also be addressing the topic this year.

At ITB Berlin corporate social responsibility is not a passing trend. Instead it is regarded as a social necessity and as a requirement for achieving long-term economic success. Adherence to its principles certainly helps to make companies more competitive on the market. The world's leading travel trade show continues to collaborate with international partners such as UNWTO, GIZ, the Ecotourism Society, Atmosfair, The Code, ECPAT and its Responsible Tourism Partner The Blue Yonder, thereby actively committing itself to global social responsibility in tourism. More information can be found at:

<http://www.itb-berlin.de/SocialResponsibility/>

To watch a video on the world of sustainable tourism at ITB Berlin visit:

<http://tinyurl.com/mouywdw>

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The next Skål Magazine will be a printed issue and produced in December 2014. It will be sent to the nearly 17,000 members of Skål International in 87 countries, our media partners, sponsors, international bodies, tourism media, etc. The magazine will be handed out at major international trade fairs where Skål International will have a stand in 2015 and other major Skål events. It will also be available in digital version published on the Skål website which registers over 140,000 visits per year. You can view the latest digital version of the printed Skål Magazine [here](#).

The Skål e-newsletter is produced approximately every month monthly and sent to the same recipients

as the magazine and posted on our website. It has an opening rate of 42%, click rate of 25% and delivery rate of 90%. The banner is directly linked to the website of the advertiser. The size of the banner is 650x325 pixels with the possibility to change the artwork and/or URL linked in each of the three issues. Click here to view the latest issues.

The deadline for submission of your advertisement for the printed edition of the Skål Magazine is 28 November 2014. Send your artwork and/or any query to anamaria.vera@skal.org.

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SKÅL MAGAZINE	SKÅL E-NEWSLETTER
½ PAGE (10,5 X 15 CM)	650 X 325 PIXELS
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