

Two-Year Program of Activities (2025–2027)

Candidate: Florin Tancu

Position: Vice President, Skål Europe

1. Vision

To strengthen Skål Europe as a dynamic, collaborative, and forward-looking network that unites professionals in travel and tourism through innovation, sustainable leadership, and meaningful engagement. My vision is to position Skål Europe as the leading regional pillar of global Skål, driving value for members through cooperation, education, and digital connectivity.

2. Strategic Objectives

Objective 1: Strengthen Member Engagement & Retention

- Create a structured Member Engagement Framework including quarterly virtual meetups and topic-specific workshops.
- Promote inter-club collaboration by encouraging joint events and cross-border projects.
- Establish a Mentorship Program pairing experienced Skålleagues with Young Skål members.

KPIs:

- 10% increase in active participation rate across clubs.
- At least 3 cross-border club initiatives per year.

Objective 2: Enhance Digital Transformation

- Develop and deploy a Skål Europe Digital Hub to centralize event calendars, best practices, and member resources.
- Promote stronger use of Skål International 's online tools for club communication and visibility.

KPIs:

- 50% of clubs adopting the Digital Hub within 12 months.
- Increase in online member engagement metrics (newsletter opens, platform logins, etc.) by 25%.

Objective 3: Drive Sustainable and Responsible Tourism

- Launch an annual Skål Europe Sustainability Challenge with measurable goals aligned with UN SDGs.
- Collaborate with tourism boards, DMOs, and universities on sustainable initiatives and awards.

KPIs:

- At least 5 European clubs participating annually.
- Publication of an annual " Sustainability Highlights Report " .

Objective 4: Strengthen Skål Europe Visibility & Partnerships

- Reinforce relationships with Skål International HQ, European national committees, and external tourism partners.
- Enhance PR and communications through strategic storytelling and media engagement.

KPIs:

- 3 new partnerships or sponsorships secured per year.
- Monthly media or social media visibility of Skål Europe activities.

Objective 5: Foster Professional Growth & Education

- Introduce Skål Europe Learning Labs: brief, expert-led sessions on innovation, marketing, and sustainability.
- Encourage exchange programs for young members to gain cross-border professional exposure.

KPIs:

- Minimum of 6 training sessions delivered annually.
- 20% growth in Young Skål participation.

3. Implementation & Governance

- Work collaboratively with the President, Board, and National Committees to ensure transparency and accountability.
- Report biannually on progress and KPIs to the AGA.
- Align all initiatives with the Skål Europe Strategic Plan and Skål International mission.

4. Guiding Principles

- Collaboration over competition.
- Transparency in leadership.
- Innovation with integrity.
- Commitment to sustainability and inclusion.

Florin Tancu

Vice President Candidate – Skål Europe

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