

Fabien Clerc
VP East Asia SIA
SIA – Mid Term report
22 Nov 2019, Phuket

The East Asia Area consists of 11 Clubs located in 5 different countries, representing more than 300 members.

The VP Asia took over from Mr. Ishizuka at the last Asia Congress in Bangalore. The **handover** was very minimal with not much data (such as membership and activities overview of the 11 Clubs). The new VP has therefore been active in gathering data and contacting each Club individually, at the President and Secretary level. Not many Clubs have however responded, and very **little communication** was established so far, despite all the efforts provided (regular mailing over emails, creation of dedicated What's App groups for instance).

As of today, the VP EA still doesn't have the complete picture of the current area membership. This is what I can provide as input for 2019:

Club	Country	Total membership 1 Nov 2019	Young Skal	New members	Cancellations	Transfers	Growth yoy
Beijing (711)	China	2	0	0	0	0	0%
Guam (294)	USA	22	0	2	0	0	9%
Incheon (703)	Korea	12*	0				
Kaohsiung (405)	Chinese Taipei	18*	0				
Macau (454)	China	39	14	10	14	0	-10%
Nagoya (561)	Japan	29	11	4	0	1	10%
Osaka (302)	Japan	37	0	4	2	1	3%
Seoul (334)	Korea	72	0	14	14	1	-1%
Taichung (592)	Chinese Taipei	15*	0				
Taipei (347)	Chinese Taipei	67	0	14	0	1	16%
Tokyo (256)	Japan	194	105	11	0	0	7%
Total		462	130	59	30	4	4%

* from Skal online database

Here is the status situation for the 11 Clubs of the EA Area:

Active communication:

- All 3 Clubs in Japan (Tokyo, Osaka and Nagoya)
- All 3 Clubs in Taiwan (Taipei, Kaohsiung and Taichung)
- Seoul

Moderate communication:

- Macau
- Guam

No communication:

- Incheon
- Beijing (however led by President Lavonne)

The VP EA will continue to proactively contact the 11 Clubs to increase engagement. Furthermore, the proactiveness of Director Vijay Mohan Raj in reaching out to all the Clubs in Asia and try to personally visit them might change this, assuming this visit can be realized.

The **objectives** for the VP EA are to establish a better cohesion among all 11 Clubs in the area, a stronger bond between the Clubs and a more outward-looking behavior towards the Skai Asia Area. In particular, the 11 Clubs need to be more present in international Skai events such as the Asia and World Congress. Twinning will also be encouraged.

To note that the Skai Club **Beijing** is still work in progress, efforts given by President Lavonne and Daniela. They have been in regular contact with Dr Fu Goa from the Government of China regarding this matter. There are still a few points that have to be established and finalized before a formal agreement is reached. Furthermore, Lavonne has been invited by Dr Fu Goa to attend the Ethnic Tourism Development congress in Changsha and be a speaker on a forum regarding experiential travel this month. Also, more importantly to discuss Skai with the greater travel and tourism industry. Dr Fu has also arranged numerous meetings with travel and tourism departments and captains of industry to discuss the CHINA/SKAL relationship. We have to wait for the correct guidelines to be stated from the Chinese Government before we can introduce this to the membership. At the moment we have 2 Active Individual members in Beijing and hopefully we can attain more of this category membership until a formal agreement is reached.

The key 2019 activities from the 11 Clubs in SAA East Asia have been:

- Skai Club **Osaka** celebrated the birthday of its oldest member, 90 years old, with more than 50 years membership with the Club.
- Skai Club **Nagoya** started their Young Skai programme this year. They have already acquired 11 YS members.
- Skai Club **Nagoya** paid an official visit to their twinned Taichung Skai Club in March 2019 with 5 of their members.
- Skai Club **Seoul** celebrated their 50 years anniversary in style. Presidents of Skai Club Tokyo, Osaka and Nagoya were present.
- Skai Club **Tokyo** President attended the SAAC Congress in Bangalore, alongside one other member, Mr. Ishizuka, Japan National President.
- Skai Club **Tokyo** inducted 34 new Young Skai members on 10 October, bringing the total of YS to 105 in Tokyo.
- Skai Club **Tokyo** designed their new logo for their new flag. The logo better reflects the identity of the city of Tokyo and Japan, as it now includes some strong tourism symbols on it.
- Skai Club **Tokyo** President gave a lecture about Young Skai at Toyo University Department of International Tourism on 11 November, with the objective to start another Young Skai programme in Tokyo.
- Skai Club **Taipei** sent their bidding to host the SIAA Congress 2021. The decision is to be taken by the Board at the midterm meeting in Phuket and inform them of their selection afterwards. There is no other Club in the bidding process.
- Skai Club **Macau** elected their new steering committee on 12 November; Mr. Joao Manuel Costa Antunes remains the Club President.

- Skal Club **Macau** launched their Young SKAL mentorship programme, a 6-month programme where they offer 10 Young SKAL to partner with 10 of their members, each one in a different area in the tourism industry, to guide the Young SKAL members into their future career.
- Skal Club **Macau** held a seminar with Macau Tourism Development as a Smart City with Mr Jeffrey Xu, Head of Macau Business in Alipay International Business Unit and Mr Bosco Lei, Associate Director of Business Development, Alibaba Cloud Intelligence Group – Macau as main speakers.
- Skal Club **Seoul** held its 50th Anniversary Celebration, event attended by the Presidents of SKÅL clubs from Incheon, Taipei, Osaka, Nagoya and Tokyo.
- Skal Club **Guam**: Scholarships for college students in the visitor industry field; tourism awareness building.

Issues faced by EA Clubs

- Skal Club **Macau** indicated that most of their members are expats who stay in Macau just for few years, which generates a high turnover for the Club.
- Skal Club **Tokyo** raises the challenge of maintaining the momentum between 2 twinned clubs in the long term, how to sustain the relationship in a constructive way.
- Skal Club **Taipei**: how to recruit the young generation to participate in their club and activities is a major issue.
- Skal Club **Taipei**: how to build up SKAL brand awareness is also an important issue. Taipei chapter is working hard to rebuild the brand awareness in Taipei and Taiwan.

Detailed report from Skal Club Tokyo

2019 is marking a **big year for the tourism** and hospitality industry in Japan, 2020 will sustain this momentum. Here are some highlights:

- International Tourist Tax for international departing passengers started in January. The funds raised will be used for both inbound and outbound tourism promotion by the Japan Tourism Agency.
- The number of inbound tourists recorded over 30 million last year and is expected to exceed 40 million in 2020. The number of outbound tourists is expected to reach 20 million by the end of 2019.
- Japan hosted and will host major events hence allowing an increase of inbound and outbound tourists. To name a few, a 10-day Golden Week last May, the Rugby World Cup that just ended and the 2020 Olympic and Paralympic Games will give Japan the opportunity to be more visible on the global stage and therefore enhance its tourism. The World Expo was attributed to Osaka for 2025. That will allow Japan to sustain its international visibility and popularity.

The Skal Club Tokyo experienced a **growth of 7% (yoy)** in its members so far in 2019, for a total of **194 members** (including 105 Young Skals). To note the 20% increase in women's membership since last year, a strong focus for the President. The President fixed the objective to reach 200 members during his 2-year mandate by the end of 2020.

The membership objective of the new President for his 2-year mandate is to drive the **Active membership to 100**, which has never been attained before in the 55 years existence. The other big objective is to enhance the collaboration with prestigious organizations related to tourism in order to raise the value of Skal Club in Japan. Such organizations are: WTO-Japan Office, Pacific Area Travel Agency-Japan Chapter, Japan Tourism Agency, Japan National Tourism Organization, Japan Tourism Association, Japan Association of Travel Agency, All Nippon Travel Agents Association, Japan Hotel Association, Japan City Hotel Association, Overseas Hotel Executive Association.

Skal Club Tokyo has been very active in the **Twinning** front. A new Twinning this year was established with Montreux-Vevy Club in Switzerland (5), in view of the enhancement of the ties between 2 Olympic hotspots (IOC HQ is located in Lausanne, Montreux area). Japan has the following twinings in place:

- 2010 Seoul (at World Congress in Sidney)
- 2015 Zagreb, Croatia (in Tokyo)
- 2015 Honolulu, Hawaii, USA (in Tokyo)
- 2018 Osaka-Launceston, Tasmania, Australia (in Osaka)
- 2018 Taiwan: Tokyo-Taipei, Nagoya-Taichung, Osaka-Kaohsiung (in Osaka)

At Tokyo's last annual **Auction Event**, Skal -Tokyo managed to raise about 920,000 Yen (8'500 USD) from its Silent Auction, thanks to all the generous donations and prizes. The collected funds were allocated to non-for-profit organizations, such as Red Cross, to help the reconstruction of the zones hit by the couple of exceptionally strong typhoons.

The **Young Skal of Tokyo** remain the largest YS group in the world today (currently 105 this year). The programme was initiated on 4 July 2015 by Mr. Ishizuka, President of Japan Hotel School in Tokyo. Since then, Mr. Ishizuka has exposed his Young Skal students internationally giving them opportunities to meet leading professionals in hospitality and tourism. In its first year, the Club counted 78 YS, second year 96, third year 90 and in the fourth 105. The YS Club Tokyo have won five Asian awards in total. Here are the key activities by the YS Tokyo this year:

1. January: Interactive Meeting with 1 SK Manila, Philippines (34 YSs)
2. February: Interactive meeting with 5 SKs Rome, Italy (34 YSs)
3. March: Graduation Ceremony (27 YSs)
4. October: Lecture by Mr. Michael Kash, GM of Kahala Yokohama (28 YSs)
5. October: Pin Presentation Ceremony (34 YSs)
6. October: 28th Annual Speech Contest, 2 SKs engaged (2 YS Speakers, 60 hearers), 850 hearers, 18 judges