

## What does SKAL mean?

The word is a greeting toast from Europe. Each letter has special representation.

**S** – means **Sharing** our special tourism talents with others.

**K** – stands for the **Knowledge** our 50+ local members have of the tourism industry.

**A** – means **Aid** to others, through scholarships or financial assistance.

**L** – stands for **Leadership**, in that we are all leaders.



## What is SKAL?

Skål is the only international organization which brings together all sectors of the travel and tourism industry. Representing the industry's managers and executives, Skål members meet at local restaurants in an environment of friendship to discuss subjects of common interest; foster business to business relationships and to engage in local/national travel endeavors benefiting all involved.

## *Benefits of Your SKAL Membership*

In these times of tight budgets, down-sizing, right-sizing and budget-appropriateness, those of us in the travel and marketing segment of the industry understand that most business is fostered through personal, one-to-one relationships. As a member of SKAL-Sacramento, your membership provides you a number of contacts who are able to enhance your business, both here in the Sacramento region as well as throughout the world. The Sacramento Club is comprised of numerous cruise line representatives, tour companies, hotel managers and marketing directors, restaurateurs, travel agents, county tourism offices, destination resorts, and more. So, your membership provides you many opportunities and manners to market your property or service.

## *Why Should I Join SKAL?*

Comprised of travel, tourism and transportation professionals, the business advantage of joining Skål is obvious. By attending our local meetings, congresses and other events, members are able to meet industry colleagues from clubs throughout the world and network with other members in the industry. These meetings give members the chance to make contacts on both a business and personal level, and to forge new lasting friendships.

## *Membership Benefits*

A brief summary of your membership benefits include:

- **Business Contacts** - more than 22,000 tourism-related member companies to choose from.
- **Networking** - over 50 tourism professionals representing their travel-oriented companies here in Sacramento and N. CA attend monthly meetings, social events, and a golf tournament benefitting tourism scholarships.
- **Monthly Meetings** – opportunities to interact with local industry colleagues in one of the many fine dining establishments in the area.
- **Friendship & Comradeship** – develop new friends within the travel & tourism industry that can bring or recommend business.
- **SKAL Database** – your membership grants you access to 22,000 members worldwide.
- **Travelling** – you have many opportunities to attend regional, national and international congresses offering special travel arrangements
- **Membership Advantages** – as a Skålleague your membership in the Association will be recognized in many ways as you travel with discounts on hotel, rental car, etc.