

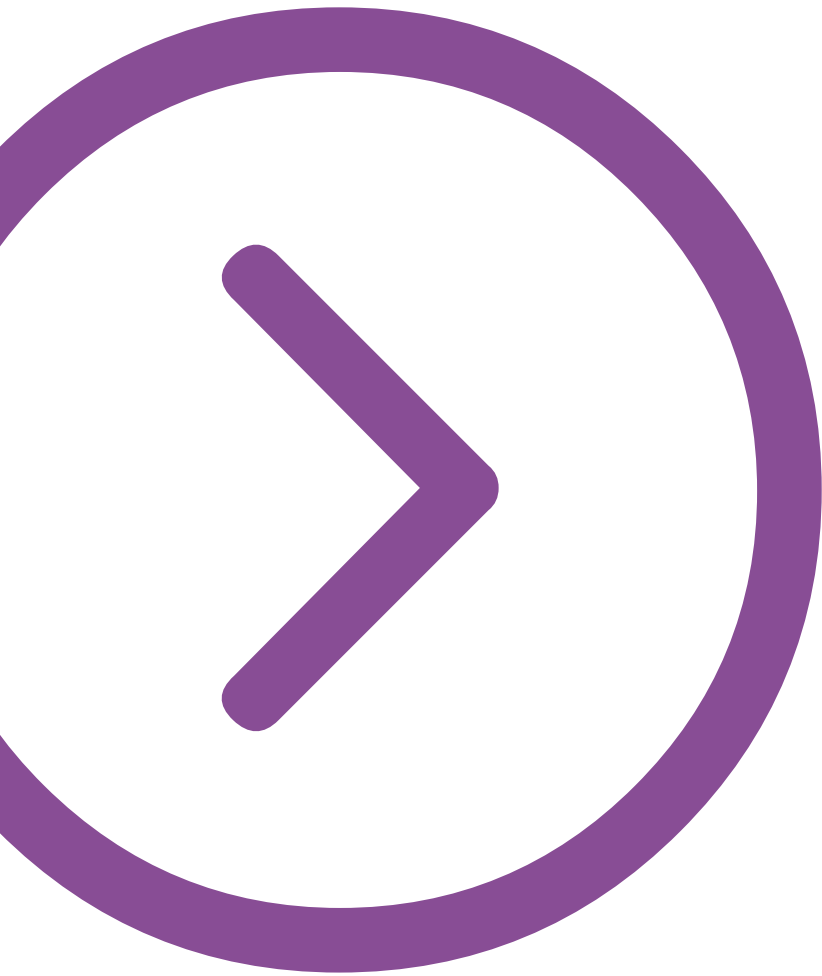
TOURISM NOW



**SKÅL
INTERNATIONAL
2022 WORLD
CONGRESS**

**CROATIA IS
FULLY READY**

 **SKÅL**
INTERNATIONAL
Connecting Tourism Globally



EDITOR

Annette Cardenas

Skål International Director
PR, Communications & Social Media
annettecardenas55@yahoo.com



Skål International

Edificio España | Avda. Palma de Mallorca 15, 1º
29620 Torremolinos | Málaga, Spain
+34 952 389 111 | communication@skal.org

#TOURISMNOW287 CONTENTS

EDITORIAL

MESSAGE FROM THE
#TOURISMNOW EDITOR.

➤ Page 4.

MEET SKÅL INTERNATIONAL

FLORIN TANCU: EXEMPLARY SKÅLLEAGUE.
TOURISM MONTH, THE SPRINGBOARD
FOR CHANGE.

➤ Page 6.

SKÅL INTERNATIONAL WORLD CONGRESS 2022

#TOURISMNOW287 TOPIC

RIJEKA & OPATIJA, IN CROATIA'S KVARNER
REGION, ARE READY TO HOST THE ANNUAL
SKÅL INTERNATIONAL CONGRESS.

➤ Page 11.

MEET TRAVEL LEADERS OF THE INDUSTRY

ROGER DOW, FORMER PRESIDENT AND CEO OF
U.S. TRAVEL ASSOCIATION.

➤ Page 15.

CORPORATE SOCIAL RESPONSIBILITY

SKÅL INTERNATIONAL SUSTAINABLE TOURISM
AWARDS 2022 & BIOSPHERE ARTICLE ABOUT
INNOVATION AND SUSTAINABILITY FOR TOURISM.

➤ Page 20.

INDUSTRY EVENTS

WORLD TOURISM DAY, PHOTOGRAPHY
CONTEST & LATEST NEWS ABOUT TRADE
SHOWS.

➤ Page 25.





ANNETTE CARDENAS
Skål International Director

EDI TOR IAL

WORLD TOURISM DAY

The definition of tourism is: *“The activities of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year”.*

As we celebrate this month **World Tourism Day**, it is important to reflect the scope and impact that this industry has in economies, culture, education, friendship, and many other activities and how these enhance the lifestyle and economies of many persons and businesses.

I would like to extend a Skål toast to all our fellow Skålleagues around the world who day after day work hard to make our industry bigger, stronger and a pillar of their communities by generating employment, offering innovative options to today's travelers and promote the exchange of cultures among travelers and locals.

It is a proud day to be a member of Skål International – the largest tourism organization founded in 1934 that unites all sectors of the tourism industry represented in 84 countries with over 12,500 members!

Skål!



ANNETTE CARDENAS
Skål International Director

HAPPY WORLD TOURISM DAY

It is an honor to commemorate a day where all our members and colleagues can celebrate our dynamic industry together.

The theme for this year's World Tourism Day of Rethinking Tourism allows and recommends we reset our thinking related to how we have operated over the past few years.

It also blends in perfectly with our theme this year of **Reminisce. Renew. Reunite**, which I spoke about on many occasions this year. It also emphasizes that as the world's largest travel and tourism organization, we have identified and acknowledged that there is no other way to success than rethinking and readjusting our strategy and how we observe our industry and our organization for future generations.

Skål International, which boasts 88 years of empowering our network of contacts for the

promotion of travel and tourism worldwide, is in a position of power when it comes to innovative ideas, experts' industry knowledge, and being an activator for change and action in our industry.

Ironically, the words in both themes incorporate the letters RE in each word and they are all verbs or 'action words'. Rethinking is a transitive verb that symbolizes that we all are in transit from one mindset to another.

Even though we have one official day per year to raise awareness of the role of tourism within the international community and demonstrate how it affects social, cultural, political, and economic values worldwide; this day also allows us to view the day as a catalyst for change on a long-term basis and to 'Rethink' with intention and purpose.

Tourism Month in September also allowed our Skål International members to start planting 'new buds of thinking' and cultivate them in the next few weeks to be cross-pollinated

and shared with our fellow members when we all meet in Croatia in October.

We are already doing something different this year as we meet in person at our World Congress in Croatia after a 2-year hiatus, so **let our thoughts be RE-energized, Relationships REaffirmed, and we REalize what a REmarkable organization we belong to.**

Now let me ask you; Are you ready to Rethink?

Happy World Tourism Day, and looking forward to seeing you all in Opatija, Croatia!

Always, in Friendship and Skål!



BURCIN TURKKAN

Skål International President

**WATCH THE WORLD
TOURISM DAY MESSAGE
FROM BURCIN TURKKAN,
SKÅL INTERNATIONAL
PRESIDENT**



Happy
#WORLD
TOURISM
DAY

*Feliz dia Mundial del turismo
Bonne Journée Mondiale du tourisme*

SKÅL
INTERNATIONAL
Connecting Tourism Globally



MEET o SKÅL INTERNATIONAL

EXEMPLARY SKÅL LEAGUE

**FLORIN TANCU**

President Skål International Bucharest
(Romania)

AS A FOUNDING MEMBER OF SKÅL INTERNATIONAL BUCHAREST, I UNDERSTOOD FROM THE BEGINNING THE TRUE CONCEPT OF “DOING BUSINESS AMONG FRIENDS” AND THIS IS NOT ONLY A SLOGAN, BUT ALSO A WAY OF LOOKING FOR FURTHER DEVELOPMENTS.

In all these years, building a network of trust among the Skål International network become a normal way of life. And I encourage all the Skål International members to get in contact with members across the region and beyond. We will be able to see the real power of an organization like Skål International.

My professional life is based on building, innovation, and development. Building my own businesses in hospitality, and other areas, allowed me to be in touch with wonderful people, from which I am learning constantly.

Locally, Skål International Bucharest is one of the most active organizations in tourism, being member in Bucharest Tourism Board, APT (Alliance for Tourism), most prestigious local representations. Our most important initiative is called '**Hospitality Carriage**', a program where all the local members are speaking every month to students, embracing with them the real life of tourism and their challenges.

Skål International Bucharest is participating active in all the major local events, and for sure, we can admit that is the perfect place where all the initiative could come true.

On international interaction, **Skål International is giving you the possibility to connect with a lot of initiative and a lot of friends**, which can result in making business across the network. In the last couple of months, especially in the pandemic time, we had the possibility to participate in a lot of workshops, virtual meetings with a large impact in our professional activity.

But the most important feeling of membership stood out this year when the entire network participates in a common effort to join our program to help the Ukrainian people which came to Bucharest. Together with our colleagues from Skål International Salzburg, and with all the other one who donate important financial resources, both from individual and Clubs' resources, we manage to ease the suffering of Ukrainian people.



**LOCALLY, SKÅL
INTERNATIONAL
BUCHAREST
IS ONE OF THE
MOST ACTIVE
ORGANIZATIONS IN
TOURISM**

As programs, we manage to assure the transportation of Ukrainian families to Salzburg, we manage to organize the transfers from the shelters to the airport and rail station for these refugees, we assure the daily meals and sleeping conditions and we manage to endow 12 classes in a high school dedicated for Ukrainian young people. Together with our colleagues from Bucharest we manage to accommodate during a weekend 40 students on the Black Sea coast.

I will take this opportunity to **thank again all Skål International members who participate in this effort**, by making us proud of being member!

Thanks, Skål International, for all the involvement and engagement!

EXEMPLARY
SKÅLLEAGUE

TOURISM MONTH, THE SPRINGBOARD FOR CHANGE



LAVONNE WITTMANN

President Skål International 2019

SEPTEMBER, OUR ONE COMMEMORATIVE MONTH OF THE YEAR TO CELEBRATE TOURISM, IRONICALLY IS ALSO THE MONTH OF THE YEAR WHEN THE SEASONS CHANGE, BOTH IN THE NORTHERN AND SOUTHERN HEMISPHERE... FOR US IN THE SOUTHERN HEMISPHERE, IT IS THE START OF OUR SPRING AND FOR THE NORTHERN HEMISPHERE MEMBERS IT IS THE TRANSITION PERIOD AFTER AN EXCITING SUMMER INTO A COSY WINTER PERIOD.

When people have to commemorate an event, a special day, a celebration or a special person, you always notice a mindset change, an openness in expressing gratitude, a willingness to “see things differently” and embracing an opportunity to change. Your thoughts and actions are focused and on high alert. We visualize change and move towards it!

How effective would we be if we could ‘bottle’ these thoughts and feelings during this transition period and open this bottle every month of the year? Our minds would definitely be willing to change according to our fast moving world and be able to attract those people who want to follow us.

We all know that **our industry is the pinnacle of resilience, diversity, and adapting to change constantly**, yet we still have that fear of change as we are scared to lose the history of the past and what we know. We must learn to envision the success change can bring and move towards it with

intentional focus. In other words, let us dress for where we are going and not for where we have been just like we have a wardrobe change between seasons.

Membership gain and retain will only happen if we listen to our members who are telling us where to go. We need to know what values members are looking for and then create the value where they will be happy and comfortable to operate in. Membership engagement is the key to our success and there is a definite correlation between membership engagement and success in an organization.

The new generation and natives of Industry 4.0, will be our new traveller, new member, new tourist owner, new tourist leader and we have to address their needs, even though they are different to ours.

Even in the new Industry 4.0, automation is key, but beneficial relationships will be the force to pull us through and this would be the unique selling point for this new generation to join our

organization and especially if all their other needs are met.

Generation Z (those born between 1996 and 2012) are currently 25 years of age or less, and will lead travel’s recovery in Africa and elsewhere, based on population size alone, according to figures from a European Travel Commission 2020 report.

We all need to have a sense of urgency to prioritise the planet as there is a greater demand for transparency.

Colin Bell, Co-Founder of Natural Selection Safaris stated that it was vital for travel providers to begin separating community and conservation costs from experience related costs, such as accommodation, as this was helping travellers understand what they were paying for when it came to their own experience and how much they were giving back to the communities.

Our new generation/traveller demands high tech, and personalised and curated travel content more than any other

generation and showing strong interest in themes such as diversity, sustainability and personal empowerment, while been sensitive to the impact they have in this world.

Product development would need to change and appeal to these new travellers who are seeking peaceful, restorative retreats that benefit their personal mental and physical wellbeing.

They are intolerant of social injustice and less likely to book with companies that appear not to share their world view. With their move to authenticity, the product and travel marketing campaigns will have to be amended as they demand real experiences.

Even though technology is high on the agenda for the future, it cannot kill the effectiveness of a personal story, a smile and a relationship. We all are the

designers of our future, so let us work from the future to the present and not from the past to the present.



**WE ALL NEED TO
HAVE A SENSE
OF URGENCY TO
PRIORITISE THE
PLANET AS THERE
IS A GREATER
DEMAND FOR
TRANSPARENCY.**

I am sure we all don't want to see our industry or our organization decline, become archaic or even worse, not embrace change.

We should see ourselves as an activator and catalyst for commitment to change and action.

This September, Our Tourism Month is an ideal time to not only celebrate our incredible industry but also embrace the changes a new season brings. Change will not happen unless it is your idea!

As Desmond Tutu says, *"There comes a point where we need to stop just pulling people out of the river, we need to go upstream and find out why they are falling in"*.

Are you all ready for your 'season change'?



SKÅL INTERNATIONAL WORLD CONGRESS 2022



CROATIA WORLD CONGRESS 2022



RIJEKA & OPATIJA

Skål International World Congress
Local Organising Committee

THE LONG-AWAITED SKÅL INTERNATIONAL WORLD CONGRESS 2022 IS LESS THAN A MONTH AWAY, FROM 13-18 OCTOBER 2022. KVARNER REGION, CROATIA.

For the first time in two years, the Skålleagues will finally meet again outside the virtual world.

Croatia is fully ready to host this year's congress and we already know, it will be a memorable one!

Full of numerous surprises, excellent speakers, and beautiful venues, the Congress is the perfect opportunity for all participants to get acquainted with new trends in the tourist market, but also with the challenges that arise in parallel.

As mentioned, **the Sustainability Subcommittee** will be happy to talk about **sustainability as one of the biggest challenges** in the world and in tourism.

The many advantages of using recycled materials while promoting locally made products and learning about the true meaning of global warming are just some of the topics that will be discussed during the presentation.

On the other note, **one of the most popular tour guides in the Kvarner region, Livio Karavanic** will give personal input on his rich experience in tourism through a short storytelling presentation while accentuating the region's most attractive and unique features.

 **PHOTO**
Rijeka



Of course, the most important part of this congress is the General Assembly, which will be held on Saturday 15 October in the Royal Hall in Opatija. Besides the opportunity to share and learn about travel and tourism problems and potential around the world, the General Assembly will also present the candidates for election, annual reports, and accounts to the voting delegates and the rest of the Skålleagues.

Let's not forget to mention that the winners of the **Sustainable Tourism Awards**, as well as the **Skål Club of the Year**, will be announced during the Opening Ceremony on Friday 14 October in the magnificent National Theatre in Rijeka. The theatre was designed by theatre specialists, architects Herman Gottlieb Helmer and Ferdinand Fellner in 1883. The magnificent building was revealed to the public with a real technological marvel of its time: the first electric light bulb and the first telephone in the city.

 **PHOTO**
National Theatre. Rijeka.



The last time they checked, the electric bulb was still working a couple of years ago!

Kvarner region is truly full of surprises and historically important venues, a few of which are the amazing ballrooms that will host this year's Global Market Place Cocktail Party and President's Gala Dinner. The Golden Ballroom is a part of the Hotel Imperial, built at the end of the 19th century. This ballroom combines the elegance of the past with modern services at a central location in the heart of Opatija. It got its name due to many golden wall details which you will get to see and admire on a Sunday evening of the 16th of October.

It was built right after the hotel Kvarner's Crystal Ballroom – Opatija's oldest, most popular, and most elegant ballroom in this region. The ballroom is most famous for hosting the Viennese Ball which gathers many tourists and local history-lovers who all join and dance to the rhythm of the waltz. Numerous impressive crystal chandeliers, richly

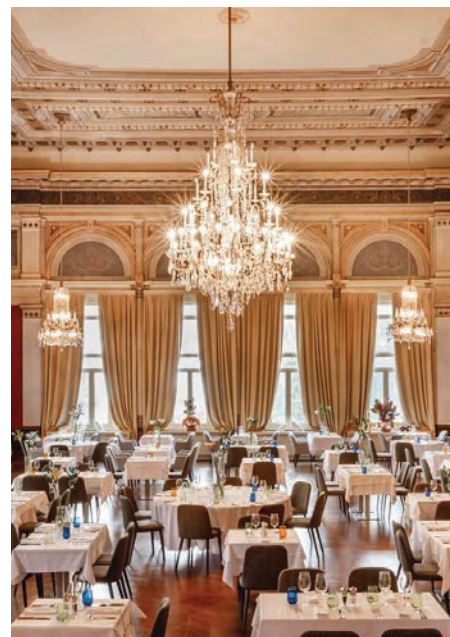



PHOTO 
Golden Hall. Opatija.

decorated walls, fine ornaments on the façades, and large windows with a view of the hotel's fantastic terrace and the blue sea are the reason why all prestigious events take place right here.

So, once again, we use this opportunity to invite you all to join us at the **Skål International World Congress in Rijeka and Opatija, from 13 to 18 October** to celebrate, reuniting, having fun, and most importantly, **doing business among friends**.

NOT YET REGISTERED?

Join us in Croatia and register now!

ONLINE BOOKING





KVARNER REGION TOURIST BOARD
KVARNER
Diversity is beautiful



SIWC
 October
 13 - 18, 2022
Welcome Skalleagues!



© S. Tariba



© F. Heuer



© V. Franolić

Kvarner Region

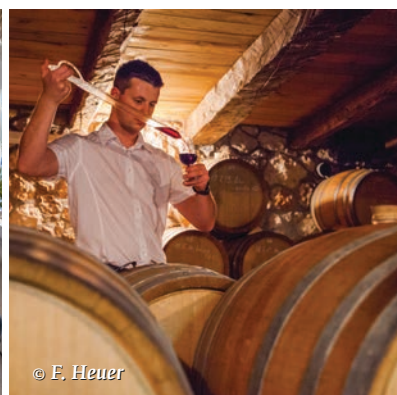
Each vacation - endless memories



© F. Heuer



© F. Heuer



© F. Heuer

KVARNER REGION TOURIST BOARD
 HR-51410 OPATIJA, NIKOLE TESLE 2
 T +385 (0)51 623 333, 272 988
 E KVARNER@KVARNER.HR
WWW.KVARNER.HR



MEET TRAVEL LEADERS OF THE INDUSTRY



INTERVIEW

ROGER DOW

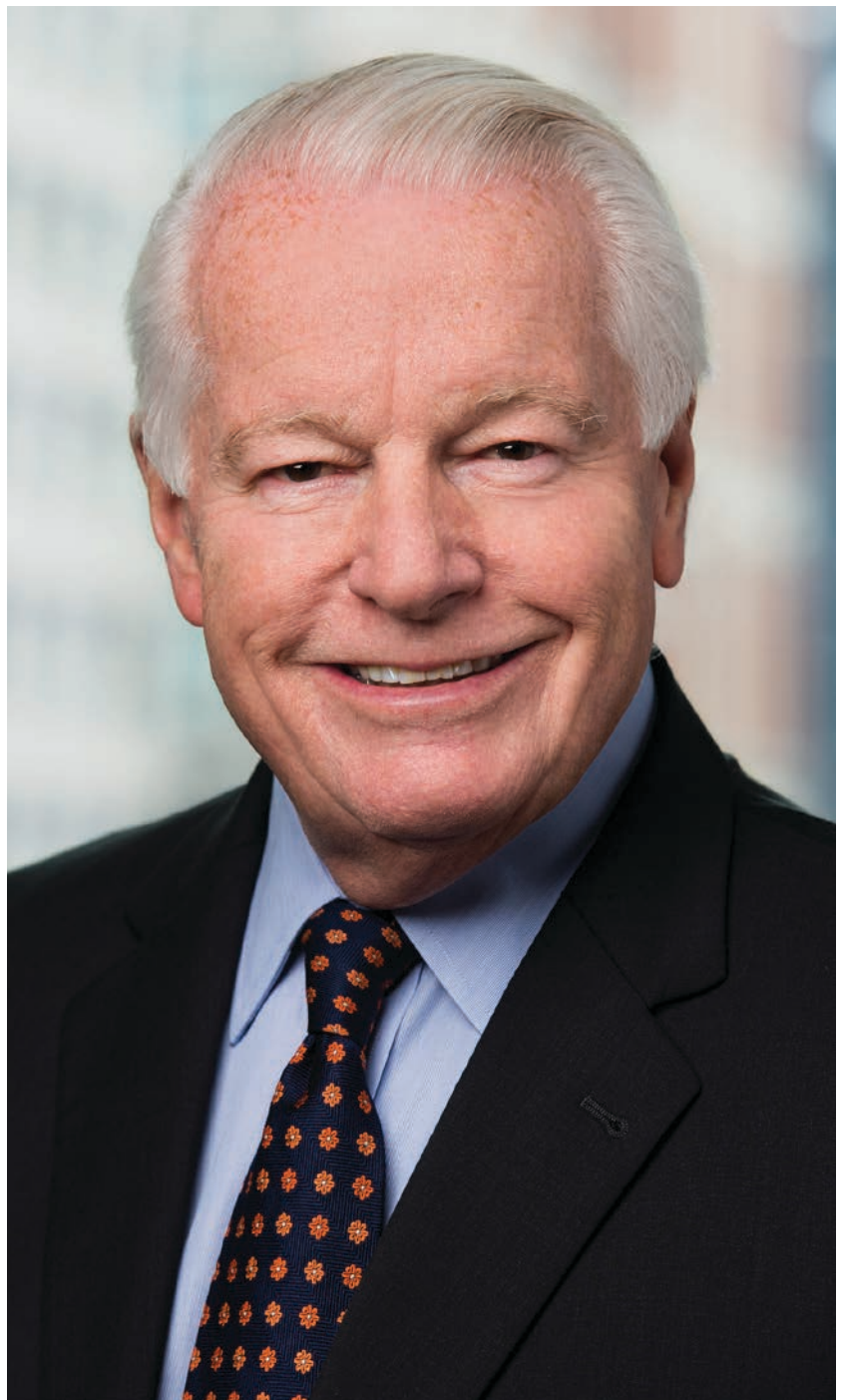
Roger Dow is the former president and CEO of U.S. Travel Association, the Washington, D.C.-based organization representing all segments of travel in America.

Dow's efforts have resulted in major legislative victories, including securing pandemic-related relief, establishing and renewing Brand USA and procuring funds to maintain America's treasured national parks. Dow and U.S. Travel are also leaders of the [Meetings Mean Business Coalition](#), as well as the [Let's Go There Coalition](#).

For his efforts to unify the travel industry and increase its effectiveness on Capitol Hill, Dow has received multiple honors and awards. Dow has also held seats on several boards, including ASAE, GWSAE, MPI Foundation, PCMA, Tourism Diversity Matters, RE/MAX International, the Travel Institute, and the U.S. Chamber of Commerce Committee of 100, among others.

Prior to joining U.S. Travel in 2005, Dow spent 34 years at Marriott International. Dow served in the United States Army with the 101st Airborne Division in Vietnam, where he received the Bronze Star and other citations. He earned a Bachelor of Science degree from Seton Hall University and was honored as a Most Distinguished Alumnus in 2012. In addition, he holds an honorary degree from Johnson & Wales University.

Roger is currently member of Skål International Washington DC.



WHAT ARE THE BIGGEST CHALLENGES FACING GLOBAL TOURISM TODAY?

Before I get to the 'biggest challenges', let me address what is happening by segment. **There are multiple challenges coming out of the pandemic.** While I fully expect overall travel and tourism to exceed 2019 pre-pandemic record numbers more quickly than economists are predicting, the speed of recovery will vary by segment.

Domestic leisure travel numbers have been extremely robust around the world and are on a par with or exceeding 2019, the higher rated business travel, MICE and International segments are lagging for a variety of reasons.

Business travel is lagging due to inconsistent policies from region to region and from company to company. In addition, it is difficult to visit someone when they are working remotely. As we saw following the great recession, those companies who most quickly got their people traveling again picked up significant market-share from their competitors who relied on telephone and email. Once they saw what they were losing, the other companies put their people back on the road and business travel snapped back to set record levels.

The MICE market has only come back 60% to 65% of 2019 levels. The issues stated above are holding it back somewhat, which I expect correct itself fully in 2023. The feedback, enthusiasm, and productivity of those who are attending is evident in event after event. There simply is no substitute for face to face.

International travel is the most lucrative segment and has suffered most. The cumulative inconsistent national policies have had a severe impact. Things like 'pre-departure testing 24 hours before flight' kept 54% of potential visitors from making plans. I expect to see international rebound to 2019 levels by 2024 except for China, which will take longer to come back. The real inhibitor is visa policy and processing. In the U.S. the visa processing backlog is an unacceptable 15+ months.

There are **3 macro-challenges that are going to be major headwinds to recovery and growth.**

The first and most serious is the lack of available workers. In the U.S. for example, while most employment sectors have recovered, leisure and hospitality has not. There are 1.3 million 'unfillable' jobs in our industry. Without a comprehensive solution, this will greatly inhibit growth and negatively impact customer satisfaction, not to mention soaring employment costs.

Next is sustainability which kind of 'went to sleep' during the pandemic. It is going to come roaring back as a growth inhibitor and our industry must be 'at the table or we are going to be on the menu'. We are doing a lot of great things which we have to do a better job communicating, but the industry must do more. Just as price and quality were booking criteria in the past, sustainability ratings will emerge as a key selection factor.

The final challenge is a word I dislike: 'over-tourism'. People have had 2+ years without large numbers of visitors

in their destinations. As travel comes back, there will be immense local pressure (especially in high-demand locations) to curtail visitation. Our industry will be blamed for high traffic, congestion, inability to get into restaurants, etc.

Just as the pandemic caused people to explore new destinations within their country, we need to highlight more than the same old well-known destinations.

IN YOUR LONG AND DISTINGUISHED CAREER, WHAT WERE THE MOST SIGNIFICANT CHANGES IN THE TRAVEL INDUSTRY?

The biggest changes have come from the impact of technology.

The pandemic accelerated the use of touchless technology. The role of technology in understanding source markets, targeting social media promotion and tailoring offers will be the future. Biometrics and smartphone tools proliferated.

I have also seen the younger generations put a greater emphasis and appreciation on experiences vs. material goods, which will benefit travel in the future.

WHAT ARE YOUR RECOMMENDATIONS TO SKÅLLEAGUES AROUND THE WORLD ON HOW TO BE EFFECTIVE INDUSTRY ADVOCATES FOR A POSITIVE TOURISM GROWTH ENVIRONMENT BY WORKING CLOSELY WITH THEIR NATIONAL GOVERNMENTS?

The pandemic put a spotlight on the value of travel like never before. People lost their jobs, small businesses closed

forever, and sale of goods and services suffered.

Skålleagues around the world have to speak with one voice about the value of travel and tourism to our economies, employment and way of life.

We must help national and local governments, residents and other business sectors understand

how travel is the front door to economic development and key to our communities.

TELL US A LITTLE MORE ABOUT YOUR NEW ADVENTURE 'FUTURE WORK SOLUTIONS' (FWS) IN THE HOSPITALITY INDUSTRY.

Mike Gamble (CEO of SearchWide Global) and I are launching a company to **help our industry address the severe workforce shortage.**

We will be working in conjunction with DMO's, community leaders, major brands, local properties and event venues to build a hospitality gig-workforce, which no brand or business can do on its own. It will be an App-based solution that will match workers with open shifts, enabling them to work where, when and how they want.

The old model of working for only one entity where the entity tells what shifts you must work just isn't viable going forward. While the industry can't fill millions of jobs, there is a great deal of available talent that isn't looking for the traditional mandated 5-day schedule.

The demographics have changed greatly, as have younger workers attitudes toward work and what they value. There are twice as many millennials and GenZ's as the baby boomers. There are lots of gig-worksites out there, but non focus specifically on our industry.

We will also be working on the mid-management and internship pipeline with a focus on DEI to help more people build a pathway to the middle class and industry leadership. Our vision is to differentiate our solution from the 'gig-jobs for all sites' with in market management and being the solution 'developed by the industry for the industry'.

We will roll it out market by market and are in discussion with leaders at all levels in two cities as out launch markets.

HOW COULD SKÅL INTERNATIONAL HELP IN THE DEVELOPMENT OF THIS NEW BUSINESS OPPORTUNITY?

This will be a 'work in progress' that will evolve over time. Skål International can help lead the way by providing input and **helping demonstrate that we - as an industry - have to change our old models and be more creative** in the solutions and opportunities we offer.

YOUR PROJECT IS TO CONNECT WORKFORCE TO UNDERSTAFFED HOTELS THROUGH AN APP. BRINGING FLEXIBILITY TO THE WORKERS - CAN YOU EXPAND ON THIS AND

“
THE ROLE OF TECHNOLOGY IN UNDERSTANDING SOURCE MARKETS, TARGETING SOCIAL MEDIA PROMOTION AND TAILORING OFFERS WILL BE THE FUTURE”

ALSO TELL US WHAT WE SHOULD DO TO MAKE OUR INDUSTRY MORE ATTRACTIVE?

We have research that shows a disconnect between those in our industry and those who are not and are not familiar with all the opportunity.

Those in the industry think it's a great / interesting / well-compensated career and those who are not equate it with high risk for layoff, limited opportunity and low pay.

All of us need to spread the message of what a great industry this is and illuminate the opportunity, no matter what your career aspiration and field.

It would be great if Skål International members would seek opportunities to speak about the industry with community employment groups and schools.

YOU RAN US TRAVEL ORGANIZATION FOR 17 YEARS. ON NOVEMBER 14TH YOU WILL BE HONORED BY THE U.S. TRAVEL BOARD OF DIRECTORS. WHAT IS THE ACHIEVEMENT THAT YOU ARE MOST PROUD OF AT US TRAVEL?

I would say bringing the industry together to speak with one unified powerful voice. That led to the creation of **Brand USA**, international visitation doubling during my tenure and our industry being viewed a powerful economic, jobs and public diplomacy engine.

Freeel Costa del Sol



COSTA DEL SOL
MÁLAGA

visitacostadelsol.com
visitacostadelsol.com

CORPORATE SOCIAL RESPONSIBILITY



TOURISM AND SKÅL INTERNATIONAL SUSTAINABILITY AWARDS IN ITS 20TH YEAR



HÜLYA ASLANTAS

Interim Vice President, Skål International
and President Skål International 2009

Today's tourist is environmentally conscious, and puts sustainability above all. The pandemic has shifted consumer preferences to greener options that bring them closer to nature.

It calls for a roadmap to develop more sustainable forms of tourism to reduce the environmental footprint of the sector.



World Tourism Organization defines the objective of sustainable tourism: to retain the economic and social advantages of tourism development while reducing or mitigating any undesirable impacts on the natural, historic, cultural or social environment which is achieved by balancing the needs of tourists with those of the destination.

Back in 2002, Skål International following the United Nations declaration of 2002 as the Year of Ecotourism and the Mountains, launched the Ecotourism Awards in the same year and first awards were presented during the World Congress in Cairns.

When I was on the Skål International Executive Committee, responsible of PR and promotion of these awards, our press release in 2005 read... Skål International, as an international organization of the industry leaders, is a powerful force in the travel and tourism industry to initiate change and encourage the conservation of the environment in order to promote tourism and travel. The awards presented on these grounds, while highlighting best practices in Ecotourism around the world, also serve the purpose of acquainting the world with this new concept that puts emphasis on the importance of the interaction of the physical, cultural and social environment the traveler's responsibility and the

need for active community participation for Ecotourism.

Skål International values sustainable development in Tourism as the key to the industry's future success and considers Ecotourism but one area of the various components of sustainable development.

The primary criteria for the evaluation is based on such points like, contribution to the conservation of nature and cultural heritage, community involvement, educational features, business viability and innovation...

Over the years, **we have been honoured to count on the valuable collaboration of recognised experts in the field of sustainability, who have acted as judges of these awards.**

LIST OF JUDGES



The awards during 2002 – 2009 were called 'Ecotourism Awards', during 2010 – 2013, 'Sustainable Development in Tourism Awards', and finally from 2014 onwards 'Sustainable Tourism Awards', to reflect its broader scope.

Since its launch in 2002, the awards have received strong ongoing support and attracted high level of participation from all over the world, and certainly helped the tourism world to better understand the importance of sustainability in tourism.

As such, Skål International through our worldwide network in over 80 Countries, should actively pursue this mission with international and local activities to spread the concept which is becoming a sine qua non for our world and for different destinations in making tourism more sustainable.

This year, in its 20th Anniversary, the awards program continue to prove being a great success with 50 entrants from 23 different countries.

The support that these awards are receiving from such prominent organisations like the [UNWTO](#) is an honour for Skål International. We are also pleased to be partnering with the [Responsible Travel Institute](#) and [Biosphere Tourism](#), who will be awarding each of the winners with a **Special Skål Biosphere Award.**

ENTRANTS AND JULY 2022

50 eligible entries from 23 countries worldwide are competing in the nine available categories.

READ ARTICLE



MORE INFORMATION ABOUT THE SUSTAINABLE TOURISM AWARDS [HERE.](#)



INNOVATION AND SUSTAINABILITY FOR TOURISM

BIOSPHERE[©]

The current coronavirus pandemic has demonstrated in recent months a trend of reinvention of the tourism sector, based on innovation with a view to sustainability.

In this process, young people, who are expected to be better trained than the current agents operating in this industry, are taking on a notable relevance, with the aim of developing strategies that address sustainability with a global and forward-looking perspective. However, for the time being, there are also different actions that citizens and entrepreneurs can put into practice.

CURRENT CONTEXT

Covid-19 generated large losses for the tourism sector, especially in the 2020 and 2021, setting new challenges that have already become apparent in 2022. Many companies have had to innovate to stay afloat, or even change their business model; an innovation that was expected to be very complicated, but which provided an interesting framework for the future.

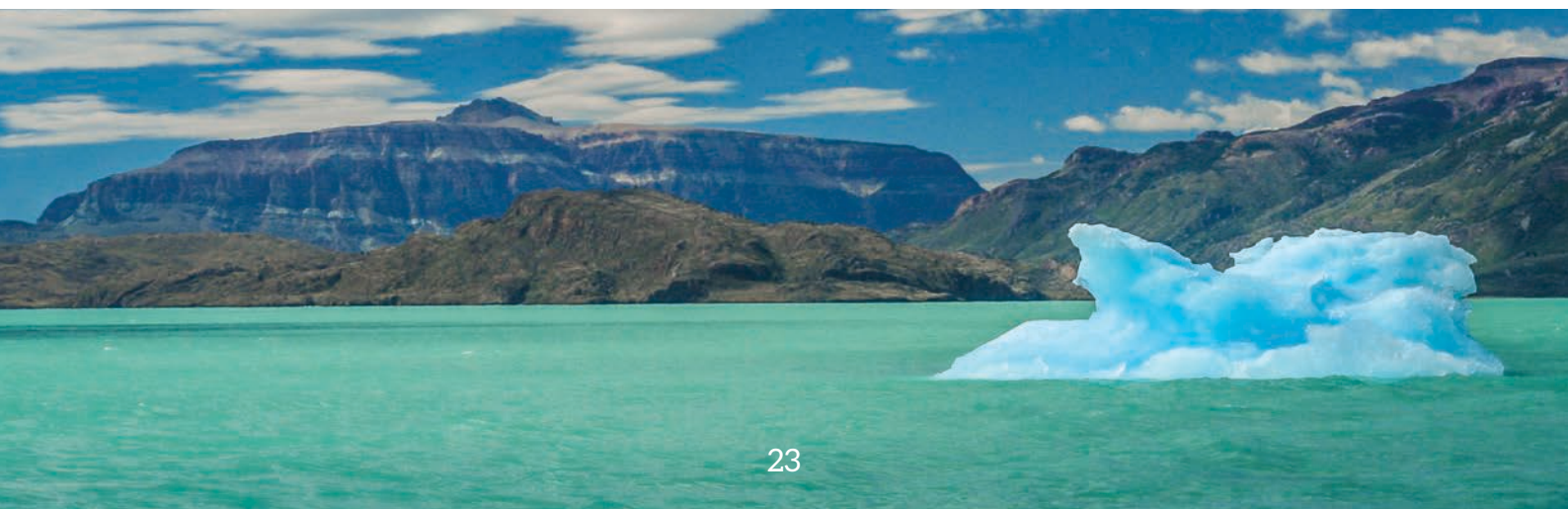
This turning point marked by the post-Covid crisis is presented as an unbeatable opportunity to evolve in favour of the environment and sustainability. At this stage, it is particularly interesting to analyse the role of young people: people with new ideas who dream of being part of the future of tourism.

This is a generation that has grown up in the midst of the climate crisis and is therefore highly critical of the current models and willing to work to change them - a crucial player in taking the lead in the sector.

THE IMPORTANCE OF EDUCATION FOR THE TOURISM OF THE FUTURE

More and more universities are offering Bachelor's and Master's degrees, both in tourism and in sustainable tourism and experience economy. According to the UNWTO, 50% of young people in the tourism innovation sector have only a secondary school education, so promoting such programmes can greatly help to broaden the business and professional horizons of those working in the sector.

On the other hand, the main objective of these programmes, and of the sector in general, must be





to **evolve in terms of innovation**; a key element being the connection between governments, companies, investors and academic institutions. In addition, a more interesting venture capital culture is needed, with the intention of developing prospects for sustainability; a goal for which education through digital platforms is yielding great results.

In this sense, **the World Tourism Organization has launched its own academy**, aimed at generating a more effective and stable tourism innovation ecosystem, hosting international webinars, workshops, educational initiatives and other proposals with which young people in the sector can discuss and network in favour of sustainability, the 2030 Agenda and the 17 Sustainable Development Goals.

SUSTAINABLE TOURISM TODAY

Building a sustainable and competitive sector requires long-term plans and a consolidated strategy. However, for the time being, actions along these lines can be carried out and complemented by those adopted in the future. Actions that can also help in the innovation process.

As an individual, there are countless sustainable behaviours: reducing the consumption of plastics, buying local products, using less polluting means of transport, travelling to sustainable destinations, among many others. In addition, we have various tools and information channels that can be very useful. However, the impact of these actions will be limited, as it goes against the tide of a sector that is still evolving.

Therefore, **the real turning point will come from the involvement of institutions and companies**, whose action plan can be divided into implementation and information. On the one hand, it is crucial that both companies and institutions lead by example and start implementing, if they have not already done so, sustainable strategies in their models. On the other hand, informing the population and potential visitors, as well as the rest of the agents involved in the industry, about the good practices required in the destination. This is the only way to raise awareness and encourage everyone - employees, stakeholders, tourists and citizens - to participate in these good practices.

For this last point, platforms such as **Biosphere Sustainable** are particularly useful, which helps in the management and certification of corporate sustainability, connecting the good practices of different sectors such as hotels, restaurants, media and commerce, directly with the 2030 Agenda and the 17 SDGs, communicating the sustainable commitments and efforts of companies and destinations in a public and transparent way. More information is available at biospheresustainable.com, the first internationally-operated search engine for more sustainable consumption choices based on the principles and goals of the United Nations.

INDUSTRY EVENTS



WORLD TOURISM DAY

We celebrate World Tourism Day, 27 September, with messages received from Skålleagues all over the world.

The world has to realize the function of tourism beyond being an industrial and commercial activity. Tourism, which is the most effective and valuable way of getting to know and understand each other, has become even more important after the pandemic as a mean that will improve people's personal and social needs and will do good for their souls.

In the near future, environmentally friendly tourism models, particularly

carbon footprints, will come to the fore, and interest in nearby destinations will increase instead of distant ones.

Turkey will increase its importance in tourism as a country that is accessible due to its geographical location and will continue to enchant visitors with its natural, historical, and cultural riches. The biggest goal of people is to be happy; tourism will shine in the world and in our country as a sector that produces happiness.



FIRUZ BAGLIKAYA

President 'TURSAB', Turkish Travel Agents Association (Turkey).
Skål International Istanbul



CARL VAZ

President, Skål International India

In pure business terms, **our industry is on a path of revival post the pandemic**, which is the good news. However, the key concern is that many stakeholders have yet to revitalise their brand strategy. The Skål movement is one's opportune towards energising global B2B outreach, enhancing

product portfolio, and leveraging the Skål brand equity amongst the localised industry. The year 2023 will be a year for fast-paced growth that may be capitalised upon through a focused lens on deeper customer engagement yet with a trimmed workforce. And the right tool to help fix the business plan is Skål.

Hospitality and tourism on Florida's Paradise Coast will see continued growth next year, but at a slower pace than

in 2022 due to availability of dates and price sensitivity in response to the increasing demand for travel to our area.



JACK WERT

President, Skål International Southwest Florida (U.S.A.)



JOSÉ VALMIR DA COSTA
 President, Skål International
 Porto Alegre (Brazil)

Porto Alegre makes important investments for the development of the reception of tourists. A big thematic park about the different immigrant ethnicities as well as the care of the city.

A large gastronomic park on the shore of the Guaíba Lake and the largest skate park of the Americas in a completely renovated city waterfront. Culture and sport lead to tourism.



ADEMOLA SANYA
 President, Skål International Lagos
 (Nigeria)

Nigeria – an evolving tourism destination to discover. Lagos – a city that never sleeps. Tell everybody about your stay, **do not let the media steal your experience.**



KEDI MASENDEKE
 Social Media & Communication
 Skål International Miami (U.S.A.)

When it comes to Skål International, we do everything in the name of friendship, happiness and local tourism promotion. Skål International Miami loves to keep this vision

growing, we love collaborations, engagement with locals, and sustainable tourism. Support for economic tourism growth, environmental care and social well-being is our main priority.

Bringing about awareness of the negative environmental footprint created by tourism and the impact it has on the people and the planet. This awareness is harnessed by creating competitive, environmentally

friendly and sustainable products, which creates jobs and promotes the local culture, heritage and produce, and in turn creating a more engaging, socially responsible and conscientious tourist.



SHEKHAR DIVADKAR
 President, Skål International Goa
 (India)



FILIP STEFANOSKI
 President, Skål International North
 Macedonia

Tourism is normalizing step by step despite all the challenges it faced during the years of the pandemic, but also the challenges it is facing now due to the tensions between the largest countries in the world.

However, I think that in the coming period **the stabilization of tourism-related businesses will continue** because it is clear that people from all over the world have been eagerly waiting for the return of travel.



SERGIO ACUÑA
 President, Skål International
 Rosario (Argentina)

In Argentina, inbound tourism has grown due to inflationary reasons, which benefits tourists arriving in the country because of the exchange rate, while outbound tourism has decreased significantly.

Tourists become temporary residents, experiencing the spirit of the place becomes more important than visiting sights. Tourist growth

ends where the quality of life of the inhabitants is negatively affected. **There are no alternatives to resilience and sustainability.**



JENS BRAUN
 President, Skål International Erfurt-Weimar
 (Germany)

**CYNDI GOLDEN**

President, Skål International
RDU/Central North Carolina
(U.S.A.)

Whether it be mountains or the coast, we would welcome you to visit North Carolina and see all our natural beauty. We are **open and ready to show you our Southern hospitality.**

**TAMARA CERNEKA**

President, Skål International
Kvarner (Croatia)

We all are obligated to responsibly put tourism on sustainable path. It is wrong to think that someone else will save the planet in our name.

**ANJELICA EVANS**

President, Skål International Kampala
(Uganda)

Uganda is passionate about Responsible Tourism. Responsible Tourism as defined in Cape town in 2002 at the World Summit for Sustainable Development is making better places for people to live in and better places to visit.

Uganda's focus on the future of tourism requires that operators, hoteliers, governments, local people and tourists take action to make tourism more sustainable.

Tourism on the French Riviera is a unique opportunity to combine heritage, gastronomy, sport, culture and relaxation in a land steeped in history.

This is what the 11 million tourists who visit us every year come to discover.

**NICOLLE MARTIN**

President, and Fabrice Roy, Skål International Côte d'Azur (France)

**MIGUEL ANGEL GUTIERREZ DE VELASCO**

President, Skål International Veracruz
(Mexico)

Tourism, after overcoming the pandemic, shows that it continues to be the engine of many economies and the livelihood of millions of families.

Humanity after 2 years of confinement is eager to travel, governments and

private initiative must give the importance to highlight the virtues and strengths that each country offers, in addition to providing comprehensive experiences under slogans that identify the visitor and invite him to return 'Visit Mexico' & 'Visit Veracruz'.

Included in the list of the 'World's 50 greatest places of 2022' by Time Magazine, **Calabria is that kind of destination you don't expect** and that will leave a mark in your heart.

Lying on the beach and admiring the mountains view, tasting its typical authentic cuisine and genuine local

products, discovering its ancient origins, getting speechless in front of the amazing sunshines and sunsets, are only a part of the unforgettable experiences you can live in Calabria. Located in southern Italy, still not very known and far away from mass tourism, this extraordinary place is ideal for those who are looking for special emotions.

**ANA MARIA STAN**

Secretary, Skål International Calabria
(Italy)

**JACO DU PLOOY**

President, Skål International
Cape Winelands (South Africa)

I believe that **travel is what makes us human** and without our need to explore the uncharted, our world would have certainly been a very different place. Our love for travel is what unites us as

people and as an industry. Despite adversity, the tourism industry is alive and well and we are blessed to be alive and working in our dynamic industry during these very exciting times!



JEYHUN ASHUROV

President, Skål International Baku (Azerbaijan)

The ongoing processes in the world have left its trace on the Caucasus region and Azerbaijan. Despite this, the restoration of tourism and building International airports

in newly liberated historical areas of the country will expand peace and serve for the **future development of tourism in the region.**



STEVE VINCIGUERRA

President, Skål International Orlando (U.S.A.)



WALTER TEIXERA

President, Skål International Sao Paulo (Brazil)



SHELLEY PIGEON

President, Skål International New Orleans (U.S.A)

In honor of World Tourism Day, Skål International Orlando says **thank you to all those who work in our tourism capital of the world.**

Together, we continually provide new and exciting experiences for guests from across the globe.

In the São Paulo/Brazil area, **leisure travel has grown after the pandemic**, surpassing the 2019 figures, while corporate travel and MICE still have 40% space to grow.

M&A with local players is changing the landscape.

New Orleans is one of the top tourist destinations in the US today. The history, architecture, food, adventures, culture and romantic settings makes the city a one stop shopping vacation for all ages and cultures.

Laissez les bon temps rouler!!!



MICHAEL T. EMBREY

Vice President, Skål International Chicago (U.S.A.)

The new world of Skål has challenged us in tourism and hospitality to **react quickly to change in order to remain competitive in our industry.** Our relationship marketing to suppliers and clients has to elevate to a higher level,

plus dealing with the updates of internet promotions and marketing campaigns. Partnerships with other successful people, clubs, and organizations will help us survive. We will become victors of this challenge.

Otautahi Christchurch has emerged as the obvious yet understated place to visit in New Zealand, and **our passionate Skålleagues are thrilled to be part of it.**

With our new international convention centre - Te Pae Christchurch, our city is once again leading the way, a fantastic, sustainable city to host visitors from throughout the world again.



VICTORIA WALES

President, Skål International Christchurch (New Zealand)



BOB LINNANE

President, Skål International Dublin (Ireland)

Tourism continues to be the lifeblood of Dublin as it provides jobs and revenue and encourages the preservation of our cultural heritage. **We have a wonderful visitor experience to offer;** Medieval Cathedrals, Trinity College

with the 9th. Century Book of Kells, Museums and our most visited attraction, The Guinness Storehouse. Dublin can be Heaven, with coffee at Eleven and a stroll down Stephen's Green.

The province of Cádiz, its Costa de la Luz, its cities and white villages, have made a strong reappearance this summer. Our objective, after almost two years of pandemic, has been to **promote national and international tourism**. Visits to our province have exceeded

expectations. Gastronomy, tourist establishments, beaches, experiences... an unbeatable welcome, which has positioned us in this summer period as one of the most attractive tourist areas in Andalusia, Spain and Europe. Cadiz is shining bright.



JOSEFA DIAZ
President, Skål International Cadiz (Spain)




ANNE DEUSCHLE
President, Skål International Kansas City (U.S.A.)

We are very excited about tourism in Kansas City, Missouri, and specifically the exposure to travelers worldwide that two key

events will bring: the 2023 NFL Draft and as a host city for the 2026 FIFA World Cup.

As Guam begins its tourism recovery, stakeholders can define our positioning. We are not a close, short, and cheap beach destination as many

tour operators had packaged us. Visitors will find Guam a unique vacation destination with legacies to learn and new memories to bring home.



ERNIE GALITO
President, Skål International Guam



RAMÓN ADILLÓN
President, Skål International Madrid (Spain)

Tourism has once again proven to be one of the most resilient economic activities. Traveling is a longing of the human being that will never disappear.

Congratulations and long life to tourism!



MARJOLAINE DE SA
President, Skål International Quebec (Canada)

Our Joie de Vivre! has always been an important factor of the experience we want our visitors to live. The last two years did

not demolish it, it has transformed it to a new way of seeing travel for our destination.

Come visit and see us in Québec City!



DAWN SMITH
President, Skål International Cape Town (South Africa)

Cape Town is **ready and waiting for the imminent Tourism Revival**. Relationships are one of the few entities that are recession and crisis proof – that is essentially the essence of Skål and our

Industry personified. Now is the time to reinvest in our tourism and hospitality staff. Training is key. Hold on to your hats... it's going to be a fabulous ride.

Kenya's tourism industry has shown considerable resilience to the enormous shock of the pandemic felt by all stakeholders. Despite difficult times, **the industry has risen to the challenge with greater determination to improve and promote the sector** encouraging

demand from both domestic and foreign market. Recovery plans are being aligned to meet the objectives of health, safety, sustainability, climate action and biodiversity protection. Having a new President, comes hope and a renewed vision for Kenya's tourism sector.



ZIPPY NJIRI
President, Skål International Nairobi (Kenya)



MARIA DEL PILAR SALAS

President, Skål International Cusco (Peru)

The tourism industry is often referred to as the industry without a chimney. With today's technology and awareness, Skål International Cusco holds true to that initial statement by assisting in **generating a sustainable tourism industry as a whole.**



KALPANA SHRESTHA

President, Skål International Kathmandu (Nepal)

World is nothing but a book and travelling is the best way to read that book. Those who do not travel miss on the fun of reading this beautiful book. Nothing teaches us life better than travelling.

Nepal has been known as the Paradise on Earth and every year thousands of travelers visit Nepal to witness the grandeur of nature, landscapes, culture and people.



FRANCELIA MOTA

President, Skål International Riviera Maya (Mexico)

Tourism is an oasis of peace, it is sharing, returning to our humanity, smiling, vibrating with nature, it is history and culture, it is the flavors of each place.

Each trip is a stamp in the album of life.

Tourism recovery is gathering pace with more destinations lifting restrictions to travel. There is optimism amongst tourism industry professionals, as many have become more agile and resilient

after 2 pandemic years. In Singapore, the work continues as we strive to be a trusted, innovative and safe destination of choice for visitors, especially those making their first trip since the start of the pandemic.



DR. EDWARD KOH

Executive Director, Conventions, Meetings & Incentive Travel, Singapore Tourism Board. Skål International Singapore



FLORIN TANCU

President, Skål International Bucharest (Romania)

Presently we are living a moment when the generations are shifting, and **we move from the classic old style of travel to a new, digital environment.** Digital is around us, travel light, travel fast and mixt business travel with leisure, so

called bleasure. Sharing concept will be the king because is offering the traveler the possibility of getting quick and fast to the service. Sustainability concept will be dominant.



MICHAEL G. MEYER

President, Skål International Düsseldorf (Germany)

Overall recovery of market/incoming business. However, prognosis of reduction of business travel by minus 30%, i.e. 1,5 Mio overnight stays. **Need to emphasize quality of target groups.** Strong need to improve private tourist business and spendings per day to compensate business travel losses. We are in contact with DMO to support.



TAMARA MACINTOSH

President, Skål International Winnipeg (Canada)

Every aspect of tourism has been affected and we are all intertwined, and working hard to keep up with daily changes, and meeting our goals for our membership retention, but I can see the light at the end of the tunnel.



MARGARITA ARROYO

President, Skål International Bahias de Huatulco (Mexico)

Our vision for tourism is to stand out from our competitors through a strategy that makes us leaders in sustainability worldwide, while meeting the highest standards of quality for our customers; preserving our destination with its International Certification EarthCheck Master and Blue Flag on its beaches!

PHOTOGRAPHY CONTEST

**“THE EARTH IS ART,
THE PHOTOGRAPHER IS ONLY A WITNESS”**

Yann Arthus-Bertrand

In December, Tourism Now magazine will celebrate your photography talents.

ARE YOU READY TO SHARE YOUR BEST IMAGES WITH YOUR SKÅLLEAGUES AROUND THE WORLD?

The world reopens, you are travelling again, and you are coming back home with some amazing pictures!

Please submit your best pictures taken in 2022. Our Communication Committee will select their 10 favorite pictures that will be published in our magazine in December.

HOW TO SUBMIT YOUR PICTURE

1. Send your picture in high resolution format to [this email](#) with the subject: Photography Talent.
2. Submit your picture before: 20 November 2022.
3. Indicate your full name, your Skål International club, and the location where you took the picture.



Important: If your picture is selected by our Communication Committee, you will need to authorize Skål International to post your picture in the Skål International Tourism Now Magazine. You will need to attest that the picture has been taken by you and is your own property.

IMEX America

Come to the one that gets it done

When reserves are low, hours are long and budgets are tight, you want maximum bang for your buck.

That's what IMEX America delivers.

It's the show where you can get all this done:

- ✔ Business
- ✔ Networking
- ✔ Learning
- ✔ Listening
- ✔ Meeting
- ✔ Negotiating
- ✔ Planning
- ✔ Expanding
- ✔ Partnering
- ✔ Innovating
- ✔ Recruiting
- ✔ Launching

If you're in the business of events, meetings or incentive programs, be they core to your company or something you do once a year, IMEX America is the place to be.

**Cost? No charge. Your ticket's on us.
Value for money? Let's call it priceless.**

Register today at [imexamerica.com](https://www.imexamerica.com)



LAS VEGAS MANDALAY BAY
OCTOBER 11-13, 2022

Q&A WITH...

JULIETTE LOSARDO



EXHIBITION DIRECTOR OF WORLD TRAVEL MARKET LONDON

WHAT CAN WE EXPECT FROM THIS YEAR'S WORLD TRAVEL MARKET LONDON?

World Travel Market brings together the global leisure travel community; providing inspiration, education, sourcing, and benchmarking for travel professionals seeking to build unique and competitive, world-class travel experiences.

The exhibitors at World Travel Market showcase a comprehensive sourcing opportunity to anyone looking to build leisure travel getaways, and this year, we're delighted to see so many regions of the world, and travel brands, once again, represented.

The conference at World Travel Market will address and debate solutions to the emerging trends coming out of the tourism sector and provide a home to the largest gathering of tourism policy makers globally - The Ministers Summit - supported by UNWTO and WTTC.

With the strapline "The future of travel starts now" we will look forward to the future, beyond the pandemic, and focus on how the industry powers on, and keeps up the resilience that was shown (in abundance) through the

pandemic - to enable business deals and resolution-based conversation.

In our 42nd year, World Travel Market is a trusted source - a knowledge centre for the tourism sector and a facilitator of business connections.

World Travel Market attracts huge global attention and provides the ideal platform for those working in international travel and tourism to reunite in the most powerful way - in person - to develop their business networks, explore trends and seal important deals.

WHAT ARE THIS YEAR'S THEMES?

World Travel Market will always be driven by the developments seen within the sector.

This year at World Travel Market, there will be four conference stages dedicated to the emerging tourism trends, plus some brand new, very exciting features around the show floor.

The Future Stage is the largest conference stage and will host fundamental and futuristic content from a variety of sub-sectors such as space tourism, aviation and responsible tourism. We will hear from

world leading market research companies, uncovering what the future holds for the travel sector.

The Futures Stage will host the inaugural Ministers Summit, which is organised in conjunction with UNWTO and WTTC - the largest gathering of policy makers globally. We welcome back the ITT Future You Conference, which supports aspiring students within the travel community, which is of paramount importance when the sector is tackling recruitment and retention challenges.

In addition to this you'll see a Sustainability Stage, a Technology Stage and an Insight Stage - all delving deep into matters that need head-on discussion.

HOW ARE YOU HELPING PROGRESS THE URGENT NEED FOR SUSTAINABILITY AND RESPONSIBILITY IN THE TOURISM SECTOR?

World Travel Market has run its Responsible Tourism programme for many years. Our actions speak louder than words when it comes to our commitment to these initiatives. Building a robust and responsible future for travel and tourism is a priority, and World Travel

Market London aims to unite the global travel industry with that shared objective.

Through the WTM Responsible Tourism Awards, we recognise and showcase businesses doing the most to develop and implement responsible practices. Our focus is on raising the issues and spreading knowledge about practical solutions.

This year at World Travel Market, you'll see a dedicated stage with the theme of sustainability, where we plan to share expert knowledge on tangible actions directly with the travel community.

WHAT ABOUT THE CONFERENCE?

As highlighted previously, this year at World Travel Market, we have 4 dedicated stages supporting the most topical issues facing our sector. So far we have completed work

on over 70 sessions spanning three days – and this work is ongoing! There are well-known keynote speakers, a plethora of case studies and business insights, led by industry leaders, and even a few celebrities!

WE HAVE ALL SEEN THE CHALLENGES THE SECTOR HAS FACED RECENTLY; WHAT ARE YOU DOING TO ENCOURAGE NEW TALENT INTO THE INDUSTRY?

At World Travel Market London we are focussed on bringing the global tourism industry together. In a normal year, we welcome 55,000 professionals through our doors, including 9000 decision makers. It's our hope that with this reach, we facilitate global conversations that deliver solutions to our sector.

Recruitment and infrastructure are big topics

across our conference this year. You'll see this weaved into many sessions within the four stages over three days. We have a dedicated stage, The Insights Stage, which will host sessions around business strategies and you'll also see some dedicated sessions on recruitment and retention.

We welcome back the ITT Future You Conference this year, which is dedicated to tourism students and young people wishing to work in travel. It aims to inspire the next generation and show them the huge breadth and variety of roles available in the industry, some of which they may not have considered before.

This group of young people are more important than ever, and we're keen to show them all the wonderful things the industry has to offer.

World Travel Market London takes place **7th-9th November 2022** at Excel London.

REGISTER NOW 



The Future of Travel Starts Now

Let's seize the moment to begin
reshaping a revitalised, and more
sustainable future of travel.

Register Now

www.wtm.com/london/SKAL



wtm[®]

LONDON

7- 9 November 2022

Built by



In the business of
building businesses

IBTM WORLD 2022 FOCUSES ON CULTURE CREATION

FACE-TO-FACE EVENT LAUNCHES WITH EMPHASIS ON CULTURAL CONNECTIONS

IBTM has announced the first details of **IBTM World 2022** which will focus on 'culture creation' as the business events world adapts to a more disparate working environment post-pandemic.

The organisers say the event, which will take place at Fira, Barcelona, from the 29th of November to the 1st of December, will bring together attendees to discover how modern business challenges are creating opportunities across the industry, and explore the convergence of events and business culture.

David Thompson, Event Director, IBTM World, comments: "Business events are back to fill the gap they left, but they have also stepped up to fill the new gap that's appeared: the place where business culture lives. This year, we're looking at how the technology we are using, the experiences we are creating, and the destinations we are visiting create limitless cultures for businesses and incredible potential for events and deliver the opportunity for better business results".

As part of its focus on creating culture, IBTM World 2022 will include the introduction of IBTM Cultural

Roadshows. Designed to showcase different cultural destinations around the world, the Roadshows will explore how destinations use their unique cultures to create huge potential for events.

IBTM World's Knowledge Programme will focus on the event's core cultural theme and include session tracks on connections, business, careers, brands and experiences. IBTM Accelerate will showcase innovative ideas with a roster of speakers delivering inspirational short talks.

IBTM World's networking events will this year



reflect the unique culture of different destinations, including the hugely popular Networking Hour on the show floor, Club Night, and the Welcome Reception on day one with food, live music and dancing.

Barbara Jamison-Woods, Head of Europe, Convention Bureau at London & Partners, comments: "I am delighted that the theme for this year's IBTM World is 'Culture Creation' as we are really lucky in London to have a such a diverse and accessible cultural offering with the greatest number of free museums and art galleries in the world. We are really looking forward to exhibiting with our sustainable hotel, venue and DMC partners at IBTM World on the London Convention Bureau Stand. We will be running several 'What's New' and 'How to Do London' interactive presentations to not only inspire hosted buyers but to discuss how we and our partners can help them with practical and hands on support to fit all budgets and ROI objectives".

Grant Caplan, President at Procurigence, comments: "Our mission to use gatherings of all sorts for culture creation is more important than ever for our clients. Large corporations who may have fewer offices post-pandemic are looking for ways to maintain their unique culture, something that face-to-face events can really help forge and maintain. Our mission for IBTM this year is to find great suppliers as always, as well as those who can help us deliver creative cultural experiences for our clients".

To free up time in buyers' schedules to allow them to attend educational sessions and meetings over the course

of the event, this year the Corporate Buyer Programme and the Association Programme will take place the day before the official start of the event, on Monday 28 November.

Visitor registration is now open for **IBTM World 2022**, which will take place at Fira, Barcelona, from the 29th of November to the 1st of December, with the world's leading buyers and suppliers expected to be in attendance.

The flagship Barcelona show, which will focus on culture creation as its theme, has confirmed several of the world's best-known destinations and suppliers, including several who are returning to the event for the first time since before the pandemic. Brazil will return to the event after a three-year hiatus, with a 160 per cent increase in stand space compared to 2018 when they last participated at IBTM World. In addition, Distant Frontiers, one of India's largest DMC networks, will return after a three-year absence.

Also in attendance will be the convention bureaus of Spain, Ireland, Brussels, Croatia, The Czech Republic, Canada, Malaysia, Jordan, Bahrain, Canada, Miami, Las Vegas and Boston, as well as Meliá Hotels and Barceló Hotels.

Hosted Buyer recruitment is gathering pace, with prestigious corporate, association and agency Hosted Buyers due to attend, including European Union of Medicine in Assurance and Social Security (EUMASS), Pfizer, COSMOPOLIS, International Stereoscopic Union, SAUDI Telecom Company, UNICEO (United Network of International Corporate Events Organisers), The British Pain Society,

Maritz Global Events, Centers for Disease Control and Prevention, citigroup inc., and CWT Meetings & Events.

A number of destinations have already applied for IBTM World's **Culture Roadshows** initiative, designed to explore how destinations use their unique cultures to create limitless potential for events. The theme of 'culture creation' will permeate the event, from the inspirational Knowledge Programme sessions to the networking events.

David Thompson, Event Director, IBTM World, comments: "With the passing of Queen Elizabeth II, the UK finds itself mourning the loss of an intrinsic part of British culture. The Queen loved being involved in a wide range of events outside of her ceremonial duties and she knew the true cultural value of events.

"At a time when many of us are more disparate than ever, we look forward to bringing people together from around the world to create new, cross team, cross business cultures".

Register today to get **exclusive discounts** on flight and accommodations, and special offers on activities around Barcelona, in partnership with Barcelona Turisme.

#CultureCreates
#IBTMWorld

REGISTER NOW 

YESTERDAY'S CONNECTION MAKERS ARE TODAY'S CULTURE CREATORS

29 NOV - 01 DEC 2022
Barcelona, Spain



Register now

ibtm[®] WORLD

ibtmworld.com/si



WHEN YOU WANT TO *Get Away,*
LET US GIVE YOU A *Comfortable Stay.*

Welcome to BWH Hotel Group® a leading, global hospitality network comprised of three hotel companies, including WorldHotels™ Collection, Best Western® Hotels & Resorts and SureStay Hotel Group®. With 18 brands and over 4,700* hotels worldwide, from premium economy to luxury, we have the ideal solution for every traveler.



WORLDHOTELS™
COLLECTION



Best Western®
Hotels & Resorts



SureStay®
HOTEL GROUP

BWHHotelGroup.com