



Triona MacGiolla Rí

Aró Digital Strategy

GOING FOR GROWTH PROFILE

NAME:

Triona MacGiolla Rí

BUSINESS

Aró Digital Strategy

POSITION

Co-Founder and Director

WHAT WE DO

Provide design, technology and online marketing strategies to luxury hotels and brands

CONTACT US

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Aró Digital Strategy was set up by Triona Mac Giolla Rí and Alan Rowe in 1996. That was back in the day when most people used dial-up connections and less than 1% of businesses had websites. Since then Aró have been pioneers in developing high performance business solutions to maximise revenue generation for hotels for over 20 years.

The business began working with Golf Clubs and within a year won The Irish Times Business Website of the Year for golfclubireland.com. By 2000, Aró had secured contracts with Jurys Doyle Hotel Group and Bórd Fáilte, establishing themselves as a leading digital agency in the Irish tourism sector. The London office opened in 2003 with projects for Red Carnation Hotel Group, Leading Hotels of the World and The Cavendish Hotel. Winning a significant contract with the Dorchester Collection in 2008 was a major part of entering into the high-end luxury market.

Today, Aró Digital Strategy works with over 200 luxury hotels in the UK, Ireland and across the world.

With a client portfolio containing some of the top 4- and 5-star hotels and luxury resorts around the world. "60% of our business is international and we have high end clients in 5 continents. "

Aró provides a comprehensive range of digital services to the hospitality sector. They provide luxury hotel website design, a conversion-focused technology platform, expert data analysis and reporting along with digital marketing programs. Quality and Service are core to the offering and unlike many competitors services are tailored to each hotel's individual goals. It is the dedicated team of 30 highly skilled professionals with leading industry knowledge that are core to the success of the company.

The main office is based in Na Forbacha, Galway. In a beautiful rural location on the shores of Galway Bay in the Connemara Gaeltacht (Irish speaking area), while the UK base is in central London.

Triona took part on the 6th Cycle of Going for Growth in 2014 and in Continuing the Momentum in 2016. She found both to be beneficial to her business. "The programme is greatly relevant to the needs of ambitious businesswomen who are focused on growing their businesses. I was privileged to join a group of positive, creative and committed women. The format was very professional in a safe space where each participant could discuss their challenges and developments and gain insights from the peers experiences. The time spent was most worthwhile and the connections and friends I have made continue to be valuable to my business and personal growth."

For Triona, her company's biggest achievement has been continuing to stay ahead of the curve in the hotel technology space. Aró have remained at the cutting edge and continued to progress despite many challenges including the Dot Com bubble burst in 2000 and the economic recession which hit the hotel sector particularly hard. Continuous improvement, investment in innovation and staff development are vital to their success. Triona and her team have the experience and dedication to enable hotels to outperform their competition.

The company work with the Lowell Hotel in Manhattan (recently named best hotel in New York City), Ananda Spa in India (Best destination Spa in the World), high-end luxury resorts in The Caribbean, Cambodia, Zanzibar along with many Top Hotels in Ireland, UK and European cities. We continue to focus expanding across the globe particularly in Europe, Ireland and the UK. "We have confidence working in these markets and have established strong networks there."

The predominant reasons that clients choose to work with Aró include the stunning bespoke websites they build, along with an exceptional level of service, but mostly its knowing that they will probably perform better than their competitor set.

Prior to setting up Aró Digital Strategy, Triona ran a Desktop Publishing agency Triskele Design in Galway City Centre. Triona is a volunteer Lead Entrepreneur for ACORNS and she volunteers in Coder Dojo Galway City.

