



SKÅL INTERNATIONAL

International Association of Travel and Tourism Professionals

Founded 1934

WELLINGTON #162

NEWSLETTER

SEPT 2018

As I see it

Where exactly has this year gone?

Skål Wellington is in good heart, with a great committee that keeps everything ticking over nicely. Our club is attracting new members and offering a changed-up selection of events.

Firstly let's all just bask in a bit of self-congratulations. Our 61st Birthday went without a hitch. We had a great crowd that included 11 Past-Presidents, stalwart former members and a good number of industry colleagues. There are photos included later. Well done to everyone for making this such a success!



Please find below the next three luncheon dates for your diary. Note: there are changes to the regular dates, times and venues!

On 18 October, I look forward to seeing you all at our **breakfast meeting**. Our speaker will be Debbie Summers, Chair of Cruise New Zealand. Debbie will show an AV presentation taking us through this fascinating aspect of tourism.

On 8 November, Skålleague Jeremy Ward has offered a novel experience for us all - a luncheon cruise on board one of the East by West ferries. The 'Colleague Cruise' will be an opportunity for each of us to invite a prospective new Skål Member. Skål New Zealand President Trish May has already booked. Numbers are limited so confirm early. Details are on the following page.

Finally, I want to advise that next year (4-7 April), Wellington will play host to the New Zealand Skål Congress. Planning has just begun so as details are available we will share them with you.

Sally Attfield President

P.S. Please find a notice from our friends at Sofitel about a Cure Kids fundraising dinner on 20 September. I know Skål Wellington enjoyed last year's event at the Grand Mercure!

13 Sept

12.15pm

**Bistro 52 WelTec
School of Hospitality
Cuba St**

**Alastair Sheriff
Buddle Findlay
Liquor Licensing**

18 Oct

**** ** 7.15 am ** ****

**James Cook Hotel
Grand Chancellor
The Terrace**

**Debbie Summers
Cruise New Zealand**

8 Nov

12.15 pm

**East by West Ferries
Queens Wharf**

**Colleague Cruise
Graham Mann
Technology Trends**

Skål Wellington Colleague Cruise 8 November

Welcome on board !!

Skål Wellington in conjunction with East by West Ferries has a very special deal for every member.

On 8 November, true to Skål hospitality, we offer a Wellington harbour cruise, a two-course lunch and appropriate beverage service all for the normal price of \$ 60.00 per person.



And there is more:

Bring along an industry colleague, who you believe should belong to Skål and benefit from the networking, international contacts and industry shared knowledge.

We will cover their cost. Yes they will travel for free.

This offer is available because we have received financial support from both Skål International and Skål New Zealand through the Membership Development Fund.

Process is simple – advise us of your intentions to lunch on the harbour and provide contact details for your guest (either you confirm their attendance or we will invite them on your behalf).

Please be aware that numbers on the ferry are limited so it will be treated on a first-come first-served basis.

Skålleague Jeremy Ward assures us that he has never had to cancel one of these sailings for bad weather.



Timeline:

12.15pm	Assemble Queens Wharf East by West Terminal
12.30pm	Depart – Lunch service and harbour cruise
1.00pm	Normal Meeting Event
	Food, Beverage and Speeches, Club Business
2.00pm	<u>Guaranteed</u> Return to the wharf

Please feel free to contact Skål Wellington on <http://www.skalnz.org/wellington> or <mailto:skalwgtn@gmail.com>

WINE and PLACE

The August luncheon was held at Mercure Wellington Abel Tasman with John Overton from the School of Geography, Environment and Earth Sciences, Victoria University Wellington who delivered an intriguing address. And he left his speech notes...

I'm a geographer – not an expert or even a connoisseur of wine – yes an enthusiastic consumer but I confess to a terrible nose and palate. I'm interested in place – place as a physical entity (rocks, climate, soils etc) but also as an idea that we construct (the values and emotions that we attach to place) – think tourism.

Wine is a fantastic example for geographers. Wine has something for us all:

climatologists who study microclimates, temperature, frost, rainfall

biogeographers – soils, soil moisture (and underlying geology

cartographers – love maps

economic geographers – industrial structures and clusters

cultural geographer – how we construct place

Wine embodies place – or so we are led to believe. The French concept of *terroir* – the wine reflects where it comes from (the soils, geology, climate, aspect – also the culture and history). Wines belong in place and taste different depending on where they came from – the 'essence of place in a glass' – very strong in marketing literature – the wine reflects place (think crisp, clean, rich, full bodied, earthy etc)

All of this may be trivial – marketing devices a load of rubbish. But it is actually serious business – ***terroir has become law.***

European appellation systems (AoC, DO etc) have been enshrined in EU laws and are now recognised as 'intellectual property' in trade negotiations and agreements. Everyone simply can not use Champagne, or Bordeaux or Hermitage if not from those places. These are now Geographical Indicators (GI's) which governments codify and protect.

By the way GI's spread to other products: tequila, cheeses, Idaho potatoes, Cornish pastie and even West Yorkshire forced rhubarb.**

As a geographer, this is really interesting – what makes a place? What makes it distinctive from other places? How do we understand the link between place and characteristics of the product?

Unfortunately, there is no clear-cut evidence or methodology to prove that place and product are linked – winemakers know that locations, microclimates, soils produce different/better grapes than others; we can sort of distinguish Marlborough sav blanc from one from Hawke's Bay – so there is an intuitive confirmation that there is something that makes some place-based products different.

But we can't prove that – is it the soils? Climate is a more important factor in grape quality but we can't easily put a line around that nor distinguish which climate factor is critical.

What is interesting to me is how place stories have emerged: how geography affects wine; how trace elements are evident in wine etc.

These stories become narratives to sell wine – the way places are marketed as tourist destinations – very similar in ways – but the difference is that place comes in a bottle (we buy place off a supermarket shelf) and the place names we use have legal backing.

So the next time you drink a glass of wine, think about whether it has an association to place – and what images of the place that conjures up in your mind. So I leave you with the following questions - can you experience that place in your wine? can you be a tourist in your glass?

** FYI See following page for explanation of forced rhubarb.

European Union recognition of Yorkshire Forced Rhubarb

In 1877 the forcing of rhubarb began in Yorkshire, the first place in the world to construct special forcing sheds. Cheap coal from local mines heated the forcing sheds which helped produce rhubarb early in the year when fresh fruit was scarce. West Yorkshire once produced 90% of the world's winter forced rhubarb. Harvested by candlelight to maintain tenderness!



Twelve farmers who farm within the Rhubarb Triangle applied to have the name "Yorkshire forced rhubarb" added to the list of foods and drinks that have their names legally protected by the European Commission's Protected Food Name scheme. The application was successful and the farmers in the Rhubarb Triangle were awarded Protected Designation of Origin status (PDO) in February 2010. Food protected status accesses European funding to promote the product and legal backing against other products made outside the area using the name. Other protected names include Stilton cheese, Champagne and Parma Ham.

Tourism Export Council

The June luncheon was held at the Ibis Wellington. Judy Chen, CE of TECNZ commented on her 'things done' list. She had recently moderated a tourism panel discussion at the Developing NZ conference where they addressed the value of tourism as an economic driver.

This was a great opportunity for TECNZ to highlight the benefits of tourism with local government representatives. Some of the discussion points included how we can better manage visitor growth, sustainably and what kind of support the tourism industry would like to see from the local councils.



During June, Judy had also met with the Minister of Tourism, Kelvin Davis, to give him a brief on TECNZ priorities. He showed interest in our efforts to encourage regional dispersal, our partnership with NZMT on building Maori tourism products and capabilities, and commented on the importance of the 2019 China-NZ Year of Tourism.

Continuing with Parliament engagements, Judy also attended the launch of public consultation on the International Visitor Conservation and Tourism Levy. TECNZ would be filing a submission with appropriate comments.

HAPPY 61st BIRTHDAY SKAL WELLINGTON

The Skål Club of Wellington gathered at the Grand Mercure on 12 July, with 11 of its Past Presidents and 45 former Skålleagues and other guests to celebrate the 61st Anniversary of the very first Skål Club in New Zealand.



Current President Sally Atfield reminded Skålleagues that the Skål organisation is about fellowship, not just locally and nationally, but also internationally and she urged all Skålleagues to ensure they took advantage of this network. “Skål has changed from the traditional men’s domain typical of the 1950’s to now, when both the New Zealand President, and the Wellington President are female, as well as the female membership much better represented. Skål continues to offer relevance and strives to inform and promote global tourism and friendship” observed Sally.

The celebration featured a ‘This is your Life’ format of vignettes and sketches presented by another Skål Past President, Bruce Robertson. He was able to share little known facts and accomplishments of those present. Certainly one aspect that was very obvious was the radical change within the industry throughout this 60+ years. “We have seen the dramatic growth of air travel, and the increasing demand for more diversity of product and much higher expectation of our customers. It has been estimated that only 5% of the world’s population have been on an aircraft. This surely emphasises both the challenges and opportunities in the future.”

Congratulations to Jade and her whole team at the Grand Mercure Wellington for a memorable and quite delightful lunch.

Members and guests should be aware that all of the photographs are available. Please contact Skål Wellington skalwgtn@gmail.com.



HAPPY 61st BIRTHDAY SKAL WELLINGTON

CULINARY CREATIONS
FOR A CURE

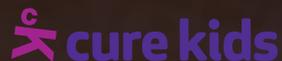


**5-COURSE DEGUSTATION DINNER WITH
MATCHING WINES FOR CURE KIDS**

Sofitel Wellington, along with AccorHotels Wellington invite you to join them for an exclusive dinner in support of Cure Kids.

The evening will be a decadent celebration of gastronomic delights with paired refined wines.

Partake in an exciting auction including Australian Open Tennis Finals package, exclusive helicopter tour, weekend getaways with hire car, plus much more, with all proceeds going to



**THURSDAY 20 SEPTEMBER, 6.30PM
JARDIN GRILL AT SOFITEL WELLINGTON**

\$150 PER PERSON
BOOK A TABLE OF 8+ AND RECEIVE 15% OFF

**BOOK (04) 472 2158
H9051-RD@SOFITEL.COM**



J A R D I N G R I L L

SOFITEL
HOTELS & RESORTS

WELLINGTON

NOVOTEL

GRAND MERCURE

ibis