



Skål International The Road Map To Skål 2020

EXECUTIVE COMMITTEE 2014

Skål Road Map



- Things to do in the next five years
- “Basics” for a strategy concept
- New Congress concept
- Where will we be in 2020

Final Destination -2020



- Most important GLOBAL association in tourism
- Sustainable finances
- A Trusted Voice in Tourism
- “Healthy” membership structure

How to drive to the Final Destination



- It is a narrow, foggy, windy, icy & steep road and we cannot drive our car by always looking into the rearview mirror.... We will not make it

We will crash!

How to drive to the Final Destination



- so let's look forward through the windshield, facing to all those challenges!



What to work on

- Finance
- Branding
- Technology
- Structure / Organisation
- Statutes

What to work on



- Young Skål
- International Co Operation
- Membership Benefits

Finances



- Stable / Sustainable
- Various income streams
- Find new sponsors

Branding



- Position papers
- Trends & analysis
- Awards
- Press conferences

Branding



- Various communication channels
- Global logo / Corporate Identity
- Trade fairs

Technology



- Updated data base
- Jobs Bank
- Business opportunities
- Events
- APPs for devices

Organisation



- Statutes & By-Laws
- Code of Conduct
- Updating Skål Manuals (Congress, etc.)
- Organisation (EC, ISC, ...)

Young Skål



- Linked with Universities
- Young Skål day at congresses
- Own budget
- Mentor
- Trainee



International Co Operation

- UNWTO
- IIPT
- The Code / ECPAT
- and more

Benefits



- Trade fairs
- Experts
- Keynote speakers
- Seminars



In 2020 Skål has :

- Membership increase
- Healthy financial figures
- Well recognised in the industry
- A must to be in Skål
- First address in tourism
- No discussion about fees