



SKÅL

INTERNATIONAL
Connecting Tourism Globally

EUROPE AREA
COMMITTEE

FOR A BRIGHTER SKÅL IN EUROPE



OUR GOALS

- **HELP CLUBS TO WORK TOGETHER**
- **GIVE EUROPE A VISIBLE VOICE WITHIN SKÅL INTERNATIONAL BY ENCOURAGING MEMBERS TO PARTICIPATE TO INTERNATIONAL ACTIVITIES**
- **PROVIDE AND DEVELOP SERVICES TO MEMBERS (B2B WEBSITE)**
- **INCREASE AWARENESS OF SKÅL INTERNATIONAL : A TRUSTED VOICE IN TOURISM**

SKAL EUROPE AREA COMMITTEE MUST BE:

- **GIVE EUROPE A VISIBLE VOICE WITHIN SKÅL INTERNATIONAL**
- **PROVIDE AND DEVELOP SERVICES TO MEMBERS (B2B WEBSITE)**
- **INCREASE AWARENESS OF SKÅL INTERNATIONAL : A TRUSTED VOICE IN TOURISM**

SKAL EUROPE AREA COMMITTEE WILL:

- **HELP CLUBS TO INCREASE RECRUITMENT AND GET ACTIVE MEMBERS**
- **SHARE BEST PRACTICES, AND GIVE KEYS TO DEVELOP THEM**
- **PROMOTE SKÅL ACTIVITIES TO ALL EUROPEAN CLUBS**
- **INCREASE VISIBILITY OF EUROPE IN SKÅL INTERNATIONAL MEETINGS**

- **MAKE EUROPEAN CLUBS, INTERNATIONAL COUNCILLORS, AND COUNTRY COMMITTEES WORKING TOGETHER, AND SHARE VIEWS**
- **DEVELOPING “DOING BUSINESS AMONGST FRIENDS”**
- **DEVELOPING TARGETED COMMUNICATION WITHIN EUROPE**
- **FIND EUROPEAN BEST CANDIDATES TO SKÅL INTERNATIONAL LEVELS**
- **PROMOTE THE EUROPEAN SKÅL QUALITY AWARDS, AND ENCOURAGE EUROPEAN MEMBERS AND CLUBS TO PARTICIPATE IN THE VARIOUS SKÅL INTERNATIONAL AWARDS**