Skål International – Club Consultation on the Strategic Mandate

***Purpose:*** *This survey invites all Skål Clubs to review and contribute to the Strategic Mandate Proposal from the Clubs to Skål International. The document is a working draft, and your input will directly shape its evolution. Each section may be amended, expanded, or reordered based on your feedback.*

**Deadline for responses: June 3, 2025**  
**Estimated time to complete: 15–20 minutes** *(longer if submitting detailed proposals)*

**Section 1: Institutional Representation and Policy Engagement**

**Q1.1** – Do you agree with the objectives and mandate proposed in this section?  
( ) Yes ( ) Partially ( ) No ( ) Not sure

**Q1.2** – Please explain any proposed changes or suggestions for this section:

**Q1.3** – Are there other organizations or forums that Skål International should engage with globally or regionally?

**Section 2: Global Communication, Branding & Visibility**

**Q2.1** – Do you believe this section reflects what Skål International should do to strengthen global visibility and communication?  
( ) Yes ( ) Partially ( ) No

**Q2.2** – The document states that Clubs’ historical branding, diversity, and local identity must be respected and protected within a global brand. Do you agree?  
( ) Strongly agree ( ) Agree ( ) Neutral ( ) Disagree

**Q2.3** – Does your Club have historical elements (logo, name, traditions, events) that should be protected and recognized as part of the global identity?  
( ) Yes ( ) No ( ) Not sure

**Q2.4** – What specific improvements or additions would you suggest for how Skål International handles communication and branding?

**Section 3: Congress Organization & International Events**

**Q3.1** – Should the Congress evolve toward a more strategic and business-driven format as proposed?  
( ) Strongly agree ( ) Agree ( ) Neutral ( ) Disagree

**Q3.2** – What types of international trade shows should Skål International prioritize? *(Select all that apply)*

* - ITB Berlin
* - FITUR Madrid
* - Arabian Travel Market
* - Africa Travel Indaba
* - PATA Travel Mart
* - WTM Latin America
* - Global Sustainable Tourism Council events
* - UNWTO-led forums and summits
* - Regional tourism trade shows (please specify)
* - Other suggestions (please describe)

**Section 4: ESG Certification & Standards**

**Q4.1** – Should Skål International pursue ESG Certification as a formal strategic goal?  
( ) Yes ( ) No ( ) Only if funded externally ( ) I need more information

**Q4.2** – Would your Club be interested in ESG alignment or certification at local level if a model were provided?  
( ) Yes ( ) No ( ) Possibly in the future

**Q4.3** – Additional comments or concerns:

**Section 5: Club Growth & Empowerment**

**Q5.1** – Please select up to 3 business themes your Club would like to see included in Skål’s global opportunity calendar.  
*Examples: European outbound to the Caribbean, US high-value travel to Southeast Asia, African destinations to EU/MENA, etc.*

**Q5.2** – What kind of support from SI would help your Club grow or gain visibility?

**Section 6: Technology & Digital Infrastructure**

**Q6.1** – What digital tools do you consider essential for Skål International to maintain or develop?  
*(Examples: Voting system, Member database, Calendar, Messaging, Award platform, etc.)*

**Q6.2** – Does your Club face technical or access issues with the current digital tools provided?  
( ) Yes ( ) No

**Section 7: Implementation & Oversight**

**Q7.1** – How frequently should Skål International report to Clubs on the implementation of the Strategic Mandate?  
( ) Monthly ( ) Quarterly ( ) Every six months ( ) Annually

**Q7.2** – Would your Club support the creation of a Club-Mandate Oversight Group composed of representatives from each Area? This group would be independent from the SI Board, chosen by the Clubs, and would report directly to them.  
( ) Yes ( ) No ( ) Not sure

**General Comments**

**Q8.1** – Are there any important responsibilities or strategic areas missing from this document?

**Q8.2** – Do you have any final comments, proposals, or amendments?