



August 2018

Dear DMO Colleague and Friend:

It is indeed a pleasure to be writing you as both long term Destination Management Executives and members of SKAL USA, of which we have seen our careers and destination roles enhanced by our affiliations with and through SKAL.

As you know, effective destination marketing and development often depends on the strength of one's contacts and understanding of how to best maximize the potential of a given community. We have all found SKAL to give us that extra exposure through the contacts we gain locally, nationally, and internationally, while picking up new information on the Industry we represent that is useful in our day to day business and knowing our stakeholders through networking and engagement.

We understand that you are considering the establishment of a SKAL Club in your community. We encourage you to make this strategic move, as it will enhance the cooperative efforts within your destination and supply another base of support for building its market presence. Should you not yet be considering this opportunity, we strongly urge you to give it serious thought.

SKAL International has close to four hundred clubs in over eighty countries with fifty in the United States alone. Please know that each of us would be delighted to give you additional encouragement and advice as you move forward with establishing a SKAL Club.

Your most positive consideration in establishing a SKAL Club in your destination is one that we have no doubt will serve you, your DMO's, the industry and indeed your communities very well as travel and tourism becomes an even larger global force and contributor to economies and quality of life to the residents we all represent and work for.

Thank you very much, and should you have any questions at all, please do not hesitate to contact any one of us!

Yours in Hospitality and Travel, Skal.

Barry H. Biggar, CDME

President/CEO

Visit Fairfax

Pat Moscaritolo

President/CEO

Greater Boston CVB

Jack Wert, FCDME

Executive Director

Naples, Marco Island, Everglades CVB

Testimonial

Mr. Jack Wert

I have been a proud member of SKAL International for over 25 years, and I had the distinct honor to be President of the SKAL Orlando Club in 1998. And as history often repeats itself, I am the current President of SKAL Southwest Florida, one of the newest SKAL International clubs in the USA. I can assure you that forming a new club is well worth the effort. It has given me direct access to former SKAL members in this region who have been waiting for the opportunity to be active in a SKAL club in their backyard. And as Naples is a destination for so many worldwide travelers, our visiting SKAL members at meetings often equals in number to our own Club members. I have always found SKAL to be a most rewarding annual investment. The fellowship I have experienced from SKAL members all over the world has taught me that as we raise a glass and recite the SKAL Toast- it really does mean that we are all a part of the greatest business in the world. Travel is the universal language of relationships. And SKAL is at the heart of those relationships.