



August 1, 2018

Dear Travel Industry Partner:

Those of us who are in leadership positions in tourism in the United States have a special challenge to find the best ways to grow our industry, create jobs, stimulate the economy, and provide life changing experiences and memories to those who travel to and within our country.

In my personal career, my membership in Skäl International has offered opportunities to address all of these goals. As a Skalleague of many years, the organization has given me excellent connections at the local, state, national, and international levels to develop additional tourism, receive valuable input on how to enhance my skills and career, and add many important friendships. I've been privileged to be a member of three different clubs and am a past president of the club once organized in Tallahassee, FL.

It is my understanding that you are considering the task of organizing a Skäl Club for your community. Please know this is something which will strengthen our efforts to attract more international visitors to America; create stronger local, state and national travel economies; and enhance the business and careers of all the club members; while having an opportunity to give back to your local community.

Skäl is an organization of over 14,000 members of more than 350 clubs in over 80 countries. I know this gives us all additional sales and marketing partners globally.

Finally, there is a special additional reason for my growing enthusiasm. Skäl USA is working hard to be relevant within the national travel industry and has made special efforts to speak out on key issues, such as the continued funding for marketing the United States internationally, maintaining our national parks, and making visa processing easier. Skäl USA has also started an annual National Travel Leadership Award, which I was humbled to receive this year in Playa Mujeres, Mexico.

For all of these reasons and more, you are encouraged to bring Skäl to your community. It would be my pleasure if you want to share my sentiments with any prospective members.

Yours in Skäl,

Chris Thompson
President and CEO

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