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Report East Asia Area – 49th SIAA Annual General Meeting
28 August 2020 (virtual)

The East Asia Area consists of 11 Clubs located in 5 different countries, representing more than 360 members.

The VP Asia took over from former VP Mr. Ishizuka at the last Asia Congress in 2019. From then, the new VP has been active in gathering data and contacting each Club individually, at the President and Secretary level. The communication intensity differs greatly from one Club to the other (regular mailing over emails, creation of dedicated What's App groups for instance).

Here is the summary of the membership in the East Asia Area (as of August 2020 and based on the data available on the Skal online database):

Club	Country	Total membership As of 21 August 2020	Active	Young Skal Student	Young Skal Professional	Young Skal Associate	Life	Retired	Total membership As of Nov. 2019	Growth from Nov 2019
Beijing (711)	China	2	2	0	0	0	0	0	2	0%
Guam (294)	USA	29	19	0	5	3	0	2	32	-10%
Incheon (703)	Korea	12	12	0	0	0	0	0	12	0%
Kaohsiung (405)	Taiwan	15	15	0	0	0	0	0	18	-16%
Macau (454)	China	54	38	13	1	0	1	1	39	36%
Nagoya (561)	Japan	22	18	4	0	0	0	0	29	-38%
Osaka (302)	Japan	32	31	0	0	0	0	1	37	-19%
Seoul (334)	Korea	72	70	0	2	0	0	0	72	-1%
Taichung (592)	Taiwan	15	15	0	0	0	0	0	15	0%
Taipei (347)	Taiwan	53	51	0	0	0	0	2	67	24%
Tokyo (256)	Japan	188	72	111	0	2	1	2	194	-3%
Total		494	343	128	8	5	2	8	517	-2%

*Note that the discussion with Skal Beijing has been put on hold because of CoVid-19, it will resume as soon as possible.

Financial status as of August 2020: all 11 Clubs have paid or have confirmed to pay their dues except for Incheon.

Here is the **communication status** to date with all the East Asia Clubs:

Active communication:

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

No communication:

- Incheon

Executive Summary:

- In order to build inclusiveness and stronger ties within the area, the VP EA proactively contacted the 11 Clubs to **increase engagement**, understand their needs, share relevant information. The main objectives for the VP EA have been to establish a **better cohesion** among all Clubs in the area, a stronger bond between the Clubs and a more outward-looking behavior towards the Skala Asia Area. In particular, the Clubs have been pushed to be more present in international Skala events (when it was still possible to travel) / discussions / virtual sessions, Twinning have also been encouraged.
- Director Vijay Mohan Raj has actively been reaching out to all the Clubs to request news about their Club that can be included in the Skala Magazine, a great way to make our region more visible to Skala around the World.
- President Sanjay has also played an important an important role to advocate for a BETTER, BIGGER, STRONGER Asia Skala thanks to his different initiatives to engage the Clubs through webinars, virtual exchanges and regular support messages.
- Despite the struggle caused by CoVid-19 expressed by all Clubs in East Asia, the membership in the region has not suffered too much, so far. However, the real impact will be seen for the next membership cycle of 2021.

Key activities from the SAA EA Clubs (during 2nd half 2019 – 1st half 2020):

- Skala **Tokyo** Annual General Meeting
- Having been on hold since March 2020, Skala **Tokyo** resumed its monthly gatherings on 6 July with good attendance of 40 Skalleagues (with all protective measures).
- After being canceled by in March, Skala **Nagoya** will host the National Congress Japan 2020 in September.
- Skala **Taipei** World Tourism Day Forum
- Skala **Taiwan** Annual General Meeting

Issues faced by SAA EA Clubs:

- In accordance with the country's restrictions in place, some Clubs have been able to resume their **activities**, others not at all. We see a strong imbalance between Clubs. For example, Skala Osaka have not been able to organize their dinner events since March. They are planning to re-start their Club events from September at the newly opened JW Marriott Nara. However, after cancelling their events for February and March, the new normal came back by April for Skala Taipei. From May, their monthly general meetings were arranged as normal.

- Many Clubs expressed challenges in keeping their **membership** steady, if at all alive, amidst the CoVid-19 crisis. Especially travel agents and airlines have been impacted. For example, the Kansai Area in Japan, where Skal Osaka is operating, was a really popular destination for inbound guests before the crisis. Most of their members are suffering from not having any more inbound guests (borders are closed in Japan). Skal **Taipei** lost a dozen of members because of the crisis and membership fee increase.
- Maintenance and **recruitment** of new quality members have been challenging for many Clubs, especially the next generation of tourism leaders.

Requests from EA Clubs to the Board of SIAA:

- How can the Board concretely help the Clubs to maintain and develop regional membership?
- How can the Board help create more opportunities and communication between the Clubs?
- How can the Board enhance the information exchange on the industry and insight from each club and country?