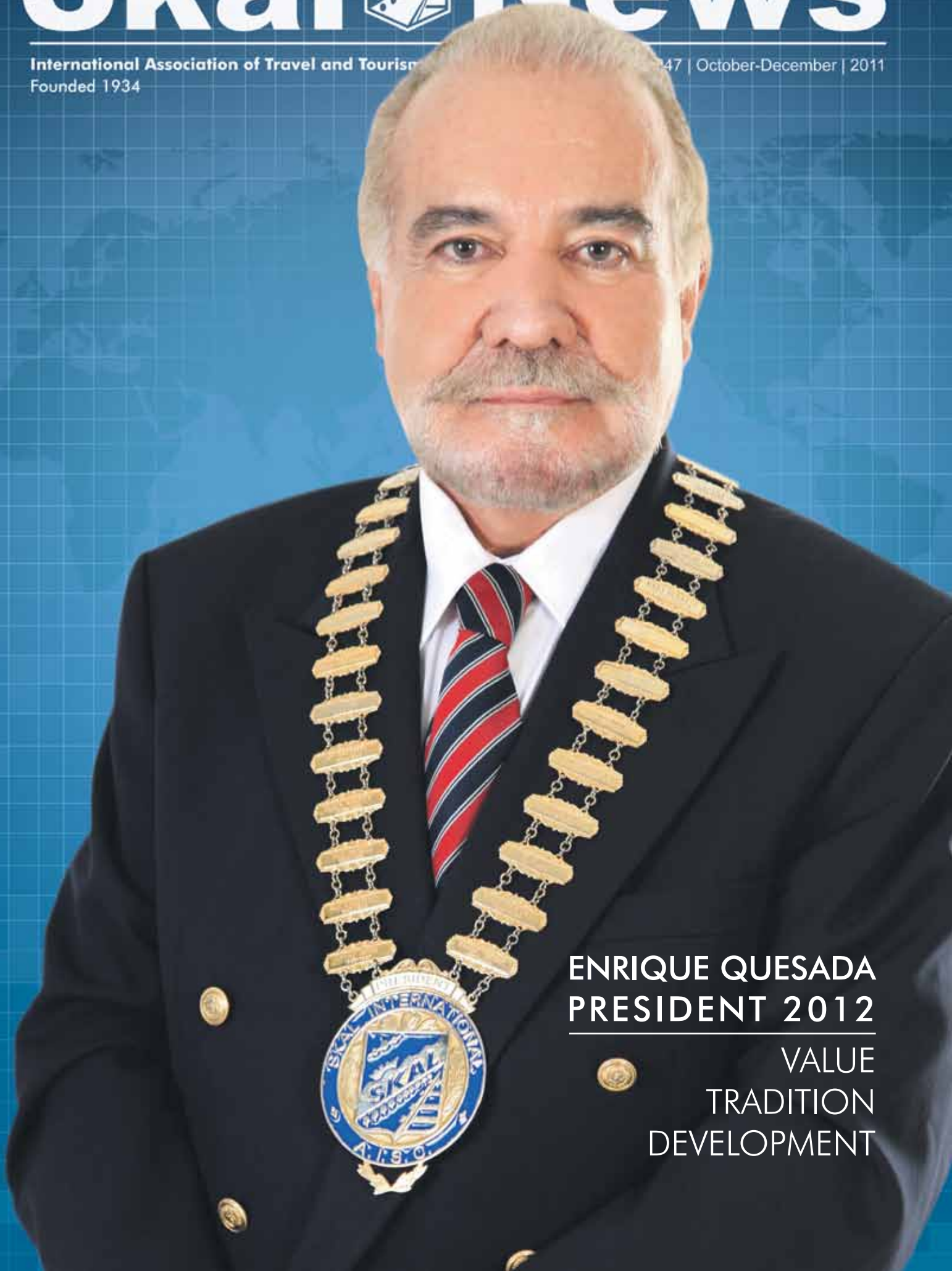


# Skål News

www.skal.travel

International Association of Travel and Tourism  
Founded 1934

47 | October-December | 2011



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# MESSAGE FROM THE PRESIDENT

## *Values, traditions and development*

To be elected President of Skål International at the World Congress in Turku constitutes a great honour for me. I know the responsibilities the Skål Presidency carries.

Rest assured that I will endeavour to follow in the footsteps of my predecessors and will put in my best efforts for the benefit of Skål, with special emphasis on our values, traditions and development. To that end, my presidential theme is: Values, traditions and development.



**VALUES and TRADITIONS** – have been an integral part of Skål International for a long time, more than 75 years.

**DEVELOPMENT** – Skål International covers all tourist branches on five continents. I would like to assure you that even during these difficult and complicated times for the tourist industry I will do everything I can to make sure the Executive Committee and International Council continue their efforts for the development of Skål International. These efforts will ensure that Skål remains one of the most important organisations in the tourism industry.

Senior Vice President Mok Singh will continue with the statutes portfolio and liaison with the task force for the repositioning of Skål.

Newly-elected Vice President Karine Coulanges will continue with the portfolio of public relations and communications. This portfolio includes Skål News, the regular e-newsletters, the Sustainable Development in Tourism Awards and sponsorship of the awards and other activities, members' benefits and the Skål Greeter programme.

Marianne Krohn will retain the finance portfolio with special emphasis on reduction of the deficit and the best ways to administer members' dues.

Ann Lootens will now be responsible for Young Skål. Ann is one of the youngest directors in the history of Skål International and as such we need her ideas and input to improve and develop Young Skål.

Newly-elected Director Salih Cene will take on the portfolio of development and business affairs. Both areas are crucial for Skål. We need development to increase the membership and we also have to give value to the Skål card. This will place a huge workload on Salih but I know he has the energy and capacity to handle everything.

Graham Blakey – special projects in Asia. Past President Tony Boyle opened the door to China. Skål needs to take advantage of this opportunity and there is nobody better placed than Graham to do this work. He lives in Macau, has knowledge of Chinese customs and speaks the language.

Bent Hadler, who was re-elected President of the International Skål Council in Turku, will supervise the operation of the

congresses and continue working on the new Congress Manual, the current one having been in operation for over 30 years.

We know there have been some complaints about the cost and quality of congresses. Skål needs to improve its congresses. We do not need to make a profit on the congresses; we need members to go home very happy after a Skål congress, so that the following year we have more members attending. Bent will take this into consideration for future congresses.

I will continue contact with the company designing the new website and database, and we will oversee ongoing work on a new, more dynamic and modern design for the web page by using new technologies.

I will maintain constant communications with all Skål Clubs to strengthen the relationship between the Secretariat and the Clubs. I will also be in constant contact with members of the Executive Committee and the staff at the Secretariat.

We will continue to work towards finalising the appointment of the new Secretary General, a position we hope to have filled during the first quarter of 2012.

I believe that we need to look at the way Skål operates and how we can provide better value for our members. The tourism industry has changed and it is time for Skål to change accordingly.

This year modifications to the Statutes were presented to the General Assembly. Those that were approved will come into effect on 22 March 2012.

“Doing Business among Friends” is one of the most important Skål messages and we need to take advantage of contacts with almost 20,000 Skålleagues worldwide.

I hope to be able to attend National and Area Congresses and visit Committees and Clubs whenever possible, and during these visits to meet as many of you as I can during the coming year.

I am sure we will be able to celebrate the achievement of many of our objectives in Korea next year.

Thank you once again for the confidence you have placed in me.

# 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 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

Credit card by forwarding the details to [yolanda.sanchez@skal.org](mailto:yolanda.sanchez@skal.org)

## 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.

Your Trustees are:

**Trygve Sødning,**

President Skål International 1993:

[sodring@online.no](mailto:sodring@online.no)

**Alfonso Passera,**

President Skål International 2001:

[alfonso.passera@gmail.com](mailto:alfonso.passera@gmail.com)

**Richard Hawkins,**

President Skål International 2000:

[richard.hawkins@hawkrentacar.com](mailto:richard.hawkins@hawkrentacar.com)

## FLORIMOND VOLCKAERT FUND A PERSONAL TESTIMONIAL...

Dear Trustees,

I was visiting Sydney last year, December 2010, to cover the Sydney Hobart Yacht Race. I was on the media boat one day and the next day I had a most unfortunate fall, without travel insurance.

I broke my right femur bone and had to have urgent "total hip replacement" surgery at the Concorde Hospital. The amount due for the operation, hospital and anaesthesia costs was unbelievable.

I could not fly back to Turkey to settle my finances. I was desperate and called our International Councillor, Salih Çene, to get advice. He always has a calm, logical, efficient solution to problems of almost any kind, through his vast experience and knowledge of the rules and regulations within Skål International. A solution was found through the Florimond Volckaert Fund.

I cannot stress what a relief it was that I could pay the hospital and doctors' fees. Naturally, the whole amount was not covered but at least I could show a sincere attempt to fulfil my obligations.

I had planned to come to Turku and thank you all in person and the Florimond Volckaert Fund. However, my hip is recovering faster than my financial situation and that did not allow me to be there with you to express my gratitude.

I am hoping to visit Florimond Volckaert, pray at his grave, and whisper that what he planted as a seed of "goodwill" and a "helping hand" has become the true spirit of Skål International, and to make a donation to the Fund when my financial situation has improved.

Come close and create strength through the spirit of Skål and the Florimond Volckaert Fund.

Thank you and kindest regards to all Skålleagues all over the world.

From a grateful Skål member in Turkey...

## TOP AWARD FOR YOUNG SKÅLLEAGUE



Priya Penumarthy, a Young Skålleague from Skål International Philadelphia, was named Student Intern of the Year at the Stars of the Industry awards banquet sponsored by the Greater Philadelphia Hotel Association. Priya is a graduate of Temple University, School of Tourism and Hospitality Management. She is currently the Front Desk Supervisor at the Holiday Inn Philadelphia Historic District. The qualities that earned her this title make her an ideal candidate to represent Young Skål. We wish her good luck in the spring when she will compete in the Pennsylvania Spirit of Hospitality Awards.

## COUNCILLOR'S CORNER

### *Skål history in Croatia*

The history of Skål in Croatia started with the formation of Skål International Zagreb in 1972. Zagreb was also the first Club formed in the middle-eastern area of Europe, and had a pioneering function to promote Skål ideas within the region.



The second club was Skål International Dubrovnik, formed in 1993; and the youngest one is Skål International Kvarner (2010). Moves are now underway to establish the fourth club, Skål International Split.

The key milestone in Skål activities in Croatia was the 66th Skål World Congress (2005), successfully organised in Zagreb and Dubrovnik, with 900 participants; while the election of Nik Racic as Skål International President for 2009-2010 was one of our most important achievements. Finally, we are very pleased to announce that in April 2012 Skål International Kvarner will host the International Skål Council Mid-Year Meeting in Opatija.

#### **CROATIAN TOURISM**

Croatia is a relatively small country with limited natural resources, but tourism has given us a significant position on the world map. Croatia's tradition in tourism, with roots dating to the 19th Century, provides an excellent background for the development of modern tourism facilities.

#### **What are the essential features of Croatian tourism?**

In the first place, a long, diversified coastline that makes up 7% of the total Mediterranean coast, with 78 islands, 524 smaller islands and 642 cliffs. It is a paradise for sailing and yachting throughout the year.

Second, an unpolluted sea with visible deep-sea water, stunningly attractive for scuba diving.

Third, a charming atmosphere with extremely friendly local people. Croatia offers tourism with a human face and a well-preserved natural and cultural heritage – under the slogan “Mediterranean as it once was”.

Fourth, an excellent highway network from north to south, frequent flight connections with all European airline hubs, and hugely improved accommodation facilities and public services.

Fifth, a combination of historical sites (dating to the Roman times) and natural sites (of which seven are included on the UNESCO World Heritage list); and so-called “immaterial

heritage” such as the famous Croatian lace production or The Festivity of Saint Blaise, the Patron of Dubrovnik.

Sixth, a moderate climate, especially on the coast, that provides good opportunities for leisure and holidays, even in late autumn or early spring.

Seventh, cuisine specialties such as truffles, a variety of cheeses, top quality olive oil, traditional wines and locally produced grappa.

#### **TOURISM IN 2011**

According to statistical data, Croatia had one of the highest growth rates in tourist arrivals in the first nine months of 2011. There were 7.6% more arrivals and 6.7% more overnights compared with the first nine months of 2010.

The highest increase took place in Zagreb (up 10.7%), Istria County (9.6%), Split County (8.2%) and Kvarner (7.3%).

Tourists coming from Slovenia (up 11.5%), Austria and Russia (both up 11.0%), Germany (9.4%) and Hungary (9.0%) contributed to the highest growth.

Total revenue from tourism in 2010 was €6.24 billion, and it is expected that in 2011 it will be about €6.62 billion (accounting for 14.5% of total GDP).

Comparing these figures with those of other countries and tourist destinations, it is clear that Croatia has achieved significant results and increases in one of the most important sectors for national economy, even during the current, global, the economic crisis.

We are pleased and happy that Skål International was one of the key engines of that success.

By **Zlatan Fröhlich**  
International Councillor for Croatia



# 72<sup>nd</sup> SKÅL WORLD CONGRESS



TURKU (FINLAND)

18-23 September 2011

**BUSINESS, TRADE, AWARDS, SIGHTSEEING... AND A WORLD RECORD**

Over 600 participants representing 193 Clubs attended a hugely successful 72nd Skål World Congress in Turku (Finland) from 18 to 23 September. The local Organising Committee, led by Chairman Marja Eela-Kaskinen, and Susanna Saari, President of Skål International Turku and President and acting Councillor of Skål International Finland, did an outstanding job in the lead up to and during the Congress.

The rest of the Organising Committee team, Tarja Rautiainen, Lena Suominen, Ulla Lähtevänoja, Anita Bergbom, Päivi Hoikkala, Nea Vuoti, fantastic staff such as Marja Kinnunen and volunteer tourism students, including Heidi Lunden, Henna Moilanen and Esa Hjerpe just to mention some of them, were always ready to help the Congress participants.

The Congress would not have been possible without the generosity of the sponsors, to whom Skål International once again extends its thanks. The main sponsor was the City of Turku.

The Ecumenical Service was a musical moment at this year's Congress. It was held in Turku Cathedral with the presence of the Cathedral Dean and the Turku Cathedral Chamber Choir Nova (Kamarikuoro Nova).

The Get-Together Party was held on Sunday 18 September at the RadissonBlu Marina Palace hotel

and was partially sponsored by Skål International Turkey.

On Monday 19 September the Opening Ceremony was held at Logomo, a brand new centre for culture, events and business.

The ceremony was presented by Paula Järvilaturi and was attended by special guests Jaakko Lehtonen, Director General of the Finnish Tourist Board, and Anne-Marget Niemi, a Skålleague and Managing Director of Turku Touring, the regional tourism authority.

The Opening Ceremony began with the Flying Circus performance, and the Finnish national anthem was sung by renowned singer Jari Koivisto. The ceremony included the roll call of nations and the parade of flags, as well as speeches of welcome by the dignitaries present.

The results of the Skål Club of the Year competition were also announced, and the winner of the competition for 2011 was Skål International Lugano (Switzerland). Second was Skål International Albany (U.S.A.) and in third place Skål International Stavanger (Norway).





The winners of the 10th Sustainable Development in Tourism Awards were also announced during the Opening Ceremony. The 2011 awards were sponsored by Diversey, who designed the trophies and certificates for the winners and, for the first time, presented a Special Recognition Award to one of the entries (see full details of the SDIT Awards at the end of this report).

The ceremony ended with the Hallanvaara Fire Circus from Turku University of Applied Sciences' Arts Academy and the Flying Circus. The lunch was held at Turku Fair and Congress Centre. After the lunch, participants enjoyed a fantastic Turku sightseeing tour.

That evening the annual meeting and dinner of the Honorary and Past Presidents was held at the library and dining rooms of the RadissonBlu Marina Palace hotel. The rest of the participants enjoyed Finnish gastronomy on a traditional Finnish sauna through the Dine Around-Sauna Round at selected restaurants and saunas around Turku.

The General Assembly of Clubs was held on Tuesday 20 September in the auditorium of the Turku Fair and Congress Centre. The lunch was partially sponsored by Skål International Ciudad de Mexico.

Vice President Mok Singh presented various Statutes amendments proposals which were voted on by the Club delegates.

President Tony Boyle was the master of ceremony of four Twinning Agreements signed during the General Assembly by the following Clubs: Auckland (New Zealand) and Sunshine Coast (Australia); Bergen (Norway) and Turku (Finland); Jersey (U.K.) and Toronto (Canada); and Paris (France) and Roma (Italy). Non-delegates participated in two tours: Åland autonomous islands, partially sponsored by Viking Line; and City of Naantali.

In the evening, participants again enjoyed Finnish cuisine or a sauna.

On Wednesday morning 21 September the first Trade Show held at a Skål World Congress took place in the foyer of the Turku Fair and Congress Centre from 9.15 am to 4.30 pm with 19 stands. The Tourism Forum was held from 11.30 am to 1.30 pm in the auditorium, with the theme "The Futures of Tourism", had as keynote speakers Professor Alf Rehn, Åbo Academi University, Dr. Juha Kaskinen, Director of the Finland Futures Research Centre, and Gregory Pomerantsev, Senior Vice President Sales & Marketing of Air Baltic Corporation.

It was followed by a panel session with Susanna Saari as moderator, the aforementioned as speakers, and President Tony Boyle and Vice President Mok Singh as panellists.

The Business to Business Workshop (B2B) took place from 2.30 to 4.30 pm on the first floor of the Turku Fair and Congress Centre with 28 pre-reserved tables plus last-minute requests. The coffee break offered throughout the morning was sponsored by Skål International Kvarner.

On Wednesday evening the President's Gala Dinner was held at the Turku Fair and Congress Centre, nicely decorated for the purpose. President Tony Boyle presented a Skål Corporate Order of Merit to British Airways and Qantas Airways, as well as a Skål Order of Merit to Birger Bäckman, Russell Butler, Thomas Vincent, Robert Joseph, Bernhard Clever, Charles Evans and Ana Carolina Dias Medeiros de Souza.

President Tony Boyle presented the winners of the 2011 Membership Increase Campaign with a certificate. Skål International Acapulco was presented with the Platinum Award for the highest net increase in membership in 2011; Skål International Bangalore was presented with the Gold Award for the second highest net increase; and Skål International Harare was presented with the Silver Award for the third highest. Certificates were presented to 60 Clubs who had increased their membership by a net 10% or 10 members.

On Thursday 22 September all participants went on the full day tour to the Archipelago of Turku where they participated in an attempt to break the current world record for the "longest" lunch table. And **they did it!**



A 162.5-metre table was set and ready to receive participants arriving by water or road – so Skål International now holds the Guinness Record for the “longest archipelago lunch table ever”.

The Farewell Party was held on Thursday evening at the VPK House, a beautiful neo-Renaissance building erected during the 19th century to host a fire brigade. The farewell was generously sponsored by the Korea, Seoul and Incheon Tourism Organisations, Skål International’s hosts for next year’s Congress.

## ELECTIONS



The new President of Skål International is Enrique Quesada Barrios (Guadalajara, Mexico) – Hotel La Mansion del Sol. His Presidential theme is: Values. Tradition. Development.

Karine Coulanges (Paris, France) – HelmsBriscoe – is the new Vice President and she retains the portfolio of Communications & PR. Mok Singh (Los Angeles, U.S.A.) – Kenya Airways – continues as Vice President with the portfolio of Statutes.

The new Directors of Skål International are Salih Cene (Antalya, Turkey) – a tourism consultant – who has been assigned the portfolio of Membership Development & Business Affairs; and Graham Blakey (Macau) – Macau with Imagination – who will work on Special Projects in Asia. Marianne Krohn (Hannover, Germany) – Tourismus & Stadtmarketing Celle – and Ann Lootens (Belgische Kust & Vlaanderen, Belgium) – Hotel Portinari – continue as Directors with the portfolios of Finance and Young Skål, respectively.

The General Assembly decided that as Andrew Wood (Bangkok, Thailand), due to health reasons, had not attended any meetings of the Executive Committee since his election in Sydney and had not presented a report for the General Assembly, his position should be considered as vacant.

John J. Ruzich (New York, U.S.A.) – Timm Group – was re-elected Auditor for a second term; and Yaacov Hartman (Galilee, Israel) – Hartman Hotel – was elected Deputy Auditor. The Senior Auditor for the coming year is Colin Schirmer (Adelaide, Australia) – Top Deck Travel.

The General Assembly conferred on the following members the distinction of Membre d’Honneur of Skål International: John Bright (Southampton, United Kingdom) – Wightlink; Egil Gløersen (Oslo, Norway); Isaac Haim (Rio de Janeiro, Brazil) – Universtur; and Challagalla Nagendra Prasad (Chennai, India) – Travel Express.

## FUTURE CONGRESSES

Skål International Seoul & Incheon (Korea) were reconfirmed as the joint venues for the 73rd Skål World Congress. The dates are 2-7 October 2012. Information on the Congress will be posted on the Skål International website shortly.

The General Assembly selected the cruise proposed by Skål International New York (U.S.A.) as the site of the 74th Skål World Congress 2013, from 28 September to 5 October 2013.

## INTERNATIONAL SKÅL COUNCIL



The International Skål Council held its annual meeting at the Radisson Blu Marina Palace Hotel on Sunday 18 September. Bent Hadler – Hadler DMC – was re-elected President of the Council for another two-year term. David Fisher (Kenya) – Maniago Travel & Cruises – is the new Vice President of the Council; while Keith Murcott (South Africa) – Feather Market Convention Centre – continues for a second year. Paul Follows (United Kingdom) – Red Carpet Concepts Ltd – has been appointed as Secretary of the Council. The International Councillors selected Opatija (Croatia) as the venue for the 2012 International Skål Council Mid-Year meeting. The host Club will be Skål International Kvarner.



## SECRETARY GENERAL

During the Opening Ceremony, President Tony Boyle announced that the Executive Committee, having gone through a rigorous process of recruitment selection that resulted in many excellent candidates applying for the position, had made a final selection and was in the process of negotiation and undertaking the necessary paperwork. The Executive Committee expects the new Secretary General to start early in 2012.

## FLORIMOND VOLCKAERT FUND RAFFLE

The usual Florimond Volckaert Fund Raffle was not held at this year's Congress as the Trustees, with the support of members of Skål International Orlando, announced a major fund-raising event, which includes two, week-long holiday packages to Orlando in 2012.



# “SUSTAINABLE DEVELOPMENT in Tourism” AWARDS



*Prestigious global awards presented at World Congress in Turku*



One of the highlights of the Opening Ceremony of the 72nd Skål World Congress was the presentation of the 2011 Sustainable Development in Tourism Awards by the President of Skål International, Tony Boyle, and Director of Communications & PR, Karine Coulanges.

An excellent PowerPoint presentation showed the competing projects and the winner in each category. This year, a total of 33 entries from 18 different countries participated in the competition: four from Africa, seven from Asia, 11 from Europe, seven from North America, three from Central America and one from South America. Since the launch of the then Ecotourism Awards in 2002, the Year of Ecotourism and the Mountains as declared by the United Nations, they have received strong ongoing support and attracted a high level of participation, **with a total of 417 entrants**.

The awards highlight Skål International's strong commitment to the protection of the environment in conjunction with sustainable tourism. Ecotourism, together with other alternative forms of tourism, strengthens local economies and contributes to sustainable development.

This year, with the assessment of our main sponsor, the Diversey company, we decided to consider eco and responsible tourism as part of the greater picture of sustainable tourism, and this resulted in the creation of newly renamed trophies and a re-branded logo. One of the main changes this year was a new name, the former Ecotourism Awards becoming the **Sustainable Development in Tourism Awards**.

As part of their commitment to support Skål in this key area, Diversey generously donated the trophies and Vishal Shamar, Vice President of the Customer Solutions and Innovation team, handed out the certificate to the Special Diversey Award winner during the ceremony.

Diversey is a leading global provider of commercial cleaning, sanitation and hygiene solutions. Its products, systems and expertise make food, drink and facilities safer and more hygienic for consumers and for building occupants. The company serves customers in the travel and lodging, building management, food service, retail, health care and food and beverage industries.

During the awards ceremony, Diversey also presented, on its own initiative, a Special Recognition Award to one of the projects entering the competition that had gone beyond protecting and preserving while decisively transforming its business into a sustainable enterprise. The award went to the Worldwide 1st City Hotel With a Zero-Energy Balance project submitted by BoutiqueHotel Stadthalle from Austria.

The panel of judges, comprising distinguished experts in the eco and sustainable tourism field from important institutions and organisations, evaluated each project independently of one another. The primary criteria

for the evaluation were based on such points as: contribution to the conservation of nature and cultural heritage, community involvement, educational features, business viability and innovation.

Skål International wishes to express its gratitude to the four independent judges for agreeing to make the evaluation and for their meticulous and laborious work:



Guido Bauer, CEO,  
Green Globe Certification



Luigi Cabrini, Director  
Sustainable Development  
of Tourism, UNWTO



Ed Roberts, EMA  
Sustainability Leader,  
Diversey



Jack Soifer, Sweduc  
& Megafin Sociedade  
Editorial

## THE 2011 WINNERS ARE:



In the category of Tour Operators & Travel Agents:  
GAMEWATCHERS SAFARIS & PORINI SAFARI CAMPS  
(Kenya) – [www.porini.com](http://www.porini.com)



In the category of Rural Accommodation:  
OUR NATIVE VILLAGE (India) – [www.ournativevillage.com](http://www.ournativevillage.com)



In the category of Cities & Villages:  
MUNTIGUNUNG DEVELOPMENT PROGRAM  
(Indonesia) – [www.zukunft-fuer-kinder.ch/en](http://www.zukunft-fuer-kinder.ch/en)



In the category of General Countryside: ECOTOURISM ON  
TRAMUNTANA (ISLAND OF CRES, CROATIA) AS A TOOL  
FOR THE PROTECTION OF NATURAL AND CULTURAL-  
HISTORICAL HERITAGE (Croatia) – [www.supovi.hr](http://www.supovi.hr)



In the category of Urban Accommodation:  
WORLDWIDE 1st CITY HOTEL  
WITH A ZERO-ENERGY BALANCE  
(Austria) – [www.hotelstadthalle.at](http://www.hotelstadthalle.at)



In the category of Educational  
Programmes & Media:  
UGANDA MOUNTAIN GORILLA  
PROJECT (Canada) –  
[www.umanitoba.ca](http://www.umanitoba.ca)



In the category of Transportation:  
BLUE STAR (France) –  
[www.bluestar-foundation.org](http://www.bluestar-foundation.org)

# YOUNG SKÅL EXCHANGE PROGRAMME

## *Pacesetting and rewarding links between Copenhagen and Hobart*

Bonnie Quarrier and Eva Hamburger Nielsen are both Young Skål members and part of the Copenhagen (Denmark) and Hobart (Australia) Young Skål Exchange Programme – the first ones to experience this fantastic initiative.

Bonnie arrived in Copenhagen in August, to stay with her host family Mads and Helen Olesen. She attended classes at the Copenhagen International Hospitality College and gained hands-on experience through work placements with Copenhagen Skålleagues. Back in Hobart she works at the visitors centre, and she was able to confirm from her experience in Copenhagen, and later with members of Skål International Rostock-Mecklenburg in Germany (another twin Club of Copenhagen) that tourists have the same needs and questions wherever they go.

In October, Eva boarded an Emirates flight to take her to Melbourne and then on to Hobart. In Melbourne she was met by Skål Greeter Wendy Knowles. When we asked Wendy if she could meet and help make Eva's transfer pleasant, we mentioned that it was from 2.30 till 8.45. Wendy thought it was in the afternoon and replied, "I'm sorry, I will be busy with work." But later, when she realised it was 2.30 am, there was no problem. She got up in the middle of the night, picked Eva up and took her home for a shower and a nap, before returning to the airport for her Hobart flight. Now that is a Skål Greeter service!

Eva is staying with Sue and David Goldstone. The Hobart Club set up a very interesting programme for Eva during her two and a half month stay, including various work placements as well as classes at the Drysdale Institute.

The Young Skål Exchange Programme initiative came about thanks to the twinning between Skål International Copenhagen and Hobart. After Danish Crown Prince Frederik married Mary Donaldson from Hobart, making her Crown Princess of Denmark, the link between the two cities grew stronger. Mads Olesen (Copenhagen Past



Bonnie Quarrier arrives at Copenhagen airport, with Lone Ricks and Per Schmidt.

President) and I met with David Reed from Hobart at the Sydney World Congress, and we decided to press ahead with the project, draw up the guidelines and take the plan to our respective committees.

In Copenhagen we managed to get the project funded by the Absalon Foundation. We named it The Eric Nedergaard Scholarship after Skålleague and hotelier Eric Nedergaard, who passed away in 2010. Eric was extremely interested in and committed to the education of young people in the tourism industry, so when we contacted his brother, Mogens Nedergaard, the trustee of the Foundation, we received a very positive response. Today Karen Nedergaard, Eric's daughter, is a member of our Club.

We found it was of great importance to select a young person with the qualifications necessary for spending three months, far away, in a different culture and environment. Twenty-three is the perfect age, and we have received very positive feedback from all involved in the programme, including Eva and Bonnie.

Skål is receiving good exposure from this programme and Denmark and Tasmania now have even stronger links. The programme is also promoting tourism and enhancing cultural understanding in the two countries.

We hope to continue with an annual programme, and will be very happy to advise other Skål Clubs on how to undertake a Young Skål Exchange Programme. We feel it adds great value to our Skål lives. If you need further information, you can contact me at: [info@travelart.dk](mailto:info@travelart.dk).

The Skål President in Copenhagen, Per Schmidt, and the Copenhagen Board have shown great support for the local Young Skål committee: yours truly as chairman, Arshad Khokhar and Johan Widing. Thanks are also due to our friends in Hobart: David Reed, Sue Goldstone, Jennifer Fitzpatrick, President Greg Illingworth and many more.

By Lone Ricks



Bonnie Quarrier and Eva Hamburger Nielsen.



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# SKÅL MEMORIES

INTRODUCING THE FIRST PART OF A NOSTALGIC JOURNEY BACK THROUGH THE YEARS, BY SKÅL INTERNATIONAL HONORARY PRESIDENT (1986) ANTONIO GARCÍA DEL VALLE.

## *The Flights*

Farman Airlines, KLM and AB Aerotransport organised the presentation of a new airplane destined to cover the Amsterdam-Copenhagen-Malmö route, operated by Scandinavian Air Express in collaboration with Aerotransport and KLM.

Captain Florman, managing director of AB Aerotransport, asked his representative in Paris, Hugo Krafft, working from an office near the Auber and Scribe crossroads, to invite 14 travel agencies, in two groups of seven. Hugo was a specialist in trips to Sweden and represented several Swedish tourism companies.

The first commercial international flight had been undertaken by Farman Airlines: Paris to London in 1919 on a Farman F60. Captain Carl Florman, a military pilot who was the pioneer of Swedish commercial aviation, published a book in 1923 on the importance of aviation in armed conflicts, and this led to the creation of the Swedish Air Force.

In December 1924, he realised his dream of bringing together various small Nordic companies with Scandinavian Union. Eventually, this became consolidated as SAS in 1946. Carl was the son of Paul Florman, a professor of medicine, and grandson of Arvid Florman.

Travel agents maintained strong friendships at the time, thanks to the custom of locating their agencies in the same part of Paris, specifically behind the Opéra and between Scribe and Auber Streets. Travel agents knew each other well, met frequently and, apart from one argument between Kuoni and Bennett employees over a game of billiards, their relations were good.

Travelling on the first flight, on 5 June 1932 on a 12-seater plane, were seven guests as well as Hugo Krafft and four clients: a Norwegian, Edgar Bennett; two Americans from American Express, the director Dobson and his manager Theodore; three Frenchmen, Colicaud from Canadian Pacific, Rouquerol from Wagons Lits and Bratheau from Cooks-Madeleine; and a Brazilian, Georges Ithier from Exprinter.

The flight departed from Paris early in the morning, with a stopover at Amsterdam for lunch before continuing on to Copenhagen, where they received a fantastic welcome and the typical Scandinavian toast: Skål!

They were smothered with attention by the Secretary of the Tourist Association of Denmark, who was particularly interested in France and all things French. Their treatment was, in a word, exquisite.



Founding Committee: Jules Mohr, Florimond Volckaert, Hugo Krafft, Pierre Soulié, Georges Ithier.

During their speeches, they noted how difficult the language was, which prompted one of those present to observe that there was one word that everyone understood and which always prompted smiles, happy faces and a raised glass – no matter what language people spoke. That word was Skål!

To this day Copenhagen Skålleagues maintain that the idea of Skål was referred to for the first time during that visit, and it was there where the first seeds of friendship and association were planted.

Edgar Bennett, who was associated with tourism from a young age until his retirement at 70, once recalled, "In the 1920s, in London, travel agencies were spread out between West End and the City, between Hampstead and Westminster, so there weren't many close personal relationships between employees. In Paris it was the complete opposite. It was a French tradition for jewellers to be in Rue de la Paix, cafés in Rue Royale, lawyers, textile companies, food outlets grouped in certain areas... The travel agencies were side by side in Rue Auber at the crossroads with Rue Royale. The travel agents were colleagues and had close personal contacts with each other."

The next day, the group continued on to Malmö and finally, by train, reached Stockholm. They spent four days there, becoming experts in "Skåling". Welcomed with scrupulous and traditional Swedish hospitality, their visit was dominated by friendship and many toasts. Each time they raised their glasses in honour of the visitors from Paris, the hosts declared "Skål!".

The travel agents quickly learned to respond in the customary fashion and discovered that the word met all expectations of Happiness, Health, Friendship and Long Life.

Their extremely pleasant stay was well covered by the press, which is why we know they damaged something at the Drottningholm Theatre – though not exactly what! It was an unforgettable trip and an extraordinary stay in Stockholm, and Captain Florman was an exceptional host.

After returning to Paris, Hugo Krafft referred to the friendships that had been born and nurtured on the trip, and he invited them all to an aperitif in the Cintra bar the following afternoon. They met in a private room, drinking Manhattans, and continued meeting there until they were joined by the second group of guests, who were more well-known.

Krafft brought together 34 of his colleagues, all from the Scribe-Auber suburb. They decided to create a club for tourism industry people and call it Skål – which had become the customary greeting among those regularly meeting at the Cintra.

### *The Second Trip*

This group departed from Le Bourget Airport at 8.40 am on 12 June 1932. Pierre Soulié, one of the passengers, described it as an “advertising trip”. A photograph sent to Bob Smyrk in 1974 by Stephen Goerl showed the guests in front of the airplane just before their departure: Pierre Soulié from Farman Airlines; Guinnefolleau from Wagons Lits Cook; Florimond Volckaert from Wagons Lits in Boulevard des Capucines; Aubier from Thomas Cook & Son; Stephen

Goerl from Centropa; Isar from Exprinter; Ahlinder from Scandinavia Air Express; Pearson from Nordisk Voyages; and Jules Mohr from KLM. The travel agents were accompanied on this occasion by representatives of KLM and Farman Airlines, seen in the photo standing on both sides of their guests. Also collaborating with the organisers of the trip were State Railways of Sweden and the Swedish National Tourism Office.

A 1930 timetable shows that flights left Paris at 10am, Amsterdam 12.05-13.00, Hamburg 16.10-16.30 and Copenhagen 18.20-18.40, arriving in Malmö at 18.55. Trains would then leave immediately for Stockholm or Gothenburg.

An advertisement in 1934 noted that Sweden was six hours by air from Paris, “so short is the length of this trip”. The route was covered by KLM and Aerotransport using planes with capacity for 12 or 16 passengers: a Fokker F XII and Fokker VIIB-3m, with wingspans of 21.71 metres and 14.5 metres long, and three Wasp engines, each 450 HP and producing a cruising speed of 190/200 Km/h. The flight included departure from Paris, lunch in Amsterdam and, after a short stop in Copenhagen, arrival in Malmö and a trip on the overnight express train to Stockholm or Gothenburg. The fare was 1,770 francs return.

This would have been more or less the same flight our founders were on – though it possibly took a little longer.

## IT&ME MOTIVATION SHOW

Skål International Chicago once again rallied members to support the Skål International booth at the 2011 IT&ME Motivation Show.



During the two-day exhibitor time, the Chicago Skålleagues Tim Rinkoski, Lynne Rinkoski, Michael Sailor, Warren Hansen, Jennifer Piazza, Dick Haymaker, Graham Mosey, the current President Tom Panici, Gary Olsen, Cheryl Gatto, Jim Ward, Zeynep Yenke-Kurap, Jim Thompson, Nicolas Thomas and Jerry Aguiar, were on hand to talk to visiting Skål members from various Clubs including New York, Miami, Denver and Las Vegas.

Traditional toasts were celebrated throughout the two days, with friends and potential new members. The ability to connect with other attendees about the benefits of being a Skål member was the main point of discussion.

## SKÅL AT IMEX AMERICA

Skål International was proud to be a part of the IMEX America Show at the Sands Expo Center in Las Vegas. Local Skål International Las Vegas members greeted other Skålleagues from around the world and introduced Skål to potential new members attending the show.



The booth was attended by Earl Jobson, Skål International Las Vegas President, and Las Vegas members Lynn Mitchell, Michael Jungers, Vivienne Sario, Michael Schoenberger, Ann Parsons, Chris Allen, and Nathen Waldschmidt.

The Las Vegas Skålleagues were able to talk to many potential members from around the world and will be forwarding them information on who to contact in their local area. It was truly a great opportunity to demonstrate the motto of “Doing Business Among Friends”.

## ITB BERLIN: Increased numbers boost leading market place for travel industry

The 45th ITB Berlin came to a close after attracting a significantly larger number of buyers from abroad and the best exhibitor figures in its history. Despite the effects of a rail strike, the leading international trade show for the travel industry reported that trade visitor numbers remained stable at last year's level. The good volume of business at the trade show provided an additional boost to the current upturn in the tourism sector.

Dr. Christian Göke, Chief Operating Officer of Messe Berlin, was able to look back on a successful event. "Each year ITB Berlin attracts growing numbers of international decision-makers. Nowadays over 40% of buyers come from abroad. As a result ITB Berlin cannot only claim the most balanced and international range of exhibitors but it is also the industry's most international event in terms of its trade visitors. These are the ideal prerequisites for business success, and we believe that exhibitors achieved a significantly larger volume of business than they did last year, with a value of over six billion euros."

Two high level meetings of ministers ensured that international politics and diplomacy were strongly represented at this year's ITB Berlin. The "UNWTO Silk Road Ministers' Summit" played a decisive part in efforts to promote the long-term tourism development of the Silk Road region. This year's ITB Berlin also hosted the first "Ministers' Summit on Climate Change in Asia-Pacific".

The countries of northern Africa used this industry meeting place to re-stimulate the vital tourism sector. Egypt introduced a new advertising campaign that focuses on the

peaceful democratisation process taking place in the country. The Japanese earthquake and tsunami cast a shadow over the otherwise extremely positive mood in the 26 exhibition halls. From midday Saturday onwards the Japan stand was closed.

A total of 11,163 exhibiting companies and organisations from 188 countries (2010: 11,127 from 187 countries) again presented the entire spectrum of the international travel industry. The presentations and seminars at the "eTravel World", a new feature this year, attracted several thousand interested participants and proved to be a major success.

At 110,791, the number of trade visitors remained stable, while new records were set at the ITB Berlin Convention, with a 15% increase to a total of 14,000 participants. The ITB Future Day and ITB Hospitality Day were major attractions for the general public. As the Convention & Culture Partner of the Convention, and with three additional stands at various locations around the exhibition, Mongolia was able to provide many visitors with details about all the facets of a fascinating country, land-locked between Russia and China. Mongolia achieved considerable success with its efforts to establish a higher profile in the fields of cultural travel and sustainable tourism.

Discussions by prominent experts on the subjects of climate-friendly mobility and, in particular, the "Solar Mobility Innovator Panel" again demonstrated the innovative strengths of the world's largest travel trade convention.

### EIBTM: Registrations open for 23rd year of exhibition

The world's leading international meetings and incentives exhibition, EIBTM, is set to offer buyers and suppliers more business opportunities, a top level education programme and some unique networking venues and events for its 23rd anniversary year.

The exhibition takes place at Fira Gran Via Barcelona from 29 November to 1 December, and pre-registration is now live at [www.eibtm.com](http://www.eibtm.com) for those wanting to apply for Hosted Buyer status or visit as a trade buyer.

EIBTM expects over 14,000 industry professionals including Hosted Buyers and exhibitors representing over 90 countries to participate in this year's event. More than 300 main stand holders are expected to exhibit, with over 3,000 organisations participating at the event, and there is a growing number

of new and returning exhibitors – with over 25% of participants having been at EIBTM since it started.

EIBTM 2010 saw a record-breaking attendance of 14,241 Industry Professionals, including Hosted Buyers and Trade Visitors. Research from these participants revealed that 98.5% of Hosted Buyers were satisfied with EIBTM 2010, and 89% confirmed they would place future orders as a direct result of the show. An extremely high majority of Hosted Buyers, 99%, believed that EIBTM 2010 allowed them to meet current suppliers and gave them the opportunity to talk to product experts.

Exhibition Director Graeme Barnett says of last year's event, "We're thrilled with the response we've had so far from the industry – it is a clear reflection of how positively the industry views EIBTM and further endorsement of the importance of face to face communication."

EIBTM 2011 will build on the success of last year's show by introducing a number of new initiatives including an additional



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seventh pre-scheduled appointment within the diaries of exhibitors and Hosted Buyers. As a result there could be as many as 60,000 meetings taking place over the three days of the show.

The internationally renowned professional Education Programme, which is CMP accredited (and attracted 4,000 attendees in 2010), will once again offer a variety of hot topics, trends and industry news delivered by leading industry figureheads from around the world. A full list of education seminars will be available on the website [www.eibtm.com](http://www.eibtm.com).

New networking events in venues around the city of Barcelona will include the famous Magical Fountains, the renowned Opium Mar nightclub and some of the town's top luxury hotels.

To apply as a Hosted Buyer or Trade Visitor, visit [www.eibtm.com](http://www.eibtm.com) and save the €25 onsite entry fee. Pre-registered trade visitors can take advantage of flight and accommodation discounts and will receive regular updates in advance of the event.

Those interested can also join EIBTM on LinkedIn, Twitter and Facebook.

## WORLD TRAVEL MARKET: Improvements to Speed Networking

World Travel Market, the leading global event for the travel industry, has overhauled its Speed Networking programme for WTM 2011 to allow exhibitors and buyers even more time to conclude deals. Speed Networking will now take place as one hour-long session before the exhibition opens, on Monday 7 November at 9-10am in Platinum Suite 3 and 4.

Previously, Speed Networking took place in five sessions – based around the regions of the exhibition – throughout the first day of World Travel Market.

The change increases the amount of time available at the event for exhibitors and Meridian Club members to carry on and conclude negotiations that start in the Speed Networking session.

Crucially, it also allows exhibitors to remain on their stands throughout the first day of WTM – conducting even more business with Meridian Club buyers.

WTM 2010 was the catalyst for a record £1,425 million in travel and tourism industry deals, a 25% increase on the £1,139 million generated by WTM 2009.

World Travel Market Exhibition Director Simon Press reports, "Speed Networking has been a great success since World Travel Market introduced it in 2009. Independent research revealed WTM 2010 generated a record £1,425 million in industry deals, with Speed Networking playing a crucial role.

"With the changes to this year's Speed Networking, which will give exhibitors and Meridian Club buyers even more time to conduct and conclude business deals and allow exhibitors even greater time on their stands, I would hope WTM 2011 will be the catalyst for a greater amount of travel industry deals than ever before."



### LAUNCH OF WTM APP

World Travel Market has also launched the WTM App, available for download to all major smartphones. The App is the perfect accessory for all World Travel Market participants before during and after the event, helping exhibitors to plan their time at WTM 2011.

The App's features include:

- The ability to register
- Real-time news
- Twitter feeds
- Videos
- An array of photos from the exhibition floor
- Exhibitor and seminar listing
- Receipt of bespoke information from WTM based on a particular area of interest
- A bespoke personal event planner and route finder

Designed by GenieMobile, the App is available to download free of charge to all iPhones from the APP Store, from the Android Market and from the WTM website ([www.wtmlondon.com/app](http://www.wtmlondon.com/app)) for Blackberry and Windows smartphones.

It can be updated prior to arriving at WTM to obtain the most up-to-date information without incurring extra roaming charges.

According to World Travel Market Exhibition Director Simon Press, "The WTM App is a great initiative which will improve all our participants' experience at WTM, by increasing the ability to plan before WTM 2011 and maximising everybody's time while attending the event.

"The App enables our audience to know everything about WTM at the touch of a button. It will allow visitors and exhibitors to interact with WTM from their mobile phones and encourage increased connections between exhibitors and visitors, adding to the overall exhibition experience."

# SUSTAINABILITY IN TOURISM

Top managers discuss *key issues* at well-attended conference in *Germany*

Skålleagues from 32 German clubs took part in a special event in Darmstadt to mark German Skål Day, with the theme "Sustainability in Tourism".

Arranged by Skål International Darmstadt-Süd Hessen, and held at the Maritim Rhein-Main Hotel, the annual event attracted approximately 150 Skålleagues. The central meeting was held under the patronage of the German government's tourist spokesperson, Ernst Burgbacher (a member of the German Bundestag in Berlin).

Moderated by Christian Schmicke, chief editor of the tourism magazine Travel One, the focus of the half-day programme was centred on a panel discussion involving top managers from the tourism industry. In addition, participants were able to network with fellow Skålleagues at a small, but excellently organised, B2B-tourism fair. A festive dinner at the Jagdschloss Kranichstein completed the day.

Also included in the general programme of the German Skål Day were excursions to the European space and weather satellite companies ESOC and EUMETSAT,



Top managers of the German tourism industry in discussion with Travel-One chief editor Christian Schmicke (right).

both headquartered in Darmstadt. An additional highlight was the presentation of the German Skål Award to brothers Frederik and Gerrit Braun from Hamburg. They run the world's biggest model railway plant, a true "Miniature Wonderland".

At the conclusion of the sustainability conference, the participants agreed that environmentally and socially responsible behaviour should be considered a moral obligation which society cannot ignore.

However, it also became clear that most German consumers were not yet ready to pay higher travel prices for ethical principles. Few passengers offset CO2 emissions by a levy, and only three to four% of conference organisers ask for "green meetings".

The conference concluded that education, training and transparency are necessary in order to change this behaviour, with travel agencies playing a key role – their employees should inform customers about sustainable travel offers. Tour operators were asked not only to offer a compensatory tax but also to identify specific projects to be financed with the extra money.

(Photos by Fotostudio Michels)



Participants in the panel discussion and members of the Skål International Germany executive committee with State Secretary Ernst Burgbacher (middle); second from right is the President of Skål International Germany, Thomas Aurich.

## Family celebrations in Torremolinos

Sandra Vera, a member of the team at the General Secretariat since 2004, became the mother of a beautiful girl on 8 September. We send our best wishes to the happy parents, Sandra and Francis, on the birth of Claudia – their first child.



## MAKING NEW FRIENDS IN VIENNA

By Claudia Ehry

President, Skål International Darmstadt-Südhausen

Many Skål Clubs – and that includes mine, Darmstadt-Südhausen in Germany – are self-sufficient. Members enjoy the familiarity of the local or regional club life, appreciate the regular meetings with Skålleagues of the neighbourhood and hardly feel a need to look beyond the borders of their own clubs. However, this is not Skål! Rather, our unique network achieves full bloom only through global thinking.



Sylvia Liebisch, International Skål Councillor Austria and Secretary Skål International Wien, Claudia Ehry, President Skål International Darmstadt-Südhausen and Heinz-Günter Risska, President Skål International Austria and Skål International Wien.

As the newly elected President of our club, and for various years the press officer for Skål International Germany, I have decided to open members' eyes to that objective.

How can this be achieved any better than by following my own good example? When I received the invitation from Viennese Skålleagues to the 75th anniversary celebrations of Skål International Wien, I immediately decided to accept. In my luggage was the instruction by Germany's Executive Committee to deliver the warmest greetings of Skålleagues from their neighbouring country. This directive I gladly fulfilled at the banquet on the evening of the festivities in

the ornate state-rooms of the Palais Daun Kinsky, and combined it with an invitation to Viennese Skålleagues and their guests to join us for German Skål Day in Darmstadt.

I was very excited about meeting in the town by the Danube. How would it turn out? We did not know each other. Perhaps a bit stiff and formal? Far from it! From the first minute my husband and I felt very welcome in the circle of Austrian Skålleagues around President Heinz-Günter Risska and the energetic International Councillor and Secretary Sylvia Liebisch.

It was a doddle for us "strangers" to get into conversation on our first contact in the Augustinerkeller wine tavern, where guests sit at long rustic wooden tables and eat solid home cooking, Viennese style. During the city tour, lunch at the Danube Tower and finally meeting up again at the anniversary celebration – with speeches, the awards ceremony, culinary delights and musical entertainment – we were made to feel very much a part of it all.

It was good in Vienna to experience the idea that Skål friendship does not only exist on paper, but is really lived, which makes it all so easy to extend your personal circle of friends.

### How many opportunities are missed if we confine ourselves to our home club?

Skål offers us a global network of friendship, which we can benefit from in many cases – professionally and personally.

## BENEFICIAL ENCOUNTERS WITH NEW FRIENDS

By Fredric Norbert

Skål International Lausanne

I was in the U.S.A. for a week on a trip to drum up business and something rather amusing happened to me while I was there.

On the second day I arrived in Gatlinburg, a small town in Tennessee which is at the foot of the Great Smoky Mountains National Park, one of the places I wanted to visit during my trip. Gatlinburg, completely unknown to Swiss and European tourism alike, welcomes 12 million visitors annually. This is three million more than the national park found just outside town. It is a "Lunapark" the size of a town and, of course, everything weird and wonderful can be found in Gatlinburg.

I had an appointment there with the director of the tourism office whose information I had found on the net. We had arranged to meet for lunch and, during the meal, Walter asked me if by any chance I knew of an organisation called Skål.

Of course I told him that I was a member of my local Club.

This brought a great smile to his face and he stood up and exclaimed, "Oh, a Skålleague of mine: welcome to Gatlinburg." Apparently Walter was president of the local Club and from that point on he realised he had to take care of his Swiss Skålleague. He called his secretary to say he would be taking the afternoon off and then took me on a tour of everything Gatlinburg had to offer, and of the best hotels and lodges. Each time I was presented as an old friend (of one hour!) and Skål friend Frederic from Switzerland, and said that "business makes friends and friends make business".



It was very amusing and, above all, very beneficial for me because without his help I would never have seen all this in one afternoon. We had planned a lunch together,

which became a full afternoon of discovering the city and its hotels. All I can say is it is well worth being a member of Skål, with its unexpected encounters.

## PERSONAL AND PROFESSIONAL EXPERIENCES ... OVER THE LAST YEAR

“Doing business among friends”... As I have indicated on my website, RS Events ([www.rs-events.travel](http://www.rs-events.travel)) fully supports this Skål theme. As proof I have recently been working on a file, “BNP – Roland Garros”, with two Skålleagues: Karine Coulanges (HelmsBrisco) for the accommodation and meeting rooms; and Manu Eudeline (Paris My Way) for the transport.

I have another file this month with Manu Eudeline, together with Isabelle Breteau (Paris on the Way) for the guides, and Eric Entzmann of the Au Bistrot de La Montagne Restaurant.

I regularly do business with Skålleagues from my Club in Paris, as well as with Skålleagues from other Clubs in France (transportation suppliers, restaurants, hotels...) and clients (travel agencies and tour operators in France). I also work a lot with foreign tour operators for specialist markets: Brazil (Tornaviagem) with Joao Claper and the United States, where Manu Eudeline recommended me to two of his clients with whom I have now been working regularly.

“Skål spirit”... Last summer my daughter and her boyfriend were on holiday in Cambodia where he caught Dengue Fever. I immediately sent an email to the President of Skål International Siem Reap, Charles Evans, and to Raphael Guillien, General Manager of FCC Hotels, where I had sent them for a night to relax in a nice air-conditioned room and to have a good meal.

Raphael replied immediately and gave me his personal contact details in case of necessity. I would like to thank

them once again for their help and for having set my mind at rest.

Another, more recent, example... continuing her studies in Edinburgh. After her end-of-term exams and her summer job she did not have much time to look for a room in Edinburgh. I contacted Skål International Scotland and Ken McNab immediately put me in touch with one of his team, Louise, who had studied at the same school and who was a great help in finding student accommodation.

I hope that these few lines are proof of a true “Skål spirit”, the amazing kindness and availability of Skålleagues wherever they are in the world. I want to thank them all and make it known that I am available to all Skålleagues if I can be of any help in Paris.



By Vitalina Le Feuvre  
Skål International Paris

## LONG-STANDING RELATIONSHIPS AROUND THE WORLD

The Skål movement and some influential Skålleagues have played a significant role in my 50 years involvement in the travel industry.



Martin Wright with George Bourroughs at the opening of Wrights Travel Service's new premises in Kidderminster in 1957.

My entry into travel was due largely to the late George Bourroughs, a leading light in Skål International London and director of the pioneering UK tour company Sir Henry Lunn Ltd. In the late 1940s and early 1950s George arranged the accommodation for several group tours to continental Europe which my parents and I took from England in my father's Bedford motor coach, and it was

at his suggestion that in May 1955 I opened my first travel agency in Kidderminster.

The following year I became a member of the Skål International Birmingham, so 2011 marks the 55th anniversary of my induction into the Skål movement.

A close colleague and friend in those early days was Les Smith, then a member of the Skål International Manchester. Les was later to emigrate to Australia and for many years was secretary of the Skål International Sydney. On his retirement he moved to far north Queensland, where he was instrumental in the establishment of the Skål International Cairns.

When I set up my Far Horizons tour company in Australia in 1976, Les acted as our General Sales Agent for New South Wales, and subsequently escorted one of our very first tours to Timbuktu.

Events in the 1960s led to a lapse in my Skål membership until 1970, when I again became an active member of Skål International Oxford. I was then living

in Buckinghamshire, working for Horizon Holidays in London.

In 1972 I visited Australia to set up a programme of long-haul holidays under the banner of Far Horizons – and here two other Skålleagues appeared on the scene who were destined to play a major role in my future.

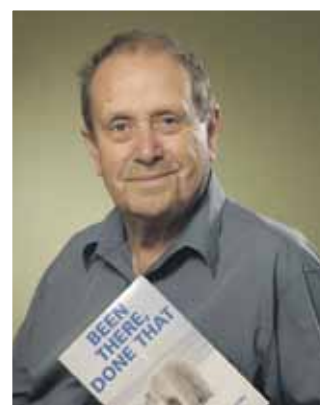
The ground operator I had appointed for our Australian tour programme was Adelaide-based Kings Holidays, operated by the brothers Roy and Brian King. Roy is Founder President of the Skål International Adelaide, and he and Brian were instrumental in sponsoring my family's migration to Australia in 1975 where I took up the job as their Tours Development Manager. Later I was invited to become a member of the Skål International Adelaide, which has been my home club for the past 36 years.

I remember attending a meeting of Skål International Jerusalem East in the company of their president and our local agent, François Albina. He told me of the thriving relationship he had enjoyed with a member of the Skål International Jerusalem at the time when Jerusalem was a divided city.

In setting up tours of the Holy Land, François corresponded with his Israeli counterpart (whom he had never met) by telex. He recalled the day in 1967, soon after the dust of the Six-Day War had settled, when his Israeli Skålleague walked through the streets of Jerusalem to find his office – where they were able to greet each other for the first time. A wonderful example of how the Skål movement transcends barriers.

Looking back on an eventful life, I can thank Skål for giving me the opportunity to establish and develop long-standing business relationships with ground operators in many countries whom I can now call my friends and whom I can rely on to provide excellent service for the members of my tour groups.

By Martin Wright  
Skål International Adelaide



Fifty years later... Martin Wright holding his book of memoirs "Been There, Done That".

## PEOPLE



### David Hodgson *Kind, generous... and a real gentleman*

TRIBUTE BY TOM KLEIN • PRESIDENT, SKÅL INTERNATIONAL SAN FRANCISCO

I am sorry to inform fellow Skålleagues that Skål member David Hodgson, formerly with P&O and Travelmasters, passed away on 12 July 2011 at John Muir Hospital in Walnut Creek after a brief illness.

David was one of our most senior Skål International San Francisco members with 50 years in the association, and we were very fortunate to have had David and Marilyn, his wife of 54 years, attend our June 2011 meeting at the Basque Cultural Center in South San Francisco.

Please join with me in extending sincere condolences to Marilyn and their family.

A service was held at the Piedmont Community Church on 18 July. In lieu of flowers, the family had requested that donations be made to the PCC Music Department.

Following are excerpts from an obituary published in the San Francisco Chronicle:

David Hodgson was born on 31 December 1928 in Hertford, England. In 1935, at the robust and seasoned age of six, David travelled by steamship with his parents to Adelaide, South Australia, where his father had been tasked by Imperial Chemical Industries to build and manage an alkali chemical plant.

David attended St Peter's College and Adelaide University, where he had originally planned to follow in his father's footsteps into engineering. But in 1951 the sea beckoned him and he instead joined the sales and marketing department of the Adelaide office of the Orient Steam Navigation Line.

Within two years, in 1953, he transferred to the Orient Line's home office in beautiful and cosmopolitan Sydney. Shortly after the company started their passenger service from Australia to the US West Coast, David was transported (yet again!), this time to equally cosmopolitan and urbane San Francisco in 1955 to represent Australian interests in the company. It was in San Francisco that David met his future wife, Marilyn Louise Davis of Grand Rapids, Michigan.

By 1958, David was tasked with opening the Los Angeles office of P & O with sales responsibilities for the whole of the US Southwest. While in Los Angeles, David and

Marilynn added two additional members to their household, Suzanne and Mark. In 1967, David and family travelled back to the San Francisco Bay Area to the North American office of P & O, where he was a senior member of the management team. In 1974, David joined an old friend, Sydney Pritchard, as a partner in Travelmasters, a San Francisco-based travel agency. He remained there until his retirement in 1999.

David led a lovely and active retirement. It's probably not a surprise that a great deal of his time was spent travelling around the world with his wife and friends. He was also very interested in and proud of his British and Australian heritage and belonged to the Society of Cogers, the Fusiliers, the British Benevolent Society and the English Speaking Union.

David was particularly proud of his two grandchildren by his daughter Suzanne and son-in-law Jim Kentris. If there was a constant refrain by his friends and family, it was that David was a real gentleman and all that went with that.

**He was a kind and generous man.**

# MEETING FRIENDS IN FRIENDLY CROATIA



[www.croatia.hr](http://www.croatia.hr)

The rare natural beauty of Croatia, along with the variety of comfortable hotels and transport connections with the whole world, makes Croatia a perfect place for organization of congresses, symposiums and conferences.

Croatia has 219 conference centres, holding up to 2,000 conference guests. All the centres are fully equipped to meet modern business needs: Brac, Brijuni, Cavtat, Crikvenica, Dubrovnik, Hvar, Krk, Losinj, Makarska, Novi Vinodolski, Opatija, Plitvice, Porec, Primosten, Pula, Rab, Rovinj, Split, Sibenik, Umag, Zadar and of course, the capital, Zagreb. Zagreb's centres include the vast Vatroslav Lisinski Concert and Congress Hall, with a main auditorium that seats up to 1,860 guests.

The Croatian Convention and Incentive Bureau (CCIB), part of the Croatian National Tourist Board, specializes in providing help and information for conventions and business travellers. Information is all impartial and free of charge, and you will be taken through those options that are most suited to your needs by experienced, friendly staff who are all experts on business travel. Quality is guaranteed according to international standards and criteria.

## FLIGHT INFORMATION

CITY	Flight Time
Amsterdam, Berlin, Brussels, Copenhagen, Frankfurt, London, Madrid, Moscow, Paris, Prague, Rome, Warsaw	2 hrs
Budapest, Istanbul, Munich, Vienna	1 hour

## CCIB SERVICES FOR MEETING ORGANIZERS

- Site inspections arranged
- Help with familiarization tours & facility / contact information
- Promotion assistance given, with press releases & programme covers supplied for printing
- Supply of slide shows, promotional videos, brochures, maps & guides
- Co-ordination of tours & activities for spouses
- Help with planning special events, banquets, etc
- Co-ordination of pre- & post-convention tours
- Help with organizing conventions & trade shows
- Help with registration procedures
- Most services are complimentary or at minimal charge

## CROATIAN CONVENTION AND INCENTIVE BUREAU

Croatian National Tourist Board  
Iblerov trg 10/IV, p.p. 251  
10000 Zagreb, Croatia

Director of CCIB  
Nik Racic  
Telephone: +385 1 46 99 307  
Telefax: +385 1 4557 827  
E-Mail: [nik.racic@htz.hr](mailto:nik.racic@htz.hr)  
[www.croatia.hr](http://www.croatia.hr)

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