RISE

Essential
Strong
Innovative
Relevant

with ITAA irish travel agents association

CONFERENCE 2024

YOU DESERVE SPAIN | ESPAÑA

Andalucía

COSTADEALMERÍA Deslumbrante

Almería, Andalucía
16th – 20th October

Welcome Message from the President of the Irish Travel Agents Association (ITAA)

Angela Walsh

President ITAA

Dear Delegates,

It is my distinct pleasure to welcome you all to the ITAA Annual Conference 2024, taking place in the sun-kissed region of Almería, Spain. This stunning destination, known for its rich cultural heritage and natural beauty, provides the perfect setting for what promises to be an inspiring and invigorating few days.

Our theme for this year's conference, RISE: Relevant, Innovative, Strong, and Essential, is central to the future success of the travel industry. As we navigate a constantly evolving landscape, this theme reminds us that the key to thriving lies in our ability to elevate these core pillars within our businesses.

We have an exciting program packed with valuable sessions to help you maximize your business potential and stay ahead of industry trends. One such session, "Profit on Purpose: A Path to Maximize Your Business Value," will explore how small strategic changes can significantly boost profitability while positioning your business for long-term success. Whether you're planning a future sale or simply want to secure a stronger market position, this session offers practical insights on extracting value from both customers and operations.

The session "The Future of Modern Airline Retailing" will focus on how airlines are adapting to evolving consumer behaviours, with innovations like personalised offerings, dynamic pricing, and integrated digital platforms. These developments directly impact travel agents, and this session will explore how we can capitalize on them.

Our sustainability-focused session, "Sustainability – How The Travel Industry Can Help," is more relevant than ever. It will highlight how the travel industry can drive positive change by promoting eco-friendly travel options and supporting sustainability initiatives.

On the operational side, "Global Payment Solutions for the Irish Travel Industry" will provide insights into the latest trends and innovations in payment technologies.

Of course, your well-being is a key part of the RISE theme. The session "Your Health – Your Strength" will offer practical strategies for maintaining physical and mental resilience.

These few days are designed not only for learning but also for connecting with peers, sharing ideas, and gaining fresh perspectives. Almería, Andalucía offers the perfect setting for us to recharge and reflect on the future of our businesses and the wider industry. I would like to extend my heartfelt thanks to our sponsors, partners, and the dedicated ITAA team for their tireless efforts in organizing this event.

Here's to a productive, engaging, and enjoyable conference. Let's all RISE to meet the challenges ahead and embrace the opportunities our ever-evolving industry offers.

Clare Dunne

CEO ITAA

Conference MC

Eoghan Corry

Journalist & Broadcaster

Travel Extra

Sessions will include

"Profit on Purpose: A Path to Maximize Your Business Value"

"In today's fast-changing travel industry, creating value isn't about what worked in the past—it's about being relevant, innovative, and driving strength through profitability and efficient operations. During this session, we'll explore how small, strategic changes can ramp up profitability and position the business for maximum value. We'll look at how to extract value not only from customers but also from the way we operate day-to-day. Whether considering a future sale or simply wanting to secure a stronger position in the market, the steps taken today will determine tomorrow's outcome. Together, we'll explore practical strategies and a framework to help travel agents increase profits and drive essential growth with purpose."

"The Future of Modern Airline Retailing."

As the airline industry continues to adapt to changing consumer behaviors and technological advancements, innovative retail strategies are emerging to enhance the passenger experience. In this session, we will explore key trends shaping airline retailing, including personalized offerings, dynamic pricing, and the integration of digital platforms. Join us to discuss how these developments affect travel agents, who play a crucial role in navigating the evolving landscape.

"Global Payment Solutions for the Irish Travel Industry"

As the travel landscape in Ireland continues to evolve, so too must the payment systems that support it. In this session, we will explore emerging trends, innovative technologies, and the challenges facing global payment solutions within the Irish travel sector. We will discuss how advancements such as contactless payments and enhanced security measures are reshaping the way travelers interact with businesses in Ireland. Our panel will discuss the future of payment systems and their impact on the Irish travel industry in the years ahead.

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“Sustainability - How The Travel Industry Can Help."

As the travel industry faces increasing pressure to adopt sustainable practices, travel agents play a vital role in promoting eco-friendly options and responsible travel choices. In this session, we will explore how the travel industry can support sustainability by highlighting the initiatives already underway in destinations like Costa del Sol and Almería. We will also discuss how local hotels, such as Barceló Hotels, show their committment to sustainable practices. Listen and learn as we discover the powerful influence travel agents can have in driving positive change within the travel sector.

"Your Health - Your Strength."

In today's fast-paced world, prioritizing health is essential for achieving both personal and professional success. This session will focus on the vital connection between physical well-being and overall strength, exploring practical strategies for maintaining a healthy lifestyle. We will discuss topics such as nutrition, fitness, mental health, and self-care, emphasizing how these elements contribute to resilience and empowerment for individuals. We invite you to engage with the valuable insights and tools that can help you take control of your health, enhancing your strength and enabling you to thrive in all aspects of your life while also sometimes navigating the unique challenges of working from home.

Some of our speakers

with more still to be confirmed

Anthony O’Mara
Founder
ARAMO Business Consulting

Aisling Murphy
Head of Distribution Product Delivery
Aer Lingus

Yvonne Muldoon
Director of Sales
Aer Lingus

Anthony O'Mara brings 30 years of experience in finance and running technology companies. In recent years, he has been working as a coach, consultant, and advisor, helping businesses drive profitability and long-term value. Recently, he has consulted in the travel industry, among other sectors, focusing on growth strategies, operational efficiency, and business transformation. Learn more at www.anthonyomara.com or connect with him on LinkedIn

Aisling Murphy, Head of Distribution Product Delivery at Aer Lingus, led the successful rollout of the airline's new distribution capability. She is now focused on enhancing the digital journey for customers through Offer and Order strategies. With expertise in leading transformational projects, she aligns business goals with innovative digital solutions.

Yvonne Muldoon has over 28 years’ experience within the Aviation Industry. Yvonne is based in Aer Lingus Head office in Dublin and currently sits on the Senior leadership team. Her current role is Director of Sales, managing Global Online Travel Agents and Regional Sales teams across Europe and North America. Yvonne is currently managing the Aer Lingus Sales Integration as part of joining the Atlantic Joint Venture with American Airlines, British Airways, Iberia, and Finnair.

Clare de Bono
Associate Director Strategy & Transformation & Country Manager UK Amadeus

Clare de Bono joined Amadeus in June 2016 having previously worked at STA Travel Group where she headed up a number of global initiatives, including the rollout of multiple customer and trade facing air and hotel booking engines, a new global rail platform, and the opening of STA Travel in France.
Clare joined the Amadeus UK and Ireland team as Director of Product & Innovation, before being promoted to a global leadership role in Product Management for Amadeus Front Office Solutions. Clare was recently appointed to lead global strategy and transformation projects at Amadeus, in addition to her role as UK Country Manager.

Natalia Bóveda Ranea
Marketing Executive
Visit Costa del Sol

Natalia Boveda has over two decades of experience in the Travel and Tourism Industry, Natalia has held various roles across sectors such as leisure, cruise, airline connectivity, and technology. She is a frequent speaker at panels and conferences focused on the cruise, airline, and sustainable tourism industries, including Spain’s Sustainability Day.

José Antonio González Perez
Jefe Negociado Promoción Turismo Almería

José Antonio González Pérez has been the team leader of the Tourist Promotion Department of "Costa de Almería" since 2011. His work focuses on promoting and positioning this province as a tourist destination, contributing to the development of its local economy. He and his team attend a myriad of events, exhibitions, trade fairs, workshops, and press trips, all aimed at enhancing this area both nationally and internationally.

Caryn Bishop
Senior Account Manager
Paxport

Caryn Bishop joined the Paxport Commercial team as Senior Account Manager almost 18 months ago having come from a predominantly corporate travel background, spanning 15+ years. Having held roles for both travel suppliers and travel buyers Caryn has also worked alongside, and from within, the world of Travel Management Companies, collaborating with customers to solve a wide range of travel management challenges. In her role now at Paxport, Caryn continues this trend of supporting new and existing customers by removing the logistical headaches of airline connectivity through streamlined connections and simple workflows to drive conversions and boost revenue

Stephanie Healy
Nutrition, Health & NLP Mindset Coach
Stephanie Healy Coaching

Stephanie Healy empowers professionals to elevate their health and mindset. With a focus on helping busy individuals in demanding roles, she guides them to maintain their wellbeing, manage stress, and stay at the top of their game. As her work evolves, Stephanie is dedicated to helping entrepreneurs and corporate professionals build confidence, avoid burnout, and create a strong mind-body connection for sustained success.

Roberto da Re
CEO
Travel Ledger

Roberto da Re is a seasoned entrepreneur with almost 30 years of experience in travel technology. Driven by a passion for innovation and challenging the status quo, Roberto is now transforming B2B billing and settlement in the travel industry with Travel Ledger. Prior to founding Travel Ledger, he worked at SABRE and founded Dolphin Dynamics, where he brought pioneering products like Flightscanner to market. His visionary approach and deep knowledge of the Travel industry continue to shape the future of travel tech and payments, making him a recognized leader in the industry.

Stuart Kitching
Head of UK Sales
Trust Payments

Stuart Kitching specialises in delivering tailored solutions that help businesses thrive in today's dynamic market. His expertise spans fintech API, expense management, invoicing, and payout systems. In his current role, he is a key contributor to launching the Embedded Finance team at Revolut Business. Through market scoping, pipeline building, GTM strategy, and product optimisation,he is striving to build industry-leading solutions that empower businesses across various sectors.

Mark Skehill
Senior Business Development Manager Travel
Trust Payments

Mark Skehill has over 25 years' experience in payments & Finance, including Payment Services, Buy Now Pay Later and retail point of sale finance. Working for companies such as Klarna, Close Brothers Retail Finance and currently Trust Payments
Mark has worked across multiple verticals including retail, hospitality, and Travel, across SME, mid-range, and Enterprise merchants. During the 2 years with Trust Payments Mark has dedicated his time supporting the Travel vertical to become Trust Payments Travel Specialist.

Peter Fitzgerald
Senior Product Sales Manager (Enterprise)
Revolut

Peter Fitzgerald specialises in delivering tailored solutions that help businesses thrive in today's dynamic market. His expertise spans fintech API, expense management, invoicing, and payout systems. In his current role, he is a key contributor to launching the Embedded Finance team at Revolut Business. Through market scoping, pipeline building, GTM strategy, and product optimisation,he is striving to build industry-leading solutions that empower businesses across various sectors.

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Barcelo Caba de Gata ****

A hotel right on the seafront and at the entrance to a Natural Park.
The hotel Barceló Cabo de Gata **** benefits from a privileged location beside the beach, overlooking the Mediterranean, and only 10 minutes away. by car from the airport of Almería. Its direct access to Cabo de Gata Natural Park makes it an unparalleled destination for lovers of the beach, sunshine and nature.

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16th October

Golfers and delegates staying extra night travel to Malaga with bus transfer to Almería.

17th October

Golf day in Alboran Golf, Almería. Golf clinic option for new/non golfers.

Other early delegates have a day at leisure.

Remaining delegates fly to Malaga with bus transfer to Almería.

18th October

ITAA Conference day.
Visit to Almería city and dinner at a city centre restaurant.

19th October

Excursions to learn more about Almería and the wide range of tourism opportunities this region provides.
Gala dinner.

20th October

Bus transfer to Malaga for return flights.

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Getting there

Complementary Transfers will be provided at the following times:

Malaga Airport to Almeria (duration 2.5 hours) 16 Oct
departing Malaga at 1230 and 2200
17 Oct departing Malaga at 1450 and 2150

Almeria to Malaga Airport (duration 2.5 hours) 20 Oct
departing Almeria at 0800 and 1200

Aer Lingus and Ryanair fly to Malaga from both Dublin and Cork.
Ryanair also operate from Shannon to Malaga

Transfers will be provided subject to minimum numbers.

Please note transfer times are provisional and will be confirmed subject to take up on flights.

Other transfer options:

Private transfer, own arrangements.
Public Bus. Details on request.

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2024 ITAA Conference Register HERE

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