

## **Candidature statement for Skål Europe Secretary and Treasurer**

- We need a strong Skål Europe to get to the table with large international companies, airlines, tour operators, hotel brands, etc. in a way a single club can't.
- Skål European clubs need higher-profile members. The quality of the network is more important than the quantity and there must be movements in that direction.
- Sustainability must be high on the agenda. Not only for the member's everyday efforts but the organization must allow sustainability and agenda 2030 to be a priority
- The largest single obstacle to recovery in several parts of the industry will be knowledge and manpower. The workforce in 2022 does not look the same as in 2019. There is a brain drain throughout the travel chain. This is already happening in larger cities at this moment. Skål Europe could and should be a partner to identify solutions and activities for members