

Arival & IAAT Conference Recap

CORE
OPTIMISATION
THE RESULTS AGENCY



IAAT
IRELAND'S ASSOCIATION
FOR ADVENTURE TOURISM

Mike Jones

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CORE OPTIMISATION

"Data is important - understand the numbers that matter to your business, start in your business and know your break even per ticket, profit margin, cost of sale etc.

Collaboration is key to success - build partnerships with other local operators, OTA's etc and understand where you, your business and your product fit in the travel ecosystem."



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***"Find a community** - Both Arival and the IAAT are built on the community of people which they support. If you have not yet gotten involved be sure to put it in your diary for 2025. You will meet many like-minded people experiencing similar business challenges and successes who are willing to listen, share and support you."*

