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MAGAZINE

International Association of Travel and Tourism Professionals • Founded 1934
A Trusted Voice in Travel and Tourism



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MESSAGE

from the

PRESIDENT

DEAR SKÅLLEAGUES, DEAR FRIENDS,

Firstly, thank you for the great honour you have bestowed on me by electing me to be your President for 2016 – I am truly humbled and I must admit a little intimidated to hold this prestigious office within our great organisation. I give you my commitment that together with the Executive Committee we will work hard to ensure your trust has been well placed and that our 82 year old organisation truly is “A Trusted Voice in Travel & Tourism”.

As I mentioned on my election during the General Assembly in Torremolinos, the President and Executive Committee serve the organisation as guardians of the General Assembly – we are not here to make policy but rather ensure the Statutes, By-Laws, policy and direction agreed by the membership at the General Assembly is enacted.

The General Assembly has elected the following Skålleagues to the Executive Committee and I would like to congratulate them and confirm their roles so if you have any questions or concerns in any area of the organisation you know who to contact:

Senior Vice President, David Fisher
Director Business Affairs/Trade Fairs
Deputy Director Finance, Congresses

Junior Vice President, Susanna Saari
Director Membership & Young Skål
Skål 2020 Project
Skål Sustainable Tourism Awards

Senior Director, Rafael Millan
Director of Finance & FVF
Skål representative to UNWTO;
Skål/ IIPT Partnership

Director, Lavonne Wittmann
Director P.R. and Communications
Sponsorship

Director, Jason Samuel
Statutes Director
Revision of the Congress, Protocol
and Operations Manuals.

To our new directors, Lavonne Wittmann and Jason Samuel – congratulations on your election to the Executive Committee and I know you will acquit yourselves well in undertaking the roles you have been given.

I would also like to acknowledge the President of the Skål International Council, Bernard Whewell, who also sits on the Executive Committee. Bernard's input and pipeline to and from the Council is vital and I am very glad to say he fully participates in all the Executive Committee meetings and his opinions and advice are well received.

The new Executive Committee met on the 1 November in our head office in Torremolinos and



has already started defining tasks for action based on the feedback from the Congress as well as looking at what needs to be done to ensure our organisation moves forward. We have also scheduled monthly Skype meetings on the first Monday of the month.

One of the first actions was to confirm the process to search for a new Secretary General, and in step with the feedback from the General Assembly we have redefined the role as that of a C.E.O. with an emphasis on marketing and strategic development rather than the administrative side of Skål. To that end the Executive Committee has confirmed Yvonne Mansell as the Secretary General. Yvonne will fulfil the Secretary General administrative role and will manage the secretariat and report to the new C.E.O. once appointed.

It is envisaged that the new C.E.O.

will be selected and appointed by the end of the first quarter next year (2016).

2016 must be seen as the year of action not words, not slogans and certainly not the status quo. 2016 will be the “Challenge of Change”.

Change is always difficult. In fact one slogan that always makes me smile is “Change is the only constant”.

We must look at everything we do as an organisation and ask two important questions – is it necessary? If yes, can it be done in a better, more effective and efficient way? If not, leave it as it is and move on to the next task!

This does not mean revolution but it certainly means evolution – we need to adapt, grow and ensure we are seen as relevant in a world that is becoming increasingly mobile and dependant on technology, but we must never lose the founding core values of friendship, amicale and amistad!

Our organisation welcomes tourism professionals, no matter their race, creed, gender or nationality, and in a world that has become increasingly polarised along nationalist and religious lines I believe we can become a beacon of light to show all how our great organisation achieves harmony and solidarity amongst all our membership.

It continues to amaze and delight me to watch Skålleagues re-connect each year at the Congress, especially at the first night’s Get-together function. Many conversations seem to pick up where they left off the previous year and the level of amicale and sheer delight at catching up with each other and making new friends proves to me that Skål is alive and well – we just need to spread the word – both internally to ensure all members in all clubs understand the benefits of belonging to Skål (retention) and to share our beliefs and ethos with others in the industry (new membership).

One space we must work in is attracting young professionals to join Skål. In talking to younger members at congresses and non-members at the recent World Travel Market in London they all agree that while they use technology such as LinkedIn, Facebook and Twitter to develop networks, nothing beats meeting someone face to face and establishing a real relationship. This is from young professionals and it is exactly what our founders wanted when

they established our organisation back in 1934 – an organisation based on friendship and sharing of ideas and values. And from that we have the opportunity to establish true and lasting business relationships that are based on mutual trust.

We must also look at the changing travel and tourism industry and allow our membership base to reflect the changes; the work we have done on medical tourism, special interest and sports tourism are examples of how we are adapting to the changes in our collective workplace.

Skål needs to be relevant in today’s market and to do so we need look no further than the great Roman orator Cicero who said :

“If you wish to persuade me, you must think my thoughts, feel my feelings, and speak my words”

But a word of caution – nothing can be achieved in Skål without the club being actively involved. The club is the nucleus of Skål; the club is the first point of contact Skålleagues have with the wider organisation; the club, if run well and in the interests of its members, grows and attracts members.

Nothing the Executive Committee, International Skål Council, Area and National Committees do can work unless the club buys in. Remember these Committees enact what the clubs, through the General Assembly, want to do, so it is vital that the club be actively involved and listen to their members and encourage them to participate at all levels of Skål.

In closing I once again thank you sincerely for entrusting me with the Presidency of our great organisation and I look forward to meeting as many of you as possible in the coming year.

Kindest personal regards & Skål

Nigel A Pilkington
President
Skål International 2016

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Sealed Air's Diversey Care division cleaning solutions and programs are built around hospitality and go beyond the product. They help you leverage broad sustainability practices and processes, helping to deliver a better environmental profile while helping to improve your bottom line across People, Planet and Profit.

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SKÅL WORLD CONGRESS 2015
 COSTA DEL SOL | MÁLAGA, SPAIN
 TORREMOLINOS 28 OCTOBER – 1 NOVEMBER



SUCCESSFUL 76TH SKÅL INTERNATIONAL WORLD CONGRESS IN TORREMOLINOS

By Ana Maria Vera, General Secretariat

Nearly 400 participants representing 144 Clubs and 47 countries attended a very successful 76th Skål International World Congress in Torremolinos, Spain from 28 October to 1 November 2015.

The **Local Organising Committee**, led by José María Úbeda, President Skål International Spain, together with Ana María García, President of Skål International Málaga-Costa del Sol, members of the Club Antonio Calvente and José Luis Quintero, amongst others, and with the assistance of the fantastic team at the General Secretariat did an outstanding job and thanks to their tireless efforts, in a record time of three months, put together a successful event.

The Congress would not have been possible without the generosity of the Sponsors, to whom Skål International once again extends its thanks: Tourism & Planning Costa del Sol, Torremolinos Townhall, Malaga Townhall, Tourism Andalusia, Torremolinos Convention Centre, Malaga Automobile Museum, Flamenco Tavern Pepe López, Galas Metropolitanas, Avant Group, BBVA and Coca-Cola. A special mention goes also to the Congress partners: Melia Costa del Sol Hotel, Sol Don Pablo Hotel, Prima Rent a Car, Viajes Master, Calypso and Turivac. We are also very grateful to Iberia, Preferred Official Carrier, whose support was very important to facilitate the attendance of participants.

The **Get-together Party** was held on Wednesday 28 October at the magnificent premises of the Malaga Automobile Museum that houses a private collection of almost a hundred amazing vehicles, some with customised engines, and vintage fashion and hats.

The **Opening Ceremony** was held on Thursday 29 October at the Torremolinos Convention Centre with the presence of His Excellency the Mayor Mr. Jose Ortiz. President 2015 Salih Cene welcomed all Congress participants to the wonderful Costa del Sol and officially opened the 76th Skål International

World Congress. The ceremony included the roll call of nations and the parade of flags, as well as speeches of welcome by Skål International President Salih Cene, Skålleagues Ana María García, President Skål International Malaga-Costa del Sol, and José María Úbeda, Chairman Organising Committee, and of the guest of honour Mr. José Ortiz. The main entertainment was a flamenco show provided by the sponsor Flamenco Tavern Pepe López.

The results of the **Skål Club of the Year** competition were announced and the winner was Skål International Hobart (Australia). Second was Skål International Cape Town (South Africa) and tied for third place were Skål International Fort Lauderdale & Palm Beaches and Tucson (U.S.A.).



The winners of the **Sustainable Tourism Awards**, sponsored by Diversey Care, were also announced.

The **Business to Business Workshop (B2B)** took place after lunch at the Sol Don Pablo Hotel where members were able to promote their company and do business with each other.



At the same time two distinguished speakers delivered a talk on interesting debate topics in the framework of a **Seminar**. Prof. Remzi Sanver from Turkey delivered a presentation on the 21st century perspectives on science and society and Honorary President Antonio García del Valle spoke about the Skål History and its intensive and direct relationship with tourism.

The **International Skål Council**, presided over by Bernard Whewell, held its plenary meeting and elections on Wednesday 28 October and presented the tasks on which they had worked during the year. The new ISC board is formed by: President – Bernard Whewell (Australia); Vice Presidents – Kamer Rodoplu (Turkey) and Bill Rheume (Canada); Secretary – Marja Eela Kaskinen (Finland). The International Councillors selected Christchurch (New Zealand) as the venue for the Mid-Year meeting in 2016.

As is traditional the **Honorary and Past Presidents** held their annual meeting and dinner on Thursday 29 October.

A record number of **15 Young Skål** members attended the Congress from India, Italy, Kenya, Mexico, Spain and Turkey. Young Skål members were offered two options: a special Congress Only reduced fee and to work during the Congress to gain experience, which they did in an outstanding way. The programme for Young Skål also included a meeting, a guided visit to a sustainable establishment and a workshop.



The **General Assembly** of Clubs was held on Friday 30 October at Melia Costa del Sol Convention Centre where the reports on activities were presented and annual elections held. Upon his election as President, Senior Vice President Nigel Pilkington (Auckland, New Zealand) stated that if all members worked together, the Executive Committee as the guardians would make sure that what members wanted was achieved. Director Susanna Saari (Turku, Finland) was elected as Vice President and Lavonne Wittmann (Cape Winelands, South Africa) and Jason Samuel (Bombay, India) as the new Directors. Vice President David Fisher (Nairobi, Kenya) and Director Rafael Millan (Ciudad de Mexico, Mexico) remain for one more year in their position.

The distinction of **Membre d'Honneur** was conferred on Lou Conkling (Louisville, U.S.A.) who had completed his maximum term of two years as Director of Skål International.

Frank Klare (Philadelphia, U.S.A.) – Hotel Interim Management – was re-elected **Auditor** for a second term; and Asuman Tariman (Antalya, Turkey) – Asuta Tourism – was re-elected Deputy Auditor. Peter Neilson (Launceston, Australia) – Cable Hang Gliding continues as Auditor.

Monaco was reconfirmed as the site of the 2016 (29 October-2 November) Skål World Congress and **Hyderabad** (India) was elected as the venue for the Skål World Congress in 2017 (5-9 October).

Non-delegates were offered an optional excursion to Gibraltar, supported by the Ministry of Tourism of Gibraltar.

The **Executive Committee Forum** was held on Saturday 31 October at the Melia Costa del Sol Convention Centre. This Forum is the opportunity to give the floor to the members to express their opinions and ask questions. Twinning agreements were signed during the Forum by the following Clubs: Malaga-Costa del Sol & Venezia; Buenos Aires & Marbella; Buenos Aires & Sydney; Girona & Northern New Jersey; Ciudad de México & Roma; London & Mauritius; Izmir & Minnesota.

Professional keynote speakers provided a presentation on motivating issues during the **Tourism Forum** moderated by Vice President Nigel Pilkington and a summary of the topics outlined are included in this publication.

Participants were offered optional excursions to Malaga and Marbella.

On Saturday evening the **President's Gala Dinner** was held at the Auditorium Principe de Asturias in Torremolinos. During the formalities, President 2015 Salih Cene presented **Skål Orders of Merit** to Anne Lamb (Cape Town), Antonio Percario (Roma), Asuman Tariman (Antalya), Clive Davis (Southampton), Kamer Rodoplu (Ankara), Marco Battistotti (posthumously), Matanyah Hecht (Jerusalem), Ramazan Aslan (Alanya), Rowena Hawkins (Hong Kong), Tsutomu Ishizuka (Tokyo), Uzi Yalon (Jerusalem) and Somer Özkok (Istanbul). He also presented a **Skål Corporate Order of Merit** to Aska Hotels Antalya, Konak Hotel Istanbul and Turkish Airlines.

President 2015 Salih Cene presented the **Skål Ambassador of the Year** certificate to President 2010 Nik Racic (Zagreb), **Skål Future Leader 2015** to Audrius Valiulis (Young Skål member Toronto) and Can Gürsoy (Young Skål member Ankara) and **Skålleague of the Year** to Marco Battistotti (posthumously). He then presented certificates of appreciation.



President 2015 Salih Cene presented the winners of the **2015 Membership Increase Campaign** with a certificate. Skål International Calcutta (India) was presented with the **Platinum Award** for the highest net increase in membership

in 2015; Skål International El Salvador was presented with the **Gold Award** for the second highest net increase; and Skål International Long Island (U.S.A.) was presented with the **Silver Award** for the third highest net increase.

In addition, certificates were awarded to those Clubs who had achieved a net **membership increase of 10%** in 2015.



President 2015 Salih Cene officially **passed the presidential chain of office** to the newly elected President Nigel Pilkington who introduced his Executive Committee.



The Gala Dinner marked the end of a very successful Skål World Congress.



SPEAKERS AT THE CONGRESS

HERE IS A GLIMPSE INTO THE PRESENTATIONS MADE DURING THE TOURISM FORUM ON SATURDAY 31 OCTOBER 2015 IN THE FRAMEWORK OF THE SKÅL WORLD CONGRESS. OUR GRATITUDE TO THE DEDICATED AND ELOQUENT SPEAKERS WHO ADDRESSED AN ENTHUSIASTIC AUDIENCE.

CREATING A BETTER WAY FOR LIFE FOR DISASTER SURVIVORS

Within hours of a major disaster or humanitarian crisis (natural or man-made), news is broadcast across the world by the media. The international community goes on alert. In an increasingly connected world, individuals and corporations around the world also offer their unsolicited assistance in response to media coverage of the disaster.

The usual responses to these disasters are usually in the form of cash donations to an international aid agency such as the Red Cross/Crescent. Some may decide to take a few days off work and volunteer at the disaster areas.

Even so, individuals and small corporations may sometimes think or believe that what they can contribute would be insignificant and thus not make a real difference in the lives of those affected by the disasters.

Are cash donations and volunteer work the only way individuals and small corporations can make a real difference in the lives of those impacted by disasters?

In any disasters, there are 4 broad phases for disaster recovery - (1) Emergency Relief, (2) Early Recovery, (3) Medium to Long-Term Recovery and (4) Community Development and Resilience.

Sealed Air has been involved in Disaster Response and Relief for many years now. Our disaster response strategy mirrors these stages, by leveraging on Sealed Air's expertise and employees.

1) Emergency Relief - During the immediate aftermath of any disaster, the situation on the ground is grim. People are displaced, drinking water scarce, sanitation non-existent, diseases rampant. Sealed Air, as a corporation, makes sanitation and plastic packaging products. Leveraging on these capabilities, Sealed Air helps out in the immediate aftermath by providing cleaning supplies (handsoaps, sanitizers, alcohol rubs) and drinking water in pouches to the impacted communities. We also work with our hotel partners to deliver condemned linens to these areas - a bedsheet is useful as a makeshift stretcher to pull out dead bodies from the mud, and later could be used as a burial shroud for those who lost their lives. Sealed Air also donates cash



Typhoon relocation camp

to international aid agencies such as Red Cross/Crescent and World Food Program that are assisting in the immediate aftermath of the disasters.

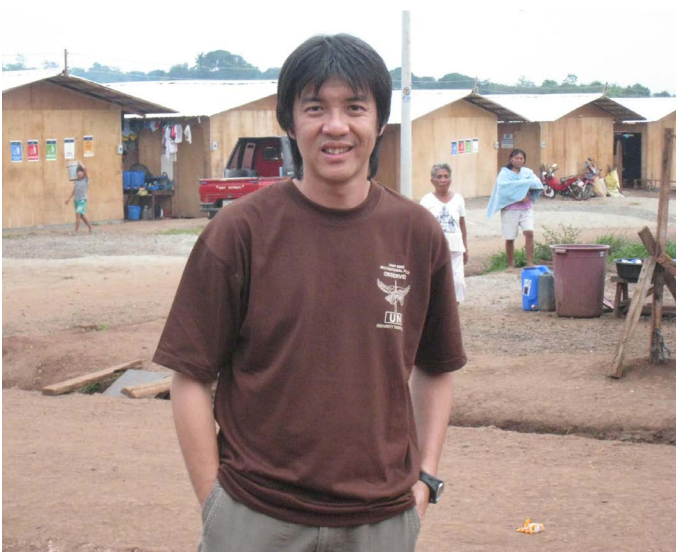
2) Early Recovery - During this stage, people have been relocated and are trying to rebuild their lives. The world media had moved on to the next hot story. The international community gradually forgets about this disaster. Sealed Air continues to assist in this phase of Early Recovery. We work with our customers such as hotels to provide condemned linens and soaps for the communities. The communities are very appreciative of the gifts of soaps, towels and blankets... things we take for granted.

3) Medium to Long-Term Recovery - This phase is an extension of the Early Recovery phase. Survivors are still trying to rebuild their lives. Most get disappointed when the aid money pledged is not being channeled towards their recovery, especially in countries where corruption is rife. This is where Sealed Air (and Sealed Air's customers whom are partnering in these efforts) do most of our work today, usually with the long-term view of helping to rebuild the communities. The impacts are described in the section on Community Development/Resilience below.



Stefan at broken bridge at Bukal after Typhoon Glenda

4) Community Development/Resilience – When disaster communities are moved to relocation camps, the expectation is that these camps will be temporary while the authorities try to help rebuild new villages or townships. However, in many countries, the temporary camps have turned into permanent settlements. Conditions are tough. When a family is in dire poverty, sometimes they have to think of doing the unthinkable just to survive, for example, considering selling their children. Sealed Air helps these communities to build livelihood programs, such as converting used soaps into laundry bar soaps for sale, converting condemned linens into sleeping bags, children’s school uniforms, F&B napkins, pillow-cases into grocery bags and other products for sale. These livelihood programs provide those at risk (i.e. those in deep poverty) to make a small living, and not to undergo the agonizing decision of having to sell their children just to survive.



Stefan at Echoville Camp

So, back to the initial question as to whether an individual or small corporations make a difference to communities impacted by disasters. The answer is “YES”. However, you need to have a strategy – (1) leverage your corporation’s and employees’ creativity, passion and strength, (2) decide which of the Phases you or your corporation should be engaged in, and (3) commit to stay the course for as long as the communities need your help.

Skål has a unique advantage in that we are an organization that is closely-knit, possess unique skill sets, strengths and resources and interconnected throughout the world – together, Skål can make a huge difference in the lives of people impacted by disasters.

Stefan Phang

Director, Sustainability & Corporate Social Responsibility
Sealed Air Asia-Pacific



**TRAVEL CHANGES
HELP HARNESS THE POWER OF TOURISM AS
A FORCE FOR GOOD BUSINESS**

The point of leisure travel is to experience destinations in their natural state. For thirteen years, Sustainable Travel International has been helping developing and vulnerable destinations around the world ensure that travel and tourism improves lives and protects the environmental and cultural assets our industry depends upon.

Skål International’s nonprofit partner is helping people like Gloria Sabajo, from Redi Doti in Suriname, who received training to become a local tour guide through an action plan to help rural communities in Suriname find more sustainable employment than mining and logging. As a tour guide, Gloria has been able to support her son through school and be an inspiration to her family.

And people like Charles Williams, the Chief of the indigenous Kalinago tribe in Dominica, implement a waste management plan this year that will support his tribe’s territory with becoming a more attractive and healthy place to live and visit.

But there are so many people and places that still need help. Sustainable Travel International is in the process of improving the lives of at least 10 million people. They have the experience, knowledge, network, and tools to achieve this goal by knitting systems together that have never been connected and creating a new system for sustainable travel.

With more than one billion people travelling worldwide and five per cent annual growth, our industry is well poised to help achieve #10MillionBetter and the UN Sustainable Development goals along with it.

Become a supporter today, so the next time you take someone on a vacation you will know that you have done your part to make things better.

Donate now at sustainabletravel.org/donate. Thank you for making a difference.



Chief Kalinago



Gloria Sabajo

THE REQUALIFICATION OF TOURISM DESTINATIONS: THE SUCCESS OF THE COSTA DEL SOL

ONE OF THE BIGGEST PROBLEMS FACED BY MATURE, TOURISM DESTINATIONS WITH LARGE NUMBERS OF VISITORS IS THAT ACTION HAS TO BE CONSTANT OTHERWISE IT COULD LEAD TO A SITUATION OF DEGRADATION WHICH WOULD LEAD TO LOSS OF COMPETITIVENESS IN ITS PRINCIPAL TOURISM INDICATORS.

This was what was happening to the Costa del Sol at the end of the 1990s and the beginning of this century when it was apparent that other “new” tourism destinations were appearing which were more attractive and competitive. It was, therefore, obvious, that joint action between the public and private sectors was needed; actions needed to be proposed to improve the quality of the products and areas which made up the Costa del Sol.

The justification to face up to the process was the following:

- Significant changes were occurring in the Province’s offer
- There was a decrease in the principal tourism indicators such as the occupancy level, daily expenditure, average stay or the quality-price satisfaction.
- Important improvements in the infrastructures were necessary in order to meet the requirements of the visitors
- Changes in the requirements of the visitors were occurring and new segments were appearing.
- Other sun and beach destinations were appearing such as Turkey, Tunisia, Egypt and Croatia.



Prof. Rafael Fuentes, Area Manager for Tourism Analysis and Intelligence with “Tourism and Planning Costa del Sol”

The “tourism cycle of indiscriminate growth” was being depleted due to, amongst other reasons, the historical lack of supra-municipal, territorial planning; the weaknesses of the local urban processes; short-term logic and the high level of development. All these were destroying the sustainability, the integral quality and the strategic cost effectiveness of territorial, tourism and residential development in Malaga.

For the above there was a historic opportunity to innovate and create a model for the exploitation and use of space for tourism and residential ends. A possibility that the “re-qualification of the Costa del Sol” become an international

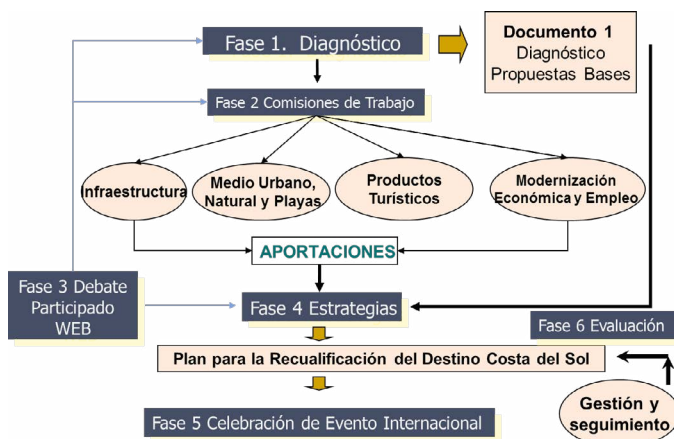
reference and a model to be followed and an opportunity that the “Plan Qualifica” becomes the most effective publicity and marketing campaign carried out by the Costa del Sol.

In this context and with integral tourism planning, called “Plan Qualifica”, the Costa del Sol pursued strategies for the reconversion and repositioning of the Costa del Sol to increase the quality and competitiveness of the destination and this through strategies based on the qualitative rehabilitation of the tourism areas with the premises of sustainability and socio-economic cost effectiveness and focusing on differentiation instead of standardisation.

The Costa del Sol was experiencing a decline in occupation in the hotels of 11.6 points since 1999, a move by tourists to residential accommodation, a reduction in the average stay by tourists in hotels on the Costa del Sol, a cumulative decline in the daily expenditure by tourists on the Costa del Sol over the last four years of Euros 2.65 and a loss in the quality-price competitiveness.

Public and private sector agencies were clear that sustainable tourism development was the combination of economic, ecological and socio-cultural sustainability and that the Costa del Sol’s continual growth could lead to the failure of this balance and, in turn, to the loss of sustainability, a key factor, even more so today in the competitiveness of tourism destinations.

The working method that was implemented is shown in the graph below, with a study of what was happening internally and externally, with the agreement of the Costa del Sol tourism agencies.



It was necessary to study the rehabilitation of the space and consolidated tourism services with regard to tourism expansion, i.e. to invest in giving added value to the existing tourism patrimony. It was clear that there would be no

real change in the territorial model without an institutional agreement on tourism in which the principal regional, provincial and local institutions were involved and which was actively supported by the principal professional and social actors in Malaga.



For all the above it was necessary to design a new tourism model; a new model which was based on rehabilitation rather than expansion which defended economic not territorial expansion. It was necessary to consider the rehabilitation of space and the consolidated, tourism services, rather than tourism expansion, i.e. to invest in giving increased value to the existing tourism patrimony.

The following milestone was to classify this requirement and that the plan designed be one that had, obligatorily, to be fulfilled. The plan was legally recognised in April 2007 when a decree was published in the Official Bulletin of the Junta de Andalusia which indicated that amongst the various tourism resources which the Tourism Law presented, “Programmes for the Requalification of Destinations” designed basically to the re-establishing of various areas affected by structural imbalances caused by rapid growth and land fragility should be underlined for their innovative character.

The law indicated that the Costa del Sol needed integral action to re-position its tourism and to improve its competitiveness as a tourism destination based on rehabilitation of the space and consolidated tourism services by sustainable, tourism development instead of by the actual expansion.

The “Plan Qualifica” was based on this integral action in which the various authorities should participate and which should also have large social support and should have the increase in quality and competitiveness of the Costa del Sol via strategies for qualitative rehabilitation of the patrimony and the tourism space under the premises of sustainability and socio-economic cost effectiveness as its objective.

The decree approved the “Plan Qualifica”, the Programme for the Requalification of the destinations of the Western Costa del Sol. From this point on there was a change in the investments, mentality and joint action which began a new model in quality and improvement in competitiveness in the tourism sector of the Costa del Sol to recover its position amongst the tourism leaders on a world level.



There are actually a series of basic elements of the new Costa del Sol that can be summed up as follows:

- Airport. The airport is connected to 126 destinations in approximately 50 countries with 13 million passengers annually.
- Road network. The Costa del Sol is connected by motorways and highways with the various regional centres in Andalusia, Spain and Europe.
- High speed train. The Costa del Sol is connected by high speed train to Cordoba, Madrid, Valencia, Barcelona, Paris ... and Europe. The station in Malaga can welcome 24 million passengers per year.
- Culture. Malaga has become a reference for cultural tourism on an international level: the Picasso Museum, the Thyssen Museum, the Centre for Contemporary Art, the Malaga Pompidou Centre, the Russian Museum, etc.
- Golf. The Costa del Golf as the Costa del Sol is also known has become the paradise for followers of the sport. With its 67 golf courses, golf can be played 365 days per year and at some times during the year for 18 hours a day.
- Beaches. The Costa del Sol has 161 kms of coastline with the best beaches and secluded coves. It has several tens of splendid beaches with have sanitary services, public showers, beach bars and restaurants, sun beds, nautical sports, volleyball courts, car parks, etc.
- Nautical. The Costa del Sol has an ample number of pleasure ports. There are eleven pleasure ports where a total of 4386 boats can be moored.
- 5* hotels. The Costa del Sol is the area with the largest concentration of luxury hotels in Euros, with a total of

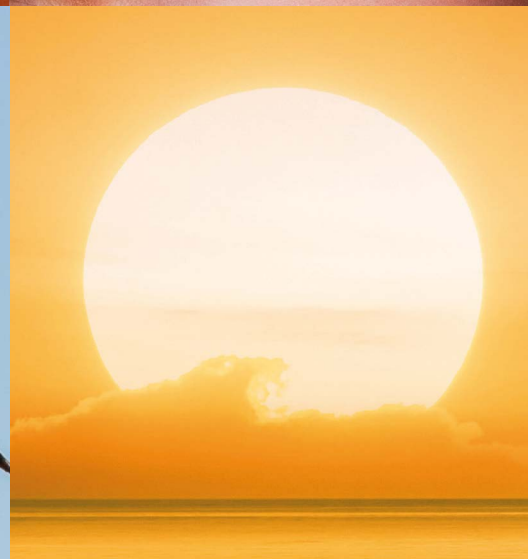
twenty 5* and 5* Grand Luxury hotels within a very short distance. Hotels with beauty centres, hotels with high-class culinary offers, hotels with golf and hotels that offer all the congress and convention services.

The principal indicators for the Costa del Sol show that after the requalification it has recovered its position as a leader both in quality and its diversity of tourism products.

Amongst the ten principal indicators of the evolution of a destination, the following is the evolution of the Costa del Sol:

1. In 2015 tourist accommodation in the province of Malaga is made up of 2,800 establishments with almost 178,000 beds.
2. Malaga has more than 500 hotels with more than 90,000 beds. Of the total beds in 4* and 5* hotels 87% are in 4* establishments and 13% in 5* and 5* Grand Luxury (5,800 beds).
3. There are 477 establishments which offer 51,200 beds in tourist apartments in the province of Malaga.
4. The province of Malaga welcomes close to 4.5 millions tourists in hotel accommodation, an increase of 4% over the same period last year and a 19% increase over 2010.
5. Hotel nights exceeded 11 million in the province of Malaga where the national average was approximately 5.6 million.
6. The share of Hotel nights in the province of Malaga increased more the Andalusian or national average.
7. Apartment nights spent on the Costa del Sol also increased at a greater rate than in Spain or Andalusia in the last year and the last five-year period.
8. International passengers that arrived in Malaga airport increased by 7.4%; an increase of 384,000 passengers.
9. Tourism is the activity where employment increased by the greatest percentage.
10. In 2015, for the first time, there were approximately 10.5 million tourists. This figure represents an increase of 12% over 2010.





The place where everyone can follow the sun

Costa del Sol is one of the travel destinations with the most comprehensive offerings. Here you can find the perfect mix of entertainment, culture, food, sport and adventure for an unforgettable stay. There are many different ways of enjoying our sunshine: 10 million visitors have already found theirs.



COSTA DEL SOL
MÁLAGA
Always Warm

LET'S GREEN YOUR ENVIRONMENT!

THE IMPORTANCE OF ECOEFFICIENT PERCEPTION AND IMPLEMENTING GREEN EFFICIENCY POLICY FROM PRODUCTION TO SERVICES

The ecological responsibility towards the environment is one of the particular importance to Fakir. According to the new energy efficiency/label policy Fakir has already well-prepared and ready to be saved energy both in its products and production as well. Moreover we are working on future technologies for continuous improvement.

Importance of Green Efficiency

Due to the recent global climate, humans have started to realize the vulnerability of nature and the disasters it may bring as response of our negligence.

From mass production to green production

Fakir has an enlarged green efficiency policy that includes resources, energy and human.

Our aim is to minimize the environmental impact while maximizing resource efficiency.

Let's save money and environment by understanding the basics of energy use and by selecting the most efficient products.

Mr. Holger Krings – Sales Manager, Fakir Hausgeräte GmbH

GOOD NEWS STORY

SPECIAL SET OF INDIAN POSTAGE STAMPS UNVEILED DURING SKÅL WORLD CONGRESS 2015 IN TORREMOLINOS, SPAIN



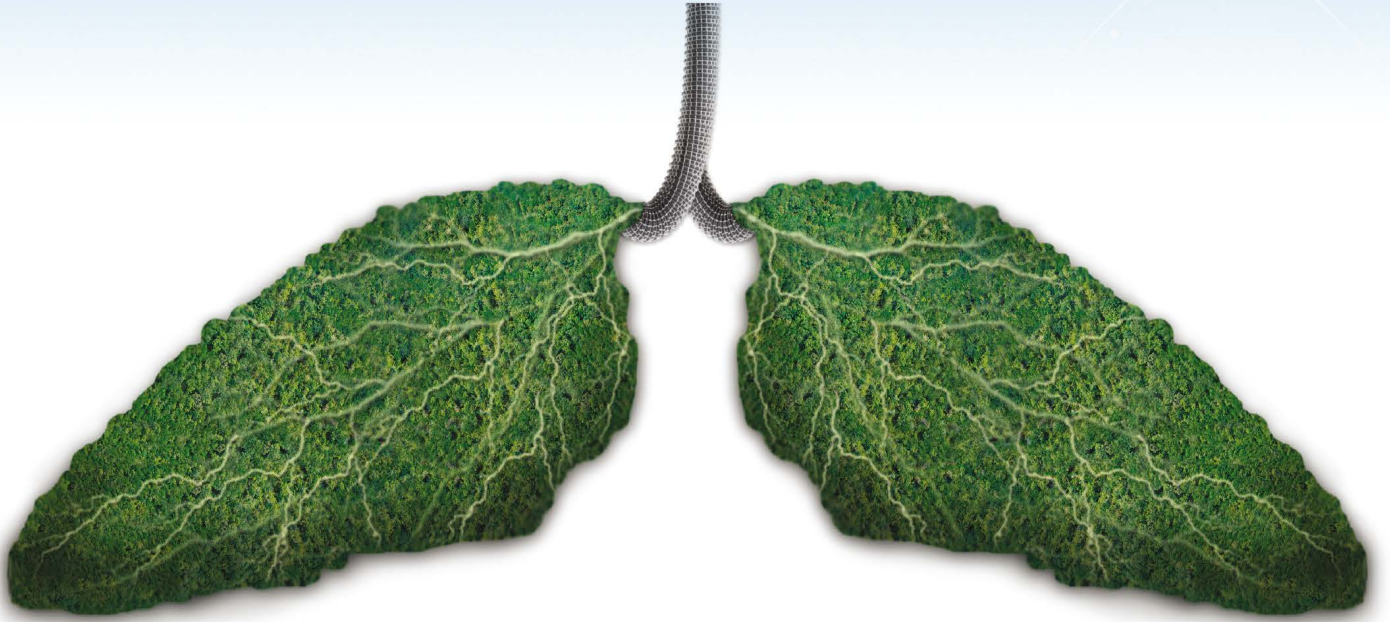
He has also created two more stamps depicting the Skål Logo with a title of See you in Hyderabad and the other one showing the Charminar as part of canvassing 2017 - World Skål Congress in Hyderabad before the final bid results were announced.

These Stamps were unveiled by the President of Skål International Salih Cene during the President's Gala Dinner in Torremolinos on 31 October 2015.

My Stamp is the brand name for personalized sheets of Postage Stamps of India Post. The personalization is achieved by printing a thumb nail photograph of the images and logos of institutions, or images of artwork, heritage buildings, famous tourist places, historical cities, wildlife, other animals and birds, etc., alongside the selected Commemorative Postage Stamp. Skål International Hyderabad has come out with an innovative idea of producing such Stamps to commemorate the Founding Committee of Skål International namely Florimond Volckaert, Jules Mohr, Hugo Krafft, Pierre Soulié and George Ithier personally designed and executed by our Skålleague Valmiki Hari Kishan.

This is first of its kind in the History of Skål to respect by producing such Stamps and it has got a commercial value of Indian Rupees 5/- which is sufficient to post a postcard in India as well overseas by adding more. We would like to spread the awareness among people what is all about Skål and there is no better way than this.

MAXIMUM HYGIENE OXYGEN



A clean environment is the most precious heritage.

We have been producing in a manner of innovation and quality with the same enthusiasm since 82 years for happier and cleaner generations.



CLUB OF THE YEAR

IN THIS ISSUE WE FOCUS ON THE WINNER, SKÅL INTERNATIONAL HOBART, AND RUNNER UP, SKÅL INTERNATIONAL CAPE TOWN, OF THE CLUB OF THE YEAR 2015. WE ASKED THEIR DYNAMIC PRESIDENTS, ALFRED MERSE AND JOY STRYDOM RESPECTIVELY TO SHARE SOME OF THEIR THOUGHTS AND IDEAS ON THE SUCCESS OF THEIR CLUBS.



[HOBART VIDEO PRESENTATION](#)



[CAPE TOWN PRESENTATION](#)

WHAT IS YOUR “RECIPE FOR SUCCESS”?

Hobart: We have an enthusiastic committee and while fellowship and ‘doing business amongst friends’ remain key elements of our Club’s offering, we have focused on tangible benefits that members can gain from being a member of the Skål Club of Hobart. We prepare an annual Business Plan and budget which clearly details the activities and projects our Club will focus on for the year ahead.

Cape Town: To be a positive, truthful, happy influence. This Club is always looking for innovative and exciting ways to not only gain members but also to retain their existing membership base and keep their monthly functions informative. Team building sessions for committee members and a solid succession plan ensures a strong, focused group of people who not only ensure that members reap the benefits of effective networking through their “members only” workshops but also identify and enter companies and organizations for the Skål Sustainable awards. Skål Cape Town is all about the

members and the President and the Committee work tirelessly to ensure that the Club is well run, functions proceed smoothly and any issues are resolved quickly and efficiently.

HOW DOES YOUR CLUB ATTRACT NEW MEMBERS AND HOW DO YOU RETAIN THESE MEMBERS?

Hobart: Our Club maintains a list of potential members that is reviewed at each monthly meeting. The list is compiled by not only identifying new entrants into the industry but also by reviewing Skål membership categories where our Club may be underrepresented. We have also focused on attracting industry leaders such as The Premier of Tasmania who is also Minister for Tourism which lifts the profile of the Club and helps attract new members. By embarking on new projects such as that outlined below (the Sustainable Tourism Project) we are also providing new opportunities for members to become actively involved in the Club.

Cape Town: We have such a vibrant club that our members continually invite those who they feel could be prospective members. As a committee we make the effort to meet these guests at the function and tell them all about Skål locally, nationally and internationally. Needless to say this has been successful so far. When they become a member they join other new members at a venue and we show them the websites, how they work and explain the benefits. We also make it very clear that Skål provides the opportunities so it is up to them to network and establish relationships with other members that will bring results. If they just attend functions and hope the business will come then they have made an error of judgement. We do this every month before our committee meeting and have a dedicated committee member who does this. We also have a custodians list where each committee member has a list of members to befriend and look after and ensure that they are happy. If anyone wants to resign we have a document “think before you resign” emphasising all the positives of being a Skål member.

WHAT METHODS DO YOU IMPLEMENT IN YOUR CLUB THAT ENCOURAGES ATTENDANCE TO YOUR MONTHLY FUNCTIONS AND KEEPS THIS EXCITEMENT AND PARTICIPATION ALIVE?

Hobart: Wherever possible, we select venues that are of interest to Club members...it may be a new restaurant or function facility...for example we arranged one of our lunches on board the Celebrity Solstice cruise ship when docked in Hobart, and will now have one of our lunches on board a cruise liner each year. Cruise tourism is a rapidly growing part of our tourism industry and this provides members the opportunity to experience first hand the facilities on board. We also invite a key speaker relevant to our industry to every third lunch so that members can learn about new projects/developments first hand and acquire knowledge and information that is not readily available. For example, we recently had presentations on the proposed Mt Wellington Cable Car and the new MACQ1 hotel development on the Hobart waterfront which were rated by members as exceptional and, in the first instance, resulted in new investors joining the project.

Cape Town: Because we are such a vibrant friendly club people want to attend. At every lunch we have a pre-lunch networking time and then we also do an around the table introduction. The President and Vice President always have new members at their tables to ensure they know about Skål. We try to get interesting venues with enough parking. We also prefer venues which have a separate networking area before proceeding to the actual lunch venue. Committee members are seated at different tables to host members attending. From time to time we will have a guest speaker. If not we encourage a member who has

had repeated success of doing business with other Skålleagues to take five minutes to tell their story. Twice a year we have speed marketing sessions where members sit opposite each other and have two minutes each to market their company and exchange business cards. We also, if a venue is suitable, seat our members at a table for starters and then everyone moves around to other tables for mains and so on where they once again introduce themselves to the new group with whom they are seated. We try to vary and encourage networking in this manner.

DOES YOUR CLUB HAVE ANY EXTRAORDINARY PROJECT THAT YOU ARE WORKING ON AT PRESENT?

Hobart: The most exciting project we commenced earlier this year was our Sustainable Tourism Project, Clean A Beach. The waterways of Hobart are a very important part of our attraction as a tourism destination and our Club has partnered with a major tourism operator that offers a wide range of water-based experiences to help clean up the many beaches that visitors may see or use when in Hobart. This project is also designed to enable all members together with their family and friends to be involved so that they can actively contribute to improving the attractiveness of Hobart, be proud to be a member of a Club with a demonstrated commitment to sustainable tourism and to have the opportunity to socialize informally after doing something worthwhile.

Cape Town: At the moment we are collecting Santa Shoe boxes for the elderly and hope to have enough to deliver to three seriously neglected homes. The committee and members personally deliver these and give the oldies a hug and a box. Apart from contributing generously to the Florimond Volckaert Fund on an annual basis, the Club founded TICE (Travel Industry Charity Events) after the Tsunami disaster struck in 2004 and fellow tourism industry members needed financial assistance.

HOW DO YOU PROMOTE THE MANY MEMBERSHIP BENEFITS TO YOUR MEMBERS AND PROSPECTIVE MEMBERS?

Hobart: At each monthly meeting, the President outlines the global reach of Skål and the many benefits that can be enjoyed by interacting with the global membership. Our monthly lunches are vibrant and full of energy and prospective members can quickly see the benefits not only of the networking opportunities, but also being involved in a Club that is making a difference in their community.

Cape Town: We have Skål benefits listed on our website and as previously mentioned we do a "training" session with them where we go through the benefits. We also list various benefits in our monthly newsletter from time to time.

HOW DO YOU PROMOTE YOUNG SKÅL TO PROSPECTIVE MEMBERS AND TO YOUR MEMBERSHIP BASE?

Hobart: We do not focus specifically on Young Skål but actively seek to involve younger people at managerial level in our Club and have had considerable success in doing this, not only reducing the average age of our membership, but also creating a positive vibe within the Club which in turn attracts more younger members.

Cape Town: We encourage our members to bring prospective members to a function. If they sign up then the member gets a bottle of wine from Skål.

Skål International
SUSTAINABLE TOURISM
 By Diversey Care *Awards 2015*



Skål International Sustainable Tourism Awards supported by Sealed Air Diversey Care



The fourteenth annual Skål Sustainable Tourism Awards which were launched to highlight best practices in tourism around the world took place on Thursday 29 October 2015 during the Opening Ceremony of the 76th Skål World Congress held in Torremolinos, Spain.

A record number of 67 projects have competed in the eight categories available to win these prestigious awards. You can view the list of all participants [here](#).

The winners were officially announced and congratulated on their results by the President of Skål International, V. Salih Cene.

Skål International selects a panel of three distinguished experts in sustainability to evaluate the projects independently. The primary criteria for the evaluation are based on:

- Contribution to the conservation of nature
- Cultural heritage conservation
- Community involvement and benefits
- Educational features and benefits
- Business viability and economic growth
- Innovation and creativity
- Marketing value generation (brand enhancement)
- Health, safety and wellbeing of employees and guests

They have made a tremendous work this year given the long list of entries and Skål International sincerely appreciates their time and efforts for the meticulous and laborious work they have conducted:



LUBNA EDWARDS
 Director Global Sustainability and Partnerships, Sealed Air
www.SealedAir.com
[Professional bio](#)



DANIELLA SACHS
 Lead Advisor Africa, Sustainable Travel International
www.sustainabletravel.org
[Professional bio](#)



PROF. DR. TUNCAY NEYISCI
 Former Lecturer at Akdeniz University, Faculty of Fine Arts
www.en.akdeniz.edu.tr/en
[Professional bio](#)

The awards have been generously sponsored and supported by our partner Diversey Care since 2009.

For the fifth consecutive year, Diversey Care presented the Skål Sustainable Tourism Awards by Diversey Care, in eight different categories as well as the Skål Special Recognition Award by Diversey Care.

The 'Skål Special Recognition Award by Diversey Care' shares its aim with the "Skål Sustainable Tourism Awards," and is designed to acknowledge sustainability projects which are new and innovative, and which transform the conventional understanding of sustainability. They do this by delivering more efficient output, bringing businesses closer to an 'integrated bottom line,' in which business and environment, along with safety, risk management, and corporate responsibility, is managed effectively.

At Diversey Care, we aim to Re-imagine™ the industries we serve, in order to help create a world that feels, tastes and works better. For us, sustainability starts with our vision:

"To create a better way for life", an ethos which was strongly reflected in every one of this year's award entries.

Stefan Phang, Regional Director of Sustainability & CSR at Diversey Care, attended the 76th Skål World Congress to share valuable information about disaster relief in the tourism industry. The Skål Special Recognition Award by Diversey Care was presented by Mareike Schaumburg, Sector Marketing Lead Hospitality Germany at Diversey Care to David Fisher, Vice President of Skål International, who accepted the award on behalf of the overall winner CHUMBE ISLAND CORAL PARK, Tanzania.

CHUMBE ISLAND CORAL PARK (CHICOP) - TANZANIA

[Video presentation](#) | [Description of the project](#)

WINNERS OF THE 2015 SKÅL INTERNATIONAL SUSTAINABLE TOURISM AWARDS

CATEGORIES:

TOUR OPERATORS: *Travel Agents, inbound/outbound tour operators, DMCs*

COFFEEBEANS ROUTES - SOUTH AFRICA

Submitted by Coffeebeans Routes with the support of Skål International Cape Town | [www.coffeebeansroutes.com](#)

[Video presentation](#) | [Description of the project](#)

URBAN ACCOMMODATION

CHIVA-SOM INTEGRATED WELLNESS INITIATIVE - THAILAND

Submitted by Chiva-Som with the support of Skål International Bangkok | [www.chivasom.com](#)

[Video presentation](#) | [Description of the project](#)

RURAL ACCOMMODATION

BASECAMP EXPLORER - KENYA

Submitted by Basecamp Explorer Kenya

[www.basecampexplorer.com](#)

[Video presentation](#) | [Description of the project](#)

TRANSPORTATION: *Air, land and sea based*

RACING FORWARD ON GREEN GAS - NORWAY

Submitted by Fjord Line with the support of Skål International Bergen | [www.fjordline.com](#)

[Video presentation](#) | [Description of the project](#)

COUNTRYSIDE: *Alpine tourism, scenic mountains, forests, national parks, etc.*

PARQUE XCARET - MEXICO

Submitted by Parque Xcaret with the support of Skål International Cancun | [www.xcaret.com](#)

[Video presentation](#) | [Description of the project](#)

MARINE: *Coastal tourism, underwater, beaches, lakes, rivers, water sports, etc.*

CHUMBE ISLAND CORAL PARK (CHICOP) TANZANIA

Submitted by CHICOP | [www.chumbeisland.com](#)

[Video presentation](#) | [Description of the project](#)

COMMUNITY AND GOVERNMENT PROJECTS: *Tourism offices and representation*

LINEAR PARK- MEXICO

Submitted by the Ministry of Tourism for the State of Puebla with the support of Skål International Mexico City

[www.puebla.travel](#)

[Video presentation](#) | [Description of the project](#)

MAJOR TOURIST ATTRACTIONS: *Cultural heritage, zoos, theme parks, etc.*

OLD QUARANTINE STATION - AUSTRALIA

Submitted by the Mawland Group with the support of Skål International Sydney North | [www.qstation.com.au](#)

[Video presentation](#) | [Description of the project](#)

Congratulations to the winners and thank you to all those who have entered.

To learn more about the awards, please consult the dedicated section on our website.

COUNCILLOR'S CORNER

BY MARJA ELLA KASKINEN, INTERNATIONAL SKÅL COUNCILLOR, FINLAND

Skål International Finland is a small National Committee in the Skål community; we have 163 members in two clubs. Skål International Helsinki in its current format was founded in 1948 and Skål International Turku in 1973.

For a country this size, we are a very active Skål country; so far Finland has had three World Presidents (all from Skål Helsinki) and two Skål World Congresses.

Skål International Helsinki hosted the World Congress in 1974 and Turku in 2011. I myself was privileged to act as the Chair of the Organising Committee for the Turku Congress. Skål International Turku currently has a member in the Executive Committee – Junior Vice President Susanna Saari.

I was elected as the Councillor for Finland from the beginning of 2015 and already before taking on the position I heard a lot of arguments for and against the whole existence of the International Skål Council (ISC).

The first Council meeting I attended as a Councillor was in April 2014 in Haarlem, the Netherlands and although I was mildly disappointed by the attendance figures, I was surprised and glad to see the enthusiasm the attending Councillors showed towards the work done in and by the ISC.

In Torremolinos the attendance was the biggest in five years, a fact that shows that the changes made to the format of the meetings, as well as to the significance of the work done by the ISC are to the right direction. The changes have been driven forward by an enthusiastic ISC Board with President Bernard Whewell and VPs Kamer Rodoplu and Bill Rheame; in their guidance the Committees have really worked hard in bringing forth changes and improvements.

Since Haarlem, Committee A (which I belong to) has drafted recommendations to By-laws for Medical Tourism and Sports Tourism; these have been forwarded to the Executive Committee. We have also started to work on a new Congress format; the idea is to totally revamp the World Congress format to attract more members and also non-members (potential new members). A new project for Committee A will be the Skålité award program introduced in Torremolinos. The work continues in many other areas as well and in both Committees.

To me, the ISC is the place, where individual countries and Skålleagues can best make their voices heard and bring forward ideas and suggestions through their Councillors. Although many countries are really struggling (Finland included) financially, I for one think that the ISC as it stands today can really make a difference in bringing this organisation forward.

TOURISM AND THE SUSTAINABLE DEVELOPMENT GOALS

HOW TOURISM CAN CONTRIBUTE TO THE SUSTAINABLE DEVELOPMENT GOALS (SDGS)

The year 2015 is set to be a milestone for sustainability as governments are called upon to adopt the Post-2015 Development Agenda. The new agenda is transformative, people-centered and with bold and ambitious targets. The proposed Sustainable Development Goals (SDGs), which build and expand on the expiring Millennium Development Goals (MDGs), comprise 17 goals and 169 targets and will frame the global development agenda for the coming fifteen years.

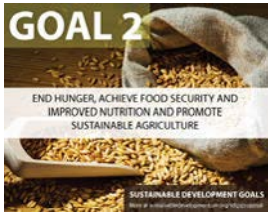
Tourism has the potential to contribute, directly or indirectly, to all of the goals. In particular, it has been included as a target in Goals 8, 12 and 14 on inclusive and sustainable economic growth, sustainable consumption and production (SCP) and the sustainable use of oceans and marine resources, respectively.

Sustainable tourism is firmly positioned in the post-2015 development agenda. Achieving this agenda, however, requires a clear implementation framework, adequate financing and investment in technology, infrastructure and human resources.



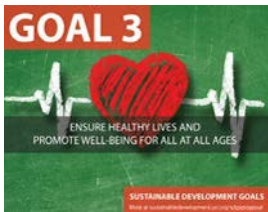
End poverty in all its forms everywhere

As one of the largest and fastest growing economic sectors in the world, tourism is well-positioned to **foster economic growth and development** at all levels and provide income through job creation. Sustainable tourism development, and its impact at community level, can be linked with national poverty reduction goals, those related to promoting entrepreneurship and small businesses, and empowering less favored groups, particularly youth and women.



End hunger, achieve food security and improved nutrition and promote sustainable agriculture

Tourism can spur agricultural productivity by promoting the **production, use and sale of local produce in tourist destinations and its full integration in the tourism value chain**. In addition, agro-tourism, a growing tourism segment, can complement traditional agricultural activities. The resulting rise of income in local communities can lead to a more resilient agriculture while enhancing the value of the tourism experience.



Ensure healthy lives and promote well-being for all at all ages

Tourism's contribution to **economic growth and development** can also have a **knock-on effect** on **health and well-being**. Foreign earnings and tax income from tourism can be reinvested in health care and services, which should aim to improve maternal health, reduce child mortality and prevent diseases, among others.



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

A well-trained and skillful workforce is crucial for tourism to prosper. The sector can provide incentives to invest in **education and vocational training** and assist labor mobility through cross-border agreements on qualifications, standards and certifications. In particular youth, women, senior citizens, indigenous peoples and those with special needs should benefit through educational means, where tourism has the potential to promote inclusiveness, the values of a culture of tolerance, peace and non-violence, and all aspects of global exchange and citizenship.



Achieve gender equality and empower all women and girls

Tourism can **empower women** in multiple ways, particularly through the provision of jobs and through **income-generating opportunities** in small and larger-scale tourism and hospitality related enterprises. As one of the sectors with the highest share of women employed and entrepreneurs, tourism can be a tool for women to unlock their potential, helping them to become fully engaged and lead in every aspect of society.



Ensure availability and sustainable management of water and sanitation for all

Tourism can play a critical role in achieving **water access and security, as well as hygiene and sanitation for all**. The efficient use of water in the tourism sector, coupled with appropriate safety measures, wastewater management, pollution control and technology efficiency can be key to safeguarding our most precious resource.



Ensure access to affordable, reliable, sustainable and modern energy for all

As a sector that requires substantial energy input, tourism can accelerate the shift toward renewable energy and increase its share in the global energy mix. Consequently, by promoting sound and long-term investments in sustainable energy sources, tourism can help to reduce greenhouse gas emissions, mitigate climate change and contribute to innovative and new energy solutions in urban, regional and remote areas.



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

Tourism is one of the driving forces of **global economic growth** and currently provides for 1 in 11 jobs worldwide. By giving access to decent work opportunities in the tourism sector, society – particularly youth and women – can benefit from increased skills and professional development. The sector's contribution to job creation is recognized in Target 8.9 **“By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products”**.



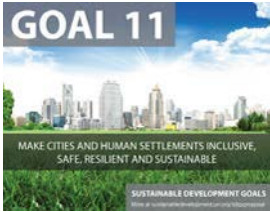
Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

Tourism development relies on good public and privately supplied infrastructure and an innovative environment. The sector can also incentivize national governments to upgrade their infrastructure and retrofit their industries, making them more sustainable, resource-efficient and clean, as a means to attract tourists and other sources of foreign investment. This should also facilitate further sustainable industrialization, necessary for economic growth, development and innovation.



Reduce inequality within and among countries

Tourism can be a powerful tool for **community development** and reducing inequalities if it engages local populations and all key stakeholders in its development. Tourism can contribute to urban renewal and rural development and reduce regional imbalances by giving communities the opportunity to prosper in their place of origin. Tourism is also an **effective means for developing countries to take part in the global economy**. In 2014, Least Developed Countries (LDCs) received US\$ 16.4 billion in exports from international tourism, up from US\$ 2.6 billion in 2000, making the sector an important pillar of their economies (7% of total exports) and helping some to graduate from the LDC status.



Make cities and human settlements inclusive, safe, resilient and sustainable

A city that is not good for its citizens is not good for tourists. Sustainable tourism has the potential to **advance urban infrastructure and universal accessibility, promote regeneration of areas in decay and preserve cultural and natural heritage**, assets on which tourism depends. Greater investment in green infrastructure (more efficient transport facilities, reduced air pollution, conservation of heritage sites and open spaces, etc.) should result in smarter and greener cities from which not only residents, but also tourists, can benefit.



Ensure sustainable consumption and production patterns

A tourism sector that adopts sustainable consumption and production (SCP) practices can play a significant role in accelerating the global shift towards sustainability. To do so, as set in Target 12.b of Goal 12, it is imperative to **“Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products”**. The **Sustainable Tourism Programme (STP) of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP)** aims at developing such SCP practices, including resource efficient initiatives that result in enhanced economic, social and environmental outcomes.



Take urgent action to combat climate change and its impacts

Tourism contributes to and is affected by climate change. It is, therefore, in the sector’s own interest to play a leading role in the global response to climate change. By lowering **energy consumption** and shifting to **renewable energy sources**, especially in the transport and accommodation sector, tourism can help tackle one of the most pressing challenges of our time.



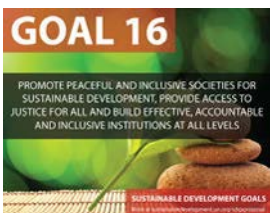
Conserve and sustainably use the oceans, seas and marine resources for sustainable development

Coastal and maritime tourism, tourism’s biggest segments, particularly for Small Island Developing States’ (SIDS), rely on healthy marine ecosystems. Tourism development must be a part of Integrated Coastal Zone Management in order to help conserve and preserve fragile marine ecosystems and serve as a vehicle to promote a blue economy, in line with Target 14.7: **“by 2030 increase the economic benefits to SIDS and LDCs from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism”**.



Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

Majestic landscapes, pristine forests, rich biodiversity, and natural heritage sites are often main reasons why tourists visit a destination. **Sustainable tourism** can play a major role, not only in conserving and preserving biodiversity, but also in respecting terrestrial ecosystems, owing to its efforts towards the reduction of waste and consumption, the conservation of native flora and fauna, and its awareness-raising activities.



Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

As tourism revolves around billions of encounters between people of diverse cultural backgrounds, the sector can foster **multicultural and inter-faith tolerance and understanding**, laying the foundation for more peaceful societies. Sustainable tourism, which benefits and engages local communities, can also provide a source of livelihood, strengthen cultural identities and spur entrepreneurial activities, thereby helping to **prevent violence and conflict** to take root and **consolidate peace** in post-conflict societies.



Strengthen the means of implementation and revitalize the global partnership for sustainable development

Due to its cross-sectorial nature tourism has the ability to strengthen **private/public partnerships** and engage **multiple stakeholders** – international, national, regional and local – to work together to achieve the SDGs and other common goals. Indeed, public/public cooperation and public/private partnerships are a necessary and core foundation for tourism development, as is an increased awareness in the role of tourism in the delivery of the post-2015 Development Agenda.

Source: Tourism and the Sustainable Development Goals (2015), UNWTO, Madrid. ©UNWTO, 9284405215.





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EXPEDITION 196

MILLENNIAL ON GUINNESS WORLD RECORD-BREAKING QUEST PROMOTING PEACE THROUGH SUSTAINABLE TOURISM

“Our generation, ‘The Millennia’s,’ have a unique opportunity to change the world with the internet and instant communication which has no borders. We are all connected and my journey is showing that connection. Millennials can unite the world,” says 26-year-old Los Angeles native Cassandra De Pecol, representing the International Institute of Peace Through Tourism and Skål International.

Dubbed “The Peaceful Traveler’s Journey”, Ms. De Pecol is attempting to become the first documented woman to travel to 196 Nations in record time and set a Guinness World Record. To date, she has reached over 50 countries in just four months. In the process, she wishes to promote peace and sustainability claiming that Millennials can unite the world.

As part of her tour, she also hopes to demonstrate that her generation can create positive, peaceful relations with all countries, in part through sustainable tourism, which brings cultures together and makes a positive impact on the environment, society and economy.

Visiting each country as an Ambassador of the International Institute of Peace Through Tourism (IIPT), Ms. De Pecol will be planting a tree and meeting with Skål Presidents and university students through Skål International (the world’s largest not-for-profit multi-discipline travel and tourism organization).

Adding to her Sustainable message, she is also collecting water samples for the Adventurers and Scientists for Conservation (adventurescience.org), to then send to Abigail Barrows to test for Microplastics.

“Tourism is one of the only industries in the world that has seen constant growth over the past 25 years with over 1 billion people traveling in 2014”, states De Pecol.

“By traveling and meeting others and being accepting of different cultures, traditions and beliefs we can break down the barriers of mistrust and suspicion and really start a drive to a better and more humane world where people just simply enjoy and embrace the differences amongst us”, she added.



Ms. De Pecol advises everyone to join her on her journey by contributing on social media and using the hashtag, “PeaceThroughTourism”. You can find her journey and impressive array of photos on her Face-book page, Expedition 196 and also on Instagram @expedition_196.

To learn more about Expedition 196 please visit www.expedition196.com.



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“INSPIRATION ON EVERY CORNER”

YOUNGSKÅL

By Radhakrishna Pandramajalu, Young Skål member Bangalore

THIS IS MY STORY ABOUT REPRESENTING CHRIST UNIVERSITY, BANGALORE AND INDIA AT A WORLD CONGRESS.



The whole process to go to a world congress as an organiser came when the General Secretariat of Skål International called for applications for candidates who were interested. As it turned out to be I was to represent Young Skål Bangalore at the world congress that was to be held in Torremolinos, Malaga, Spain from the 27 October to the 1 November. Little did I know that I was going to be part of an 11 member group from the world to be called in to help the Secretariat with the Conference and the first ever Young Skål group from the world to be part of the congress as delegates.

We were asked to fly in a day earlier so that we could be told what we had to do and also so that we can meet the other Young Skål members from different cities around the world. Out of the 11 Young Skål members there were 7 from Rome, Italy; 1 from Nairobi, Kenya; 1 from Cancun, Mexico; 1 from Granada, Spain and me from Bangalore, India.

On our arrival at the airport we were transferred to the hotel in Torremolinos and then we got to meet the Secretariat personally who greeted us and assigned us our duties. We had to help them with the entire Congress, so we were their support system. During the first day we met the President of Skål International, Mr Salih Cene. He encouraged us to be part of this whole congress and take back with us experiences and a lot of memories. So with that we were done with our first day.

The second day started off with the registration process and we were helping all the Skålleagues from different countries to register for the congress and this took almost the entire day. We were then asked to leave for the Welcoming Ceremony which was to be held at the Automobile Museum in Malaga. Here we got to meet a people from different counties who then introduced themselves in an informal manner. We had different kinds of folk

songs from the Malaga region of Spain.

Day three was an important day as it was the beginning of the Congress and it started off with the flags being brought out in an alphabetical order; members from each country rose when their country flag was taken on to the stage. Here the conference is officially opened and then we headed out for lunch. After this session we, the Young Skål members had a meeting with the core committee of Skål, which included the President, Ms. Susanna Saari Director of Young Skål Worldwide, Mr Nigel Pilkington, the new President of Skål International and Ms. Burcin Turkkan Director Young Skål Vision 2020. The sole purpose of this meeting was so to ensure that the Young Skål members were engaged with the World Congress and also so that we learn from it. After this meeting we headed to dinner where all the members from different country started to introduce themselves.

Day four was the day when General Assembly took place. As an Indian it was an important day for us, as Hyderabad was contesting to become the destination to host the World Congress in 2017. It was a long meeting where all the policies were discussed, new policies brought in and members vote to pass these policies. Meanwhile the Young Skål members had a meeting with the Deputy Director of Melia Group of Hotels, Mr Orlando Perez. He spoke about his organisation and how they have cared about their employees and follow the policy of employee first and customer second policy. He spoke how his operations have been converted to being Eco Friendly and has actively participated in the concept of Sustainability. This session lasted for about three hours then we headed back to the General Assembly where the voting was about to take place. It was a tense moment as Bangkok was competing against Hyderabad. It is that true feeling of being an Indian that comes out when you realise that your country has won with a maximum number of votes. It is that moment when you truly get recognised as an Indian. The world starts to look at you and say **“Hey we’re coming to your country”**.



Day five was the last day. It was a day to just relax after a very long General Assembly. Senior Skål was busy with their B2B sessions and Young Skål was getting ready for a workshop with Mr Stephan Phang, Director of Sustainability with Sealed Air and Ms Cassandra De Pecol, who is en route around the world to spread peace through tourism. We spoke about how Young Skål can act to reduce child abuse, disaster management, be active members of peacekeeping, and how we as youngsters have the capacity to change the whole world.

This was an intensive, three-hour session and then we all got ready to be at the final session of the whole conference, the “President’s Gala Dinner.” Here the outgoing President

gives away awards to best performers and then welcomes the new President and hands over the rein. It is a brilliant spectacle as we got to see the best Flamenco dance troupe perform for us.

When things come to an end that is when you realise that you have gained something from the whole experience and at the same time you feel sad that you will have to go back to your normal routine. It is not just the place that makes you feel good, but it is also about the people who make you feel at home away from home. The eleven of us, who were there for a mere five days, bonded, shared and became friends.

In this whole experience of mine, I learnt a few things that were simply amazing. Firstly, India is not in bad shape at all. In fact it is a beautiful country. Whatever the political situation may be you get to love your country and then you try and protect it. You represent a huge country and the least you could do is respect it and be proud that you are from that country. Secondly, we have the best resources in our country and there is a lot of scope for improvement, nobody but us can change this whole things around. Lastly, youngsters play a vital role in change and being the youngest representative from the world, it all starts with a small phrase “Yes, WE can”.

I WOULD LOVE TO CONCLUDE BY SAYING THIS “IF NOT NOW, THEN WHEN? IF NOT YOU, THEN WHO?”



MEMORIES OF SKÅL

SKÅL 50 YEARS AGO ... 1966

By Antonio García del Valle, Honorary President Skål International

The year began well, there were 18,000 members and 255 Clubs in 78 countries.

On 12 March, the Comité Directeur (as the Executive Committee was called at that time) met in the Tel Aviv Hilton, presided over by Lawson, International President with the attendance of Florimond Volckaert (Founder President, VON HAARTMANN (Past-President) and the members of the Committee: SMYRK, TSCHANN, LARA PADÍN, MINNAERT, JEFFERIES, MALONE, STEPHANOVITCH and PELLEGRINI.

The Councillors were studying the possibility of a second annual meeting, to the account of the A.I.S.C. The Comité Directeur was not in favour. Discussions were held on modifications to the Statutes; on the uniformity of honorary titles. The Honorary members of Clubs will not be part of the Skål Movement and would not have any privileges outside the Club.

SMYRK spoke about the necessity of the Area Committees and TSCHANN proposed naming four International Skål Councillors for Isolated Clubs. The editors of professional, tourism publications were accepted as Active members, on the request of the Paris Club.

For its congress, Naples was offering 1485 beds in 11 different hotels. The Comité Director and the International Skål Councillors would be accommodated in the Vesuvius Hotel. In 1966 the Clubs of Amman, Izmir, Louisville, Tasmania, Perugia e Umbria, Tucson, Porto, Devon and Cornwall, Columbus, Galway, Lahti, Navarra, Anchorage, Maracaibo and Vizcaya were approved.

FIRST SPRING MEETING

The International Skål Council met at the Grand Hotel Bristol in Merano on 20 April during the Xi Congress of the Skål Clubs of Italy, organised by the Skål Club of Alto Adige and Bolzano-Bozen. They had the support of the Ministry of Tourism and Events. It was on the invitation of the President of the Alto Adige Club and Giancarlo Pascale, the President of the National Committee.

The International Skål Council was made up of: Germany: Rolf Julich; North America: Al Bone; Argentina: F. J. PRINCIPE, Austria: W. ONKEN, Belgium : Alfred CRETEUR, Brazil: O.



RIDEL, Canada: Ed SAMSON, Chile: Juan MUÑOZ, Denmark: T. E. HARTVIG, Spain: Georges VOLCKAERT, Finland: B. TAIMITARHA, France: John. ROBERT, United Kingdom: Bill KNOTT, India: I. SHARMA, Ireland: L. CONNOLLY, Israel: Haim WOLLNERMAN, Italy: M. V. BIASUTTI, Norway: A. R. GARMANN, Netherlands: A. J. M. SCHUTTER, Sweden: D. HELSING, Switzerland: M. L. PESSI, Isolated Clubs: GAY PARA from Beirut and A. BERGNA from Lima.

The Comité Directeur met on 1 November, before the Congress, at the Vesuvius Hotel in Naples. They discussed matters of protocol, Statutes, candidatures and the "What is Skål" Brochure.

The International Skål Council met on 2 November at the Vesuvius Hotel in Naples. The minutes of the previous meeting were approved. There was considerable discussion on the candidates for President of the A.I.S.C.: TSCHANN or PASCALE. SMYRK was unanimously approved as Senior Vice President. They tried to have the expenses for the International Skål Council paid by the A.I.S.C. but it was

agreed that these would be paid by the committees. CRETEUR was unanimously elected as Principal Councillor. They recommended Giancarlo PASCALE as President of the A.I.S.C.

The International Skål Council must propose a minimum of two candidates for each vacant post. If only one candidate were to be proposed then this would basically signify an election by the International Skål Council which is not its mission. A lot of discussion on Manila took place. The delegates felt it was a long way away but they finally accepted. From 2-7 November 1966 the XXVII Skål International Congress was held in Naples. There were 1200 congressists present, representing 200 Clubs and 42 countries.

“THE BAD WEATHER CONGRESS”

The official congress programme included greetings from Achille CORONA, Minister for Tourism, from Founder President, Florimond VOLCKAERT, Charles LAWSON, President of the A.I.S.C.; Giancarlo PASCALE, President of the National Committee of the Skål Clubs of Italy and Mario MASTROLILLI, President of the Skål Club of Naples. It was a nice programme which showed the Neapolitan region. The price of the Congress in double was U.S. \$85.

Daniel DEDINA wrote the following on the Congress: “1200 congressists experienced weather that was not really Neapolitan; the sun came out through the clouds and weatherproof coats and umbrellas”. He continued by saying that this was nothing compared to what they were experiencing in Tuscany and Venice”.

The weather prevented some boats with congressists on board to enter the port in Naples. “The Congress was magnificent, organised by a great professional, the whole city collaborated. In the Kingdom of Naples, Tourism is King”. All the authorities were present. The flags of all the countries represented adorned the official buildings.

On 2 November the Get Together Party was held at the Hotel Excelsior. An amazing buffet but the hall was too small for the number present.

The Opening Ceremony was held in the Mediterranean Theatre. The “Carabineros” gave a guard of honour. Elegant young ladies brought in the flags during the Flag Parade. The calling of the countries and the delegates’ applause was very emotional. The Band of the Carabineros played the Skål Hymn. The President of the Skål Club of Naples, M. Mastrolilli, Professor Giovanni Principe, Mayor of Naples and Professor

Antonio Gava, the Provincial President gave speeches. Dr. F. Bilancia, Prefect of Naples declared the Congress open. After the Opening, the local authorities hosted a buffet. The Mayor of Naples then welcomed the participants to the Royal Palace.

The General Assembly of Delegates was held on 4 November in the theatre of the Royal Palace. Spanish was approved as an official language. The use of simultaneous translation during General Assemblies was also approved. Manila was confirmed as the host of the 1967 Congress, Malaga for the 1968 Congress and Abidjan for the 1969 Congress.

Editors and managers of international tourism publications were accepted as Active members. There was much discussion and a full study was made on Honorary Members and Members of Honour.

Lunch in Sorrento and a concert in the St. Carlo Theatre in Naples were followed by a Gala Evening in the St. Carlo Theatre with its amazing frescoes. The atmosphere was spectacular.

The General Assembly continued on 5 November. The new committee was elected: President Giancarlo Pascale and Schoeseters as Secretary General. A Statutes Committee presided by Joe Malone with John Minnaert, Bob Smyrk and Henri Tschann and a commission for the benevolent fund presided by Florimond Volckaert with Giancarlo Pascale and John Minnaert were set up.

The “Mostra de Oltramare” folklore show in the Mediterranean Theatre gave everyone fond memories.

The Closing Dinner was held on 6 November in the Sports Palace. As it was not possible to find a catering company in Naples or Rome, a company from Milan provided dinner.

All the post-congress tours were cancelled because of the problems caused by the flooding.

Local newspapers “Il Mattino”, “Il Tempo” and “Roma gave reports on the congress and the November edition of Travel Trade Gazette reported on the congress under the following title “The weather in Italy affects the Skål Congress”. “Der Fremdenverkehr” also gave details on the congress and, above all, the acceptance of Spanish as an official language.

On 10 November there was an official audience with Pope Paul VI. The Holy Father expressed his wishes for the expansion of this “Tourism Amicale”.

IMEX FRANKFURT

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VISITORS TO IMEX ENJOY THE PERSONAL TOUCH

IMEX IN FRANKFURT, TAKING PLACE 19-21 APRIL 2016 AT MESSE FRANKFURT, IS SET TO PROVIDE AN EXPERIENCE THAT IS FLEXIBLE AND TAILORED TO FIT EACH VISITOR'S BUSINESS NEEDS.



Alongside new exhibitors, new educational tracks and networking opportunities dedicated to each sector of the industry, IMEX has added important new features to its distinctive Hosted Buyer programme.

ENHANCED HOSTED BUYER PROGRAMME

New for 2016, European buyers can extend their visit to IMEX and opt in advance for a three day (two night) programme. This will allow them to spend more time at the show, giving them more time to complete their business objectives and take part in networking events and education sessions. This new option makes the programme highly flexible and is in addition to the day only and two day (one night) programmes which have become well-established over the last 13 years.

Hosted Buyers who book their own flights can now benefit from more flight options and, for the first time, will be offered a wider variety of complimentary food options in the hosted buyer lounge. Revised group appointment timings will give hosted buyers more time to explore the show floor - the show will now open at 9.45am, with no group appointments scheduled before 11am or after 4pm.

NEW DESTINATIONS AND VENUES

Demand from buyers to attend is at an all-time high with 24 new hosted buyer groups already confirmed from across Europe and the world. As always, among the 3,500 exhibitors who represent 150 countries, IMEX will feature a host of new meetings industry suppliers, destinations and venues who use the show to launch their products and services to the market.

EDUCATION

Two new themes will run throughout the show this year: 'Business + ME' focusses on



personal development, CSR activities and wellbeing. New also is a track focussed on the sharing economy and how it is reshaping the way we travel and do business – this will include a high level panel discussion, due to take place on Wednesday 20 April, that will debate its impact on the meetings industry. The Inspiration Hub, home to all the show floor education, will also host experts exploring personal branding, business skills, creative learning, marketing & social media, research & trends and technology.

The day prior to IMEX in Frankfurt, Monday 18 April, is now packed with high level educational activities for both buyers and suppliers including:

EXCLUSIVELY CORPORATE @IMEX - BUILDING YOUR PERSONAL BRAND

Taking place at the beautiful Villa Kennedy Hotel, this is a valuable opportunity for corporate meeting planners from around the world to gather for a tailor-made day of education and private networking.

This year's Exclusively Corporate event puts the spotlight on meeting and event planning as a career, focusing on how attendees can build their personal brand, demonstrate their value within an organisation and be more effective and efficient. This packed day of education and networking enables corporate meeting planners at all levels to foster valuable relationships and share best practice.

ASSOCIATION DAY & EVENING - HOW RELEVANT IS YOUR ASSOCIATION?

For professionals working for associations, organising international conferences and events, Association Day is a chance to assess how well their association is adapting in an ever-changing world. Relevancy is the focus for this year's event and the ways in which associations across the globe are tackling this issue will be explored via a tailored programme of educational sessions and peer-to-peer problem-solving workshops. Throughout the day, issues experienced by associations across all industries are discussed, giving delegates the chance to forge partnerships and make worthwhile connections. The Day concludes with the ever-popular Association Evening event at the Marriott Hotel.

INAUGURAL PCMA BUSINESS SCHOOL IN EUROPE - RIP UP THE RULE-BOOK, BECOME AN 'OUTTHINKER'

PCMA (Professional Convention Management Association) is bringing its prestigious Business School to Europe for the first time alongside IMEX in Frankfurt. This free of charge programme is open to all and offers executives the chance to develop core business skills and learn from an MBA level professor. Dr. Kaihan Krippendorff, renowned business strategist, consultant and best-selling author, will lead the interactive session on 'The Outthinker Playbook - Devising Disruptive Strategies', exploring how to cultivate new approaches to business thinking and adopt a fresh "outthinkers" approach in response to changes in business. Kaihan will help delegates to develop new strategic thinking habits for solving real challenges and reach "strategic clarity". The innovative class is also CMP certified.

Ray Bloom, Chairman of the IMEX Group explains: "IMEX in Frankfurt, now in its 14th year, continues to showcase the amazing diversity and innovation within our industry, with both our new and established exhibitors using the show as their main platform to launch their products, destinations and venues to the global meetings market.

"At the same time we are constantly evolving the show and this year will be no exception, with major investment in our hosted buyer programme ensuring that buyers have the flexibility and time that they need to make the most of the range of business and educational opportunities at the show."



ITB BERLIN 9 TO 13 MARCH 2016

HAPPY BIRTHDAY ITB BERLIN!

Parties should be celebrated whenever the occasion arises. That also applies to the world's leading travel trade show which in 2016 will be celebrating its 50th anniversary.

The occasion is reason enough to look back once again at the history of ITB Berlin, which is closely linked with that of the international tourism industry. ITB Berlin's anniversary campaign relives a past full of fascinating places and cultures, moving experiences and encounters as well as historically important moments. Taking as their slogan 'From Berlin With Love', in cooperation with airberlin 50 Berliners are travelling to 50 destinations around the world where, as ambassadors of ITB Berlin, they are meeting a total of 50 representatives. Together, their subject is 50 special events, topics or projects that were and are of particular significance to tourism. The representatives receive a limited edition ITB Buddy Bear from the ambassadors as a personal "thank you" for their support over the years for the world's leading travel trade show.

To date the ambassadors of ITB Berlin have visited 14 destinations, among them Abu Dhabi, Bucharest, Ibiza, India (Tamil Nadu), Iceland, Copenhagen, Miami, Moscow, St. Petersburg, Stockholm, Tel Aviv, Vienna or the Kennedy Space Center in Florida.

In order to meet the fair's visionary founder, without whom ITB Berlin would not exist today, there was no need for the fair's current head David Ruetz to travel halfway around the globe. He stayed at home instead. Dr. Manfred Busche former CEO of Messe Berlin (1987-1999) now lives in Ketzin near Berlin. In 1966, with the introduction of the first international tourism exchange, Dr. Busche paved the way for a success story, one that was "made in Berlin" and has now spanned 50 years. When it was first launched it hosted nine exhibitors from five countries and was attended by only 250 trade visitors. It quickly became the world's leading travel trade show. The statistics speak for themselves: in 2015 more than 10,000 exhibitors from 186 countries displayed their products and services to around 175,000 visitors.

Visitors can follow this trip and other encounters on the website at www.itb50.com as well as on Facebook and Twitter. Furthermore, a book



ITB Berlin 1966

entitled 'From Berlin with Love. 50 Destinations, 50 Encounters, 50 Stories.' will be published to coincide with the anniversary of ITB Berlin. Together with an international audience of professionals all the ambassadors will be celebrating the opening of ITB Berlin 2016.

ABOUT ITB BERLIN AND THE ITB BERLIN CONVENTION

ITB Berlin 2016 will be taking place from Wednesday, 9 to Sunday, 13 March, and from Wednesday to Friday will be open to trade visitors only. Parallel with the show the ITB Berlin Convention, the largest event of its kind, will be held from Wednesday, 9 to Saturday, 12 March 2016. More details are available at www.itb-kongress.com. ITB Berlin is the world's leading travel trade show. In 2015 a total of 10,096 exhibitors from 186 countries displayed their products and services to 175,000 visitors, who included 115,000 trade visitors.

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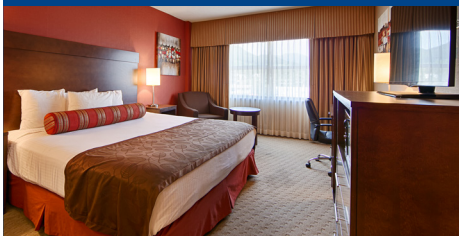


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