



## Skål History

Skål is a professional organization of tourism leaders around the world, promoting global tourism and friendship. It was founded in 1932 in Paris, France and it is still the only international group uniting all branches of the travel and tourism industry. Its members, the industry's managers and executives, meet at local, national, regional and international levels to discuss and pursue topics of common interest.

## THE BENEFITS OF MEMBERSHIP

- Through contributions from Clubs around the world, the Florimond Volckaert Fund assists any Skål member in times of financial need or crisis.
- The Skål International Membership Card entitles members to discounts at some participating outlets, provided by Skål Members.
- The network of Skål Members worldwide is now accessible via the Skål website in [www.skal.org](http://www.skal.org). Information on members around the world is at your fingertips.
- Skål Members are welcome at all meetings around the world. Wherever you travel, you can access a network of Skål friends and colleagues.
- Skål News, a magazine published quarterly, and an avenue for advertising exposure to 14,000 industry professionals.

## WHY SHOULD I JOIN?

The international friendship and close personal contact of Skål must be experienced to be appreciated. "Doing Business among friends". Skål is not a community organization like Rotary or Lions, rather it benefits and develops the professional sector, while assisting the community at large. Skål is an Association of Tourism Professionals which encourages and creates a network of professionals around the world. It promotes seminars and conferences to strengthen the industry's professionalism.

Through participation in local activities and events at all levels, members meet industry colleagues from around the world. Here, in an atmosphere of amicale, ideas, opportunities and industry matters, in general, may be shared on a personal and business level. Skål members should promote the organization, the formation of new Clubs and recruit qualified members.

**Happiness,  
Good Health,  
Friendship, Long Life  
SKAL!**

## 10 Reasons to be a Member of a Skål International Chapter

1. Place your business and tourism community on the SKÅL map as a worldwide destination for tourism and hospitality
2. Build relationships/ lifelong friendships with other leaders in the tourism industry; Within the 48 USA Chapters, 360 Worldwide chapters, 14,000 Professionals
3. Opportunities to exchange ideas and network with other tourism professionals
4. Travel Discounts - Special rates offered by SKÅLLEAGUES worldwide including:  
  
Car rental Discounts/ coupons / Hotel discounts and upgrades / Travel Insurance programs not available to the general public
5. Mentor industry leaders of the future (Young Skål)
6. Database access to more than 14,000 members around the globe
7. Ability to promote your product to members, their clients, B2B on a local, national and international level
8. Representation and recognition at Trade Fairs - IPW - ABA (American Bus Association) Marketplace - World Congress and Regional Congresses – discounted access to participate and network with existing and potential Skålleagues, look for the Skål pin or ribbon.
9. Seminars, educational opportunities and top-notch speakers at meetings and Congresses / Webinars on current industry topics /Best practices
10. Learn about and support Sustainable Tourism efforts – Get involved in your tourism community; Skål Gives Back !