

The “Bleisure” Phenomenon in Tralee, Co. Kerry, Ireland

GTTP Conference November 2017

Nice, France

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Students from Mercy Mounthawk Secondary School, Tralee, Co.Kerry,
Ireland

Co-Ordinated by Stella O’ Shea



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Acknowledgements

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Thanks also to GTTP and all of the partners below for organising the research competition and for hosting us at their annual conference in Nice. We are most grateful for the assistance and support provided by their Irish representative, Natasha Kinsella.

We would also like to sincerely thank our Transition Year teacher, Mrs. Stella O' Shea, for helping us throughout the course of this research project. Mr Ronan Redican, our transition year coordinator, also deserves a mention for facilitating our trip to the GTTP conference in Nice to present our findings.

Our Transition Year research team played an important part throughout our research and our school choir, featuring students Ciara McCarthy and Sean Mc Elligott, added sparkle to the presentation footage of our beautiful county of Kerry and hometown of Tralee.

Our study of Bleisure in Tralee would not have been possible without Tralee's hotel managers who generously completed the surveys and the local organisations that promote Kerry as a tourist destination, *Go Kerry* and the *Kerry Convention Bureau*.

We have gained a wealth of knowledge and have learned many new skills throughout this process. We have really enjoyed this experience and we recommend all students of tourism to seize the opportunity to take part in future GTTP research competitions.

It is hard work but so worth it!

Marta Gacek and Stephanie Keane



Introduction

Bleisure simply defined, is a blending of business oriented trips with personal time incorporated. For the purpose of this study, Bleisure is **a business trip made by a commercial traveller which includes a Saturday night stay at the destination, either at the beginning or at the end of a trip or both.**¹

This study aims to establish whether or not, hotels in Tralee participate in the bleisure trend. Do hotels in Tralee offer different rates to encourage commercial guests to stay on – so that they arrive as a business traveller but leave as a holiday maker?”² It will also query whether or not Tralee hotel managers incorporate bleisure in their marketing strategies.

We will investigate whether there are any local organisations or groups that promote bleisure in Kerry and if there are any apps listing local attractions and local information, that can be downloaded which would encourage commercial visitors to extend their stay in Tralee.

Mercy Mounthawk Secondary School

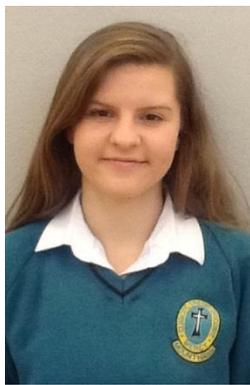
Mercy Secondary School, Mounthawk is the largest school in Tralee and has approximately 1,200 pupils and 100 teachers. It is co-educational, was opened in 2001, and offers a wide range of subjects and excellent extra-curricular activities.

The Mounthawk campus provides the most modern of educational facilities. The Science Department has two general science labs and three more dedicated to physics, chemistry and biology. It also has a demonstration room and a science classroom. All classes are equipped with digital projectors and computer network. The school has three computer rooms, two fully equipped home economics rooms, a woodwork room, a specialised construction studies room, an engineering room and a specialized technical graphics room. It also has a library with lending facilities, three art rooms and a music and drama room. The school has invested in providing quality facilities including one of the finest school gyms in the country, a full sized Gaelic football and hurling pitch, two sand-based training pitches, five outdoor courts lined for tennis and basketball. A fitness suite was opened to mark the 10 year anniversary and is used by staff and students.

The school stages a musical theatre production every second year to tremendous acclaim and with huge student participation both on and off stage. On alternate years, Mercy Mounthawk stages a drama and celebrated two awards in the 2016 Bord Gáis Energy Student Theatre Awards: Best Set Category for its set design in the school's production 'Les Misérables' and also – Best Overall School Play for the school's production of 'The Plough and the Stars'.

Project Authors

Marta Gacek



I am a 16 year old Transition Year student at Mercy Mounthawk Secondary School, Tralee, Ireland. I recently completed my Junior Certificate Examination in June of 2017. I was born in Poland and lived there for 4 years before immigrating to the beautiful island of Ireland. From a young age, I have had a keen interest in travel and I love to learn about different cultures. I wish to thank the GTTP partners for the opportunity to travel to the Nice conference as it will give me an opportunity to meet other students with similar interests while expanding my knowledge and understanding of "Bleisure" Travel. I have learned much while researching this topic with my school and while challenging at times, I have really enjoyed the experience. I hope to pursue a career in the Tourist Industry when I leave school in 2020.

Stephanie Keane



I am 15 years old and I am a Transition Year student at Mercy Mounthawk Secondary School, Tralee in Ireland. I am delighted to present our school's project at the annual GTTP conference as it provides me the opportunity to learn about other countries, an interest I have held from a young age. It also affords me the chance to voice my appreciation of the natural beauty of my county – Kerry in Ireland. Completing this project has expanded my knowledge of "Bleisure" travel, on a local and international level. I have learned many new skills and am beyond grateful to the GTTP partners for allowing me the chance to participate in this conference. I look forward to seeing other nations' experiences in relation to "Bleisure".

Project Team Members

Jessica Barrett



Archy Ryall



Ciara Ryan



Sean Clifford



Alex Ryan



Michael Moynihan



Isabelle Crowe



Caoimhe Moore



Karina O'Halloran



Aoife Cassidy



Alison O' Leary



Teacher's Note

Mercy Mounthawk Secondary School is located on the outskirts of Tralee, a town in Co.Kerry in southern Ireland. Tralee is a popular tourist destination and students from a young age, are familiar with tourists bustling around town. Mercy Mounthawk students frequently work part-time in tourist-based employment - during the summer months. It is generally here that they realise the significance of tourism revenue to the town of Tralee and also when they begin to consider tourism as a career possibility.

I have been teaching tourism courses for several years and my students and I are delighted to be part of the team to represent Ireland at the GTTP Research Award Conference in Nice in 2017.

Throughout my career, I have always encountered a great willingness among my transition year students to participate in competitions where they are ultimately given the responsibility for researching and producing the final body of work. As these students have already opted for tourism as a course option in their transition year programme, they are usually interested in the course work as well as any competitions that I may suggest. Additionally, these students are at a crucial stage on their career path. I have found that they embrace the hard work involved throughout the research period and learn skills that will serve them well in any future investigations. They also learn how to present material in a confident, comprehensive and effective manner.

I am heartened by the co-operative manner in which I have seen my students work. They have co-ordinated their efforts most effectively throughout their research and have managed their time well. They have taken instruction excellently and have also developed their communicative and technical skills while growing in confidence. This confidence and self-assurance has brought these two young ladies to the point where they can present their region's study to a group of their peers at international level and I am very proud of them both.

I am also very proud of our presentation material especially some of the drone footage captured by our transition year Film Production Course members and the background music

provided by our school choir and their choir leaders and music teachers. I would like to thank Sean McElligott, Ciara Mc Carthy and Mary Crowley particularly in this regard. The assistance given so willingly by several local organisations and Kerry businesses is a testament to the importance that they attach to local students researching and promoting bleisure in Tralee.

Today's research is tomorrow's fact and I would recommend that any students interested in the annual theme of the GTTP Research Award should attempt the project. Not only will they learn a multitude of theme-related facts, they will also learn how to work as part of a team and how to present information from their region in an interesting way. This information, through the GTTP will remain crucial in encouraging future research into tourism and travel related issues.

Stella O' Shea

The Kingdom of Kerry

Location, Origins and Population

Ireland is known globally for the “Cead Mile Failte” or “Thousand Welcomes” with which it greets all who visit and County Kerry, our home county, is one of the most popular tourist attractions in the country. Kerry is located in southwest Ireland and is part of the province of Munster. The population of the county was 147,554 in 2016, according to the 2016 census.³



Map Sources : https://en.wikivoyage.org/wiki/County_Kerry and <http://www.adventureinkerry.com/mapofkerry.php>

The name **Kerry** derives from the Irish language phrase “Ciarraige” or “people of Ciar,” the name of the pre-Gaelic tribe who historically lived in parts of the county. This tribe’s legendary founder was Ciar, son of Fergus Mac Róich.⁴ Present-day Kerry people warmly welcome visitors and are proud to showcase their stunning **Kingdom** to all.

Attractions

The Kingdom of Kerry has some of the wildest and most idyllic coastlines of the Wild Atlantic Way and the iconic Ring of Kerry holds both modern day cultural treasures as well as links to the ancient, mystical world of historical Ireland. It also has 14 beaches, 13 of which are Blue Flag Beaches, meaning that they have excellent water (tested every two weeks) and coastal quality. Kerry is also home to the country’s 10 highest peaks and the vast



national park in Killarney. This means that travelers young and old, will find something to enjoy in Kerry.

Accessibility

Kerry is serviced by an excellent network of roads, rail and air links. There are regular daily flights from the UK, Europe and the USA into Ireland's South West region via Cork, Shannon and Kerry Airports. Kerry's own regional airport in Farranfore connects to Dublin, London, Berlin, Frankfurt all year round and to Alicante and Faro during the summer months.

Tourism in Kerry

In recent years, Kerry has increased its share of overseas visitors to Ireland and Kerry remains the market leader in the leisure tourism area. In 2015, a record 1 million overseas visitors came to Kerry, spending an estimated €260 million in the local economy.

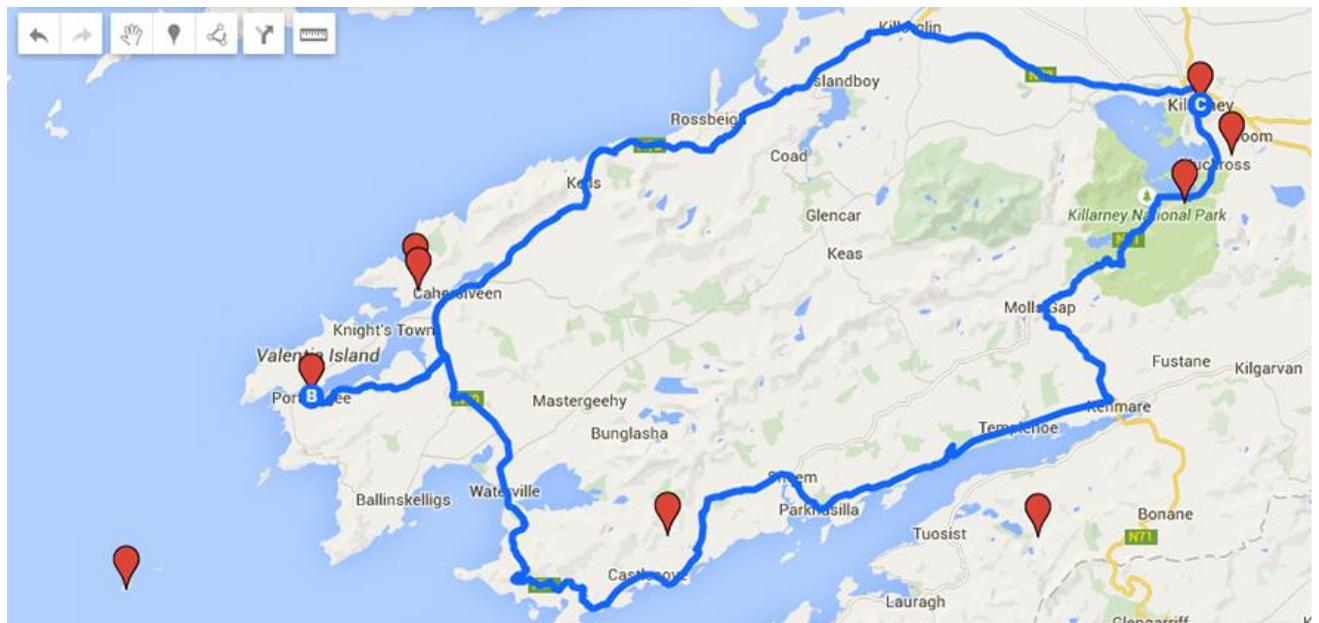
Kerry currently attracts 13% of all overseas visitors to the country. North Americans are the most valuable visitors to the county, generating approximately 40% of overseas income, followed by Mainland Europe (33%) and Great Britain (20%). At least 1 in every 5 jobs and businesses in the county depend on tourism. Up to 14,000 people are employed in the tourism businesses in the county, including an estimated 9,000 in the accommodation and food services sector. Almost 1,500 enterprises in Kerry are engaged in the tourism and hospitality sectors, with almost 1,000 in the accommodation and food services sector. This makes Kerry more dependent on tourism than any other county in Ireland. The business potential of tourism is well proven, when even in the depth of the recent recession, tourism start-ups have formed a significant part in economic development.⁵

The Role of Kerry County Council in promoting Tourism

Kerry Council's **County Kerry Tourism Strategy and Action Plan 2016-2022** has a vision for tourism in the county. It aims "to maximize, in a sustainable manner, tourism's contribution to the quality of life, economy, employment and local community development, paying particular attention to nurturing and protecting the natural, built, cultural and linguistic heritage of the county."⁶ The council has a determination to support all ranges of activities and enterprise in order to sustain the tourist industry in the county.

Ring of Kerry

The Ring of Kerry follows the coastline of the Iveragh peninsula. It is 175km long and is one of the most dramatic scenic drives in Ireland. Along the 175km route are the towns of Kenmare and Killarney, picturesque villages, an abundance of historical landmarks, sandy coves and beaches. These are detailed in the rest of this section.



Kenmare

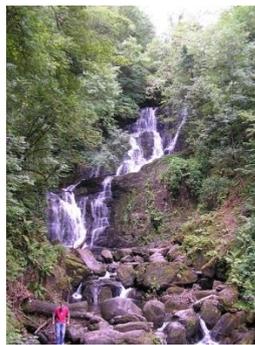
Kenmare in Ireland is a haven of tranquility, gourmet food, superb accommodation, outdoor activities and breathtaking scenery in one of the most natural, unspoiled environments in Europe. Cradled in the heart of Kenmare Bay, the picturesque town of Kenmare is a wonderful town to visit.⁷



Whether you are historian or sports fanatic, golfer, walker, cyclist, runner or water enthusiast, Kenmare has it all. Kenmare's surrounding hinterlands are located on the Beara Way and the Kerry Way offers visitors an extensive choice of graded walks in this charming area.⁸

Killarney

Killarney town has much to offer tourists within a short radius of the town. The Killarney lakes, Muckross House, Ross Castle and Torc Waterfall (all pictured below) are all nestled in the national park and a local **jarvey** (jaunting car driver) in his **jaunting cart** (see below) will enthrall visitors with a tour around this picturesque corner of Kerry.



During the day, Killarney visitors can enjoy a shopping treat where they can purchase a variety of quaint Irish handmade crafts and garments. The range of local jewellers and artists' shops is also most impressive and these are complimented with a wide variety of cuisine in the town's bars and restaurants.



Other popular larger towns in Kerry are Tralee and Dingle. Each offers its own unique blend of hotels, pubs, restaurant and activities. Tralee town will be examined in greater detail in the section *Tralee: the Jewel in the Kingdom*.

Dingle

This small fishing town is situated on the Dingle Peninsula. It is home to **Fungie** the Dingle Dolphin. Fungie is a male bottlenose dolphin, who since 1983 has made Dingle his home. He interacts playfully with swimmers, surfers, kayakers and divers in the water.⁹ Every day tourists take boat tours to see this friendly dolphin at close hand swimming alongside the boat as they enjoy the spectacular views of cliffs and old dwellings which are scattered along Dingle's coast. Holidaymakers also visit The Dingle Aquarium or Dingle Oceanworld to discover marine life from all around the world such as the Congo in Africa. Sharks, penguins and otters are also major attractions here.



Dingle's restaurants are teeming with the best of the catch of the day and for dessert, tourists can savour an ice-cream from Murphys, where there is a wide range of delicious ice-creams from caramelised brown bread to cookies and cream.



Dingle tourists also visit nearby Sleah Head which has breath-taking views of the Atlantic ocean and offshore islands. The serenity in this wind-swept area is unrivaled in the world.

The Skellig Islands

The Skellig Islands of Skellig Michael and Small Skellig are located 12 km southwest of Valentia Island in County Kerry. Skellig Michael, which towers 218 metres above sea level,¹⁰ is probably better known for the fact that “Star Wars” was filmed there, rather than the fact that it is the site of a well-preserved sixth century monastic outpost from the Early Christian period – now designated a UNESCO World Heritage Site. Small Skellig is equally famous to bird watchers, it is as home to the second largest colony of gannets in the world.¹¹



A day trip here is weather dependent and much in demand due to the small volume of people that can go to the island by boat each day.

The Blasket Islands



The Blasket islands are situated approximately 2 km off the Kerry coast and they can be reached by ferry during summer months. Tourists enjoy visiting these islands and taking their photograph from the mainland where the Great Blasket Island resembles a sleeping giant! ¹² (See photo above).

Gap of Dunloe

The Gap of Dunloe is a narrow 11 km mountain pass which winds between the MacGillycuddy Reeks and Purple Mountain. The pass gets its name from the river Loe which flows through it. The gap has a 'Wishing Bridge' where tourists visit to make a wish... It is said that wishes made here really do come true!



Leprechauns and Guinness

Sightseeing is very tiring and in the evenings, the lilt of Irish traditional music fills Kerry streets inviting people in to bars and pubs to “*have a pint*” of lager, beer or stout. The more adventurous might sample a pint of **Guinness**, the world famous dark stout which Irish pub owners will tell you is “*good for you!*” Tourists must be careful not to drink too many, as they might end up seeing a **leprechaun**, a mischievous little fairy who lives alone making and mending shoes. Those lucky enough to capture a leprechaun may be granted three wishes for his freedom and may also find out the location of his pot of gold hidden at the end of a rainbow. It’s a perfect spot because it is almost impossible to find. Those hearing a faint tapping sound when walking in the countryside have heard the sound of a leprechaun making a shoe...so listen out when you come to Kerry!



Archeological Sites

There are many sites of archeological significance in county Kerry. These all entice tourists with an interest in history to come to discover Kerry's distant past.

Gallarus Oratory

Located 10 Km from Dingle and close to Gallarus Castle, is Gallarus Oratory one of the most famous landmarks on the Dingle Peninsula. The Chapel is completely made of stone and it resembles an upturned boat. It is unclear when the oratory was constructed as it is extremely well preserved. Several archeological artifacts are to be found on the grounds of the Oratory



Staigue Fort

Thirteen miles from Sneem is Staigue fort. It is one of the largest and finest Irish ring forts, possibly built during the Celtic period. The technique of dry-walling so well demonstrated here has a long tradition in Ireland. The survival of so many early structures throughout the Irish countryside is partly due to the mastery of the craft of interlocking stones to achieve total stability, even in large building works like Staigue fort.¹³



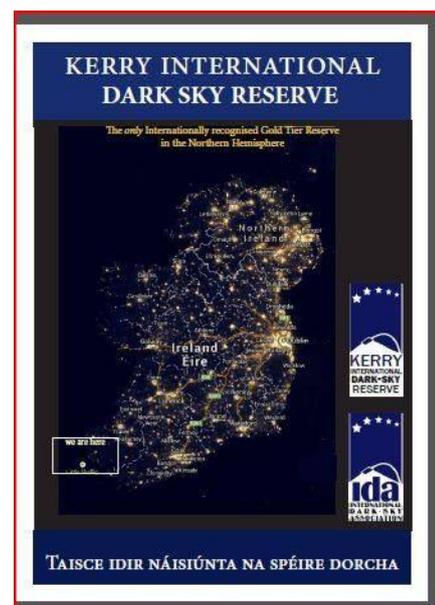
Ardamore Stone Row

Ardamore Stone Row is located in Lispole. The alignment is orientated on the setting sun at the Winter Solstice. The row consists of three stones 7.5 meters apart. The tallest stone is at the North-east end of the row and measures 3metres in height. A decorated standing stone stands 60 metres to the North-east of the Stone Row.¹⁴



Kerry Dark Sky Reserve

The Kerry International Dark-Sky Reserve was designated Ireland's first International Dark Sky Reserve by the International Dark-Sky Association (IDA), and is one of only three Gold Tier Dark-Sky Reserves in the world. As of September 2014, it is the only Gold Tier Reserve in the northern hemisphere. Kerry International Dark-Sky Reserve was awarded the



Gold Tier Award on January 27, 2014, by the IDA. The Kerry International Dark-Sky Reserve is approximately 700 km² in size and covers nine regions.¹⁵ On clear moonless

nights the sky in this South West region of Ireland is simply stunning; with many more astronomical sights to be seen with the naked eye as can be seen say in the Grand Canyon or the Desert Plains of Africa.¹⁶ This beautiful sky exists due to the lack of light pollution from nearby urban settlements and the shelter provided by the mountains in the region. Looking up at the Kerry sky is a memorable sight and it will cost nothing!



Tralee the Jewel in the Kingdom's Crown

The county of Kerry in Ireland is known as **The Kingdom** and if North Kerry were the crown, then the town of Tralee would surely be its shining jewel.



Tralee or **Trá Lí** in Irish, means "strand of the Lee river" as the river Lee runs through the town. Tralee is located on the northern side of the Dingle Peninsula in south west Ireland and its population was 23,691 according to the 2016 census, making it the 8th largest town, and 14th largest urban settlement in Ireland.¹⁷



The climate of Tralee is mild and changeable with frequent rainfall and a lack of temperature extremes. The hottest months of the year are July, August and September with temperatures of around 17 – 18 degrees Celsius. Due to its location, at the foot of the Slieve Mish Mountains, Tralee gets rainfall all year round and the wettest months are October, November, December and January.

Anglo-Normans founded Tralee in the 13th century, and the modern layout of Tralee was created in the 19th century. The town has a rich history through which it has developed from a trading and market town, to one which now depends hugely on the tourist industry.

Tralee boasts a relaxed shopping experience. Along the outskirts of the town, is Manor West Retail Park which has a large range of stores to satisfy most shopping tastes.



In the town's centre, there are several high street stores available, and with the newly pedestrianised street "The Mall", it makes for a very picturesque shopping experience.



There are also many high-quality restaurants, making it an ideal location for a casual or formal lunch or dinner. Tralee was recently awarded the "Purple Flag", an award given to towns with a high standard of night-life as Tralee has many bars to offer tourists and locals including "The Blasket", "Hennessy's Bar" and "Benner's Gastro Pub" at one end of town with "Sean Ogs", "The Abbey Inn" and "The Brogue Inn" at the other.



Tralee is known worldwide for the **International Rose of Tralee International Festival** which has been held each year in August since 1959. The Rose of Tralee is based on the love song ‘The Rose of Tralee’ by William Mulchinock. Each year, a selection of girls from around the world gather to celebrate their Irish roots. At the end of the festival one of these girls is crowned “The Rose of Tralee”. This international competition is celebrated among Irish communities all over the world and is a family festival which is organised by volunteers. The contest, which is broadcast over two nights in Ireland is one of the highest viewed shows on Irish television with over a million people watching each year. The 2017 Rose of Tralee is Jennifer Byrne from Co.Offaly.



The festival takes its inspiration from a nineteenth-century ballad of the same name about a woman called Mary O’ Connor, who because of her beauty was called **The Rose of Tralee**. Mary, a poor servant girl fell in love with her employer, a wealthy merchant. The song describes how it was love at first sight but because of the difference in social class between the two families, their love affair was discouraged. William emigrated to India and years later returned to Tralee only to discover that his beloved Mary had died of tuberculosis. He was broken hearted and expressed his love for her in the now famous song ‘The Rose of Tralee’.



The Rose Garden in the Tralee Town Park is home to a life size bronze statue depicting the original Rose of Tralee, Mary O'Connor, and the author of the Rose of Tralee ballad William Pembroke Mulchinock. The statue was sculpted by an Irish sculptor, Jeanne Rynhart. Nearby is the Rose Wall of Honour - a series of glass panels that will contain the name of every Rose who has participated in the Festival since 1959.

Tralee is also the proud host of “The Christie Hennessy Music Festival,” which takes place in late autumn. It commemorates the late Christie Hennessy, a Tralee singer with a large Irish fan base. It supports up and coming Irish musicians who compete for a €1,000 prize.



Tralee was also a 2014 gold medallist in the European competition “Entente Florale” an international horticultural competition established to recognise municipalities and villages in Europe for excellence in horticultural displays.



Places of Interest in Tralee

Tralee has a wide range of visitor attractions and those selected below were the focus of specific questions in the hotels' survey for this research project.

Kerry County Museum

This is a museum showing an exhibit which depicts life in medieval Geraldine Tralee, along with other exhibitions and art displays.



Siamsa Tíre

Siamsa Tíre is The National Folk Theatre of Ireland. The building draws on iconic elements of Irish architecture and is based on the design of a traditional Irish ring fort.



In addition to its remit as the National Folk Theatre, Siamsa Tíre also hosts a wide variety of events throughout the year. Contemporary drama, dance, classical music, comedy and literary events feature on a year round programme, as well as a vibrant visual arts line-up in the dedicated gallery spaces. Siamsa Tíre also hosts activities by local groups, arts organisations, and festivals. Local and national drama groups and professional groups alike perform in this spacious theatre. Siamsa is an exceptional night out for friends and family trips.

Tralee Aquadome

The Aquadome is one of Ireland's largest indoor waterparks and premier tourist attractions. It's indoor pool offers all year round access to water slides, wave pools and jacuzzis and there is also an 18-hole mini golf course on site.



Tralee Town Park

Tralee has a town park located in the town centre with a rose garden comprising over 5,000 roses of different varieties.



The park is the location for the annual Féile na mBláth / Tralee Garden Festival - a free midsummer weekend festival comprising gardening demonstrations, flower arranging, garden tours, musical and choral events among other activities, organised by Tralee Town Council. It also hosts a weekly parkrun and junior parkrun.



The Basin, Tralee Ship Canal

The Tralee Ship Canal was opened in 1846 for freight and passenger transportation from Tralee Bay to the town of Tralee. The canal is over 3km long and it fell into disuse due to silting in the mid-20th century. In the 1880s, Fenit Harbour, 6km from Tralee was built as a deepwater harbour and it replaced Tralee's ship canal. A railway line, currently not in use, was laid between Fenit harbour and Tralee and it carried goods from ships into the town of Tralee. Tralee's Ship canal has since been restored during the late 1990s and is home to Tralee Rowing club and also has a pleasant walkway along its length. The Dingle Way runs along the towpath of the canal.¹⁸



Tralee Bay Wetlands and Nature Reserve

Tralee Bay Wetlands and Nature Reserve is a site of considerable international importance. It covers some 2,500 ha (8,000 acres) and stretches from Tralee town westwards to Fenit Harbour and Cloghane, encompassing Tralee Bay, Brandon Bay and the Maharees Peninsula.¹⁹ It includes extensive mudflats at the eastern end, the beaches of Derrymore Island, the sand dunes and lagoons of the Maharees Peninsula. Both the River Lee and Brandon estuaries feature wide expanses of sheltered intertidal flats, often fringed with saltmarsh vegetation. The Wetlands Centre, which opened in 2012, is a wild nature reserve where visitors are introduced to the fresh and saltwater habitats. Visitors can travel on a safari boat ride through the recreated reed and freshwater channels, enjoy a lake-side café, paddle boating, zorbing and a guided tour showing the flora and fauna of the bay. There is also a tower offering beautiful panoramic views of Tralee Bay.



Dingle Way

The Dingle Way or Kerry Camino, is a 162-kilometre long national waymarked trail that begins and ends in Tralee and is typically completed in eight days.



Blennerville Windmill

Ireland's only commercially operated windmill is located 2 km outside Tralee. It is a **tower mill** and the tallest of its kind in Europe. Built by Sir Rowland Blennerhassett in 1800 it was used for grinding corn for both the local population and for export to Britain. By the mid-late 19th century, due to the introduction of steam power and the silting of the river channel at Blennerville, it fell into ruins. In 1981, it was restored and it now houses a visitor's centre comprising a craft centre, exhibition gallery and restaurant.²⁰



Ballyseedy Wood

This wood located 2 km outside of Tralee. It consists of 32 ha of woodland dating back from the 16th century. Ash, Oak and Beech trees are part of the wood as are a number of ruins and follies, dating back to the 17th century, with the River Lee forming the woodlands northern boundary.



Historical sites

Tralee Courthouse

Tralee Courthouse was designed by Sir Richard Morrison and built in 1835. It has a monument of two cannons commemorating those Kerry men who died in the Crimean War (1854–56) and the Indian Rebellion (1857).²¹



The Pikeman

A monument commemorating the 1798 rebellion plus the rebellions of 1803, 1848 and 1867 – a statue of a Pikeman - stands in Denny Street. First unveiled in 1905, the original Pikeman stood until the Irish War of Independence. In 1921 the Black and Tans dragged it from its pedestal and destroyed it. In June 1939 a replacement Pikeman was installed, created by renowned Dublin sculptor Albert Power and unveiled by Irish revolutionary, Maud Gonne.²²



Casement's Fort

This is an ancient Ring Fort not far from Banna Beach near Tralee where Roger Casement an Irish nationalist and humanitarian, was hiding when arrested in 1916. Casement sought to obtain German support and weapons for an armed rebellion in Ireland against British rule during World War I. He was taken to England where he was imprisoned

in the Tower of London and Brixton as he awaited trial. Casement was found guilty of high treason under a law dating back to Norman times and was sentenced to death by hanging.



The Christian Round Tower at Rattoo

This 10th century round tower is located near Ballyduff, a few kilometres north of Tralee. It is one of Ireland's finest examples of round tower and stands on the grounds of an ancient monastery and the ruins of a 15th-century church. The Tower is 90ft tall and has a basement and 5 floors. It has 5 windows²³. The tower has one window on the fourth floor, and four windows on the top floor facing North, South, East and West. These Round Towers were used by the monks as look out towers and a bell on the top of the tower, was rung to warn the monastery and the locals to hide in the tower in times of danger.



Monument to Saint Brendan the Navigator

This monument on Fenit pier commemorates Saint Brendan who was born there in 484. St Brendan is an important figure in the local folklore, having given his name to Mount



Brandon, Brandon Creek and the village of Brandon. He is the patron saint of the Roman Catholic Diocese of Kerry as well as the patron saint of sailors and travelers. He is known as "Brendan the Navigator."

Caherconree

This is an Iron Age Fort overlooking Tralee Bay, it was well located to defend the area during the Iron age. At 835 m, it is the second-highest peak of the Slieve Mish Mountains.²⁴



Hotels Surveyed

The following are Tralee's 13 hotels which took part in the 2017 survey on Bleisure.



Ballygarry House Hotel



Benners Hotel



Ballyroe Heights Hotel



The Meadowlands Hotel



Ballyseede Castle Hotel



Manor West Hotel



Banna Beach Hotel



The Ashe Hotel



The Brandon Hotel



The Earl of Desmond



The Imperial Hotel



The Rose Hotel



The Grand Hotel

Survey Methodology and Results.

Survey Methodology

This is an outline of the various stages of our research project, from the initial brainstorming regarding Bleisure through to the final presentation in Nice in November 2017.

- Initially a definition of Bleisure was arrived at by brainstorming and reading several articles on the topic.²⁵ We concluded that for the purposes of our project, Bleisure is **a business trip made by a commercial traveller which includes a Saturday night stay at the destination, either at the beginning or at the end of a trip or both.**²⁶
- The possibilities for Bleisure in Tralee and County Kerry were detailed using mainly internet research and local knowledge.
- A survey was designed to access the information necessary for a presentation on Bleisure in Tralee. (See Appendix 1)
- We composed, structured, typed and printed the surveys.
- We carried out the survey visiting each hotel and meeting with hotel managers or their representatives. Thirteen hotels situated in Tralee and its environs were surveyed. The respective manager in each hotel completed the survey.
- Following the survey, we collated the results.
- This data was interpreted, allowing us to reach our conclusions.
- Finally, the project was typed up and we presented it for consideration to the GTTP.
- Following our selection to represent Ireland, we created our presentation which was a multi-faceted learning experience throughout which we converted our ideas on paper into an audio-visual presentation.

Results

Bleisure Terminology and Marketing Strategy

One of the most startling findings of our survey was the fact that all hotels except one had not heard of the term Bleisure. We did note, however, that while the term was not familiar to hotel managers, 31% of hotels do encourage commercial guests to stay on in their hotel by offering discounted rates and 46% do keep Bleisure in mind when marketing themselves to these guests. The 69% of hotels who do not offer reduced rates to commercial guests wishing to extend their stay and the 54% who do not keep bleisure in mind when

marketing, should perhaps re-examine their marketing strategy in the future. This might increase revenue for all hotels and the larger ones would benefit from the additional profits generated through their bars and health spas.

Bleisure Trends

In line with international trends, 43% of hotels in Tralee said that they had noticed a trend in travellers combining business and leisure time. If these hotels proposed activities and reduced accommodation rates for commercial guests who wish to extend their stay, when those guests are booking, hotels would see increased revenue in their commercial sector. These offers could be emailed to commercial guests shortly after booking or checking in.

Nationalities of Commercial Guests **Nationality**



The nationality of commercial travellers staying in Tralee Hotels falls into four categories. Tralee Hotels welcome business travellers mainly from Ireland, England, Europe and the United States. Conveniently, the majority of commercial guests are English-speaking,

this should make local Bleisure activities more accessible to them in that they can read promotional materials and websites easily. As a significant percentage of commercial guests to Tralee are European, it is surprising that only 15% of hotels host their websites in European languages such as German, French and Spanish. We feel that it is important that hotels provide multilingual websites or local guides who might facilitate European commercial guests if they wish to extend their stay. Multilingual hotel employees might also ensure a more comfortable bleisure stay for European business people.

Mode of transport

Transport used by guests



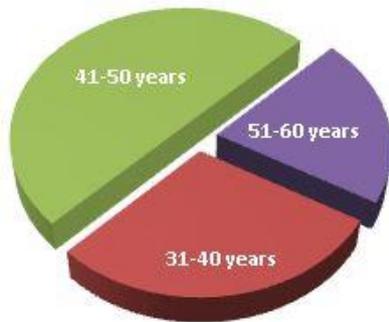
Regarding the mode of transport, hotel managers were asked how commercial guests travel to their hotel. The most common mode of transport by commercial guests was their own car, followed by those renting a car and then those travelling by bus.

These results demonstrate the need for adequate onsite parking, a nearby bus stop or a courtesy bus to the local bus station, for many hotels. It also

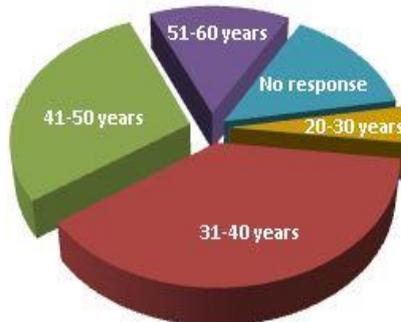
indicates that for many car-owning commercial travellers, trips to local bleisure activities could be easily arranged and hotels would benefit by encouraging participation in local activities at the weekend.

Age Profile of Commercial Guests

Ages of Male Guests

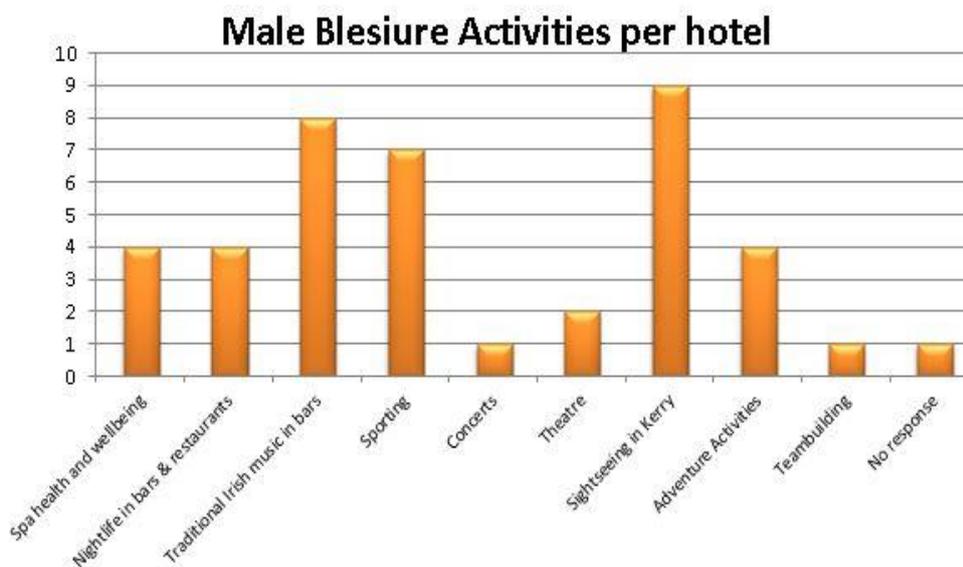
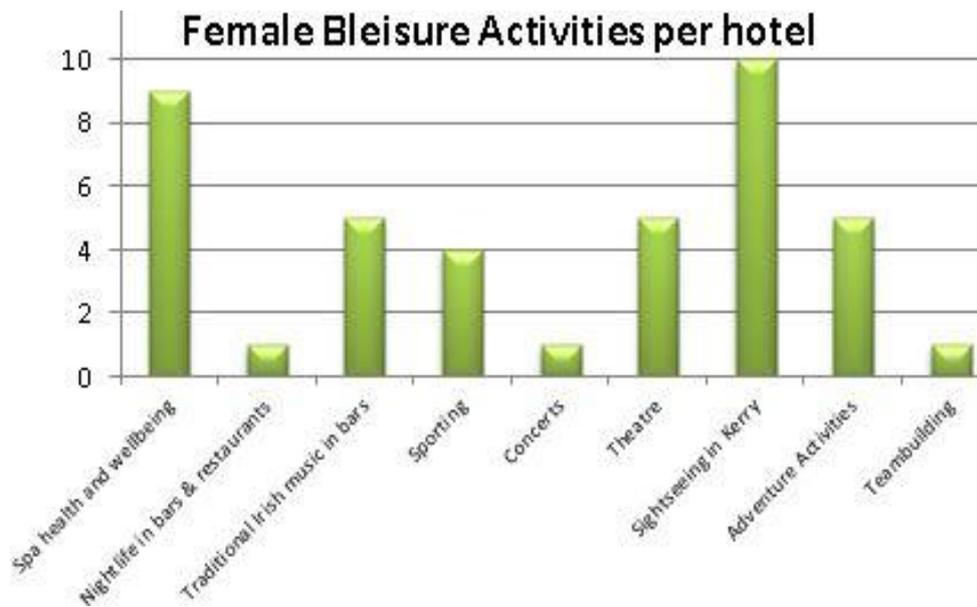


Ages of Female Guests



Hotels in Tralee attract more male than female commercial guests and almost all hotels stated that both male and female commercial guests were mostly aged between 31 and 50. Some hotels

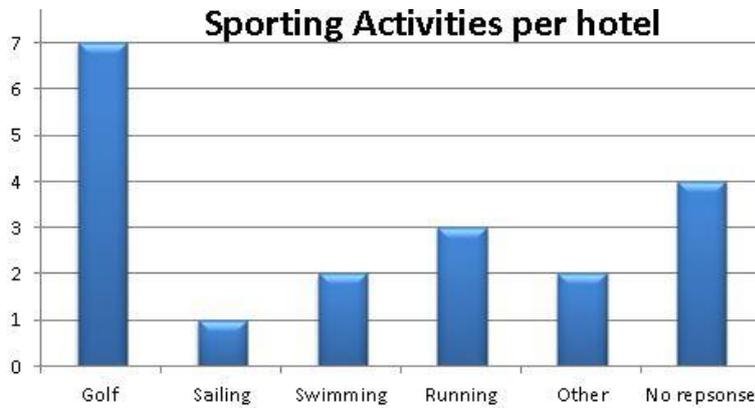
noticed that males were more likely to stay on for Bleisure than females but surprisingly, 30% of hotels were unable to comment on this fact, perhaps there is room for more market research on commercial guests in these cases. Hotels should consider their bleisure recommendations carefully based on these demographics, as a 50 year old is likely to be less adventurous than a 20 year old. The more seasoned traveller may also have higher expectations of leisure activities and may expect high quality and unique leisure activities. This category of business guests is more likely to invite their family to stay with them and therefore family-based activities should be advertised to these guests. Hotels responded that women aged between 31 and 40 are more likely to be interested in health and leisure activities therefore the hotel's own health spa should be recommended to all female commercial guests and commercial guest reductions at the weekend could be very attractive and also cost-effective to the hotel.



Conferences

With regard to business conferences, only one hotel noticed the trend for companies to invite their employees' families to conferences. They noticed higher company satisfaction when family members also stayed in the hotel. More hotels might benefit by offering a family members' discount to conference organisers so as to entice them to extend their conference to include partners and families. Businesses might also investigate the potential employee benefits enjoyed by organising bleisure conferences for them and their families.

Leisure Activities: Sporting



The most popular leisure activities for male commercial guests are sport related. They also enjoy sightseeing in Kerry and listening to traditional music in bars in the evenings. Female commercial guests prefer to spend their free time in health

spas. Like their male counterparts, they enjoy sightseeing in Kerry and adventure activities.

46% of hotels in Tralee have their own leisure and spa facilities so consequently this is probably one of the main reasons why commercial travellers choose to stay here rather than in one of the town's many Bed & Breakfasts. For those hotels without spa or gym facilities, they might consider making arrangements with local gyms and beauticians for their commercial customers who might avail of their services over the weekend. Many hotels suggest attending the Aquadome which is one of Ireland's largest indoor waterparks coupled with a gym, sauna and steam room. They also recommend the Tralee Sports and Leisure Center.

Golf is the most popular sporting activity recommended by hotel managers to their commercial guests. Golfing has traditionally been a great sport to allow networking among business partners and companies and Tralee is spoiled for choice when it comes to golf courses in the vicinity. There are numerous golf courses of a very high standard to choose from and hotels are obviously endorsing several to their business clients.

Running was the second most popular sporting activity recommended by hotel managers and the local 5K parkrun and 2K junior parkrun which take place each Saturday and Sunday morning in the Tralee Town Park would be attractive to commercial visitors and their families. These runs are part of the international parkrun organisation's events and are very popular owing to their welcoming nature and the fun element involved.

This question had a large "no response" rate and this may be due to the fact that many commercial guests do not have the chance to practice sports while they work during the week. It could also be due to the fact that several hotels have gyms where the sporting preferences of guests is difficult to identify unless the hotel managers are in the gym.

Leisure Activities: Sightseeing



The second most popular leisure activity for both male and female commercial visitors to Tralee is sightseeing. Many tourists visit Tralee solely for the breathtaking scenery which surrounds it. They also come to see the Kerry Beaches that form part of the Wild Atlantic Way.

These sites are detailed in the **Tralee the Jewel in the Kingdom's Crown** and the **Kingdom of Kerry** sections. Tralee hotels propose local sites as day-trip activities more than more distant sites where guests may be tempted to stay in another hotel in the county, in Dingle for example. It is totally understandable that this would be the practice. Managers might consider organising packed lunches for families of their commercial guests who visit the more distant sites in Kerry at the weekend, Skellig Michael for example. They could also offer discounts to their room service menu or extend their restaurant opening times to accommodate commercial guests returning late. Tralee hotel managers are keen to promote the Ring of Kerry, detailed in **The Kingdom of Kerry** section. If guests stay at the weekend they can make the Ring of Kerry trip using their own car and they can visit Killarney and its lakes, Muckross House and Gardens in the Killarney National Park, The Gap of Dunloe, Parknasilla, Waterville, Portmagee, Caherciveen, Kells and Rossbeigh Beaches, and Killorglin. The Ring of Kerry does not have any set order for completion and it can be visited in whatever order tourists decide upon.

Hotels in Tralee could secure discounted rates in sightseeing venues, (although most of them are free), for their clients in order to encourage longer stays over the weekend by their commercial customers. Hotels could also publicise these discounts to local attractions in their own hotel literature in bedrooms.

Leisure Activities: Tralee town

The most popular Tralee attractions promoted by local hotels are the Aquadome, The Tralee Bay Wetlands Center, the Kerry County Museum, the Town Park, Ballyseedy Woods,

and Blennerville Windmill. These are all shown in the section **Tralee the Jewel in the Kingdom's Crown**.

Leisure Activities: Traditional Music in Bars and Nightlife

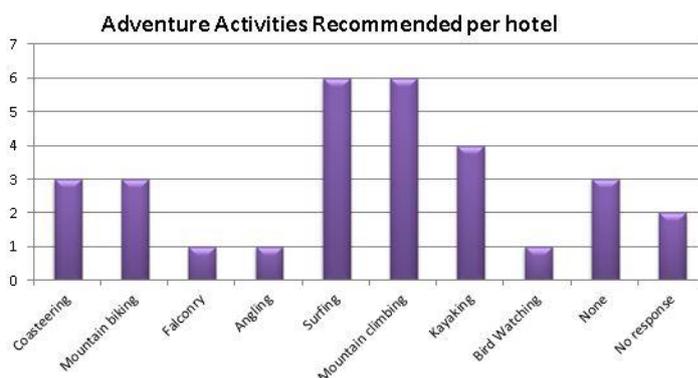
Seventy percent of Tralee hotels endorse their own hotel bars for traditional music but they also recommend other popular local pubs in town. Sean Ogs, Kirbys Brogue Inn and Paddy Macs are the most popular as they offer traditional music sessions on most nights at the weekends.

In Ireland there is a tradition among younger people to go to nightclubs on Friday, Saturday and Sunday nights. As already mentioned, commercial travellers tend to be aged between 31 and 51 so it is not unusual that Tralee hoteliers do not recommend nightclubs in the town.

Leisure Activities : Concerts and Theatre

Tralee is home to Siamsa Tíre, a venue which hosts a range of traditional music events as well as dramas and concerts and we were surprised that only 38% of hotels recommend concerts in Siamsa Tíre to their commercial guests. Given the age profile of the town's commercial visitors, Siamsa Tíre hosts events at the weekend which would certainly appeal to this age group. Siamsa Tíre also produces a pocket sized event guide which advertises events months in advance. We feel that if hotels shared this guide with their commercial guests, they might attract additional weekend custom from their commercial guests. Incidentally, 62% of hotels do recommend Siamsa Tíre as a theatrical venue, perhaps Siamsa Tíre needs to promote its concerts more to Tralee's hoteliers.

Leisure Activities: Adventure Activities



Our survey found that adventure activities in Kerry are more sought after by female commercial guests and hotel managers are spoiled for choice with the range of activities on offer around Tralee. The most

recommended activities are mountain climbing, surfing and kayaking. Newer activities such as coasteering are becoming more popular and if promoted by hotels, these activities would entice the more adventurous business traveller to stay on at the weekend. Hotel's marketing staff could endeavour to secure discounts for their guests as an added incentive to partake in these activities over the weekend.

Leisure Activities: Kerry Dark Sky Reserve

We were surprised that 54% of hotels recommended The Kerry Dark Sky Reserve, detailed in the **Kingdom of Kerry section**, as doing so might result in guests staying in hotels in southern Kerry in order to enjoy the splendor of Kerry's Night sky, which is relatively unspoiled owing to low levels of light pollution.

Leisure Activities: Movie Trail

During our survey we learned that many hotel managers had not thought of promoting Tralee as a base to explore Kerry's many famous landmarks, made famous by the film industry. Films like *Ryan's Daughter (1970)*, *Far and Away (1992)* and *Star Wars (2015)* have all exploited Kerry's scenic beauty and a growing number film tourists visit the locations which world famous directors have chosen as a backdrop for their film.

Leisure Activities: Team building

Everything changes with the passage of time and the days of sending employees to enclosed conference halls, working on a tight schedule is over. Teambuilding events are becoming more popular, but in Tralee, team building is an activity that is totally overlooked by all but one hotel in the town. This is unusual given the wide range of all-weather activities that Kerry offers. Coasteering, kayaking, hill walking or mountaineering in Kerry, when completed with work colleagues can increase staff morale and foster positive relationships for companies. We feel that if hotels were to organise and promote team-building events that they might attract more commercial business and consequently more bleisure clients.

Go Kerry Website

Over 62% of hotels do not recommend the Go Kerry website to their guests. This site does a large proportion of the work in detailing the attractions of Tralee and Kerry, and hotels, were they to promote this site, might benefit from business guests prolonging their visit over the weekend.

Kerry Convention Bureau

Two of Tralee's hotels are affiliated with the Kerry Convention Bureau, an organisation with Bleisure at its core. This organisation's work is detailed in the **Kerry Convention Bureau** section and it is invaluable in inspiring delegates to stay longer in Kerry and in motivating potential clients to choose Kerry over competitor destinations. We were surprised that 61% of hotels had not heard of this organisation before our survey and that 46% of all hotels would not consider affiliating to them in the future. It seems strange to us that hotels would not be willing to enter into an arrangement that could potentially boost their commercial revenue. It was, however, heartening to hear that our survey would encourage 23% to consider affiliation to the KCB and a further 15%, who didn't respond to the question, might consider this in the future.

Kerry Bleisure Organisations

For the purposes of this study, we introduce the following organisations which may be used by bleisure tourists in Kerry. The Kerry Convention Bureau is a non-profit organisation dedicated to promoting Kerry, in the South West of Ireland, as an exciting and alternative conference and events destination.



In May of this year, they produced a one and a half minute promotional video designed to motivate event organisers to choose Kerry as their next business event destination. The video's sound track 'Catch me if you can' by Dingle band 'Walking on Cars' gives an energetic and vibrant beat to a motivational script.

Following its official launch the video has already been viewed over 1350 times on You Tube and reached over 1000 people via Kerry Convention Bureau's social media channels. The Kerry Convention Bureau will use this video to promote business tourism to Kerry when attending international trade events. It will also be used by their Conference Ambassadors and local Corporate Champions bidding to bring their Association Conference or corporate meetings to the region.



Go Kerry is a tourism organisation which promotes Kerry businesses, individuals and communities by marketing Kerry as Ireland's most vibrant tourism destination. Go Kerry was set in 2011 to provide support to tourism groups and businesses throughout the county.

The Go Kerry website includes tourist information about 51 towns and villages throughout the county. Representatives from Go Kerry showcase the county at events both in Ireland and abroad. Go Kerry aims to become the definitive source of everything to know, see or do in Kerry.

Communities, organisations and businesses have direct access to the site to promote themselves. Visitors can access the website to find information on what to see and do during their visit. They can also access the names and contact details of local bars and restaurants in the Kerry region.

Conclusions and Recommendations

As transition year students, we realise that we do not have expertise in either the hotel, tourism, or marketing sectors. Consequently any conclusions which we have reached may demonstrate our inexperience in these areas. Additionally the recommendations that we make may not be feasible or plausible to hotel managers in Tralee.

Survey Design

In designing our survey we learned the importance of phrasing our questions correctly. However, we did not anticipate that some questions might simply not be seen by the respondents, questions 4 and 10 for example were unanswered by some respondents.

We also feel that the inclusion of the answer “none” in questions similar to 11a-11f rendered the answer only partially useful, as we did not gain any additional information as to why the activities in question were not recommended.

It may have been beneficial to invite the hotel managers to visit the *Go Kerry* and *Kerry Convention Bureau* websites prior to completing the survey.

Given the anticipated commercial guest age profile, the inclusion of a question regarding nightclubs was unnecessary.

Linguistic considerations

As a large percentage of European commercial guests stay in Tralee, we suggest that hotels might consider hosting their websites in a variety of European languages such as German, French and Spanish. Guests, who are aware of the languages spoken by hotel staff, may have a conversation where the staff member could recommend extending their stay and how it could be enhanced by visiting local attractions.

Room Documentation and “Bleisure emails”

Hotels that carefully market themselves with bleisure in mind might benefit by having details of all special offers for commercial guests available to read as these guests relax in their bedroom. This documentation could be removed for non-commercial visitors, if the hotel did not wish to disclose commercial rates and offers. If this is not possible, a “Bleisure

email” sent to a commercial resident shortly after booking or checking in, might very well result in them extending their stay unexpectedly having read something attractive which was sent to them while they are in the vicinity.

Discounts to local attractions and activities could also be publicised in this manner.

Family Discounts

Tralee hotels might benefit if they offered a family members’ discount to commercial visitors, who might invite their families or partners to join them for the weekend. They might also offer similar discounts to companies hosting conferences.

Local Attractions and Activities

We suspect that some hotel managers in Tralee do not seem familiar with the wide range of concerts and events which take place in Siamsa Tíre. They stated that they do not recommend concerts to their commercial visitors. If the Siamsa Tíre event guide were readily available to commercial customers they might extend their stay or even make a return visit to see a concert during a future weekend stay.

Tralee Hotels do not seem to promote running to their commercial guests. Both local parkruns are a free-to-enter 5k and 2k runs with reliable timing organised each weekend and, as many commercial guests were found to have health and fitness as a priority, they may consider staying at the weekend to participate in these with or without their families. Tralee and its surrounding areas frequently host longer races and marathons and these may be attractive to commercial visitors and encourage them to spend weekend nights in Tralee

Team building activities

Teambuilding activities can improve communication and develop leadership and delegation skills in all areas of employment. It can also increase co-operation between staff, build relationships, improve performance and teach problem solving abilities through fun activities. We feel that if hotels were to organise and promote local team-building activities that they might attract more commercial business and, consequently, more Bleisure clients.

Examples of team building activities are orienteering, treasure hunts, group construction projects and coasteering to name but a few.

Affiliation to the Kerry Convention Bureau

Given the excellent service provided by the Kerry Convention Bureau, we would recommend that Tralee Hotel managers investigate the probability of affiliation to this group. The efforts that this organisation goes to in publicising Kerry at home and abroad would be likely to generate increased revenue for hotels in Tralee.

Tralee Events Centre

Tralee does not have a large events centre, although there are plans to develop one. During the Rose of Tralee festival, a temporary structure known as “*the Dome*” is erected and it is from here that the festival’s televised interviews are broadcast. The arrival of the Dome signals the beginning of the festival for the townspeople of Tralee.

An events centre would be a great asset to Bleisure tourism, not only for the concerts which it might host but also the various events that would attract more commercial custom to Tralee.

Kerry App development

As the world revolves for many around app usage, we think that the development of a **Kerry App** would entice commercial visitors and tourists alike to remain longer in Kerry. This free travel app could be easily downloaded via the internet and could contain a range of information that would be useful to a variety of visitors to Kerry. This app might be developed initially by groups like *Go Kerry* and the *Kerry Convention Bureau* and then when these groups trial their own app, the value of a county-wide app might be recognized. We recommended the development of a “*delegate welcome app*” to the Kerry Convention Bureau and they expressed interest in the idea, so we await the future to see if our suggestion, arising from our research on bleisure will be acted upon. *Go Kerry* also thought the development of an app would be beneficial but said that its development was unlikely due to the costs involved.

Final Note

The future for Bleisure in Tralee is positive and promising. With the wide availability of social media and a willingness on the part of hotel managers in Tralee to incorporate bleisure into their future marketing strategies, we look forward to a new era of Bleisure travelers enjoying our glorious Kingdom of Kerry.

Special Acknowledgements

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Natasha Kinsella, Regional Skills Forum Manager, Dublin

Mercy Mounthawk Secondary School Choir featuring Ciara McCarthy

Mark Audie, Earl of Desmond Hotel

Dick Boyle, The Grand Hotel

Hazel Boyle, Manor West Hotel

Jonathon Collins, Ballyroe Hotel

Mary Crowley, Teacher at Mercy Mounthawk Secondary School, Tralee

Dan Devane Video Productions

Leonie Flaherty, The Ashe Hotel

Global Travel and Tourism Partnership

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Greg Hickey, Banna Beach Hotel

Jogiisland

Michelle King, The Rose Hotel

Heather Mac Iver, The Meadowlands Hotel

Gavin McCarthy, The Brandon Hotel

Sean McElligott

Padraig McGillicuddy, Ballygarry Hotel

William Nolan, Mercy Mounthawk Secondary School

Grace O'Donnell, **Go Kerry**

Owen O' Shea, Kerry County Council

Rory O'Sullivan, Ballyseede Castle Hotel

ONIT Media Ireland

Kieran Ruttlidge, Tralee Chamber Alliance

Olive Sheehan, The Imperial Hotel

Mary Rose Stafford Lacey, Head of School, Business, Computing & Humanities, Institute of Technology Tralee.

Wikipedia

Orla Winters, Benners Hotel



Appendices

Appendix1 Hotel Survey

Business & Leisure: “Bleisure”

Tralee Hotels’ Survey 2017

For many commercial travellers the world over **Bleisure** is already a way of life.²⁷ **Bleisure** by definition, refers to a business trip made by a commercial traveller which includes a Saturday night stay at the destination, either at the beginning or at the end of a trip or both.²⁸

CWT Solutions Group (who studied 7.3 million flights taken by 1.9 million commercial travellers during 2015)²⁹ has found that every year 20% of commercial travellers take Bleisure trips and these trips accounted for 7% of all business trips³⁰. A 2016 study has shown that 6 out of 10 commercial travellers are now more likely to take a Bleisure trip than they were five years ago.³¹

This research has been carried out in a climate where mobile and internet devices allow uninterrupted connection to the outside world and employees may switch from work to personal activities multiple times during the day.³² For many jobs today, advances in technology have made it possible to work away from the office and as more and more employees are getting used to working remotely, the boundary between work and personal time is disappearing.³³

Recent research found that 1 in 3 UK employees are now inviting partners and families along on their business trip in order to enjoy an extended weekend break and quality time together³⁴

This survey aims to establish the role which Bleisure has in your hotel.

PLEASE ANSWER IN RELATION TO YOUR COMMERCIAL TRAVELLERS ONLY

Hotel: _____

Manager _____

1. Prior to this survey, have you heard of the term “Bleisure”?

- Yes No

2. What are the 3 most prevalent Nationalities of your commercial guests?

- Irish English European United States Canadian
 Australian Other, Please specify _____

3. How do commercial guests travel to your hotel?

- Own Car Rental Car Rail Bus Air & Taxi

4. What is the age profile of your commercial guests? Tick as appropriate.

- | | | | |
|-------------|--------------------------------|---------------|--------------------------------|
| <u>Male</u> | <input type="checkbox"/> 20-30 | <u>Female</u> | <input type="checkbox"/> 20-30 |
| | <input type="checkbox"/> 31-40 | | <input type="checkbox"/> 31-40 |
| | <input type="checkbox"/> 41-50 | | <input type="checkbox"/> 41-50 |
| | <input type="checkbox"/> 51-60 | | <input type="checkbox"/> 51-60 |
| | <input type="checkbox"/> 61+ | | <input type="checkbox"/> 61+ |

5. Which gender group are more likely to stay extra days on a Bleisure trip?

- Male _____ Female _____

6. *“According to Research by Hilton Honours Platinum Visa, compiled in association with Judith Chambers, employees are increasingly trying to combine work and family time rather than dreading the time spent away from their homes and families. The study found that more than half (52%) of the UK workforce is travelling on business more now than they did 5 years ago, meaning a growing demand to do more than just work on business trips.”³⁵*

Have you noticed this trend?

- Yes No

7. With regard to commercial conferences, have you noticed a trend for companies to invite partners and families of their employees?

- Yes No (Proceed to Q.9)

8. If YES to Question 7. Have you noticed that companies which may book a convention with a bleisure aspect tend to lead to higher company satisfaction and customer satisfaction ratings?

- Yes No

9. Do you currently offer discounted rates to commercial guests who wish to extend their hotel stay for Bleisure purposes?

- Yes No

10. Which bleisure activities are the most popular with your commercial guests?

Please tick the **four** most popular for both male and female.

Male

Female

- | | |
|---|---|
| <input type="checkbox"/> Spa Health & Wellbeing | <input type="checkbox"/> Spa Health & Wellbeing |
| <input type="checkbox"/> Nightlife in bars and nightclubs | <input type="checkbox"/> Nightlife in bars and nightclubs |
| <input type="checkbox"/> Traditional Irish Music in Bars | <input type="checkbox"/> Traditional Irish Music in bars |
| <input type="checkbox"/> Sporting | <input type="checkbox"/> Sporting |
| <input type="checkbox"/> Concerts | <input type="checkbox"/> Concerts |
| <input type="checkbox"/> Theatre | <input type="checkbox"/> Theatre |
| <input type="checkbox"/> Sightseeing in Kerry | <input type="checkbox"/> Sightseeing in Kerry |
| <input type="checkbox"/> Adventure Activities | <input type="checkbox"/> Adventure Activities |
| <input type="checkbox"/> Teambuilding | <input type="checkbox"/> Teambuilding |
| <input type="checkbox"/> Astrological | <input type="checkbox"/> Astrological |
| <input type="checkbox"/> Movie Trail | <input type="checkbox"/> Movie Trail |

11. Can you provide further detail on the places that you most recommend to your commercial guests in relation to the following?

a) **Spa Health & Wellbeing** (Please tick if yes)

- Hotel's own Health Spa None Other, please detail _____
-

b) **Nightlife in bars** (Please tick if yes)

- Hotel's own Bar None Other, please detail _____
-

c) Nightclubs (Please tick if yes)

Hotel's own Nightclub None Other, please detail _____

d) Traditional Irish Music in Bars (Please tick if yes)

Hotel's own Bar None Other, please detail _____

e) Concerts (Please tick if yes)

In Tralee None Other, please detail _____

f) Theatre (Please tick if yes)

In Tralee None Other, please detail _____

g) Sporting (Please tick if yes)

Golf Sailing Swimming Running

h) Sightseeing in Kerry (Please tick if yes)

In Tralee, Please list some attractions which you recommend _____

In Kerry, which of the following do you recommend?

Killarney Town Killarney Lakes Gap of Dunloe Muckross House

Ring of Kerry Great Blasket Tour Dingle Kenmare

Historical Sites Archeological Sites None

Other, please detail _____

i) Adventure Activities

- Coasteering Mountain Biking Falconry Angling
- Surfing Mountain Climbing Archery Kayaking
- Sub Aqua Diving Bird Watching None

j) Teambuilding

Please list those which you are familiar _____

k) Astrological

- Kerry Dark Sky Reserve None Other, please detail _____
-

l) Movie Trail

- Skellig Michael Dingle Muckross House & Gardens
- Inch Beach Blasket Islands Other, please detail _____

12. Do you recommend the Go Kerry website to your commercial guests?

- Yes No

13. Have you heard of the **Kerry Convention Bureau**?

- Yes No

14. If you are not already affiliated with the **Kerry Convention Bureau**, would you joining consider same?

- Yes No

15. Does your marketing department keep **Bleisure** in mind when trying to attract additional business from commercial guests.

- Yes No

If **NO**, will you recommend considering Bleisure when trying to attract additional business from your commercial guests to your marketing department?

- Yes No

Thank you for taking the time to complete this survey, we are most appreciative of your time and effort.

Marta Gacek

Stephanie Keane

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