



**SKÅL**  
**CANADA**

Travel & Tourism Professionals

### **WHAT IS SKAL?**

Skål is a professional organization of tourism leaders around the world, promoting global tourism and friendship. It is 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.

### **WHAT ARE THE BENEFITS?**

Skål provides a world-wide network of contacts to expand your social and business networks. The mission is to provide leadership, professionalism and friendship to maximize networking opportunities and support a responsible tourism industry. Local organizations host business-to-business, educational and social events. You can also attend regional, national and international conferences hosted throughout the world.

### **WHO CAN JOIN?**

Owners, senior executives, and managers representing all facets of travel and tourism sectors. Hotels, travel agents, tour operators, DMO's, attractions, airlines, maritime, railways, car rental services, ground tour services, travel media, tourism consultants, travel services and products, professional travel associations, tourism education facilities.

### **WHAT DOES IT COST?**

Membership fees are paid annually through a regional club. Membership varies by region but is approximately \$425 per year that includes affiliation with the regional, national and international Skål organizations. Clubs also charge meal assessments to incorporate meetings scheduled throughout the year.

### **HOW DO I APPLY?**

You can contact a regional club in your area ([www.skalcanada.org](http://www.skalcanada.org) for a club listing), contact [sican@skalcanada.org](mailto:sican@skalcanada.org) or apply on-line at [www.skal.org](http://www.skal.org).