



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

Testimonials

Mr. Pat Moscaritolo

SKAL International and the SKAL Club Boston has provided me so many wonderful experiences both personal and professional over my 36 years of membership. It was a great honor for me to serve as the President of the Boston Club in 1996 and to participate in national and international congresses where I learned so much from my SKAL colleagues from across the globe about the hospitality industry and about being a good corporate citizen. SKAL provided me a unique window to the world of hospitality and I know I came away from my SKAL experiences with a much better appreciation of the role our industry plays on the world stage.

Mr. Barry H. Biggar

My membership in SKAL International and the SKAL Club of DC has been rewarding in so many ways. It has helped me to network with the key industry leaders in the entire region and through that networking has provided me with so many contacts that have assisted in many regional initiatives as well as professional development. Through the DC Clubs charitable giving, it has provided me with great pride being associated with an organization that does so much for our future leaders of the industry through scholarships and programs as well as assisted those in our region less fortunate and in need. As a person who travels Internationally for business the membership of SKAL International are always at the ready to assist and make my time in their countries the most hospitable and productive as possible. Membership in SKAL is an investment that will continue to reap returns.

Mr. Jack Wert