



# #peteforprez

Greetings Skalleague,

As we approach 2020 and select our new leaders at the Skål World Congress in September aboard the Royal Caribbean Symphony of the Seas, it is important to me for you to know my vision for Skål International.

## VISION

Skål is facing significant challenges this coming year and "Business as usual" will not be enough to turn around our languishing membership, dropping attendances at our World Congress, and – quite frankly – our limited Global Visibility in the Travel Industry.

In the Past year – 2019 our President Lavonne, CEO Daniela and the EC and ISC have taken steps to improve dramatically our internal communications and supporting our existing membership.

Just recently Daniela has been appointed as a Member of the Board of Directors of the UNWTO Affiliated Members. Also President Lavonne has been finalising a deal with the African Development Media Magazine among many, many other things she has done.

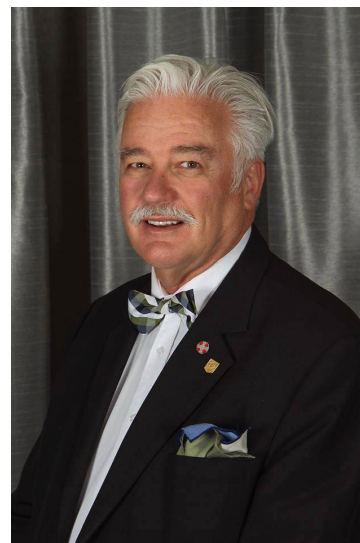
These are examples of what my focus will be for 2020. We need to expand our reach within the Global Travel Industry and create more value for our members and prospective members. This needs to be relevant to the industry, our individual countries / nations and our local clubs.

I PLEDGE to you to find Global Travel issues that we can advocate – some of these we may already do, such as protecting World Heritage Sites, we need to publicise the activities and our commitment to tourism enhancement, child sex Tourism etc etc. To put it bluntly, I will ensure that we have an additional responsibility for one of our Directors with help from a few of our senior Skalleagues in the Media / PR business around the world to make sure we are in the media daily, weekly and monthly.

In addition to membership retention and expansion, my vision is to provide more opportunities for our members to find more business to business areas, career growth and education through Skål.

## EXPERIENCE

As you know I am the Senior Vice President of Skål International and Finance Director on the International Board. I'm writing to you today, asking for your support for my candidature for International President at the Miami Cruise AGA.



In my life I have been working in the Hotel Industry for over 40 years and have had numerous leading roles in this and organisations and associations that are involved within Tourism and Hospitality. (CV attached)

This has given me the skills to be able to lead people in a team environment to meet goals and achievements for these organisations.

I categorically state I have the **experience** to lead this great organisation!! .As can be seen both in my CV and my Skål History below.

It is a **NOT** matter of how long you have been a member of Skål; it is **NOT** what Country you come from; it is a matter of what you have **Done** and **WILL DO** with strength, integrity and honesty.

**WHAT MATTERS** is; that it is the **BEST** person for this position.

Just as recently as last October I was recognised for this by my peers in the New Zealand Hotel Industry. I was inducted into the Hospitality NZ Hall of Fame.

Aged 62, I prefer to say I am the new 42. I have been praised for my “young outlook” on life.

With the great changes that Skål has embarked on during my 2 years as a Director, it is absolutely essential that we have **Strong, Sensible, Fair and Go Forward** leadership at the helm ( We will be on a Ship). I pledge to you that I will do this.

We have had a few “hiccups” over the last few years and it will be my Number One ideal to bring us all back as one.

Skål has a very strong history that needs to be maintained whilst moving forward as I discussed at the start of this message.

Deeply ingrained in this, are the Foundations of: Amical, Friendship and Doing Business amongst Friends.

I will always strongly uphold those principles along with our new slogan of 'Connecting Tourism Globally'.

We are the largest Tourism Association in the World, and my pledge to you is to make it even larger and stronger.

## Skål History

*I have attended 8 Skål World Congresses and 15 ISC Meetings.*

2018 - Date	Senior Vice President, Director Finance & Florimond Volckaert, Membership Engagement Australia, NZ, Oceania and Asia, Skål International
2017 - 2018	Director, Finance & Florimond Volckaert and Membership Engagement for Australia, NZ, Asia and Oceania, Skål International
2013 - 2017	International Skål Councillor, New Zealand
2012	Acting International Skål Councillor, New Zealand
2011 - 2012	President, Skål International New Zealand

2008 - 2010	Vice President, Skål International New Zealand
2008 - 2010	President, Skål International Christchurch
2006 - 2008	Vice President, Skål International Christchurch
2004 - Date	Member, Skål International Christchurch

As you have read above; I am aware of the challenges that face Skål today. So I hope when you give me your vote to lead you as International President, along with the great excellent Skål International Executive Committee I have worked with recently, The International Skål Council and our loyal and such hardworking staff in Spain that Skål will further prosper onwards and upwards.

Professional CV

## A few words from fellow Skalleagues

*Peter and I served on the ISC together as our country delegates; I then had the pleasure of seeing the work of Peter from a different perspective on the IC as VP then when I became President. During this time I always found Peter to be focused and productive and his thinking was always “how will this help Skal as a whole” and was in the true spirit of our organisation.*

*Since stepping up from the IC I have observed Peter in his roles on the EC at which he has excelled. I also know from other board members that he has the full confidence of the other Directors.*

*I commend Peter to you as our next President.*

**Bernard Whewell – Past President Skål International Council**

*I really wish you luck and Germany wants you as our new President.*

**Hubert Neubacher – President, Skål International Germany**

*Having known Peter for many years and witnessed his progress, what an asset he is to the Skal organisation.*

*In my opinion he is the ideal candidate as I have always found him to be extremely professional in all he does, an excellent Skalleague and very friendly and approachable to everyone. Nothing is too much trouble. I have no hesitation to recommend him for the position of World President in September 2019 as he will do so much for the organisation and its membership.*

**John M Bright - Membre d'Honneur, Skål International Southampton UK**

*It will be my privilege to work under your leadership Peter. We have a lot of exciting*

*challenges ahead! Thru your approach built on discussion and consensus, we will set in motion the great projects we have and leap forward. A great year!*

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**JF, Canadian ISC - Jean-François Côté– Canada**

*This most elegant and well-informed gentleman is the perfect member to lead SKÅL forward!! In this era of too much self-centeredness, SKÅL needs a true diplomat, with the knowledge and front line experience in owning and operating a business; experience in working with governments from local to national to international bodies; with years of working with SKÅL members; and true commitment to the core values of SKÅL! If YOU believe in SKÅL and are working to make SKÅL the world-wide leader as the Voice of our hospitality industry, support Peter in this election and in the work he will do for SKÅL in the coming years!*

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**Mary-Lou Foley – Past President Skål International Atlanta USA**

*Very rarely we come across someone with PASSION as strong as yours for Skål, Your connect is instant and your conduct is always exemplary, personally I'm blessed to have a friend like you and wish you all the very best in all your endeavours. I shall stand with you at all times.*

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**Sanjay Datta - President Skål International Asia Area Congress**

*I have the good fortune of knowing Peter through our mutual involvement in Skål International during which time he has been a great source of support and wise counsel to myself. Peter is a tremendous advocate of the organisation and works tirelessly for the advancement of Skål.*

*Peter has a strong pedigree of leadership within the hospitality and tourism sectors in New Zealand. His dedication and commitment to the industry was particularly evident during the turmoil of the 2010-2011 Christchurch earthquakes, which had a devastating effect on both the community and industry in Christchurch. Peter supported a number of industry initiatives through the recovery phases.*

*Peter's services to the hospitality industry were officially recognised in the 2017 Queens Birthday Honours when he was awarded the Member of New Zealand Order of Merit, an award bestowed by Her Majesty Queen Elizabeth II through the New Zealand Government.*

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**Trish May, President, Skål International New Zealand**

*On behalf of New Zealand's newest Skål Club (in 15 years) we are delighted to support Peter Morrison with his bid for President, Skål International.*

*Peter was integral with encouraging Nelson, Tasman and Marlborough tourism and hospitality operators to come together and form Skål Te Taihu. He attended early meetings through the establishment period and proudly facilitated our inauguration event on 18 February 2019. Peter particularly took pride in members paying respect to the indigenous Maori people of Aotearoa (NZ) by naming its club Te Taihu. A literal translation for Top of the South Island, NZ. Skål Te Taihu integrates Te Reo Māori language and tikanga (customs) throughout its events and communications and Peter has encouraged other NZ clubs to adopt a similar approach and be more mindful of engaging with tangata whenua (indigenous people of the land). All clubs in NZ now recite the Skål toast in English and Te Reo Maori.*

[Click here to read more...](#)

**Lynda Keene, President Skål Te Taihu  
(of Ngāti Apa, Ngā Wairiki Tūwharetoa descent)**



## Peter Morrison Skal USA Answers to Skal USA Delegates

August, 2019



## **Questions for Candidate Peter Morrison for 2020 SKAL International President**

What do you think your interactions should be with the other major global NGO organizations in Tourism should be?

***I should be very friendly with them. WE are mostly working for very similar goals and can help each other immensely. We should try to have MOU's with as many as possible.***

***We should strive to find joint projects to elevate Skal's Global impact with some of these organisations, especially the ones like UNWTO, WTTC, Destinations International and Sustainable Tourism International.***

Do you think the future organization of Skal International should adopt the Chief Executive Officer concept of an President or Executive Director as the head of our global organization as most global non-profit tourism NGO's have?

***Yes I do. As you know the EC over the past few years have been really trying to do a real tidy up of the Statutes and Bylaws.***

***To me there should be a Board of Directors with a Chairperson (President) and a Vice Chairperson. The Chief Executive Officer / Executive Director would be a full time position reporting to the Board and directly to the Chairperson. We did try to get something similar to this passed in Mombasa.***

***Daniela will really HAVE to build on her existing relationships with other global tourism leaders.***

What are your thoughts on making the World Congress more affordable? Should we consider adding a regional approach to our meeting calendar?

***There is room for modifications, perhaps offering the Congress by 3.5 and 7 day modules.***

***Also whilst we can always look at cost cutting; getting sponsor ship, dramatically improving the B to B and income; it would be my ideas and focus to actually improve the value of the Congress to our members. This would be done by increasing the education aspects to help clubs and members worldwide. New trends and sales & marketing ideas should also be presented***

***There are a number of Regional Congresses already; North America including Canada and Mexico, Asia Congress, Latin American Congress, Norden Congress***

***In the pipeline are Europe Congress (Rome Nov 2019) and Oceania Congress (March 2020 Darwin Australia)***

***There could be an African Congress. This leaves Turkey, and a few others that I am sure could be involved.***

***Would your idea be that then representatives from these attend a world Congress? Perhaps every 2 or 3 years have one big World Congress.***

***I think if the major focus of the Congress moves from elections and statutes etc to what I have outlined above, then the value of the Congress and its role in our organisation would make it far more relevant and an Annual Congress would be warranted. Businesses would be willing to help their members to attend as it would be a tax deductible expense.***

***The IC has already put together a new Congress Agenda, which has been approved.***

What is your plan to grow worldwide membership?

***We have the new DT which is going to help this immensely. Our members want benefits. Our new data base will also give members more opportunity to explain their product and describe whether they are a commissionable product to sellers working on commission. This offers a real commercial benefit.***

***As I said in my mail out we have a very limited Global Visibility.***

***For potential members to join Skal should be a must.***

***It must show we are the leaders in all things Tourism and Hospitality related.***

***“ We need to expand our reach within the Global Travel Industry and create more value for our members and prospective members. This needs to be relevant to the industry, our individual countries / nations and our local clubs.***

***I PLEDGE to you to find Global Travel issues that we can advocate – some of these we may already do, such as protecting World Heritage Sites, we need to publicise the activities and our commitment to tourism enhancement, child sex Tourism etc etc. To put it bluntly, I will ensure that we have an additional responsibility for one of our Directors with help from a few of our senior Skalleagues in the Media / PR business around the world to make sure we are in the media daily, weekly and monthly”.***

Skal has a reputation in many parts of the world as “old”. What can we do to improve our image and brand on a worldwide basis?

***Yes I agree it does. What I have said above will overcome some of this.***

***We have slightly modernised our Logo this year.***

***We should incentivise clubs to bring down their average age by getting new younger members. This has been done successfully in Australia and to a small extent here in NZ. Germany also I know have worked well with this idea.***

***We need to encourage older members to step aside at Club level to allow younger enthusiastic members to stand as Club President – young attracts young! These “younger” members will eventually work their way through to National and International giving Skal a dynamic image This will take time, but as I have said it is already in progress in many countries.***

***We need to be relevant, visible on global issues and deliver knowledge through our programs and services to strengthen the business of our members and their ability to be successful in the Tourism and Hospitality Industries.***

***Some countries have established new younger clubs in the same region, where a club is essentially full of retired members that only get together 2 or 3 times a year for the traditional Amicale. This seems to work well with the “younger” focussed club being more business related.***

***Mentoring by some of our experienced members is the key.***

Skal International has little global industry recognition or presence and has no consistent international press coverage and message. We produce our own newsletter and magazine but that is preaching to the converted. What is you plan to show the relevance of Skal and get that message out to travel and hospitality executives from around the world, who are not currently members of Skal International on a consistent basis?

***I think I have answered this in “To grow worldwide membership” above.***

***Our Social Media HAS been ramped up. We have a dedicated Director doing this in Fiona, who is also heavily involved with the new DT.***

***A lot of the “problems” we have are very inter related.***

What will be your plan to insure fiscal stability for the organization?

***As you know I have been the Finance Director for the last two years.***

***Up until 2 years ago I was also National Treasurer for Hospitality NZ (Hotel Association of NZ)***

***This has about 3500 Members who pay NZ\$800.00 per year.***

***HNZ was very reliant on the subscriptions to survive. In my time – 6 years we changed this with other incomes such as advertising, Partnerships with suppliers with rebates, sponsorships etc***

***This is exactly what we need to do.***

***Daniela has “promised” that when we have a better Website the sponsorships should be so much easier to get. We will budget realistically, but I will want growth!***

***I think we should also incentify Countries and Clubs and even Individual members to participate in the generation of new revenue streams.***



***I will be really out to get this to happen. KPI's to her and all staff will need to be reviewed to reflect this.***

What will be your plan to modernize the structure/governance of Skal International to enable all members to have a voice in the organization.

***Again this would involve further statute changes. This will take time***

***I think the existing EC Board set up should be as global as possible, but fundamentally I believe that it should be the BEST Persons. Not because they come from a certain area.***

***With regard to the ISC; I am very open to proposals that I have heard of re a more representative body, regionally elected; and that it will work with very closely with the EC. I feel that this will provide better representation, governance and participation in all matters of Skal.***

***Electronic voting on Statutes and Bylaws, Congress Venues etc, will certainly modernise Skal.***

What is your trade show strategy so that we are reaching out to potential new members rather than attracting those who are already members?

***Over the last 2 years, Susanna and Lavonne (with Daniela) have really pushed this. I will continue this.***

***Our existing membership can get great benefits now; by not having to pay for their own booths. We let members share booth space with the National / Clubs. We need to make ALL of our members more aware of this.***

***I will ensure that we have a protocol on membership tools to use; how to get the best visibility; and a measure to see how many new members we actually achieve. To ensure we are getting a return on Investment.***

***As you know for Clubs and National Committees we have the MD Fund that can be used to help with this. This is a fund I really want to grow.***

***Potential members really need to be made aware of our Trade Show Strategy as well. It is a HUGE benefit and cost saver to them when they join.***

***Daniela and the EC have been identifying shows in which to invest and this will be a growth area. We do "Contra" deals with the owners of the shows.***

Since many clubs cannot afford to attend the World Congress do you support electronic voting for All items up for vote e.g. SI EC positions, future congress sites, club of the year, Bylaw and statutes proposals?

*I am certainly keen to have real good look at this with the EC & ISC next year.*

*By minimizing the Business Aspects of the AGA; by having elections, Statutes and Bylaws done electronically will allow us to be a lot more focused on B to B, Education and things like Motivational Speakers.*

*I am personally in favour of most of these suggestions, but still have some doubts on SI EC positions. I am open to being persuaded and state that I am a person who is open to change that will work. Not a change for changes sake.*

*It maybe that we have to have better pro rata system for voting that would make it "fairer" for the smaller clubs throughout the world.*

#### **IN CONCLUSION:**

*You will see there is a lot to be done.*

*The President is only there for one year.*

*If I am elected I will try to put in place some of these proposals so that they will be there for the future, even though they might not happen in 2020. Remember the President only has 1 vote on the EC.*

*Thank you for allowing me to answer your questions.*

*Yours in SKAL.*

*Peter Morrison*

*Senior Vice President*

*SKAL International.*