



TWINNING PROGRAMME

2025

Skål International Twinning Programme

Skål International, founded in 1934, is a professional organisation of Tourism leaders around the world, promoting global tourism and friendship. It is the only international group uniting all branches of the travel and tourism industry.

In this context, we are proud to announce the renewal of our Twinning Programme, a powerful initiative that fosters collaboration, friendship and mutual growth between Clubs around the world.

Strengthening Global Connections through Skål International Twinning

Twinning Benefits

Twinning with another Skål International Club offers numerous benefits:

- **Stronger international bonds** through shared values and goals.
- **Cultural exchange** and deeper understanding between members.
- **Opportunities for joint events**, networking, and professional development.
- **Enhanced visibility** within the global Skål International community.
- **Inspiration and innovation** through collaboration and shared best practices.

Whether you are looking to reconnect with a long-time partner or explore new horizons, twinning is a meaningful way to celebrate unity and strengthen the Skål spirit and friendship.

Are you ready to twin?

Discover how to build meaningful global connections and lasting partnerships.

Please read carefully the following **Twinning Methodology & Suggested Activities** and take the first step towards a stronger, united Skål International community.

Twinning Methodology I

1. Purpose and Scope

- The Skål International Twinning Programme aims to strengthen global connections among Skål International Clubs through collaboration, cultural exchange, and mutual growth.
- This methodology provides a structured yet flexible framework for establishing and maintaining official twinning agreements.

2. Eligibility

- All Skål International Clubs are eligible to participate.
- There are no minimum membership requirements, no restrictions on Club age, and no financial obligations.
- Twinning is open to all Clubs wishing to foster international friendship and cooperation.

3. Objectives

- Objectives are defined by the participating Clubs and must be stated in the Official Twinning Notification Form (see in point 4). Suggested areas of collaboration include:
 - Digital transformation and virtual exchanges.
 - Joint tourism projects.
 - Youth and community involvement.
 - Sustainability and innovation.
 - Recognition and visibility initiatives.

Twinning Methodology II

4. Twinning Modalities

- The Skål International Twinning Programme offers two flexible modalities to accommodate different collaboration dynamics:
 - **Bilateral Twinning - two Clubs:** This is the most common format, where two Skål International Clubs establish a partnership to foster cultural exchange, joint activities, and mutual support.
 - ✓ Benefits include easier coordination, focused objectives, and a strong one-to-one relationship that can evolve into long-term friendship and collaboration.
 - **Multilateral Twinning - three Clubs:** In this format, three Skål International Clubs join forces to create a broader network of cooperation.
 - ✓ This modality encourages greater diversity of ideas, expanded cultural perspectives, and more dynamic opportunities for joint projects.
 - ✓ While coordination may require additional planning, the impact and reach of activities can be significantly enhanced.

Both modalities are equally recognised and supported by Skål International. Clubs are free to choose the format that best suits their goals and resources.

Twinning Methodology III

5. Official Recognition Process

- Agreement between Clubs to initiate twinning.
- Completion of the Official Twinning Notification Form:
 - This form is mandatory for official recognition by Skål International.
 - Twinning agreements not communicated to the General Secretariat will be considered unofficial.
- Validation by the General Secretariat. Upon receipt of the completed form, the General Secretariat will issue the following documentation for signature by the twinned Clubs:
 - An Official Twinning Agreement.
 - An Official Certificate of Twinning.
- Signatures and Record.
 - The twinned Clubs sign the agreement and certificate.
 - One of the Clubs sends a copy of the agreement to the General Secretariat for official records.



Submit the Official Twinning
Notification Form here



Twinning Methodology IV

6. Duration

- Twinning agreements are considered perpetual, unless otherwise agreed by the Clubs involved.
- Clubs may mutually decide to review or renew their partnership periodically.

7. Roles and Responsibilities

- Participating Clubs:
 - Define objectives and activities.
 - Organise and manage all joint initiatives at their discretion.
 - Maintain communication and collaboration.
- Skål International:
 - Provides the official framework, documentation, and recognition.
 - Does not control or manage the activities of twinned Clubs.



Twinning Methodology V

8. Branding and Visibility

- The official Twinning Programme logo is reserved exclusively for use by Skål International in official documentation, corporate communications, and promotional materials related to the programme.
- The official Skål International Twinning logo must appear on the Twinning Agreement and on the Official Certificate.
- **Clubs are encouraged to use the Skål International brand identity alongside their own logos in all joint Twinning communications and activities, following the current Brand Guidelines to ensure visual consistency and professionalism.**

9. Governance

- The Skål International Executive Board Directors responsible for the Twinning Programme are the Directors of Media, Public Relations, Branding & Marketing, in coordination with the Membership Director.
- For queries or assistance, please contact: awards@skal.org.

Suggested Activities I

Non-Mandatory

1. Digital Transformation:

- Virtual Exchanges: Use video conferencing platforms for regular joint meetings, presentations, and cultural exchanges.
- Shared Online Hub: Create a bilingual/multilingual website or social media page to showcase events, photos, cultural insights, and tourism updates.
- Collaborative Digital Campaigns: Launch joint email marketing initiatives on campaigns on your profiles on LinkedIn, Instagram, TikTok or Facebook to promote each destination and Clubs activities. Remember that you can also share your news and milestones in the 'Skål International Members Only' group on LinkedIn.
- Use unique hashtags. In the content, use #SkålTwinning as a basis, as well as other unique hashtags that identify your twinning and encourage its dissemination.

2. Joint Tourism Projects:

- Thematic Exchange Trips: Organize travel experiences centered around shared interests such as gastronomy, wine, hiking, heritage tours, or eco-tourism.
- Co-Creation of Products: Develop 'Twin-Destination' travel packages tailored for Skål International members.

Suggested Activities II

Non-Mandatory

3. Youth & Community Involvement:

- Student Tourism Ambassadors: Partner with local universities to involve youth in cultural and tourism exchanges.
- Volunteer Programs: Encourage joint participation in eco-initiatives, heritage restoration of sites, or guided tours run jointly by members of twinned Clubs.

4. Sustainability & Innovation:

- Green Tourism Exchange: Share best practices in sustainable tourism (eco-lodges, waste reduction strategies, support for locally sourced products).
- Smart Tourism Tools: Integrate modern technologies such as mobile apps, QR codes, social media tools and augmented reality guides in both destinations to enhance the visitor experience.
- Joint Sustainability Pledge: The twinned Clubs undertake to promote responsible and ethical tourism practices.

Suggested Activities III

Non-Mandatory

5. Recognition & Visibility

- Twinning Anniversary Celebrations: Host joint ceremonies or virtual events to highlight milestones and achievements.
- Awards/Badges for Members: Recognize the most active participants (e.g: 'Twin Tourism Ambassador').
- Media Partnerships: Collaborate with local media to showcase the positive impact of the twinning program.



Contact us

Contact General Secretariat Team for any query.
We look forward to hearing from you.



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