



49th ASIAN CONGRESS 2020 PHUKET

GO ECO 2020 - ECOLOGICAL & SUSTAINABLE TOURISM

COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES

SKÅL 49TH ASIAN CONGRESS 2020 PHUKET

THURSDAY 25TH - SATURDAY 27TH JUNE

Skål International, the only global organisation that brings together all sectors of the travel, tourism and hospitality industries, has announced its annual Asian congress will take place in Phuket, Thailand.

The three-day congress attracts Skål members from around the region and further afield including owners and c-suite executives - all influential decision-makers in the travel and tourism industry.

SKÅL 49th Asian Congress 2020 Phuket is a major marketing opportunity and will be themed on sustainable tourism and held at Laguna Phuket between 25th and 27th June 2020.

Industries represented include airlines, travel and tour companies, online booking portals, hotel owners and general managers, luxury cruise ship industry, technology companies selling hotel and web based services, telecoms, website services and discount programs.

SKÅL 49th Asian Congress 2020 Phuket is a perfect opportunity to boost a company's profile in the travel, tourism and hospitality industry.

SKÅL INTERNATIONAL

15,000
Members

358
Clubs

87
Nations

SKÅL INTERNATIONAL ASIA

The most dynamic area of Skål International reaching from Guam in the Pacific Ocean more than 10,000 km to Mauritius

2,300
Members

40
Clubs

15
Affiliated

25
Grouped in five
national committees

17
Nations

Skål 49th Asian Congress 2020 Phuket includes...

- Go Eco - Ecological & Sustainable Tourism Theme
- Pan Asian Ecological Showcase & Exhibition
- Ecological Workshops On Implementing Sustainable Tourism Practices
- Phuket Street Food Cocktail Reception
- OTOP Showcase
- Thailand's Future Super Stars Dinner
- Gala Dinner
- Tourist Tours

We have a number of commercial sponsorship and partnership opportunities for businesses to get involved with SKÅL 49th Asian Congress 2020 Phuket, including: Title & Presenting Sponsors; Co-sponsors; Official Suppliers; Official Media Partners; and SKÅL Partner packages.





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PACKAGES

We have developed sponsorship packages to suit differing levels of budget and branding needs...

TIER 1: TITLE & PRESENTING SPONSORS

One Title Sponsor with naming rights to the event
One Presenting Sponsor with naming rights to the event

TIER 2: CO-SPONSORS, OFFICIAL SUPPLIERS & MEDIA PARTNERS

Up to six Co-sponsors from non-competing categories
Up to 10 Official Suppliers providing goods and services essential to the event
Up to 10 Media Partners providing advertising and guaranteed editorial essential to the event

TIER 3: SKÅL PARTNER PACKAGES

Packages for existing SKÅL Partners

EXHIBITOR ONLY PACKAGES

RIGHTS

Rights fall into the following categories. A full inventory by sponsorship level is detailed:

- ✓ **Category Exclusivity & Title Rights**
- 💬 **Branding & Intellectual Property Rights**
- 💻 **Media, Promotion & PR Rights**
- 📱 **Digital & Social Rights**
- 💡 **Experiential Rights**
- 🍷 **Hospitality & Networking Rights**
- 🛒 **Merchandising Rights**





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ATTENDEES

At the last congress in Macau over 20 clubs were represented with in excess of 100 overseas members and 100+ local members. More are expected in Phuket because of the draw of the location.

SPEAKERS

SKÅL 49th Asian Congress 2020 Phuket is themed on Ecological and Sustainable Tourism and will feature leading speakers from around the globe.

PREVIOUS ASIAN CONGRESSES

YEAR	CITY	NO. OF OVERSEAS DELEGATES
2019	Bangalore, India	300
2018	Macau	200
2017	Bahrain, UAE	73
2016	Singapore	58
2015	Manila, Philippines	50
2014	Bali, Indonesia	53

WHO SHOULD SPONSOR?

SKÅL 49th Asian Congress 2020 Phuket is a great opportunity for businesses associated with the travel, tourism and hospitality industry, including the following sectors:

Airlines	Fashion	Security
Alcohol	Hotels & Hotel Services	Sports Tourism
Beauty	Insurance	Sustainable / Eco Products & Services
Carbon Offsetting	Jewellery	Technology
Communications	Luggage	Transport
Cosmetics	Luxury	Watches
Financial Services	Professional Services - Accountants, Lawyers	Web-based Services
Fine Cuisine	Property	





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VENUE

The main venue for the congress, where all the events will be held, will be Angsana Laguna Phuket, part of Laguna Phuket - Asia's first integrated destination resort, a holiday paradise of deluxe hotels and villas spanning 1,000 acres of tropical parkland along an eight kilometer stretch of pristine beach at Bangtao Bay on Phuket's west coast, in Thailand.

Facilities and activities include 18-hole golf course, spas, restaurants, bars, boutique shopping, private charter and join-in luxury tours, daily activities at most Laguna Phuket hotels, canoeing and (of course) the pristine beaches and azure waters of the Andaman Sea.

Everywhere within the resort is easily accessed within minutes by shuttle boats and buses.

Laguna Phuket offers something for everyone with ample opportunities for fun, romance, relaxation and exploring.

Laguna Phuket is Asia's finest destination resort - a collection of deluxe hotels and villas including: Banyan Tree Phuket; Angsana Laguna Phuket; Dusit Thani Laguna Phuket; Outrigger Laguna Phuket Beach Resort; Angsana Villas Resort Phuket; Cassia and Laguna Holiday Club Resort.



ANGSANA
LAGUNA PHUKET





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SKÅL PROGRAMME - GO ECO

DATE	ACTIVITY	VENUE
Wednesday 24th June 19.00 - 22.00	Arrival Of Asian Area Board & Registration	TBC
Thursday 25th June 09.30 - 17.00	Arrival Of Congress Delegates & Registration	TBC
09.30 - 17.00	Asian Area Board Meeting	
19.30 - 21.30	Welcome Phuket Street Food Cocktail Reception / OTOP Showcase	
Friday 26th June 08.30	Doors Open	TBC
09.00	Open Ceremony - Flag Parade & Guest Of Honour	
09.20 - 10.20	Welcome Speeches - SKÅL Phuket, SKÅL Asia, SKÅL International (Lavonne Wittman), Thai Government Official	
10.20 - 11.00	Coffee Break Pan Asian Ecological Showcase & Exhibition	
11.00 - 12.30	Meet Eco Suppliers	
12.30 - 14.00	Lunch - Thai Spa Cuisine	
14.00 - 15.25	Ecological Workshop On Implementing Sustainable Tourism Practices	
15.25 - 15.35	Coffee Break	
15.35 - 17.00	Ecological Workshop On Implementing Sustainable Tourism Practices	
17.00	Conclusion - Closing Speech	
19.30 - 22.00	Dinner - Thailand's Future Superstars	

DATE	ACTIVITY	VENUE
Saturday 27th June 07.00 - 08.30	Breakfast At Hotel Doors Open	TBC
08.30	Doors Open	
10.30 - 11.00	General Assembly - Presentation by SKÅL President Lavonne Wittmann and SKÅL CEO Dra. Daniela Otero	
11.00 - 13.00	General Assembly	
13.00 - 14.00	Lunch	
14.00 - 15.00	President's Meeting	
15.30 - 18.30	Tourist Tours (Optional Sponsored Tourist Tours)	
15.30 - 18.30	Gala Dinner	TBC
Sunday 28th June All Day	Departure / Optional Tourist Tours	

OTOP

One Tambon One Product (OTOP) is a local entrepreneurship stimulus program designed by Thailand's former Prime Minister Thaksin Shinawatra during his 2001-2006 Thai Rak Thai government.

The program supports locally made and marketed products of each of Thailand's 7,255 tambons (sub-districts). Drawing its inspiration from Japan's successful One Village One Product (OVOP) program, the OTOP program encourages village communities to improve the quality and marketing of local products, selecting one superior product from each tambon to receive formal branding as its "starred OTOP product".

It provides both a local and national stage to promote products. OTOP includes a large array of local products, including traditional handicrafts, cotton and silk garments, pottery, fashion accessories, household items, and foods.



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ABOUT SKÅL

Skål 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. Its members, the industry's managers and executives, meet at local, national, regional and international levels to discuss and pursue topics of common interest.

Through its leadership, professionalism and friendship, Skål clubs and members work together to maximise networking opportunities and develop a responsible tourism industry

EARLY HISTORY

Shortly after the inauguration of the first joint Swedish and French air service between Stockholm and Paris in 1932, a group of travel people from the French capital were invited to make an exploratory flight over the new route. The welcome they received in Stockholm led to many pleasant friendships. Realising the importance of closer relationships among those who strive to develop and promote both national and international travel, the men who made the flight to Stockholm were determined to create a permanent organisation whose primary aim would be the creation of goodwill and friendship in travel and transportation circles throughout the world.

The Paris Skål Club was formed on 16th December 1932, with Rene Genestie as President. On 27th April 1934 twelve other Clubs from five countries had been formed and Florimond Volckaert, who is considered the "Father of Skål", conceived the idea of uniting them into an international organisation. The "Association Internationale des Skål Clubs (A.I.S.C.)" was created on 28th April 1934 in the Hotel Scribe and Volckaert became its Founder President.

SKÅL TODAY

Skål International today has approximately 15,000 members in 358 Clubs throughout 87 nations. Most activities occur at local level, moving up through National Committees, under the umbrella of Skål International, headquartered at the General Secretariat in Torremolinos, Spain. Skål International is governed by an Executive Committee of seven members, elected by delegates to an annual General Assembly, held during the World Congress, hosted by a different country each year. This allows members first-hand observation of the travel and tourism potential around the world.

Skål is non-political and encourages advancement and evolution through affiliation with other international industry organisations such as the World Tourism Organisation.

Skål does not discriminate on the basis of sex, age, race, religion, politics or social standing. Skål supports charitable causes.

SKÅL AFFILIATIONS

Skål promotes the responsible development of travel and tourism and a sustainable future through its affiliations, including:

- Affiliate Member of the World Tourism Organisation - UNTWO
- Partner of the Pacific Asia Travel Association - PATA
- Supporter of End Child Prostitution and Trafficking - ECPAT International
- International Coalition of Tourism Partners - ICTP
- Partner of The International Institute for Peace Through Tourism - IIPT
- Sustainable Travel International - STI





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WHY GET INVOLVED?



PR & CONTENT

SKÅL 49th Asian Congress 2020 Phuket is hot news. All Sponsors and Partners will have rights to associate with the event for PR and advertising activity. Sponsors and Partners can create content through: Q&As with Exhibitors and Expert / Guest Speaker Features; Congress Highlights; Onsite Promotion; Press Conferences; and Eco / Sustainability Links.

The PR campaign ensures wide coverage both during and after the Congress, featuring:

- Media engagement and editorial in business publications and travel, tourism and hospitality magazines
- Features on the topics at the show
- Online campaign of advertising, editorial, blogging and social media
- International and local news channels



DIGITAL & SOCIAL RIGHTS

Exposure through...



TWITTER

www.twitter.com/SKÅL_Intl - 1,285 Followers
www.twitter.com/AsiaSkål - 34 Followers



INSTAGRAM

- 740 Followers
www.instagram.com/Skålinternational



WEB

www.skålasiacongressphuket.com



FACEBOOK

www.facebook.com/Skålinternational/ - 2,562 Followers
www.facebook.com/Skål.asia - 76 Followers



LINKEDIN

www.linkedin.com/company/Skål-international-asia/ - 180 Followers
www.linkedin.com/company/Skål-international-official/ - 70 Followers



EXPERIENTIAL RIGHTS

SKÅL 49th Asian Congress 2020 Phuket is a major opportunity to target Skål members from around the region and further afield including owners and c-suite executives – all influential decision-makers in the travel and tourism industry.



HOSPITALITY & NETWORKING RIGHTS

SKÅL 49th Asian Congress 2020 Phuket offers a plethora of fantastic opportunities to entertain customers, clients and executives in Phuket. This is an excellent way to do and promote your business through a number of opportunities including:

- Welcome Phuket Street Food Cocktail Reception Including OTOP Showcase
- Thailand's Future Super Stars Dinner & Gala Dinner
- Tourist Tours



MERCHANDISING RIGHTS

We offer our Sponsors, Supporters, Suppliers and SKÅL Partners the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, SKÅL 49th Asian Congress 2020 Phuket Goodie Bags.



RIGHTS INVENTORY

	PARTNER LEVEL			
	TITLE SPONSOR & PRESENTING SPONSOR	HOST SPONSOR SOLD	CO-SPONSOR	OFFICIAL SUPPLIERS/ MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS				
Rights to title "[Title Sponsor] SKÅL 49 th Asian Congress 2020 Phuket in association with [Presenting Sponsor]" for PR and advertising use	Yes			
Rights to title "[Host Sponsor Name] Official Host Sponsor of [Title Sponsor] SKÅL 49 th Asian Congress 2020 in association with [Presenting Sponsor]"; for PR and advertising use		Yes		
Rights to title "[Sponsor Name] Official Co-sponsor of [Title Sponsor] SKÅL 49 th Asian Congress 2020 in association with [Presenting Sponsor]" for PR and advertising use			Yes	
Rights to title "[Sponsor Name] Official Supplier / Media Partner [Title Sponsor] SKÅL 49 th Asian Congress 2020 in association with [Presenting Sponsor]" for PR and advertising use				Yes
Category Exclusivity	Yes			
INTELLECTUAL PROPERTY & BRANDING RIGHTS				
LOGOS & IMAGES				
Right to use SKÅL 49 th Asian Congress 2020 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes	Yes
EVENT BRANDING				
Logo on outside main event rooms	Yes			
Logo in entrance area of event	Yes Prominent	X1 logo	X1 logo	X1 logo
Logo inside main event rooms	Yes Prominent	X1 logo	X1 logo	X1 logo
Logo on advertising hoardings at the event	Yes	Yes	Yes	Yes
Media interview area backdrop branding	Yes	Yes	Yes	Yes
Logo on SKÅL 49 th Asian Congress 2020 Phuket officials' clothing	All	Yes	Yes	
MEDIA, PROMOTION & PR RIGHTS				
Logo on literature pre / post events, website, stationery etc.	Yes	Yes	Yes	Yes
Programme advertisement, if applicable	Full Page Premium Location	Full Page	Full Page	1/2 Page

	PARTNER LEVEL			
	TITLE SPONSOR & PRESENTING SPONSOR	HOST SPONSOR SOLD	CO-SPONSOR	OFFICIAL SUPPLIERS/ MEDIA PARTNERS
Brand name mention and logo in SKÅL 49 th Asian Congress 2020 Phuket press information and advertisements	Yes	Yes	Yes	Yes
Inclusion in any TV / Radio advertisements produced	Yes	Yes	Yes	Yes
Inclusion in any marketing / sales materials	Yes	Yes	Yes	Yes
Logo on advertising in Media Partner publications - size dependent on sponsorship level	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Representative to speak at press conferences	Yes			
DIGITAL & SOCIAL RIGHTS				
Branding on event emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts	Yes	Yes	Yes Less Prominent	Yes Less Prominent
Logo inclusion in any APP produced by the event	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Forwarding of promotional materials to event's attendees	Yes	Yes	Yes	Yes
EXPERIENTIAL RIGHTS				
Promotional / trade booth at event and promotional staff	Yes	Yes	Yes	Yes
Promotional literature at the event	Yes	Yes	Yes	Yes
Sampling	Yes	Yes	Yes	Yes
HOSPITALITY & NETWORKING RIGHTS				
VIP tickets for Cocktail Party	2	2	2	2
VIP tickets for Thailand Future Super Stars Dinner	2	2	2	2
VIP tickets for Gala Dinner	10	10	5	2
VIP sponsor passes	3	2	2	2
MERCHANDISING RIGHTS				
Logo on any SKÅL 49 th Asian Congress 2020 Phuket T-shirt produced	Yes	Yes		
Insertion of promotional material or product sample into goodie bag	Yes	Yes	Yes	Yes
Logo on VIP, media & staff passes	Yes	Yes		





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SKÅL PARTNER SUPPORTER PACKAGES

We have a limited number of opportunities for existing SKÅL Partners, which offer branding and hospitality benefits.

- Use the event's name / logo in your own publicity (e.g. "Partner of...")
- Logo / link on event website sponsors' page
- Logo + 1/4 page advertisement in event programme
- Logo on event poster / billboards (Phuket coverage)
- 5 x VIP passes
- 5 invites per party
- Promotional literature at event
- Logo on stage / interview area backdrop(s)

EXHIBITOR OPTIONS

Participating in SKÅL 49th Asian Congress 2020 Phuket is the best opportunity to gain access to the Asian travel market.

Booking is now open for exhibitors.

Early booking is recommended to secure your preferred spot.





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CONTACT

ASIAN AREA CONGRESS - PHUKET 2020

Angsana Laguna Phuket
10 Moo 4 Srisoonthorn Road
Thalang
Phuket 83110
Thailand
Tel. +66 84 060 8030
www.skalasiacongressphuket.com

PAUL POOLE (SOUTH EAST ASIA) CO., LTD.

198 Tanou Road
Bovernives
Pranakorn
Bangkok 10200
Thailand
Tel. / Fax: +66 2622 0605 - 7
www.paulpoole.co.th

Paul Poole -

Managing Director (English Speaking)
email: paul@paulpoole.co.th
Tel. +66 8 6563 3196

Udomporn Phanjindawan -

Personal Assistant (Thai / English Speaking)
email: udomporn@paulpoole.co.th
Tel. +66 8 6382 9949