



SKÅL INTERNATIONAL

International Association of Travel and Tourism Professionals

Founded 1934

Skal International New Zealand

Membership



New Zealand – A Summary

2008 membership stands at 356

10.9% DECLINE on 2007

Lowest membership level since 2000

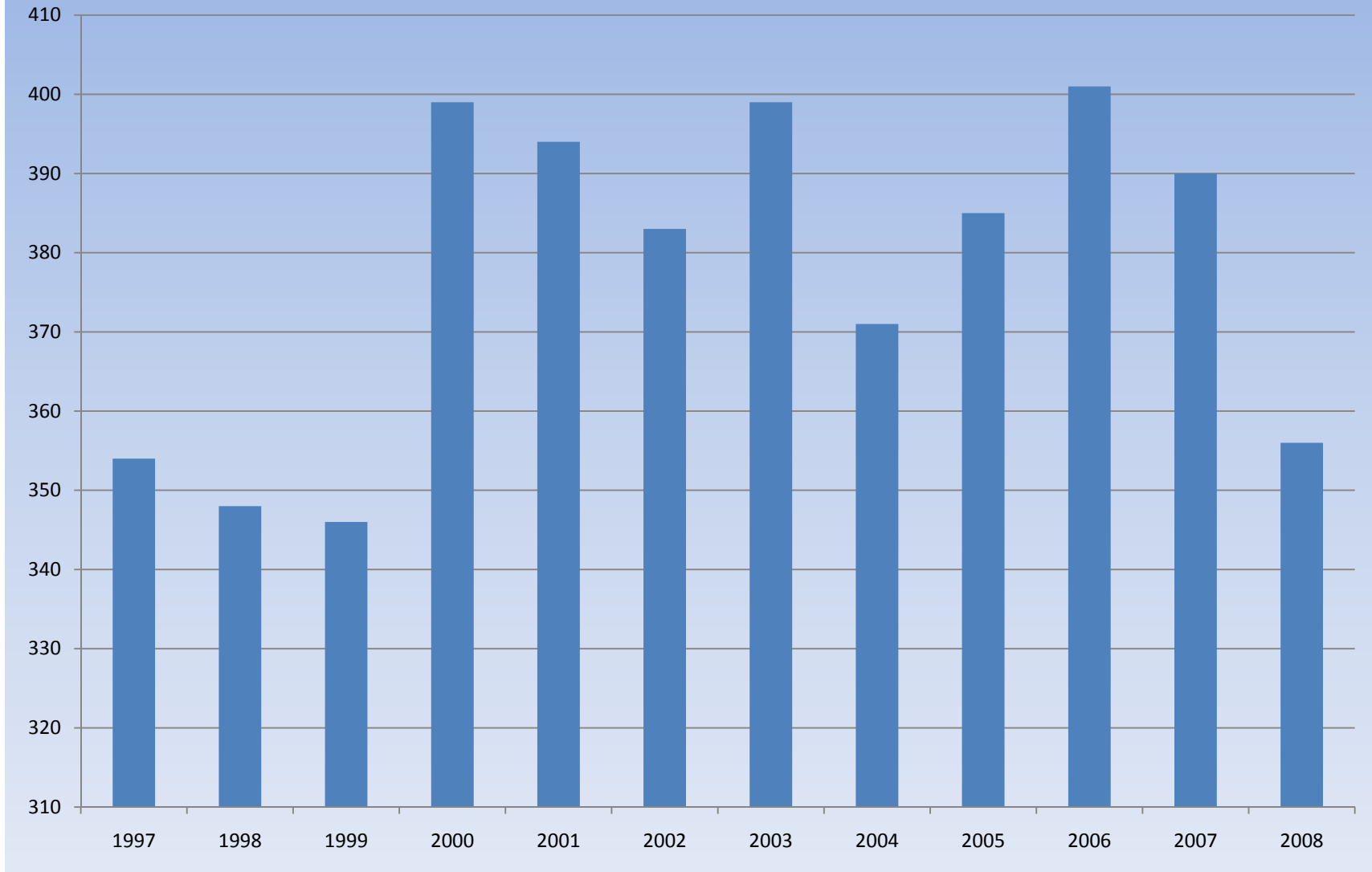
NEW ZEALAND

	<u>1997</u>	<u>1998</u>	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Auckland	133	134	137	152	152	154	159	140	133	129	121	116
Christchurch	59	59	61	74	78	74	84	83	91	92	84	87
Hamilton	27	27	25	26	27	26	24	19	19	24	25	26
Hawkes Bay	0	0	0	34	25	21	19	14	14	18	20	0
Queenstown	41	42	41	43	39	38	34	38	42	41	44	33
Rotorua	34	27	25	18	21	18	25	32	32	36	34	33
Wellington	60	59	57	52	52	52	54	45	54	61	62	61
TOTAL	354	348	346	399	394	383	399	371	385	401	390	356

Statistics based on information received from Spain as at 31 August 2008



Total Skal International - NZ Membership 1997-2008



TOTAL NATIONAL MEMBERSHIP AS AT 2008 – 356

Factors?

- Ageing problem
- Economic recession in the tourism industry
- For many years conducting business between members was not in use
- Members are not aware of the benefits of Skål
- Skål website is not yet broadly used
- Internal communication is not always satisfactory
- Information is not being used by many clubs

Source : Skål International “Retention” Document



Our mission for 2009

Increase overall NZ membership by 10% to reach 392 members by National Congress 2009

Each club to introduce a **PLUS 10** programme

Establish a new national position :

Director of Membership Development
to work with clubs in membership drive



Areas of Opportunity

One major area of opportunity is to look at those occupations where membership is low.

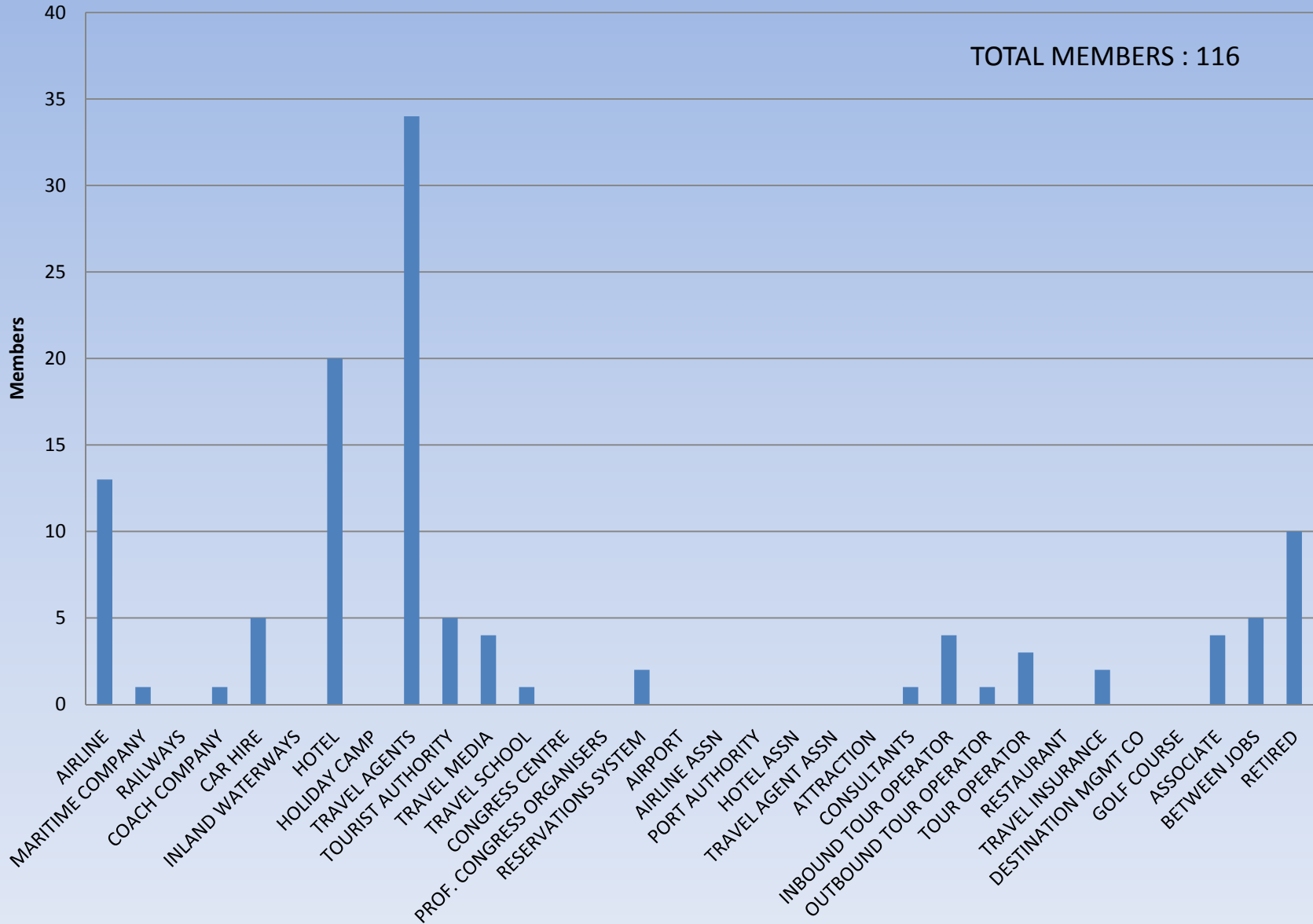
For example hotels, airlines, inbound operators.

- Identify the gaps
- Match gaps with the surrounding market
- Target individuals



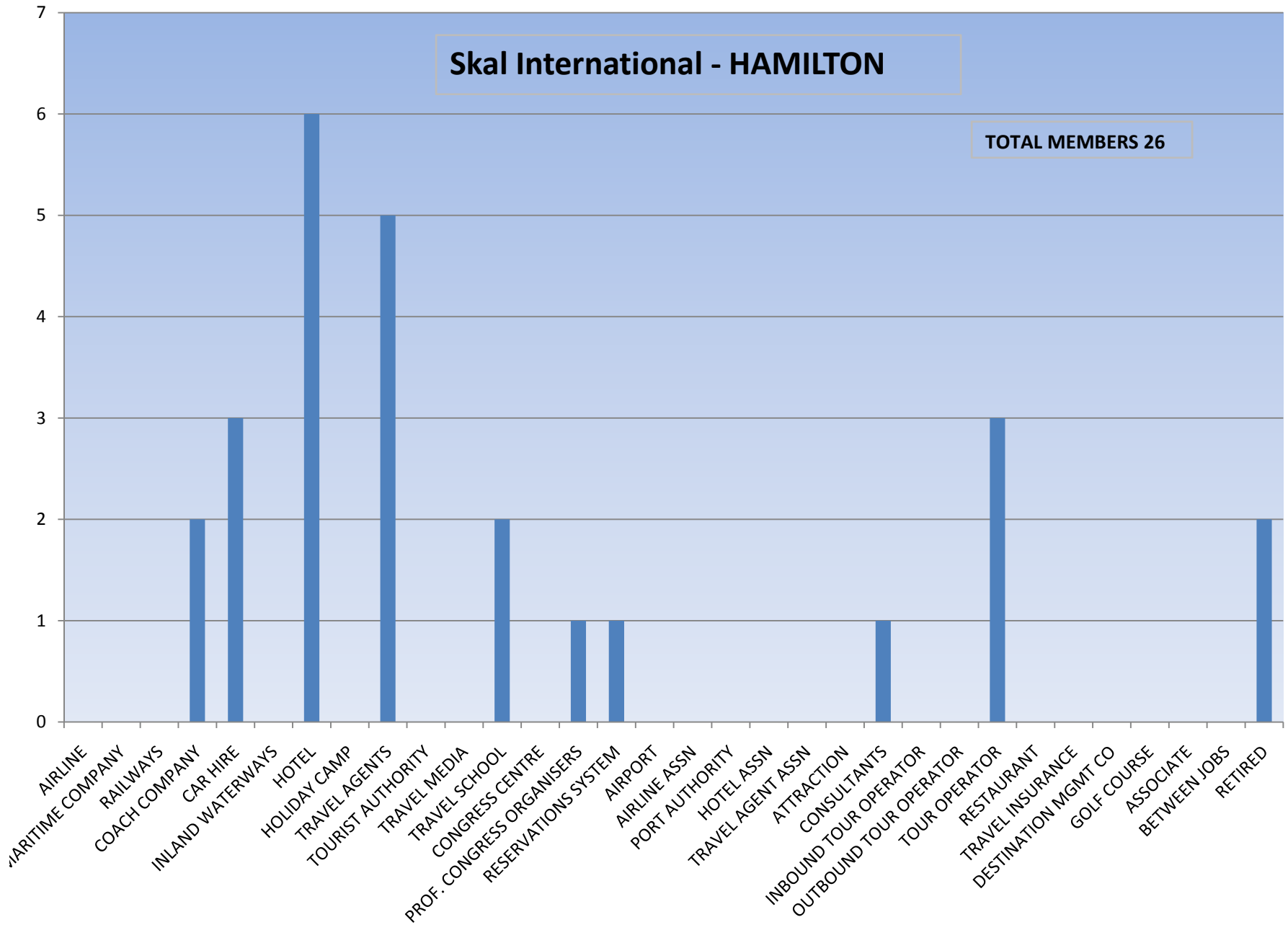
Skal International - AUCKLAND

TOTAL MEMBERS : 116



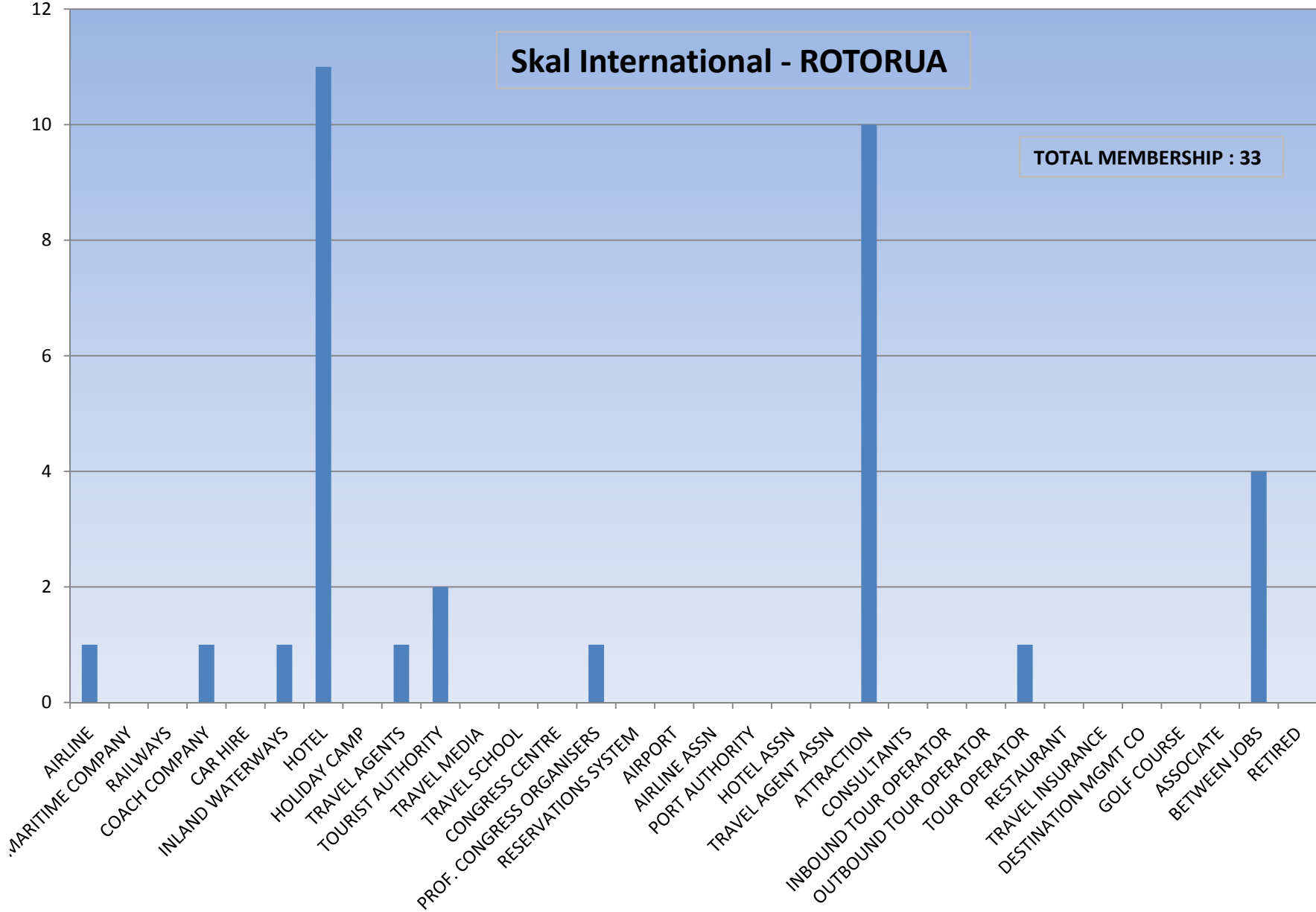
Skal International - HAMILTON

TOTAL MEMBERS 26



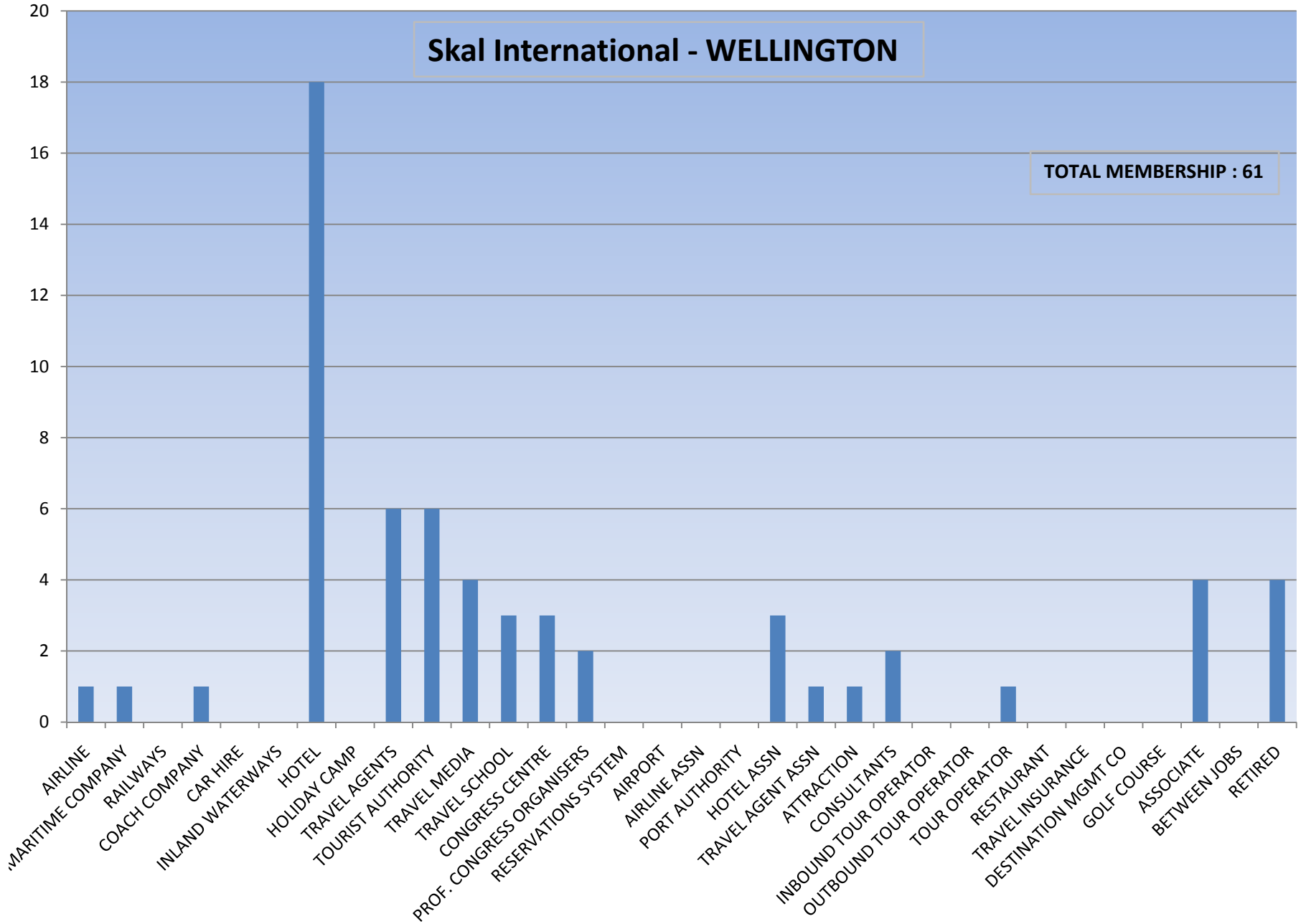
Skal International - ROTORUA

TOTAL MEMBERSHIP : 33



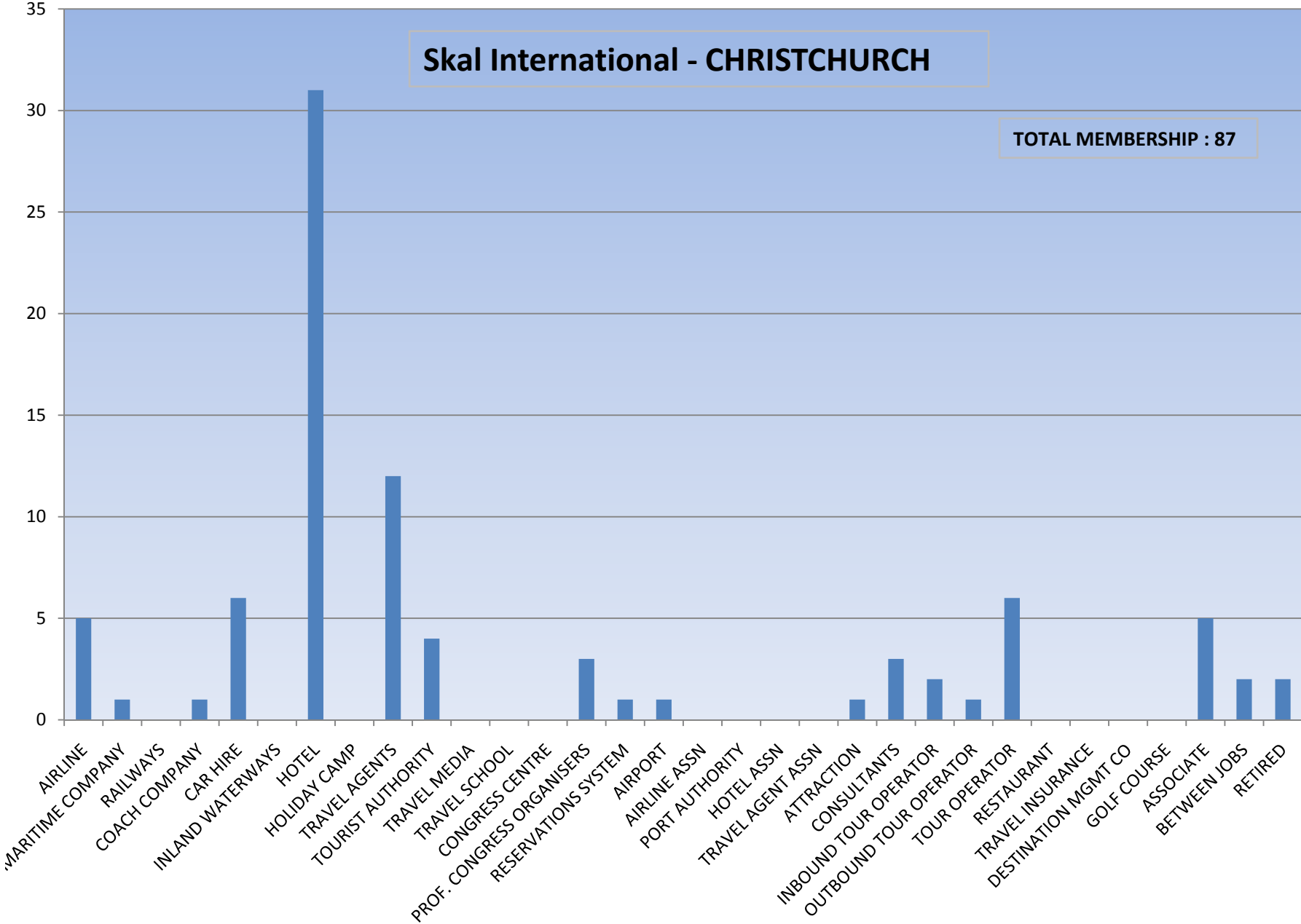
Skal International - WELLINGTON

TOTAL MEMBERSHIP : 61



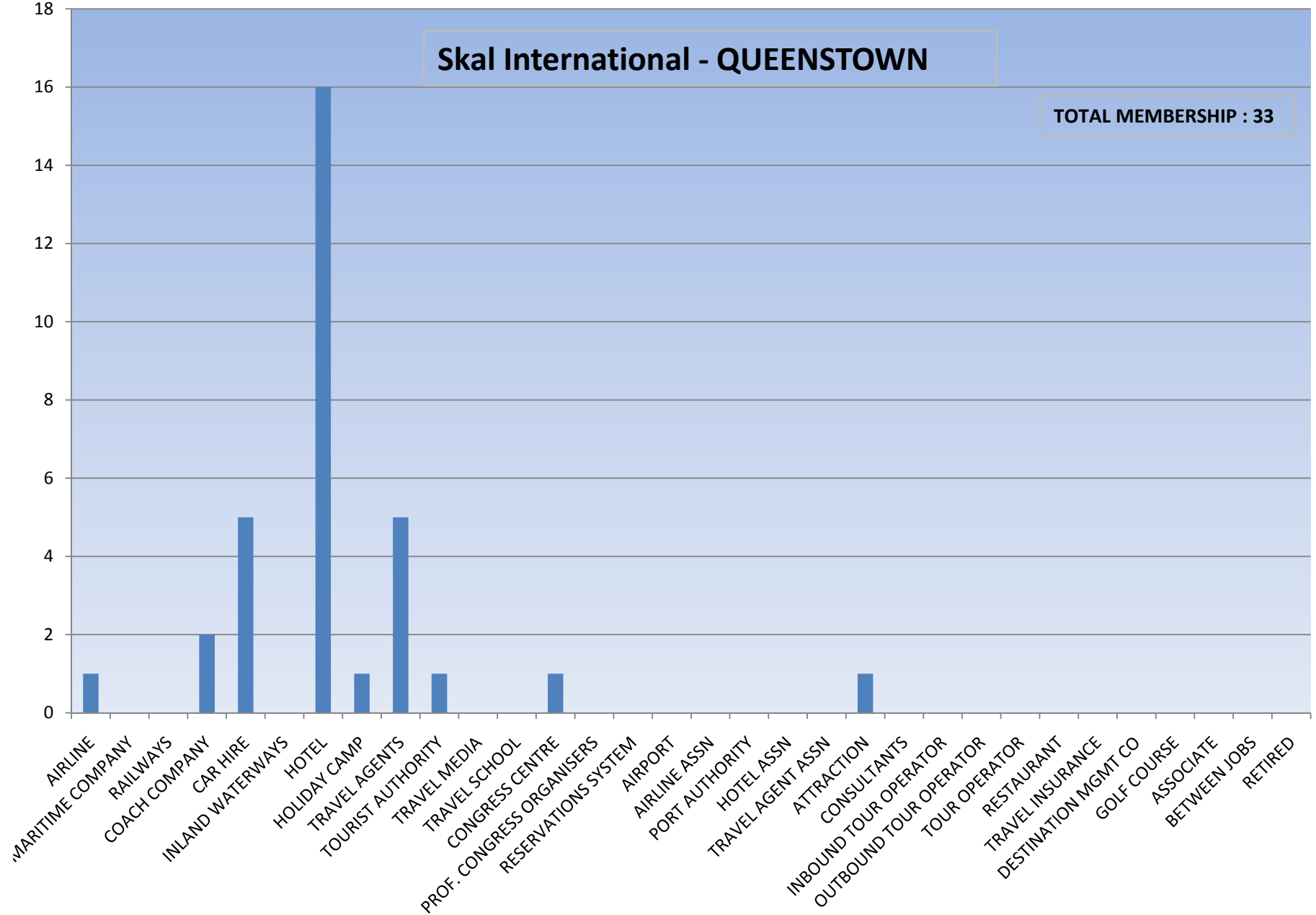
Skal International - CHRISTCHURCH

TOTAL MEMBERSHIP : 87



Skal International - QUEENSTOWN

TOTAL MEMBERSHIP : 33



Skål international development fund

Assistance application form.

- 1 name of country
- 2 name of club(s):
- 3 number of potential members:
- 4 transportation cost
- 5 accommodation cost:
- 6 cocktail or other event cost:
- 7 other promotional activity cost:
- 8 club development budget
- 9 estimated total cost:

please attach a copy of the clubs or national committee accounts and balance sheet for the past two financial years

please attach any receipts or other relevant documentation

signed:

position:



Next Step

All clubs to confirm or appoint Membership Development Officer and advise contact details to Director of Membership Development by 30 November 2008

Clubs to plan a **PLUS 10** strategy and report same to National Executive Meeting in April with outline of how they are/will achieve it.

Director of Membership Development to work with clubs and share information nationally to encourage ideas.

