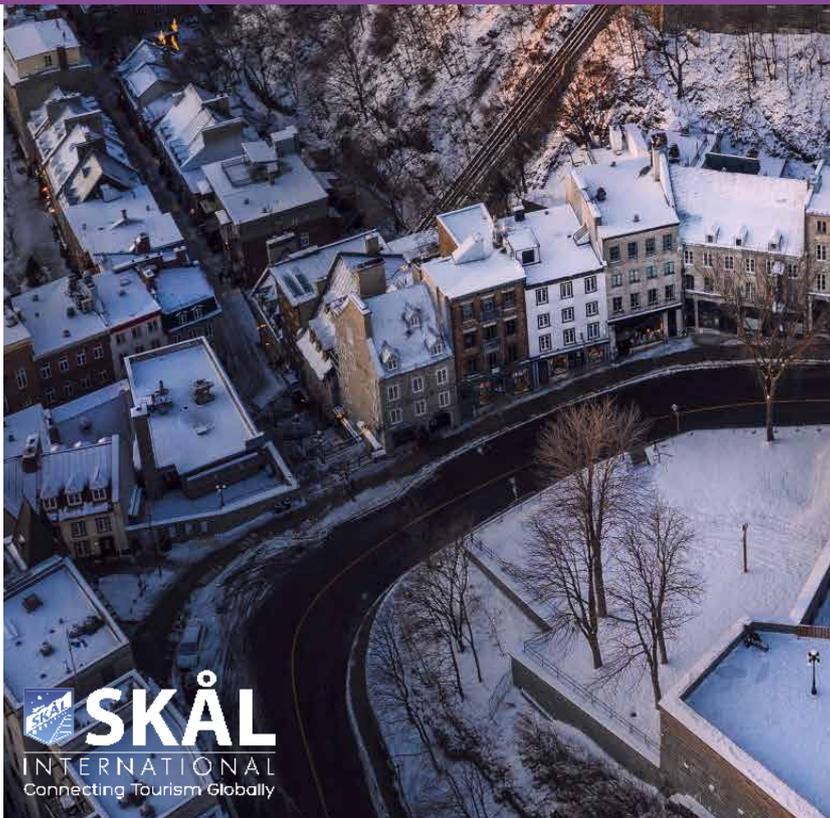


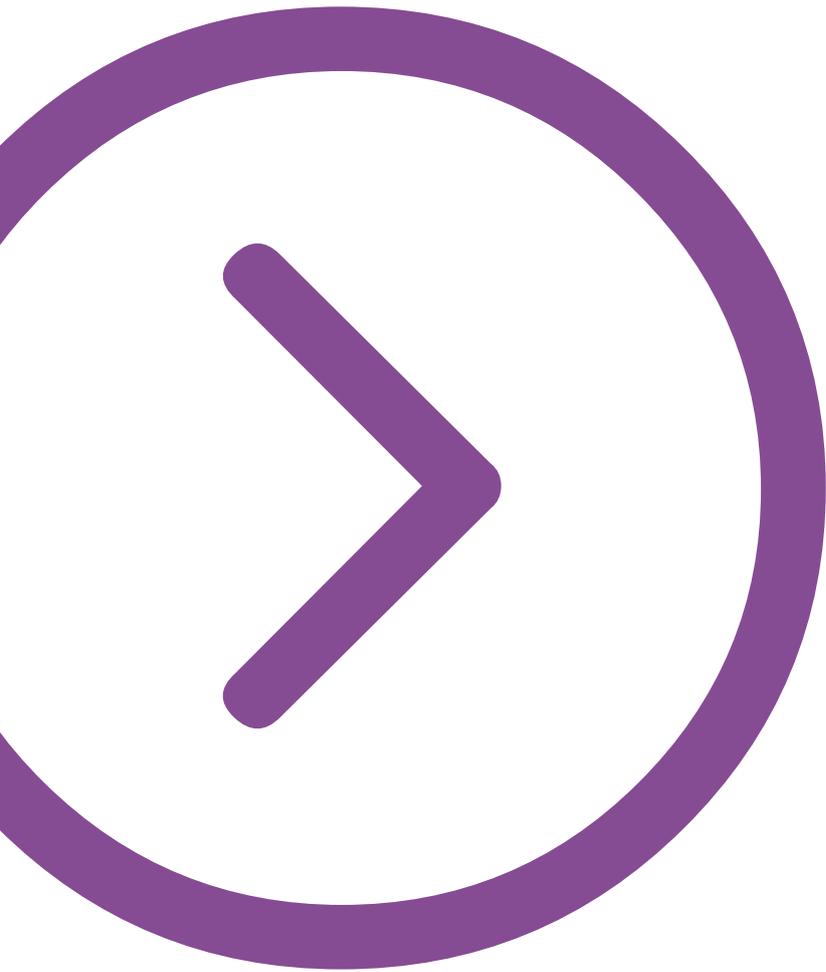
TOURISM NOW



**WINTER
SEASON IN
QUEBEC**

**QUEBEC UNVEILS ITS
WINTER APPEAL**

SKÅL
INTERNATIONAL
Connecting Tourism Globally



EDITOR

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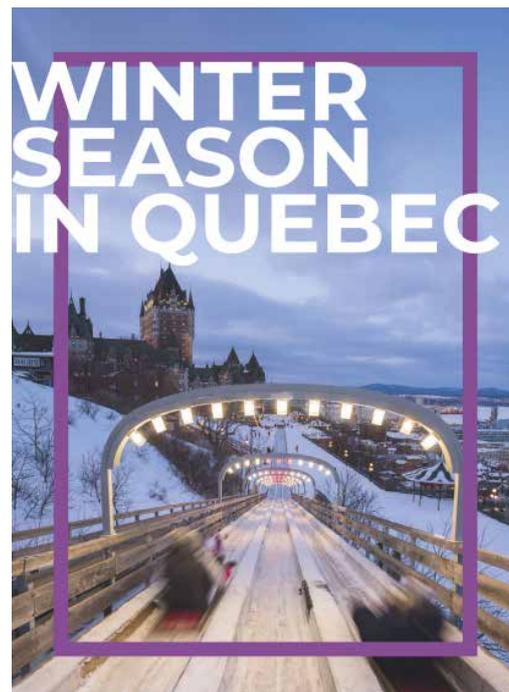
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ANNETTE CARDENAS
Skål International Director

EDI TOR IAL

HAPPY 2023!

As 2022 winds up I would like to **thank everyone for keeping up** with all our publications and, for the many suggestions and comments that help enrich our communication.

This is a **team effort**, and it is very important to recognize that, the support of our readers is our best measure of success. This team is not complete without recognizing the effort and hard work from Ana María Vera, Cristina Rubio and María del Mar Rubio, the staff at our headquarters as well as all Skålleagues that support us with information, ideas, best practices and news!

The upcoming year promises to be exciting and challenging. With over 13,000 members in 84 countries, we hope to bring you a piece of every corner of the world.

Thank you for your readership and Happy 2023 to all!

Skål!



ANNETTE CARDENAS
Skål International Director



BURCIN TURKKAN
Skål International World President 2022

EDI TOR IAL

2022 OVERVIEW

December 31st will be the last day of my Presidential tenure.

It has been my honor and utmost pleasure to serve as your World President in 2022. I have been fortunate to experience my presidency at the time coming out of the pandemic. Although this situation brought lots of challenges to take on, I am grateful for the opportunities of getting to meet fellow Skålleagues around the globe in person in many events.

I want to take this opportunity to thank all the National Committee and Clubs Presidents who have hosted me in their city and at their Club meetings or events, for their fantastic hospitality and the wonderful friendship. It has been a true privilege to work with you all!

We all know that success in the travel and tourism industry is always reached when we work together towards a common goal and that is exactly why I chose my presidential theme of TOGETHER WE ARE STRONGER AS ONE. This theme

has been included with all our correspondence when any achievements, announcements and ideas have been implemented so as to keep it on top of mind with all our members.

The first step to align with my Presidential vision was to incorporate the incredible talents and minds of our members into different work committees. This would not only add value to our offerings but also create excitement and encourage teamwork among our members while allowing them to be part of our organization's decision-making process. When people's talents are recognized, it immediately ignites the creative mind and spreads positivity to all, which naturally encourages many new projects.

As we celebrated the 90th anniversary of the first Skål Club this year and the 88th anniversary of our Association, I would like to reiterate that the longevity of our organization will depend on how we meet the expectations of the new generations and disruptions in the working environment, which will allow us to understand what enhanced membership benefits will attract new members to our organization.



Skål International needs to continue to be the guiding star in our industry as our colleagues will be observing how our organization will handle change and how flexible and adaptable, we are to the countless challenges our industry faces.

Teamwork, Collaboration, Transparency, thinking out of the box and a Willingness to change is the new currency in this new world and vital to possess if we want to lead.

The change process in organizations and companies are on a very fast trajectory and tourism has always been the first catalyst for growth as an industry. Connecting Tourism Globally while making authentic connections through trust, friendship, business, and travel, that is what membership to Skål International is and we need to make sure it remains this way not allowing any negativity, internal politics taking over these wonderful values of our organization.

Even though different factions influence members, it must be remembered that ultimately, we are all working for a better future and that differences should always be discussed before presenting a united front to the members. We did that at the 2022 AGA in Kvarner, Croatia. As you know the membership said YES to change during the 2022 AGA in Croatia where through electronic voting all clubs with a record high participation in Skål International History were able to give opinion rather than those present in AGA what used to be traditional in the past prior to pandemic. The Inclusion that this new governance plan offers will give the opportunity to create a space where everyone is invited into the conversation and appreciated for what they contribute.

The membership approved the new governance plan that will become effective as of 2024.

As we all know, success is only achieved through collaboration and applied ideas.

For this purpose, I have initiated the New Governance Transition Committee. This Committee already met on December 6th and started to follow the proposed 12 months agenda to assist the 2023 Executive Board and the SI HQ to secure a smooth transition with proper preparation of necessary logistics and training needed by Clubs, National Committees and Area Committees worldwide. To be able to have a full and successful execution and smooth transition is needed.



**WE CELEBRATED
THE 90TH
ANNIVERSARY OF
THE FIRST SKÅL
CLUB THIS YEAR
AND THE 88TH
ANNIVERSARY OF
OUR ASSOCIATION**

I have pledged to be your transformational leader and entire year I have been talking about change. As one is most creative through a transition period, this post-pandemic time has been the ideal time to reassess every aspect of the organization and its needs and adaptation for the future which is here NOW! As I emphasized in many speeches Change is not a force to be feared but rather an opportunity to be seized.

As members of Skål International we have realized that there is a powerful tool that has the potential to transform any challenging relationship into one of equity,

openness, and sustainable fair exchange and that is Effective Communication.

I am happy to report that we have achieved **every goal that has been set for 2022 and more. First time in many years the membership numbers have shown an increase by over %2 instead average annual decline of %5 in the past 15 years.** The members active participation in Committees and realization of the goals in many ways have been an inspiration to me and your Executive Board members during the entire year to work for better of our organization. **The final report of the achievements for 2022 can be found [here](#). Please take a moment to review.**

Skålleagues, moving forward let us all continue to have a SOLUTION MINDSET. Let us continue to seize opportunities to grow our organization further and continue to be the leading star in the industry. Let us be 'the place to be' for the next generations and celebrate another 90 years of doing business among friends!

I would like to conclude this message with giving a special call out to my Executive Committee Members, Skål International HQ Staff, ALL the National Committee and Clubs Presidents and to All our Skålleagues; It has been my true honor and utmost pleasure to work with you and serve as your World President in 2022. **The goals this year have been achieved by All of US working TOGETHER AS ONE!** Thank you for allowing me to show the world that **WE ARE STRONGER TOGETHER AS ONE!**

Always, in Friendship and Skål!



BURCIN TURKKAN

Skål International World President 2022

burcinturkkan@useh.org

#WeAreStrongerTogetherAsOne

#Skål2022



MEET SKÅL INTERNATIONAL

EXEMPLARY SKÅLLEAGUE

VALÉRIE CÔTÉ

Member of Skål International Quebec City,
Canada.



LESSONS IN SKÅL INTERNATIONAL

As being a member of the 'best club in the world 2017' for the past 17 years, my Skål International journey has been filled with wonderful experiences.

When I first joined, I was impressed with the **quality of the membership** and had to figure out how to find my place in this group of merry and passionate professionals in the tourism industry. I was leaving a career in the financial sector, and it was quite a change to see how welcoming towards each other the members were in Skål International, even between competitors. **It was my first important lesson.**

Skål International is an organization where people with common interests and professional goals come together to pull each other up. Over the years, I found mentors, business partners, employees, suppliers, and clients in my club. Most of all, I found friends. It developed in all directions. I have friends and business partners that became Skålleagues and clients and suppliers that became Skål International traveling buddies. **That was my second Skål lesson.**

The importance of building the relationship. In this post-pandemic (and pre-next one) world, we all have learned the value of having strong personal or professional relationships when the storm hits. We are both reassured and comforted that the easiest way to get through things is to get through them together because that bond makes us ALL stronger...



Lesson number three: Getting involved accelerates the ROI. My first responsibility was in year two, and it was the initiation committee. Then on the Local Organizing Committee for our 2010 North American congress. It was followed by joining our club's board, holding all the different functions, and becoming club President in 2019, the year our club was selected to host the international congress of 2021, now being held in 2023. This year, I was invited to join the international membership committee of 2022 and am a member of the LOC for our 2023 congress.

Lesson number four: Travel with Skål International and attend congresses!! I had the privilege of engaging with many colleagues while traveling; the benefits of getting in touch went from recommendations on a destination, restaurants, or what to see to getting to know them over lunch and Skål International meetings. My first congress was in 2007, and I am still counting. Whether it be the national or the international congresses, it's only there that a member can get a real sense of all the opportunities Skål International has to offer. At the club level, you have great meetings, build friendships, and do a lot of business. Still, one could argue that there is no need to be a Skålleague to do business locally. Possible, but only by working twice as hard on building relationships or being a member of two or three organizations to have the same representation. But the possibilities that a congress offers are unbeatable. Members from all over the continent, or the world, meet in a wonderful venue. People from all sectors of the travel industry with all the same interests in discovering a destination, developing friendships, and building lasting business relationships, all while having fun!! A remarkable proposition.

Lesson number five: The Florimond Volckaert Fund. This is where Skål International's heart lies; the existence and purpose of this fund are one of the fundamental reasons that set Skål International apart from other organizations.

And the lessons go on and on...

Skål International has given me opportunities I would have never expected and invaluable friendships and experiences. And the firm conviction that **Doing business among friends leads to Happiness, Good health, Friendships, and Long life.**

Skål!

EXEMPLARY
 SKÅLLEAGUE

GREETINGS FROM THE SKÅL INTERNATIONAL EXECUTIVE BOARD

Happy Holidays!



IT HAS BEEN A TRUE HONOR SERVING AS YOUR WORLD PRESIDENT IN 2022.

It was a challenging year where we all worked together hard to overcome the obstacles that we had to experience due to the nature of the change that we all have been feeling not only in Skål International but globally professionally as well as personally in every field. I think everyone has done a wonderful job; I am proud of each and everyone of you and want to thank you again for allowing me to be a part of it in the lead. This is only the beginning and I know better days are ahead of us, if we continue to stay together as one and work together.

I wish all my Skålleagues Happy Holiday season and the very best in 2023; may the new year bring you lots of success, prosperity, good luck, excellent health but more importantly lots of love as it is the key for happiness and life is always better when we surround ourselves with love. Cheers & Skål!



BURCIN TURKKAN

Skål International World President 2022

2022 IS COMING TO AN END, AND I MUST SAY IT HAS BEEN A QUITE INTERESTING AND CHALLENGING YEAR.

On the one hand, our industry has had a strong comeback with major changes in the way people now want to travel: Natural places, sustainable locations and the possibility to work and relax at the same time are now a strong part of their demand. Nevertheless, the shortage of personnel, high inflation and the prices of fuel are placing an important burden in our recovery.

On the other hand, and as you all know, our beloved Association, after 88 years with the same structure, has recently approved in Croatia a new governance model which will change the way in which Skål International will be run, with a stronger democratic participation from all regions of the world. I fully believe this change will make us stronger and will enhance our vision to be 'the trusted voice of tourism'.

Having said this, I must also mention that since the beginning of the year, President Burcin Turkkan established 8 Committees that have worked hard and united for the benefit of Skål International. More than 150 Skålleagues from around the world have devoted their time and knowledge to revamp our organization.

2023 will be a year of enhanced continuity. Most of the Committees will be maintained whilst others will have to adapt to the tasks required in the new governance model. In fact, on December 6th, a Transition Committee was launched, with 15 devoted Skålleagues that have accepted to take the challenge to put into action our new structure. Amongst them, 4 Co-Chairs have been named: Lavonne Wittmann, Skål International World President 2019; Alfred Merse, Skål International Australia President 2019; Holly Powers, International Skål Councillor USA, and Marianne Krohn, Skål International Senior VP 2014. Our staff in Torremolinos has also accepted the challenge, something that I am quite grateful for. As you can see, steps are being taken to bring Skål International to a new era, in which the support of all Skålleagues around the world will be of utmost importance.

Wishing you and yours the best in this holiday season and a very happy new year, I remain, "con un muy fuerte abrazo Skål".



JUAN IGNACIO STETA
Senior Vice President



HÜLYA ASLANTAS
Interim Vice President

THIS IS THE TIME OF THE YEAR TO REFLECT BACK AND ALSO TO LOOK AHEAD.

The past 3 years have been very difficult with the many unknown situations we had to face. Thanks God we survived and probably learned also some lessons. These challenging times reminded me once again of the fact that, nothing is to be taken for granted. Even the most simple things like hugging or taking a walk could become only a wishful thought. The same also applies to Skål International.

We have taken for years many things for granted and did not go down to the root of our problems. In that respect, 2022 was very different for all of us. **We said 'We are stronger, together as one'**, and really worked hard to see what needed to be changed to bring the good old days of unity and friendship back to Skål International. Under the strong leadership of our President, we have managed, all together, to take the great step towards the much needed changes in the governance of our organization. We are all witnessing a historical period unfolding.

Now in 2023 we have to make the best use of this year to get ready for the many improvements that will take Skål International to its new level. But to achieve this, we all have to support, believe and work hand in hand with wisdom.

Wishing Happiness, Good Health, Friendship and Long Life to all the Skålleagues and their Families worldwide and an enjoyable Holiday Season!



MARJA EELA-KASKINEN
Director

Wishing all fellow Skålleagues peaceful Holiday Season and Happiness, Good Health, Friendship and Long Life!



THERE IS SOMETHING MAGIC AND REFRESHING THAT OCCURS DURING THE HOLIDAY SEASON.

It prompts us to reflect on the year that is about to end and, more importantly, on the year about to begin; what it will bring and what our expectations are.

I want to wish for all Skålleagues around the world some beautiful days with their families and friends, to enjoy the precious moments and toast for health, happiness and for a 2023 full of success and peace. May the upcoming year bring us and our organization new opportunities to grow and strengthen our ties of friendship across the world.

Happy Holidays!



ANNETTE CARDENAS
Director

WISHING ALL SKÅLLEAGUES ACROSS THE WORLD A HAPPY AND HEALTHY CHRISTMAS.

Whether you are spending it in the snow or by a cosy fire or like us here in Australia in summer with many people on the beach with seafood or a traditional lunch at home - enjoy!

For Skål International and the world at large I hope the future brings friendship and happiness. As John Lennon famously sang "Imagine all the people living life in Peace".

Merry Christmas Fellow Skålleagues!



DENISE SCRAFTON
Director





THIS YEAR WILL NOT END WITHOUT A MESSAGE OF GRATITUDE TO ALL THE INTERNATIONAL COUNCILLORS AND TO ALL SKÅLLEAGUES WORLDWIDE.

2022 has been quite a year with our business coming back after the Covid pandemic as no one predicted. We are facing extremely difficult global economic challenges combined with inflation problems. In spite of these challenges, our industry always stands strong.

Warmest thoughts and best wishes for a wonderful Christmas and a Happy New Year. May peace, love, and prosperity follow you, your loved ones always.

Wishing you a joyous Holiday season and a happy and peaceful New Year.

Best wishes for the Holidays, and for health and happiness throughout the coming year.



JULIE DABALY SCOTT

President, International Skål Council

GENERAL SECRETARIAT

Our best wishes for health, joy and happiness!



ANA MARÍA VERA
INTERIM SECRETARY GENERAL



YOLANDA SÁNCHEZ
ACCOUNTING & FINANCES



SANDRA VERA
MEMBERSHIP, DEVELOPMENT & AWARDS



ESTHER ROMERO
CONGRESS & IT COORDINATOR



MERCEDES CANEDO
HELP DESK

CLUB OF THE YEAR 2021-2022: SKÅL INTERNATIONAL MELBOURNE

DURING THE SKÅL INTERNATIONAL WORLD CONGRESS OPENING CEREMONY HELD ON 14 OCTOBER 2022 IN RIJEKA, KVARNER, CROATIA, SKÅL INTERNATIONAL MELBOURNE (AUSTRALIA) WAS ANNOUNCED AS THE WINNER OF THE SKÅL CLUB OF THE YEAR 2021-2022.

TOURISM NOW asked President Tara Strickland for her insight into winning the coveted award:

QUESTION: WHAT IS YOUR 'RECIPE FOR SUCCESS'?

Answer: Well, I think if we are speaking in terms of a 'recipe', the key ingredients are absolutely the people you surround yourself with. We have formed a Committee in Melbourne that is strong and dedicated and who truly believe in the Skål International motto of "doing business amongst friends". Then, we add a few spoonfuls of energy, a cup of passion, a sprinkle of love and a big old dollop of fun!

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

A: It's important that we do our utmost to convey the benefits of being part of the world's biggest (and best) Industry Association, in order to attract new industry professionals into the fold. The foundation of our Club are our functions. **We work really hard to create events that are valuable and productive,** giving ample opportunity for networking, i.e. making genuine industry connections - and that are interesting and exciting and fun! We encourage our members to bring along their industry colleagues, and we do our best to actively facilitate working relationships amongst Skålleagues. We take plentiful, high quality photos at our events and share them across all communication

channels, particularly on our social accounts. And crucially, we ask that our members do the same. In doing this, we find exposure to our Club is broadened and we gather interest from people that see how great our events are (and the calibre of attendees). Particularly over the last year, we have upped our socials game and this has sparked a lot of attention, most notably across LinkedIn and Facebook, from industry peers interested in joining us and finding out what 'this Skål International thing' is all about.

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

A: We like to think that our main point of difference at Skål International is our personal touch.

As mentioned above, we work to create events that are different to other industry associations – more intimate, inclusive, always productive and entertaining. We take pride, and pleasure, in ensuring that every person that walks into a Skål International Melbourne event feels the warmth, attention and friendship in being part of this great Association. As we know, getting people to events can be challenging work! So, it is vital that everyone plays their part in encouraging each other to come along. We try to promote ourselves in a way that distinguishes us from other clubs and events in Melbourne, ie by hosting themed events, inviting impressive industry leaders to speak to us, and building creative campaigns around our venues (like our 'Date Night with Chloe' last February, the whole event was constructed around a famous painting, Chloe, that is permanently on display at a well-known Melbourne restaurant. We invited our members and guests to an up and close and personal 'date' with the famous painting, and of course, meet and greet with a room full of industry professionals).

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

A: Last year, we launched our Skålleague of the Year Award, recognizing members that have been outstanding contributors to both our Club and our Industry.

This year, we lost one of our most beloved Skålleagues and we have renamed our Award in his honour (The Peter McClintock Award for Melbourne Skålleague of the Year). This was a really special endeavor that means a lot to our committee and has been really well received by our members. We are also working towards more involvement in our community, and investing even more time and energy, as a Club, in our charity work. We believe it is important for Skål, as a worldwide brand, to be shown as actively contributing to important local and global projects. We are really moved by the incredible work that some of our fellow Skålleagues are doing, like Skål International New Orleans, who recently raised over \$5000 towards the Skål International Croatian Refugee Fund. Truly inspiring work!

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

A: This is a great, and vital, question. First and foremost, we are a networking association, based on the premise of global friendship amongst industry peers. When you encourage camaraderie and a sense of 'belonging' amongst Skålleagues, of course we want to support, assist and do business with each other. That is the definition of networking really, and it is the very essence of Skål. We try and do this through the creation of, and the promotion of, our monthly events - aiming to always use member venues/

services for functions and to offer exclusive access to industry leaders; through highlighting our partnership with our State Tourism Council – giving our members access to vital resources and industry training and updates; and encouraging participation at a national and international level. As a Committee, we are working on better ways to communicate the benefits of industry discounts and access to the international global database. Honestly, if I had a nickel for every time a Skålleague asked me for the contact details of another member whom they could look up in the database themselves, I'd be rich! I may exaggerate, but it really does tell me that we need to be doing more to actively promote these Skål International benefits. We are revising and updating our collateral (making it more digital friendly as opposed to the current printed version) to share with members, including an easy how-to guide for accessing the database and a literal checklist for new members to sign off on (including such things as following us on social media, bringing a buddy to an event, and sharing special offers on member businesses to fellow Skålleagues). Next year, we hope to host the National Assembly in Melbourne. This is an ideal way of showing our own members that Skål International is even bigger and better than our local Club and that by expanding your network you not only reach more potential business opportunities, but you can make lifelong friendships across the globe!

PHOTO
Skål International Melbourne Executive Committee



Freeel Costa del Sol



COSTA DEL SOL
MÁLAGA

visitacostadelsol.com
visitacostadelsol.com

WINTER SEASON IN QUEBEC



QUEBEC CITY IS A FANTASTIC DESTINATION...

...FOR A WINTER CONGRESS, OFFERING A UNIQUE AND CHARMING SETTING, A WIDE RANGE OF ACTIVITIES AND ATTRACTIONS, AND EXCELLENT FACILITIES FOR HOSTING CONFERENCES AND EVENTS.

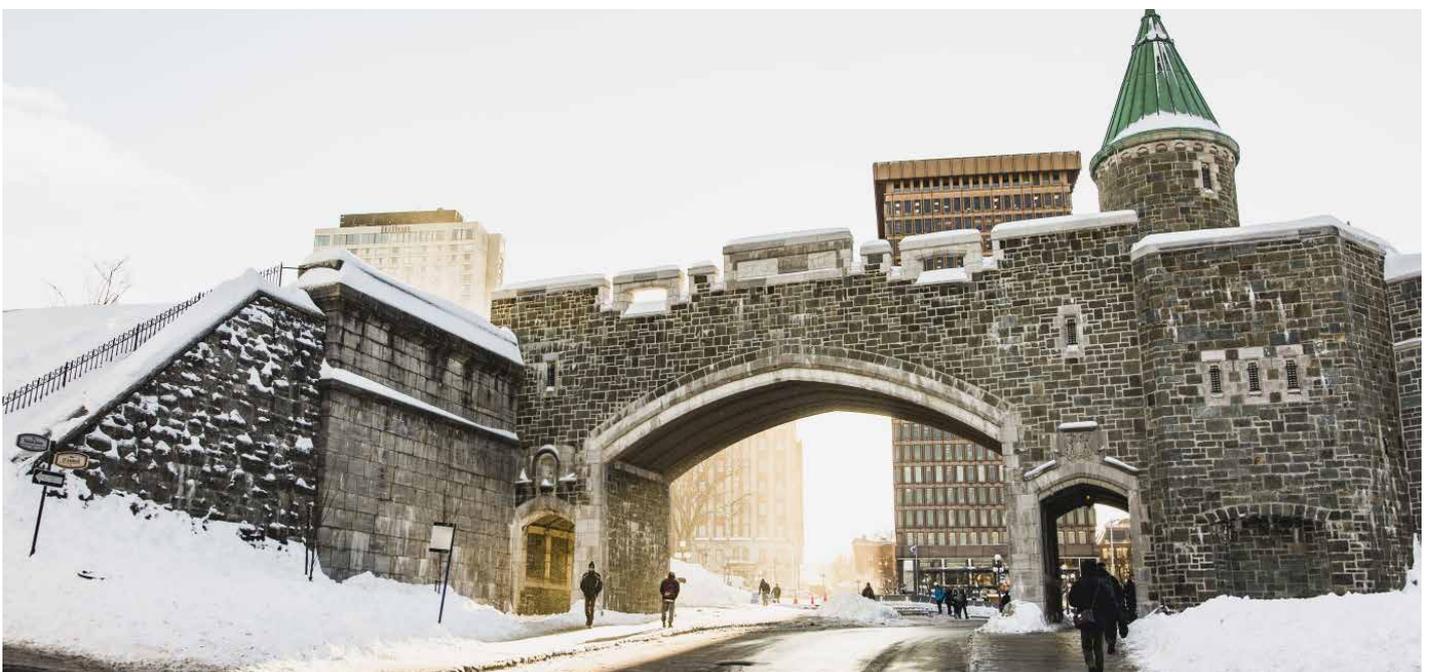
The city's old town is a UNESCO World Heritage Site and offers a beautiful and historic setting for a congress.

It is even more enchanting during the winter months, with its cobblestone streets and historic buildings covered in snow.

In addition to its charming atmosphere, Quebec City is also a convenient and accessible destination. It is easily reached by air, with major airlines serving the city, and it is also within driving distance of many cities in the northeastern United States.

For those attending the congress, there is plenty to see and do in Quebec City during the winter

time. The city's culinary scene is excellent, with many restaurants offering traditional Quebecois dishes. The city is home to many museums and cultural attractions, including the Musée de la Civilisation and the Musée national des beaux-arts du Québec, which offer fascinating insights into the history and culture of the region.





The festive atmosphere of the city during the holiday season is truly magical, with Christmas markets, ice sculptures, and other holiday-themed events and activities. The city's nightlife scene is vibrant, with many bars, clubs, and live music venues to explore. Head to one of the city's gourmet destinations, Le Grand Marché, and take your pick of over 1,000 local products offered at the Christmas Market. Petit-Champlain and Place-Royale are among the best places to immerse yourself in the holiday atmosphere. Impressive performances by the Flip Fabrique circus troupe and choirs add a touch of wonder on weekends. Take the stairs or the funiculaire down to Petit-Champlain and experience the magical winter wonderland of Québec's oldest shopping street. Take a moment to warm up by the fire at one of the warming stations. At the end of the day, go skating in a magical setting. Just steps away from the ramparts and surrounding heritage buildings, you'll

find the skating rink at Place D'Youville, all lit up for winter. **Quebec City is committed to supporting sustainable travel and tourism** both with visitors in the way of advising them to explore the region and with companies to accompany them in this responsible shift. Our goal is to make Québec City the reference among sustainable tourism destinations in North America. Sustainable tourism is the future of tourism as we know it. Adopting good practices, being respectful of the environment and working to preserve ecosystems are now important matters for visitors around the world. These are also aspects

increasingly encouraged by destinations and residents of these places who wish to preserve their environment for future generations. Use our tool to calculate and offset the CO2 emissions from your trip to Québec City. Your carbon offset will be used to plant trees in the boreal forest.

Overall, **Quebec City is a unique and unforgettable destination** for a winter congress, offering a charming atmosphere, convenient location, and a wide range of activities and attractions for attendees to enjoy. Let yourself be carried away by a festive atmosphere and a culture known the world over for its unique vibe.

SKÅL INTERNATIONAL WORLD CONGRESS 2023 WILL TAKE PLACE IN QUEBEC CITY. 6-10 DECEMBER 2023

MORE INFO:

skalworldcongressquebec2023@gmail.com

Check the Skål International App (available on [Google Play](#) and [App Store](#)) for further information as of Jan 2023.

MEET TRAVEL LEADERS OF THE INDUSTRY

INTERVIEW

VIRGILIO

MARTINEZ

Virgilio Martínez is a Peruvian visionary/vanguard chef world-renowned and recognised for representing and promoting Peru, its biodiversity and its landscapes on the global gastronomic scene.

He is the founder and owner of the restaurants Central (Lima, Peru), Mil (Cuzco, Peru), and co-creator of the organisation Mater iniciativa, with whom he has opened this 2022 MAZ restaurant in Tokyo, Japan.

THE MORE YOU EXPLORE, THE MORE YOU WILL KNOW.

From the beginning Virgilio thought and devised his concepts by searching and exploring. His mantra “outside there is more”, full of meaning, perfectly illustrates the spirit of adventure that drives his determined and dreamy mind and continues to inspire him and his team on a daily basis.

Behind the idea of “outside there is more” is that idea of investigating, of seeking beyond what we know, whether physically or mentally. It is this same mantra, in fact, that guides and inspires the Mater team in their projects.



GASTRONOMY IS ATTRACTING A LOT OF ATTENTION IN THE WORLD OF TOURISM. WHAT DO YOU THINK ABOUT THIS AND HOW HAS THE INDUSTRY EVOLVED BASED ON YOUR EXPERIENCE?

Gastronomy has become a force that functions as a tool for visibility, for exposure of work and joint effort. It is also evidence of interdisciplinary work, covering the various bases (although certainly not all) of today's cuisine, which is not only related to the design of novel and attractive gastronomic proposals, but also to a serious commitment to society, the environment, the economy of a place, and even the productivity of farmland, such as the preservation of natural areas. In my experience, the chef has evolved from being a character in a dignified occupation within his or her kitchen to having the possibility of being

a very active character within an environment, to being able to form a community that drives, especially in a country like ours! With an unimaginable diversity of resources and a very important cultural background.

OUR ASSOCIATION HAS 13,000 MEMBERS IN 84 COUNTRIES AROUND THE WORLD - WHAT BEST PRACTICES WOULD YOU SHARE ABOUT ACHIEVING GLOBAL LEADERSHIP IN GASTRONOMY?

I would say that it is very important to lead by example. We could not ask for commitment from a team member if we are not committed to those who lead. Commitment is in all aspects, the professional, as well as the aspects of life. It needs to be consistent. You cannot talk about nature if there is materiality as a priority. And if our path (because there are several) was to transmit

“
AUTHENTICITY IS A FUNDAMENTAL PILLAR.”



messages of biodiversity, identity and appreciation of what is our own, it is important to always put this first. Authenticity is a fundamental pillar.

HOW IS THE FUTURE OF GASTRONOMIC TOURISM SHAPING UP IN THE PRIORITIES OF THE TRAVELLER WHEN SELECTING A DESTINATION?

Experiences are genuine, they are lived with intensity, they have the potential to transform you. People have been through a crisis, through confinement, through fear,



through facing life and lack of health, so now the trips that are sought must be worthwhile in every sense, because time is more valuable than ever.

PERUVIAN GASTRONOMY HAS HAD A LOT OF INFLUENCE INTERNATIONALLY... HOW HAS THIS EVOLUTION BEEN?

Peruvian gastronomy is relevant. It is transcendent because it is linked to a diverse and very powerful culture. It is immeasurable, because it is immense, broad, complex. And that is fascinating because there is and will be a lot of scope to continue contributing and innovating.

WHAT CAN WE HIGHLIGHT ABOUT PERU AS THE WORLD'S LEADING CULINARY TOURISM DESTINATION?

Peru has variety, immensity and depth. For those who want to know, there is knowledge, and for those who want contact experiences, there is the possibility to connect, in a real way. Our cuisine offers a very broad spectrum. There are many different alternatives, from simple to more intricate. I think this is an important advantage. There are huariques, there are haute cuisine establishments with very convincing proposals, as well as comfortable kitchens, warm atmospheres, some rustic, others very complete, there is something for different moments and in different scenes.

AWARDS AND ACKNOWLEDGEMENTS OF THE CENTRAL RESTAURANT IN LIMA, PERU

2014 - 2015 - 2016 - 2018 - 2021 - 2022

#1 Restaurant Latin America / Restaurant Magazine 50 Best Restaurants of Latin America

2017

#5 Restaurant in the World / Restaurant Magazine World's 50 Best Restaurants
#5 World's Best Chef Awards (Chef Virgilio Martinez) / Restaurant Magazine World's 50 Best Restaurants

2018

#1 Cuisine - SUMMUN Guide to Peru's Best Restaurants. 2018
#6 Restaurant in the World - Restaurant Magazine World's 50 Best Restaurants.

2019

94.5 pts - LALISTE The world's Restaurant Selection 2020

#7 THE BEST CHEF AWARDS (TOP 100)

2021

#4 · Restaurant in the World - Restaurant Magazine World's 50 Best Restaurants
Restaurant of the Decade - Best Restaurant in Latin America / Restaurant Magazine 50 Best Restaurants of Latin America

2022

#2 · Restaurant in the World - Restaurant Magazine World's 50 Best Restaurants -
#1 Best Restaurant in Latin America / Restaurant Magazine 50 Best Restaurants of Latin America



CORPORATE SOCIAL RESPONSIBILITY



SKÅL INTERNATIONAL SUSTAINABLE TOURISM AWARDS WINNERS



We have pleasure in featuring the winners of the 2022 Skål International Sustainable Tourism Awards and Skål-Biosphere special award, through an interview that will allow us to learn more about their contribution to sustainability.



Congratulations to the winners and thank you for your passion, contribution and dedication to our industry!



CATEGORY 'COMMUNITY AND GOVERNMENT PROJECTS' WINNER

SECRETARY OF TOURISM OF SANTIAGO DE CALI. COLOMBIA



ALCALDÍA DE
SANTIAGO DE CALI
SECRETARÍA DE TURISMO

What is your mission to make this world a better place?

From the Secretariat of Tourism of the District of Santiago de Cali, we have the faithful purpose of turning the city's tourism into an ecosystem of opportunities and business that generates a sustainable development over time and that safeguards its environment and authenticity, giving the community the necessary parameters and training to appropriate its territory with a view to lasting progress to receive both locals and nationals in the best possible way, allowing them to discover the vast range of experiences and activities that the city of Cali has to offer. We do this through 3 strategic pillars:

1. A destination built by and for tourism.
2. A diversified, innovative and transforming proposal.
3. A nationally and internationally recognized and unmissable destination.

If you had to choose one SDG as your signature goal, which one would it be and why?

Our development plan "Cali, united for life", is built under the vision of how we can contribute to sustainable development goals, being aware of the transversality of tourism. In that order of ideas, beyond choosing a specific sustainable development objective, we work oriented to several objectives with the full certainty of building an integral secretariat in the decision making process and in

the fulfilment of its goals. One of them, which stands out for its great importance and focus of work for our administration, refers to "Sustainable Cities and Communities". This has been seen in the development of the "Tourism in the Neighbourhood" project in Commune 20 of the city, where the tourism secretariat has focused its efforts on directly supporting the population and providing them with the necessary tools to end the inequality gaps that have been sustained for years and give way to a new future that allows them to dream of sustained growth, addressing each of the needs that may arise.

What is the greatest impact your company created in relation to sustainability?

From the district's tourism sustainability management system, actions are generated from the sociocultural, environmental and economic aspects to minimize the impacts caused by the use of resources related to tourism activities, ensuring their regeneration for sustainability over time. The approval of the Public Tourism Policy of Cali, which seeks to be a long-term roadmap to guide the development of the city as a tourist destination, is centred under four strategic axes in which the secretariat has promoted its efforts in relation to:

1. Governance and Management of the Destination.
2. Sustainable Development.
3. Competitiveness and Innovation.
4. Positioning and Promotion of the Destination.

Thus, to ensure impact by the secretariat, the implementation of tourism sustainability activities that promote good practices, the development of environmental management plans and sustainability

strategies in tourist attractions, the development of a strategic plan for rural and nature tourism, the development of environmental, architectural and landscape adaptations in public spaces for the development of tourism, and the development of monitoring, surveillance and environmental control strategies in ecotourism, nature and community attractions.

What impact did the pandemic have on your project and future projects?

For Cali, in addition to the pandemic, there was a special situation as a result of the social outbreak generated by citizen discontent, which impacted the flow of tourists to the city and the image of the destination in general. With this situation, the secretariat took on the task of not only advancing strategies for the recovery of the sector, but also to close the social gaps that afflicted the population, generate a degree of trust and empathy of each inhabitant, and a change of perception with projects such as "Tourism to the Neighborhood" that can be defined as a social mobilizer that allowed to tell Cali and its people that beyond the difficulties or inconveniences that may arise daily, the resilience of its people is the intrinsic engine to make the city a territory of peace, development and sustainability.

How will the Skål International Sustainable Tourism Award inspire you for your future projects?

The Sustainable Tourism Award granted by Skål International, is a ratification of the great work done by the Secretariat of Tourism in the District of Santiago de Cali and a clear visualization that it is going down a good path, but at the same time represents a great responsibility to continue joining efforts both from the role as Secretariat, as well as with the community, the private sector and all those who wish to join in this great purpose of using tourism as a tool for transformation, social innovation and peace building. Undoubtedly the efforts that are matched daily from the municipal administration, are the outcome that is obtained with such distinctions where not only wins a specific community, but the city as a whole that wants to move forward in creating sustainable spaces and great example for others.



CATEGORY 'COUNTRYSIDE AND BIODIVERSITY' WINNER

PANTHERA AFRICA BIG CAT SANCTUARY. SOUTH AFRICA

**What is your mission to make this world a better place?**

One of Panthera Africa's objectives is to become an Eco-friendly Big Cat Sanctuary. In fact, as a vision statement, Panthera Africa has decided to turn into an "environmentally friendly sanctuary for any captive bred big cats, where they will be protected and prosper for the rest of their lives". We would then become "the first green big cat sanctuary in South Africa". To fulfil this ambitious goal, the Sanctuary shall run on solar energy and improve the efficiency of its energy consumption. We wish to make this a mission goal for 2023.

"We at Panthera Africa take our responsibility seriously to contribute as much as possible towards the realisation of our vision of a world where animals, humans and nature are equally respected, acknowledged and loved. We believe in the good of humanity and continuously try to radiate hope for a future that is bright for us all". Cathrine S. Cornwall-Nyquist, Founder and Board Director.

If you had to choose one SDG as your signature goal, which one would it be and why?

One of Panthera Africa's main purposes is to be an educational platform where we create awareness about conditions big cats face in captivity, and how animal welfare and enrichment play a vital role in giving them the best captive life possible. We are a true sanctuary where no hands-on interaction, breeding or trading takes place. We are a blueprint of how a non-profit sanctuary, focusing on animal welfare, can become self-sufficient, and we aim to change breeding facilities into sustainable ethical projects.

Panthera Africa believes in the connection between both environmental and wildlife conservation and aims to become the first "green" big cat sanctuary in South Africa and run solely on solar energy.

We strongly believe in the saying

"In unity there is strength" – and by standing together, human and animal, we believe in the possibility of a prosperous future for the big cats, and we take pride in 'speaking' on their behalf.

What is the greatest impact your company created in relation to sustainability?

Our record shows that we have already been able to accomplish some steps further to reach that goal. For instance, we are committed to preserving nature in all aspects of the sanctuary. Therefore, we have implemented a fire and nature management plan to preserve as much of the fynbos as possible. We regularly remove alien plants from our farm and have a five-year removal and management plan in place. We assist Cape Nature and the local farmers and vets to relocate African wild cats, caracals, and leopards to secure areas in the wild, away from farmland. We also educate farmers how to responsibly manage their livestock to ensure caracals are not killed in the process. We also assist our community – such as small-scale farmers - by giving them lion dung for a donation to scare off predators.

What impact did the pandemic have on your project and future projects?

Due to the Covid-19 pandemic, the last couple of years have been arduous for each one of us. Panthera Africa has not been an exception. The lack of visitors and volunteers strained our finances and gave us a challenging time - a 90% revenue stream loss over two years. However, we adapted our funding strategies to this new setting and relied more heavily on sponsorships and funding individuals.

Several partnerships with key organisations in the industry have been nurtured during this time - Born Free Foundation, Four Paws and the Lion Coalition, among others. More than ten animals were rescued nationally and internationally, a veterinarian clinic has been built and a new house for our volunteer program was constructed, all with the help of sponsorships and grants.

How will the Skål International Sustainable Tourism Award inspire you for your future projects?

Panthera Africa is now ready to become an internationally recognised leader. The Skål Sustainable Tourism Award will aid in our acquiring funding for our next project, PAWS – Panthera Africa Wisdom Society – project.

PAWS is a virtual library, where a variety of tourism stakeholders / educational institutions / public / governmental institution / youth development organisation / youth program or a private individual, can choose their topic of learning. Through the combination of theory and best-practice, ancient wisdom and new technology, facts and storytelling, communicated through live and recorded presentations, visuals and music, the wisdom society offers a vast variety of educational lessons: the captive big cat industry and its species; how to break the cycle; converting breeding farms to true sanctuaries; blueprint of captive management; rescue and relocation; responsible and sustainable tourism; animal welfare and behaviour; enrichment; animal communication; life skills and leadership programs; conscious and purposeful living; entrepreneurship; women empowerment; and community upliftment.



CATEGORY 'COMMUNITY AND EDUCATIONAL PROGRAMMES AND MEDIA' WINNER

MANKIND DIGITAL. AUSTRALIA

**What is your mission to make this world a better place?**

Mankind Digital's mission is to transform the tourism industry for the better by increasing consumer demand for sustainable, regenerative and responsible tourism experiences, products and destinations.

As experienced travellers and tourism marketers, we've witnessed first-hand the devastating environmental, economic and cultural impacts that over-tourism can have on a destination.

Our team aims to inspire millions of people to explore our incredible planet—responsibly—through advocating for changes within the sector and promoting sustainable and regenerative tourism.

We achieve this by developing content marketing campaigns, media coverage and educational content, along with writing SEO-optimised digital content and managing digital marketing campaigns that reach and engage readers online.

Our specialty areas of expertise are communicating the benefits and advantages of responsible tourism through storytelling, education and helping travel and tourism organisations publicise the sustainable practices they have built into their business models. We do this in a way that travellers can easily understand so they become motivated to choose providers that are implementing more ethical and sustainable options into the experiences and products they offer.

We also focus on showing travellers how to make more responsible decisions during all five stages of the travel journey—dreaming, planning, booking, experiencing and sharing.

If you had to choose one SDG as your signature goal, which one would it be and why?

Our signature goal is SDG 12—Responsible Consumption and

Production, because it impacts several other SDGs and can be easily influenced by anyone.

It is also one of six key SDGs that align with our organisation's vision. These are:

- SDG 4—Quality Education.
- SDG 6—Clean Water and Sanitation.
- SDG 7—Affordable and Renewable Energy.
- SDG 8—Decent Work and Economic Growth.
- SDG 11—Sustainable Cities and Communities.
- SDG 12—Responsible Consumption and Production.

As Mankind Digital takes positive action towards achieving these SDGs, we seek out client partners who are also actively working towards making a difference in these areas. We choose not to work with organisations that don't align with our vision.

When travellers consciously choose responsible products and services they have a direct impact on the environment, economy, community and culture in the host destination.

Mankind Digital promotes sustainability in tourism by raising awareness about responsible consumption and production. Travellers are then encouraged to choose ethical and environmentally friendly destinations, operators and experiences that give back to local communities and economies.

Increased consumer demand puts pressure on the tourism sector to further develop and offer more responsible options for visitors.

What is the greatest impact your company created in relation to sustainability?

We choose to work with clients who are highly motivated to improve their ongoing sustainability efforts, their products and the overall visitor experience. By showcasing these organisations and destinations and promoting their sustainable and responsible practices, we have connected thousands of travellers with the types of experiences, accommodation, attractions and destinations that leave the world a better place.

As we continue to work with our current partners while attracting new client relationships, our content marketing strategies and digital marketing campaigns build further consumer demand for regenerative and sustainable travel products and experiences.

As our business continues to grow, so too does our financial contribution to organisations such as Carbon Positive Australia and 1% for the Planet. Through these partnerships, we support sustainability and regeneration projects such as regenerating degraded agricultural land and investing in local community projects. By simply choosing to partner with Mankind Digital as their tourism marketing provider, our clients continue to give back.

What impact did the pandemic have on your project and future projects?

The hiatus on tourism during the pandemic highlighted that old tourism models weren't sustainable and redesigning the visitor economy was the way forward. We took this opportunity to develop our business model to support the sector through change, whilst servicing the demands of an evolving consumer mindset.

This strategy makes good business sense—according to an Expedia Group Sustainable Travel study, 74% of consumers would choose a destination or experience committed to supporting the local community and culture, even if it was more expensive.

Mankind Digital launched in January, 2020—in the middle of the global pandemic.

Post-pandemic, international tourism has exploded beyond 2019 figures and more tourism organisations are incorporating sustainable practices into their businesses—according to booking.com, 71% of global travellers want to travel more sustainably over the next 12 months.

The pandemic also triggered demand for more meaningful experiences, preservation of natural attractions and local culture, plus contribution to local economies—according to an AmEx Travel report, 78% of travellers want to positively impact the community they are visiting.

This is as advantageous for us as an organisation focused on the promotion of sustainable, regenerative and responsible tourism, as it is for our planet and our communities.

How will the Skål International Sustainable Tourism Award inspire you for your future projects?

Receiving global recognition in the education institutions/programmes and media category at the 2022 Skål International Sustainable Tourism Awards validates the risks we took when we launched Mankind Digital during the global pandemic.

It reconfirms that our work is meaningful, both to our team, the tourism sector and the world around us.

As Jochen Zeitz says, “Sustainability is no longer about doing less harm. It’s about doing more good”.

As we reflect on these words and Mankind Digital’s progress over the first two years of trade, we are excited about our vision for the future. Sustainable, responsible and regenerative tourism is here to stay, and it’s the way of the future traveller. There is a growing need to convey this message, along with

the many incredible initiatives that countless tourism organisations and destinations are already offering travellers internationally.

Winning this prestigious award motivates us to continue on our chosen path towards transforming the tourism sector by increasing consumer demand for more responsible tourism products and experiences that leave a positive impact on people, planet and place—a legacy we hope to leave behind for many generations to come.

CATEGORY ‘MAJOR TOURIST ATTRACTIONS’ WINNER

THE CAPTA GROUP. AUSTRALIA



What is your mission to make this world a better place?

As a tourism business whose greatest asset is the environment in which it operates, The CaPTA Group is committed to protecting and preserving the natural areas that surround us in Tropical North Queensland, Australia - to ensure not only its own viability, but also the viability of our local communities, and with respect to the values and cultures of our Traditional Owners. Our purpose is a connection to, and pride in, people and place, and to achieve this, we develop and champion passionate people, innovation and the love of nature to deliver transformational experiences.

Through our wildlife parks, we enable visitors to appreciate and understand with a little more detail the intricate interdependence of our region’s rainforest fauna and flora by experiencing up close some of its inhabitants, and through this understanding, aid its conservation - hence our ethos: “Through Observation...Appreciation; Through Appreciation...Conservation.”

The CaPTA Group also recognises the importance of supporting, preserving

and sharing Australia’s indigenous cultures to foster reconciliation and ensure that we progress into the future as a harmonious and united community. The Pamagirri Aboriginal Experience at Rainforestation provides indigenous locals with a platform to share their culture, stories and history with our visitors.

If you had to choose one SDG as your signature goal, which one would it be and why?

Although all of the Sustainable Development Goals are as equally important, if we had to choose one as a signature goal it would have to be #13 - Climate Action, as this is a global challenge that affects everyone, everywhere, and we all need to take urgent action to mitigate its severe impacts. There’s no denying that Australia is experiencing the effects of global climate change - our average land and sea temperatures have increased, and we’re suffering from changes to rainfall patterns, increased fire danger, and rising sea levels.

The CaPTA Group is committed to reducing the amount of carbon emissions it creates. As a coach operator, Tropic Wings operates the only 100% electric bus in the tourism day tour space in Australia. Producing zero emissions, it reduces CO2 emissions by up to 30 tonnes each year, and we are already actively pursuing additional Electric Vehicles. Working in partnership with Reforest, we are now able to

fully offset the carbon emissions from our Day Tours and offer guests the opportunity to participate and make their experience carbon positive. Wildlife Habitat was also the first business in Port Douglas to implement an electric vehicle station, supporting Queensland’s Electric Vehicle Super Highway strategy.

What is the greatest impact your company created in relation to sustainability?

Our sustainability achievements across the group have been broad and wide-reaching, however the most unique significant contribution we’ve made would have to be in wildlife conservation. We run a number of breeding programs, including Koalas, Lumholtz’s Tree Kangaroos, Mahogany Gliders, and Northern Bettongs. Rainforestation is also part



of a national conservation program for the Tasmanian Devil, which has brought the species back from the brink of extinction due to their Facial Tumor Disease.

It's extremely important to maintain viable genetics for all these endangered species, as their numbers in the wild have diminished to such a degree that they may disappear forever without intervention. If we can breed them successfully in captivity, there then lies hope that at some time in the future, genetically viable animals may be released back out into the wild, and our conservation efforts can have maximum impact.

Our Tropical Animal Rehabilitation Centre is a non-profit facility that offers the highest possible standard of care to displaced, sick, injured or orphaned native Australian wildlife brought in by the public. Already receiving over 300 animals annually, we are currently embarking on an upgrade of facilities thanks to our major international donor, the Walter and Eileen Leder Foundation.

What impact did the pandemic have on your project and future projects?

Prior to COVID-19, our operations were all 364 days a year, however the significant downturn in activity

forced us to make several tough decisions around the number of days we would be open. Over the 2021 financial year, our wildlife parks were closed for 97 days combined, yet we managed to avoid any need for redundancy. We had to continue to feed and actively care for our animals at a time when our parks were affected by closures, travel restrictions and social distancing, but thankfully, our Federal Government implemented a funding assistance program for wildlife parks, recognising we couldn't defer these vital animal welfare activities.

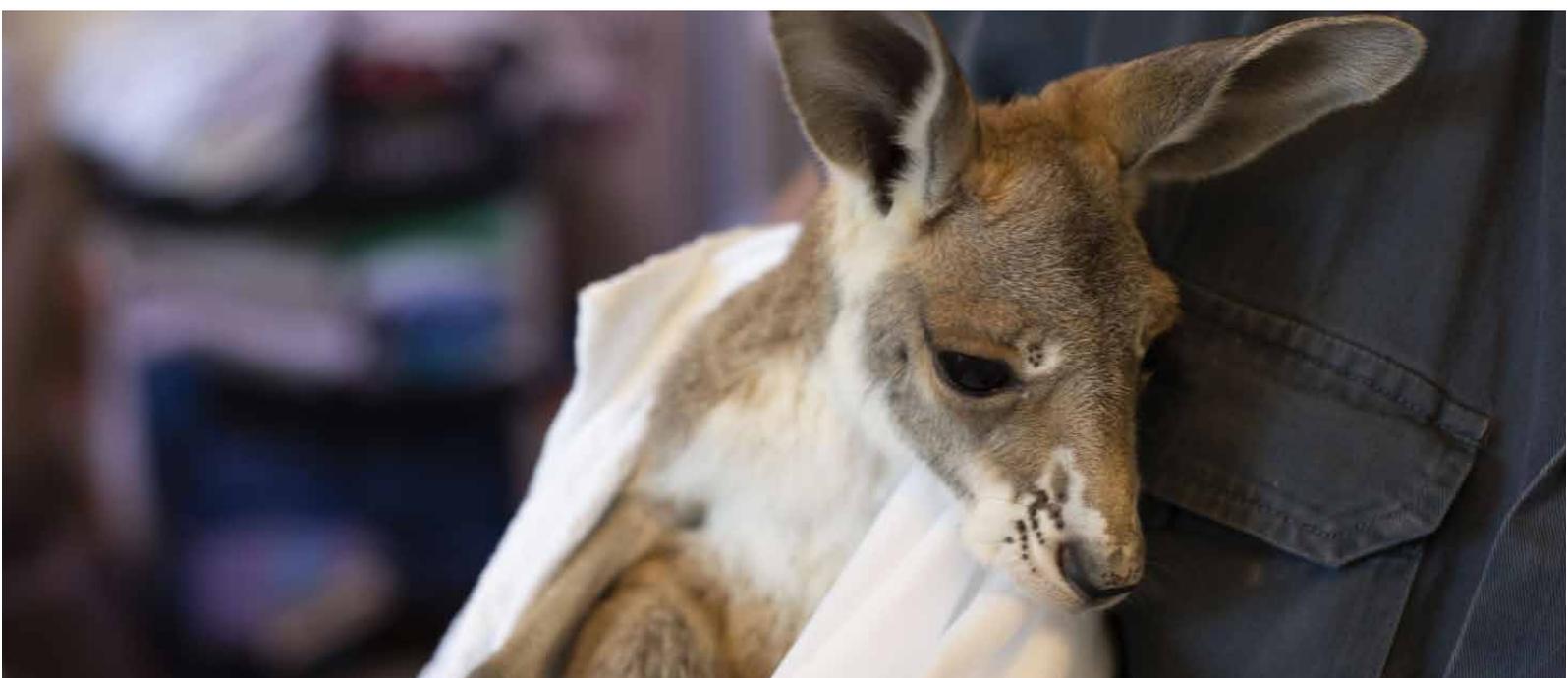
We also had to make some tough decisions on whether we could continue with a number of projects. For example, we had to withdraw from a planned Koala Sanctuary project in partnership with Gunnedah Shire Council, due to the huge economic impact the pandemic had taken on our industry. However, we were able to proceed with projects such as our Rainforest Habitat redevelopment and new CrocArena exhibit at Wildlife Habitat, with thanks to specific COVID-recovery funding programs implemented by our state and Federal governments.

How will the Skål International Sustainable Tourism Award inspire

you for your future projects?

Entering the Skål Sustainable Tourism Awards allowed us to conduct a thorough audit of the sustainability practices we had in place across the entire group, and then determine which specific projects had been the most successful in achieving the highest tangible outcomes, which has allowed us to identify and focus on our priority projects for the future.

As such, one project The CaPTA Group is pursuing is to increase our existing investment into Battery Electric Vehicles (BEV) in the touring and charter business industry. It is intended that we will undertake a project which involves the purchase of 12 new BEV coaches in varying sizes, a significant increase to the charging infrastructure already in place, and to install a battery storage solution to make use of the electricity generated by our existing solar system. If the project assumptions made are correct, then we would intend to continue the transition from diesel to BEV. We have identified that we would be able to support a fleet that is 80% BEVs, and only 20% traditional diesel units, with this transition expected to be completed by 2030.



CATEGORY 'MARINE AND COASTAL' WINNER

SIX SENSES LAAMU. THE MALDIVES

**What is your mission to make this world a better place?**

Six Senses' mission is to reconnect people with themselves, others, and the world around them. For Six Senses Laamu, the only luxury resort in remote Laamu Atoll of the Maldives, this means taking responsibility for the natural environment, representing the people who live there and assuring the resort benefits the local community. With this in mind, Six Senses Laamu has established multiple projects, based on nature preservation and community wellness, that represent our brand ethos. All sustainability related projects are funded by the Sustainability Fund. Community members from Laamu Atoll can also apply for financial support from this fund for projects that align with our vision.

If you had to choose one SDG as your signature goal, which one would it be and why?

One signature SDG goal is 'Life Below Water', due to our dedication to protecting and monitoring the marine environment. From coral conservation, to sustainable fisheries management, to monitoring manta ray and sea turtle populations throughout the Maldives, we are dedicated to protect this incredible ecosystem. As a Mission Blue Hope Spot, we are fortunate to be surrounded by such abundant and diverse wildlife.

What is the greatest impact your company created in relation to sustainability?

In 2018, Six Senses Laamu established the Maldives Underwater Initiative (MUI), a collaboration between the resort and three partner NGOs- the Olive Ridley Project, Blue Marine Foundation, and The Manta Trust. MUI's mission is to lead the tourism industry in the Maldives through meaningful marine conservation efforts based on research, education, and community outreach. MUI is the largest marine team in the Maldives and has conducted research across multiple sectors with international collaboration from around the world. One of the biggest achievements of the team has been the designation of Laamu Atoll as one of the planet's Hope Spots by the international non-profit organization, Mission Blue. The Hope Spot designation highlights Laamu's unique marine ecosystems and benefits they provide, along with the conservation work done by Six Senses Laamu and its partners within the Maldives Underwater Initiative (MUI) to protect them.

Hope Spots are special places identified by Mission Blue's scientific council as being critical to the health of the ocean. These areas are proven to hold significant ecological, economic and cultural importance, and so hold the potential to reverse damage from negative human impacts. From its rich reefs, vast seagrass meadows and culturally significant mangroves, Laamu Atoll ticked all the boxes for Mission Blue as an area worthy of the highest protection.

What impact did the pandemic have on your project and future projects?

During the lockdown, the pandemic limited our contact with local islands therefore the Laamafaru festival was hosted by the local schools and councils. This shift has led to a greater sense of ownership from the community and fostered the creation of new activities across the atoll. Now in 2022, we are able to participate on site on each of the islands and guests are welcome to join in the festivities with the local communities. During the pandemic, interisland transfers were not possible, thus community outreach was limited to online, however, once the transportation was restored, all educational, community and environmental activities on local islands has been fully restored, including the local island tours which are offered as an experience to guests that wish to see the Maldivian way of life.

How will the Skål International Sustainable Tourism Award inspire you for your future projects?

The Skål Sustainable Tourism Award has inspired us to make lasting change in Laamu atoll by taking responsibility for the ocean ecosystems and the people who depend upon it. Through guest research, education and community outreach, MUI aims to protect Laamu's natural resources. Both on land and in the sea, from our desalination plant, on site tailor, and organic permaculture garden, sustainability and wellness are core commitments. Here at Six Senses sustainability isn't about sacrifice rather it is a celebration of abundance.



CATEGORY 'RURAL ACCOMMODATION' WINNER

CGH EARTH. INDIA

**What is your mission to make this world a better place?**

CGH Earth has made a pact to keep the Earth - clean, green and healthy. Our business model is based on sustainable and responsible tourism. Every thought and action is born out of this commitment to the environment and the local communities where it operates. The experiential character of its holidays does homage to nature and engages closely with local people and their cultures. Every CGH Earth experience rests on certain fundamental principles that together define our core values. They are :

- Being Eco friendly
- Adopting the local ethos
- Benefitting the community

We focus on sustainability and are conscious of the impact of our operations on the environment. Through our responsible tourism initiatives, the community around us is also engaged by way of employment, purchases, promoting local culture, and activities that bring the village into the resort and vice versa. This model and approach have shown significant results and are adopted by The Kerala travel mart in its 'Chapter 9 initiative'. Tourism in Kerala sees CGH Earth as a role model and in that way has had success with this model.

If you had to choose one SDG as your signature goal, which one would it be and why?

We are actively working towards a zero single-use plastic environment. Managing plastic waste in an Indian scenario is difficult. The circularity of recycling plastic is still not efficient to the last link as the cost of recycled plastic is more than virgin plastic. So reducing the dependence on plastic is key and good management is critical. CGH Earth has joined hands with the Responsible Tourism Society of India on the UNEP and UNWTO mission

of the Global Tourism Plastics Initiative on a common vision to take action that addresses the root cause of plastic pollution.

What is the greatest impact your company created in relation to sustainability?

CGH Earth has created a business model that uses the below experiences for guest engagement:

- Our people! They come from the local villages and towns around our resorts. These are our brand ambassadors and they bring authentic and warm Indian hospitality from their rural backgrounds to the overall experiences we offer.
- Adopting and celebrating the local ethos in different aspects and keeping it authentic. This can be seen through many examples, some are in the built environment where local architecture, building techniques and vernacular practices are incorporated, thereby taking advantage of the traditional energy-efficient spaces. usage of local materials, responding to the natural environment and more.
- Our culinary experiences are rooted in local, seasonal, fresh and wholesome. We maintain our own in-house organic garden to supply to the restaurants, and work with local farmers to grow and supply our other raw ingredients. Milk, eggs, meat and fish are also sourced locally. We work with community members on the shared knowledge of recipes of the region. We are also working towards improving the nutritional values of each dish and replacing some cooking methods with healthier methods. We promote lesser-known and locally grown grains, fruits, berries, vegetables and fish to an international audience.
- Our environment-sensitive practices have become well integrated into our regular operations. We cover waste management, rainwater harvesting, solar energy, composting, reducing carbon footprint, growing our own food, imbibing a sense of

responsibility and sensitivity to the environment, removing single-use plastics, recycling and upcycling waste to art and other usable articles on the premises, and protecting natural reserves, mangroves and biodiversity of the regions we inhabit. The biggest achievement here is our ability to influence our team and guests to carry some of these sustainable practices to their homes and workspaces.

- We have created an ecosystem where both CGH Earth and the local community have benefited immensely from a symbiotic relationship we have built over the years. We have been sensitive to their culture and local traditions and yet have been able to influence their lives for the better. Above all, we have instilled a sense of pride to that which is their own.

What impact did the pandemic have on your project and future projects?

Tourism was the first to be impacted and the last to recover. The impact was devastating on resources. Due to goodwill, people and the organization supported each other to sustain through the tough times. Everything came to a standstill including projects. Though the market has recovered, the enterprise is only recovering.

How will the Skål International Sustainable Tourism Award inspire you for your future projects?

Recognition of the efforts of the stakeholders in an enterprise is a big motivation. It will give the impetus to think deeper and be more focused on the sustainable development goals required to make a difference. Also, such an award on an international scale will increase the visibility of the model and more establishments will recognize this and many may follow leading to a larger impact.

CATEGORY 'TOUR OPERATORS - TRAVEL AGENTS' WINNER

TRAVEL WITH A CAUSE. AUSTRALIA

**What is your mission to make this world a better place?**

Yes, most definitely I want to do that through sustainable travel. After being in travel for 42 years, it became obvious on my visits to amazing countries worldwide, that these unique cultures were being decimated. Each time I went back to these places where there was once rainforest there were palm oil plants, where there once was a thriving market there was a McDonalds. Plastic bags and garbage strewn over the once pristine beaches. Responsible management out the window, replaced by what the West had seduced them to become. Everytime I went to Asia I would be choked by the smoke of the forest fires, burning in Indonesia. Wildlife was being threatened and reefs were poorer everytime I went under the water. I set up Travel with a Cause 16 years ago due to an epiphany I had when visiting a remote island in Fiji. By remote, this is 2 light aircraft, a 4wd and a high powered speed boat to make our way to this Paradise called Matangi Island, a 4 and a half star resort in the Vanua Levu area. Here I saw dinghies heading across to an opposite island and learnt that the children were going to the village for school but the school had been destroyed by a cyclone and they had only one bag of cement sent to them to rebuild it! Through a series of serendipitous events it ended up I helped build the school and got to travel back twice within 6 months and see the butterfly effect. Wealthy travellers were now taking a tour to the village and leaving behind a donation to fund the school. The

books we hand delivered, as there was a container only every 3 years for supplies, contributed towards one boy I met from Tonga school that went on to become the skipper on Captain Cook cruises.

If you had to choose one SDG as your signature goal, which one would it be and why?

I would like to choose the most pressing issue Climate Change, however, ultimately to address this, it is education. To have a global impact on students' education on the environment by giving them touring modules where they get out of the building and in amongst nature and appreciate and compare with other children worldwide. Such a project has been offered to us with [constructivevisions.org](https://www.constructivevisions.org) and we are the Australian Representative for the delivery of post pandemic narrative and artworks from over 50 National Geographic journalists on their environment.

What is the greatest impact your company created in relation to sustainability?

Saving Reef River and Rainforest in Vanua Levu which just happens to be 50 miles as the crow flies from Matangi Island. I was in touch with Richard Branson's Carbon War Room and asked for a project in Fiji and was able to give the Landowner Two Thousand Dollars to fly to Suva, to keep out Chinese Loggers and to be included under the Reduction of Emissions Scheme. We saved 10 villages and their environment. So you could say that we operate with a positive carbon footprint as our legacy.

What impact did the pandemic have on your project and future projects?

Imagine how devastating it was for a travel business to have locked borders, no planes, no income. We were sending out lifestraws (which suck out 99.9% of the bacteria in

water) with our travellers to keep them safe alongside a mosquito net from the CSIRO that has a lifespan of 7 years to developing countries. Laptops from the Education Department in Tasmania that were destined for land fill we also sent out with travellers flying to their projects. Extraordinarily the pandemic made us dig in further, producing volunteer tours within Tasmania for the international students that were stuck here! They helped us clean up beaches and plant trees and do conservation work whilst enjoying a tourist destination as well.

How will the Skål International Sustainable Tourism Award inspire you for your future projects?

Gives me a focus to break through the barriers that have been introducing environmental education into the curriculum. The modules are relevant and students are marching onto the streets demanding and thirsting for someone to stop this cruel treatment of our planet. Our future goal is to deliver this urgent action on sustainable education. I am very appreciative at the opportunity Skål International has given our business Travel with a Cause. We have Constructivevisions.org modules on relevant post pandemic studies on the environment. This is how we are going to fish for our future and there are schools all around the world.

I have been an active member of Skål International since 2000 and the second woman in the Hobart Tasmania Australia club, once voted best club internationally as well. Networking amongst each other was even more essential during the dark days of the pandemic and I am proud to say all the tour operators in SE Tasmania are still operating. TWAC is an inbound specialist to Tasmania as well as operating as a normal travel agency as a charitable not for profit.



CATEGORY 'TOURISTS TRANSPORTATION' WINNER

EAST BY WEST FERRIES. NEW ZEALAND

**What is your mission to make this world a better place?**

Its always been our mantra that no sensible marine ferry operator is going to build new diesel or petrol powered ferries within the next 10 years so why not embrace sustainable energy usage now.

We are not sure why we, East By West Ferries, as a small passenger ferry company in Wellington New Zealand, has become a world leader in this field but we are certainly proud of what we've achieved with our first zero emission, fully electric ferry, Ika Rere, and am to do build more in the future.

If you had to choose one SDG as your signature goal, which one would it be and why?

To keep on developing and improving our sustainable electric ferries and be the world leader in this field that we are.

What is the greatest impact your company created in relation to sustainability?

The greatest impact that we've noticed is how the public have reacted to the new electric ferry being in service. Everyone wants to ride on it as opposed to the existing diesel ferries so we certainly are aware of the public's perception to new sustainable energy transport options. And its been great for the development of our business that everyone wants to ride on the absolutely quiet ferry that it is, knowing that it isn't polluting the world and that it is sustainable going forward. Its without doubt improved our patronage, but that's not why we embarked on the project, but certainly a 'nice to have' result.

What impact did the pandemic have on your project and future projects?

Well without doubt, the pandemic has affected our business, as at the height of the Covid 19 pandemic, we even stopped service for two months. And certainly a good portion of our regular commuters now work from home some days so it has had a profound effect on the business. I would say though that numbers are

climbing up now, as we learn to live with Covid, and I'm confident by the end of our existing summer, without further setbacks, numbers will be at or above pre Covid levels.

How will the Skål International Sustainable Tourism Award inspire you for your future projects?

The good news re the continuing success of our first electric ferry, Ika Rere, now in service for over 8 months, and of course the Skål Sustainable Tourism Award, is the worldwide publicity this has given us. As most are aware, we set up our own subsidiary company, [Wellington Electric Boat Building Company Limited](#) and designed and build this ferry ourselves right here in Wellington. We are now poised to build more for other ferry and marine transport operators both here and internationally and the Skål International Sustainable Tourism Award has certainly assisted with showcasing our amazing ferry. So my advice to other marine operators is... talk to us asap and we could be building you your own Ika Rere soonest! Don't wait or you could be too late!!!



Simon Hoyle, Southlight for WEBB

CATEGORY 'URBAN ACCOMMODATION' WINNER

LEGACY VACATION RESORTS. UNITED STATES OF AMERICA

**What is your mission to make this world a better place?**

It is our mission at LVR to use travel as a force for good. We have the power as a business, a member of networks and communities, a collection of humans, and an organization that welcomes over 300,000 travelers annually from across the globe to create positive impact in the world. It is imperative that we operate responsibly for our planet, communities, workers, customers, and society. We do so through our various commitments and programs that benefit our natural ecosystems and uplift communities to a shared durable prosperity. We also hope to act as a beacon for other companies in the industry as a case study that doing good and doing well can coincide. When we make decisions that are better for the planet, they result in success that are better for our business too. We also created and continue to support the B Tourism network which acts as a global collective to grow the travel for good movement. Through this program, we can take collective action and move toward a model of regenerative travel industry-wide.

If you had to choose one SDG as your signature goal, which one would it be and why?

While we are so inspired by many of the SDGs and use them as models to guide our path toward sustainability

and shared prosperity, we resonate with SDG 13: Climate Action. We are well-known for our ambitious climate action targets, initiatives, and progress, and now we are working to weave in climate justice principles to benefit not only the planet but the people that live on it. We strive to center frontline communities (largely BIPOC) that are disproportionately affected first and worst by climate change impacts and support them as we address climate change together.

What is the greatest impact your company created in relation to sustainability?

Our greatest impact was undoubtedly the decision and effort to become a Certified B Corporation. It serves as an ever-evolving model for our business to continually create positive impact for our environment, workers, community, customers, and society at large. The certification and the community that comes with it offers avenues for amplifying collective action, policy change, creating systems change to cultivate an inclusive, equitable, and regenerative world that is structured to benefit all people and the planet. We also use our success as a Certified B Corp to inspire other companies to pursue the same designation, knowing that it will only contribute to a more regenerative and equitable industry.

What impact did the pandemic have on your project and future projects?

At LVR, the pandemic was an opportunity for us to step back and reevaluate priorities. It showcased the importance of operating in a more values-aligned way and also

unleashed a desire for a different kind of travel experience, one which benefitted the earth and its people versus one that was exploitative or extractive. In the wake of the worst of it all, we honed in on values-aligned practices and our B Corp Certification future proofed our business by grounding it in positive impact for all stakeholders. Now on the other side as we look toward the future, we know that travel is back and consumers have a strong desire to travel more responsibly and employees want to work with businesses that are better aligned with their values. On both fronts, we are ready to provide an option for both opportunities. .

How will the Skål International Sustainable Tourism Award inspire you for your future projects?

This award is not only another wonderful recognition of the work that has been done but also a reminder that there is still more work to be done- that the journey toward regenerative, equitable travel will never end! We hope to use this award and platform to inspire other businesses in the travel and tourism sector to use their power as a force for good, to look towards the future with a lens of regeneration and equity, and to realize that success is possible and enhanced when you align your values with your practices. B Corp Certification makes this all possible and more easily achieved.



INDUSTRY EVENTS



SKÅL INTERNATIONAL PHOTO CONTEST 2022

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

Yann Arthus-Bertrand

The Skål International Media & PR Committee has selected **the 10 best pictures captured by our members** and Tourism Now is pleased to share these with our readers.

Thank you to all who participated and congratulations to the winners.



#1

AUTHOR: ANURAG GUPTA

CLUB: SKÅL INTERNATIONAL BANGALORE



**SHETTIHALLI CHURCH, KARNATAKA, INDIA.
SUBMERGES DURING MONSOON AND ARISES WHEN THE WATER RECEDES.**

#2

AUTHOR: DAVE FLOWER

CLUB: SKÅL INTERNATIONAL HOBART



HOBART, AUSTRALIA.

#3

AUTHOR: MICHAEL CHUNG

CLUB: SKÅL INTERNATIONAL HOBART



FUNGI AT CORINNA, TASMANIA.

#4

AUTHOR: MICHAEL CHUNG

CLUB: SKÅL INTERNATIONAL HOBART



KINGS PARK, LAUNCESTON, TASMANIA.

#5

AUTHOR: MICHAEL CHUNG

CLUB: SKÅL INTERNATIONAL HOBART



MOLE CREEK CAVES, TASMANIA.

#6

AUTHOR: MICHAEL CHUNG

CLUB: SKÅL INTERNATIONAL HOBART



WELLINGTON PARK, HOBART, AUSTRALIA.

#7

AUTHOR: MICHAEL CHUNG

CLUB: SKÅL INTERNATIONAL HOBART



TABLE CAPE TULIP FARM.

#8

AUTHOR: MICHAEL CHUNG

CLUB: SKÅL INTERNATIONAL HOBART



WELLINGTON PARK, HOBART, AUSTRALIA.

#9

AUTHOR: ROBERTO ALARCÓN RODRÍGUEZ
CLUB: SKÅL INTERNATIONAL CUSCO



CUSCO, PERU.

#10

AUTHOR: TONY CLEGG-BUTT

CLUB: SKÅL INTERNATIONAL NAIROBI



**KENYA.
LOOK MOM, NO HANDS.**

ibtm WORLD

OVER 100,000 CONNECTIONS MADE AT IBTM WORLD 2022

IBTM World, which this year explored the connection between events and culture, closed 1 December 2022 with over 100,000 business meetings having taken place and over 10,000 attendees gathering in Barcelona for the three days of the event.

IBTM World 2022 investigated how the technology we use, the experiences we create, and the destinations we visit create limitless cultures for businesses and incredible potential for events.

Over 2,200 exhibiting companies from 150 countries around the world were in attendance, including the CVBs 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.

Over 3,500 high quality buyers were present, with prestigious corporate,

association and agency Hosted Buyers attending, 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.

Commenting on their experience at IBTM World, Zinhle Nzama, Acting Chief Convention Bureau Officer at the South African National Convention Bureau said: "One of the key takeouts so far is collaboration and partnerships. We have had conversations with other convention bureaus from the continent on how we can

partner to keep business in the region, before it goes out into the world. A lot of the meetings that have taken place on the stand have resulted in business leads. We continue to see how face to face interactions are imperative in business events".

Matthias Widor, Cluster General Manager, Kigali Marriott Hotel / Four Points by Sheraton, said: "It's so good to have face-to-face meetings again, especially after the last two and a half years. The quality of buyers is very high, and we were able to sign business on the show floor with further warm leads to follow up. Attending IBTM World is important to create confidence in the industry and to sell a new and exciting destination like Rwanda is easier to do in person. We will definitely come back and recommend it to colleagues too".

Ron Williams, Business Development Manager, TBEX Conferences LLC, said: *"IBTM is one of the best shows I have ever attended. You can meet with the people you want to meet with and have spontaneous meetings with people you didn't get a chance to make an appointment with. People are relaxed and it's easy to get around, plus it's in Barcelona which is amazing!"*

Cynthia Vercruyssen, Manager Marketing Fairs and Events, Ansell, said: *"I am truly amazed by the organisation of this event. It brings together so many interesting destinations, venues, experienced people and insightful information all in one place".*

Brendan Gormley, Events Manager, Events Manager, BBC, said: *"A great range of destinations to meet with. I found the organisation to be very smooth and the city of Barcelona very welcoming. I had so many back-to-back meetings which has been great".*

This year The Association Leaders' Forum and The Corporate Experiences Day both took place in exciting venues in Barcelona. The Corporate Experiences Day, a tailored day of learning for Corporate Buyers, provided an interactive look at the latest technology and sustainability developments within

the events industry. The Association Leaders' Forum, curated by Stylianos Filopoulos, International Associations Expert, considered the role that associations play in our changeable world.

In partnership with ACS, IBTM World's Knowledge Programme was well-attended with interactive sessions focusing on the event's core theme of 'culture creation' including session tracks on connections, business, careers, brands and experiences.

During IBTM World, several sessions revealed the latest market trends and insights, including the Global Meetings & Events Trends report presented by AMEX. In addition, the annual IBTM World Trends Watch report, presented by its author, Alistair Turner, MD of Eight PR, explored how current world events are shaping culture, influencing both the events we create, and the people that attend them. The 2023 Trends Report is now available for download on the IBTM World website.

The highly anticipated Stand Awards returned this year with awards going to Visit Norway / Norway Convention Bureau who won the award for Best Stand Feature; Graduate Hotels / Marine & Lawn Hotels

& Resorts took home the award for Best Stand; Menorca Island DMC was awarded Best Culture Campaign; Abu Dhabi received the award for Best Large Stand and Atout France was awarded Best Stand Personnel.

During the event, IBTM announced that it has signed a new three-year contract with Barcelona Convention Bureau and Fira de Barcelona that will see IBTM World take place in the city up to and including the 2025 edition. The new contract builds on the existing 18-year relationship between the three organisations, with the next edition confirmed at Fira Gran Via for 28 - 30 November 2023.

Commenting on the close of the event, David Thompson, IBTM World Event Director, said: *"IBTM World 2022 has been a fantastic success, surpassing all our expectations with more quality one-to-one business meetings taking place per attendee than in 2019. It was brilliant to receive feedback on the show floor that there is so much appetite for doing business that many exhibitors and buyers have already scheduled additional meetings to take place in the coming weeks. There has been a real sense of excitement and we look forward to returning to Barcelona in 2023".*



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FITUR 2023 ONCE AGAIN OUTPERFORMS WITH STRONG GROWTH IN ALL PARAMETERS



The International Tourism Trade Fair, FITUR 2023, will be held from **18 to 22 January** at IFEMA MADRID, an edition that once again demonstrates the strength of the sector, with an estimated growth of 15% in all its parameters, rising to 30% in the international area, as well as the support of all public and private agents in the tourism industry's value chain.

It will be a great fair representative of the strength of the tourism ecosystem in the world, which will reach participation figures very close to its historical record, and which will show its leadership both in the international calendar and in its position as a hub with Latin America, reinforced by the resilience exercise developed during the pandemic, which distinguishes FITUR as the only major international tourism fair that has been held without interruption.

Sustainability, specialisation, innovation and cutting-edge trends will be the core themes of FITUR's content, in line with the fair's objective of contributing to the revitalisation and growth of tourism activity. In addition, and as usual, FITUR will have a strong business focus during its first three days dedicated exclusively to B2B -18, 19 and

20 January- also focusing its B2C proposal during the weekend.

Ten major sections to boost the tourism industry

In addition to the participation of companies, countries and destinations, FITUR will offer a tour of ten major sections, which will allow professionals to gain knowledge and discover the business opportunities offered by different segments in communication with tourism activity, reinforcing the fair's value proposition. Among them, and as a novelty, FITUR is releasing FITUR Sports, which in collaboration with the Spanish Sport Association AFYDAD, will highlight the potential of sports tourism as a driver of sustainable tourism development. It also reinforces the FITUR Cruises section dedicated to "blue tourism", with a wide range of B2B and

B2C proposals for the cruise industry to meet with ports, tourist destinations and the public, and FITUR Mice, with its agenda of professional meetings for meeting tourism, which expands its scope of action to include both corporate and association buyers.

Skål International will be exhibiting again at FITUR Madrid 2023, which will take place from 18 to 23 January 2023 in Hall 10 - IFEMA.

We will be happy to welcome you at our stand 10A68, with 32M2, at your disposal.

All Skålleagues who decide to come to our stand will be able to use our facilities and work areas.

REGISTER NOW 



THE LARGEST GLOBAL TRAVEL INDUSTRY EVENT IN NORTHERN EUROPE

19-22 JAN 2023

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different markets | Buyers from Nordic, Baltic
and Europe | Over 50 000 professional travel
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WELCOME TO MATKA 2023 NORDIC TRAVEL FAIR!



AFTER YEARS OF WAITING, THE MATKA TRAVEL FAIR IS SOON HERE. THE NORTHERN EUROPE'S LARGEST TRAVEL EVENT WILL BE ARRANGED AFTER A THREE-YEAR PAUSE ON 19-22 JANUARY 2023. IT IS PROBABLY MORE ANTICIPATED MATKA THAN EVER.

Matka Nordic Travel Fair is Northern Europe's largest travel industry event. Organized annually in January at Helsinki Expo and Convention Centre in Finland, Matka Nordic Travel Fair is the place to be whether it comes to business or leisure travel, or searching new partners. Almost 850 exhibitors from 60 different countries ensure an impressive start for the travel year. The event is annually visited over 55 000 consumers and travel trade professionals.

A PLATFORM FOR TRAVEL TRADE PROFESSIONALS

Matka provides a platform for travel trade professionals and b2b exhibitors to develop their professional expertise, grow business and network in a productive and efficient manner. The first two days of the event are reserved only for travel trade professionals and media. In addition to independently scheduled meetings, our event offers the possibility to reach your target group with special areas such as Matka

Workshop Day and Matka Business Forum.

Matka begins annually with Matka Workshop Day: a special event where you can meet potential business partners according to a pre-planned schedule. Rest of the weekend 20-22 January Matka is open for the general public. If you represent a tour operator, travel agent, OTA, distribution channel or MICE operator and you are involved in initiating or authorizing purchasing decisions on travel-related products and services, you are welcome to join the B2B sales event, Matka 2023 Workshop Day on Wednesday 18 January as a registered buyer.

MATKA BUSINESS FORUM - THE PLACE FOR TRAVEL MANAGEMENT DECISION MAKERS

Dedicated to companies providing business travel services for global travel management decision-makers. The event provides an excellent opportunity to meet decision makers face to face. Matka Business Forum is organised by the

Matka Nordic Travel Fair in cooperation with the Finnish Business Travel Association, FBTA. In 2019 the area was visited by 3877 professionals. Matka Workshop Day requires a separate registration and registered visitors have free entry on all days and are encouraged to continue conducting business and networking during the whole event.

We are looking forward on seeing you in Helsinki in January!

Skål International members are encouraged to visit Matka Nordic Travel Fair where Skål International will be present at the meeting point area in Matka Business Forum on Thursday 19 January 2023 (TM420).

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THE TOP EXHIBITION TRENDS TO WATCH IN 2023



IT'S BEEN A CHALLENGING FEW YEARS, BUT EVENTS AND EXHIBITIONS ARE BACK WITH A BANG. PEOPLE ARE MORE EXCITED THAN EVER TO MEET UP IN PERSON ONCE AGAIN AND DISCUSS IDEAS AND OPPORTUNITIES.

Megan De Jager, RX Africa Portfolio Director: Travel, Tourism & Marketing explains that South African events and exhibitions will revolve around three distinct focus areas in 2023: sustainability, personalisation, and 365-engagement.

TAKING SUSTAINABILITY UP A NOTCH

Sustainability has been a core focus for RX Africa for years. Events like Africa Travel Week no longer have printed show catalogues but rather digital guides that are hosted on a website and places signage around the event with a QR code to access it. Visitor bags have also been relooked at to ensure materials are natural and don't end up in the bin.

"Over the past 7 years, RX Africa has seen a large shift in people's cognizance around sustainability and its importance. We expect this awareness around sustainability will continue to grow and amplify in 2023", says De Jager.

According to De Jager, people's awareness around sustainability in their daily activities is more evident as well. For example, recycling bins are used throughout conference centres, in offices

and in our own homes.

Says De Jager: "Further to this, we have noted multiple stands being made out of upcycled goods and in such a way that they can be repurposed across several exhibitions. There are more sustainable initiatives, charities and associations and partnerships with such companies are frequent. Offsetting one's carbon footprint at events has also become more important. It has been fantastic to see how intrinsic sustainability is becoming reflecting on the above!"

365-ENGAGEMENT IS THE NEW HYBRID

More than hybrid events, 365-engagement will be more important than ever in 2023, according to De Jager. She says: *"A trade show is no longer a once-off event, it requires from the event organiser to build a community of engaged attendants and connect with them throughout the year".*

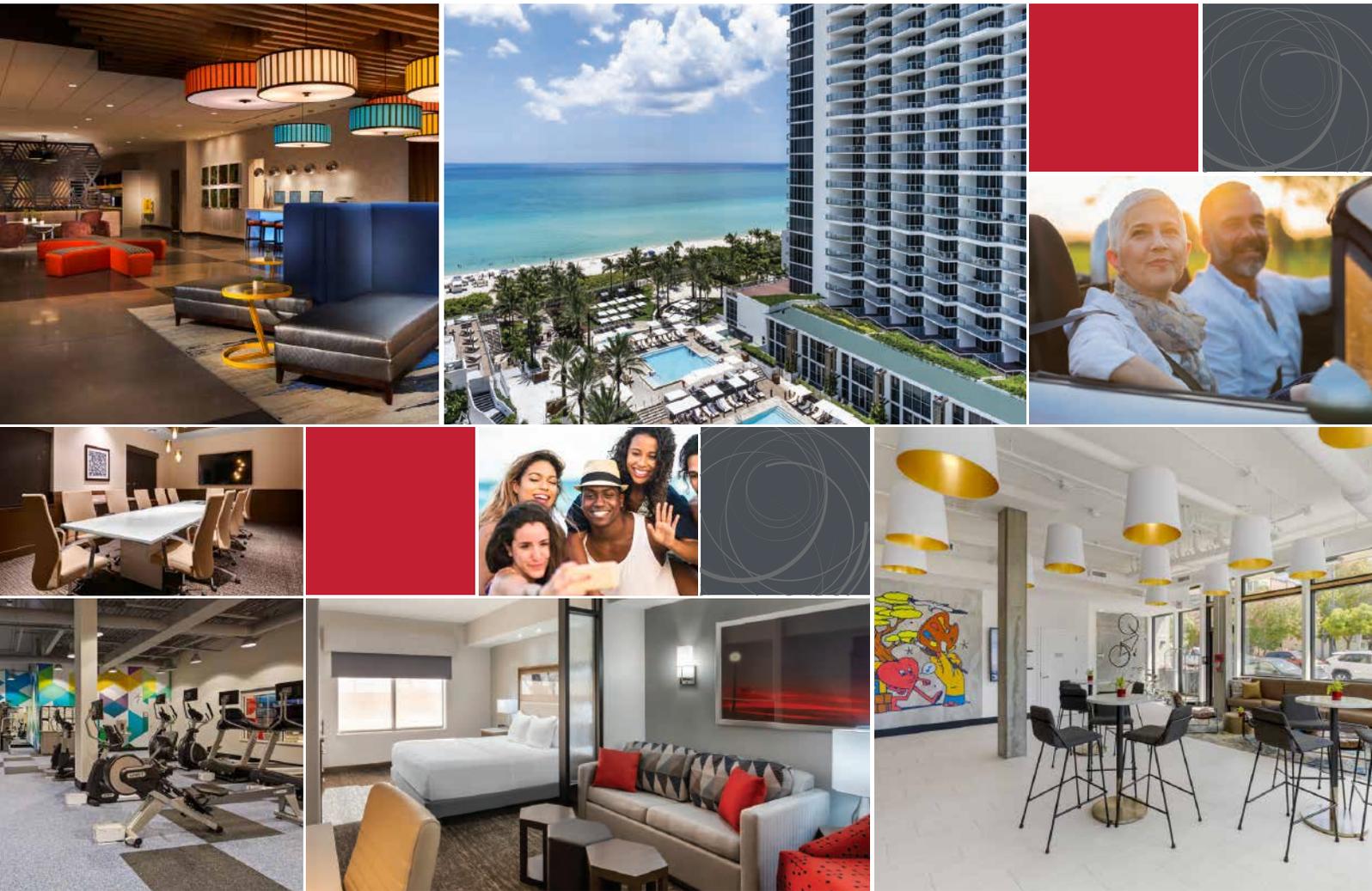
The 2023 Africa Travel Week show will therefore be a live show. De Jager explains RX Africa is purposefully moving away from a hybrid offering as the main takeaway from 2022 has been that nothing can replace face-to-face interactions.

Technology will however remain a key focus for the show with many tech exhibitors and tech experiences. According to De Jager, technology is playing an increasingly big part in creating new, exciting, and immersive audience experiences, and we have seen the demand for technology grow exponentially.

De Jager explains that in terms of 365 engagement, RX Africa is working year-round to build a faithful community thanks to its virtual hub: ATW Connect.

A PERSONALISED EXPERIENCE

Events in 2023 will be highly personalised, according to De Jager. She explains that to attract the right audience, exhibitions need to have personalised and targeted communication and content. *"Personalisation is important for RX Africa for 2023, specifically in our content programme. We strongly believe that to attract the most valuable audience we need targeted communication and a targeted content programme. Connecting with customers on a personal level will help build a good rapport with them and build the 365-community that is so necessary in 2023",* she concludes.



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