

FACT SHEET

HOTEL NAME: Kelly's Resort Hotel

LOCATION: Rosslare
Co. Wexford
Ireland

YEAR OF OPENING: 1895

RECENT RENOVATION: 2004 (SEASPA, ROOMS AND SUITES)

RATING: 4 STAR

CONTACT DETAILS:

TELEPHONE: + 353 53 9132114

FAX: + 353 53 9132222

E-MAIL: kellyhot@iol.ie

WEB-SITE: www.kellys.ie

GENERAL MANAGER: Bill Kelly

EXECUTIVE CHEF: Jim Aherne

OWNER: Breda Kelly & Bill Kelly

INTERIOR DESIGNER: Peter Johnson

ARCHITECT: Quilligan Architects

FLOORS: 3

GUESTS ROOMS: 118 bedrooms & suites

FACILITIES: 3 Restaurants – Beaches, La Marine and Ivy Buffet
2 bars – Ivy and La Marine with nightly entertainment
Aqua Club & fitness centre (2 indoor swimming pools), steam room, sauna and outdoor Canadian hot tub
Indoor & outdoor tennis courts
Badminton
Bowls & croquet
Table Tennis
Crazy golf
Jogging track
Snooker room
Card room
Children's play areas (indoor and outdoor)
SeaSpa with seawater vitality pool
Hair salon

OFF-SITE

Golf
Fishing
Windsurfing
Bird Watching
Historical Tours
Garden Tours

HISTORY

Charting the evolution of a hotel like Kelly's in Rosslare over the course of a century is about more than merely recounting when building work began and when various extensions and facilities were added on. It is about sketching the comings and goings of the people who have visited and worked in the hotel over the last hundred years and of the people who come and go today. Kelly's is so much a part of the village of Rosslare, and it is such a major part of the reason for Rosslare's popularity as a holiday destination, that the history of Kelly's is closely tied with the history of the village.

William J and Mary Kelly, the founder of Kelly's Hotel was born in 1856. He was an accountant by profession, and came to the idea of opening tearooms at the age of 37 while working at Nunns. He applied for permission to build his project in 1893 on a site provided by his wife, Mary's family. Two years later, in 1895 Kelly's Tea Rooms opened. Mary and William raised six children.

Nicholas Kelly, son of the founder William, took over the running of the family business in the mid-20's. He was a keen photographer, filmmaker and bird watcher, and he combined all three interests by filming the huge bird colonies on the Saltee Islands. His films were shown on a regular basis to guests in the hotel. Nicholas was an avid gardener and is responsible for the proliferation of the cordyline palm tree in Ireland, having imported the first specimens from France.

Nicholas enjoyed quite a reputation as an entrepreneur around Wexford. He had the gardener plant hedge trimmings in little pots for selling on and he started a herring business in Rosslare, which supplied fish to many inland towns and villages. In spite of his many interests, both he and his wife, Kathleen were very businesslike when it came to the hotel and worked tirelessly throughout the 1930's and 1940's to promote it not just in Ireland but also the UK. They had three children – Patsy, Billy and Christine.

William J Kelly, known to every visitor as Billy Kelly, was born in 1927 and took over the running of the hotel in 1953 at the age of 26. He married Breda Hennessey from Emly in Co Tipperary and together they built Kelly's into one of the leading hotels in Ireland. Billy was one of the first to train at the Shannon Hotel School under Brendan O'Regan and both he and Breda were always on the lookout for good ideas from top hotels abroad that they could adapt and use themselves. Billy and Brenda gradually expanded their hotel's open season from just three months in the 1950's to most of the year around. They also instigated a long-running programme of extensions and renovations that included the construction of a swimming pool, squash and tennis courts and dozens of new bedrooms. Having realised early on the need to provide their guests with plenty of activities and things to do, they quickly became the country's first and finest Resort Hoteliers, with a hotel that was just as attractive to guests in February and November as in June and July, albeit for entirely different reasons, and these paid off. They lead the way for Irish tourism growth with their pioneering ideas and set the pace and standards that are still evident today.

At home Billy and Breda worked almost as hard in the cause of the Irish Hotel industry. Billy became president of the Irish Hotels Federation in 1972 and was a founding member of the Irish Hotel and Restaurant Managers Association as well as of the Irish Hotel and Catering Institute. His contribution to the federation and to his fellow hoteliers is commemorated with the Billy Kelly Award of Excellence, which is presented every three years, to hoteliers who have excelled in the service of their own hotels and found time en route to be of service to their colleagues in other hotels.

Following Billy's untimely death in 1977 at the age of 50, Breda continued his work with managers Austin Coady and Paddy O'Brien until the return to Rosslare of the couple's son, Bill. During the intervening 10 years, Breda was in charge of seeing to the needs not only of the hotel and 140 staff, but also of her seven children, Mary, Anne, Liz, Kate, Bill, Vonnie and John Paul. Breda initiated the development of many of the hotel's facilities including the indoor tennis courts and she upgraded the bedrooms and the expansion of the kitchens. One of her greatest achievements over the years has been to build up the collection of fine art, which has become one of the most striking aspects of the hotel. An evident feature of her management style has been always her genuine concern for the welfare of the hotel staff and their families. Indeed it was that concern in part that caused her to work so hard for the continued success of the hotel after Billy's death.

Bill Kelly, the fourth generation Kelly to run the hotel and the third named William J. is known to all as Bill. He returned to Kelly's on completion of his training at Switzerland's famous hotel school in Lausanne, where he met his wife-to-be Isabelle Avril, daughter of leading French wine-maker Paul Avril, from Chateauneuf-du-Pape. Bill and Isabelle took over the running of Kelly's Hotel in 1987 with the management team and have overseen a range of developments at the hotel, including the development of the Aqua Club Leisure Centre, La Marine Bar/Restaurant, the modernisation of all

bedrooms (enlarged and refurbished), addition of 30 rooms, redevelopment of all ground floor areas, of Gardens, Children's area, Reception/Gallery and the creation of the SEASPA.

In 1995, Kelly's Resort Hotel celebrated its centenary and published 'The Book of Kellys' – a book dedicated to their mother Breda, detailing the evolution of Kelly's and compiled by Bill and his sister Vonnie with Ronan Foster.

Bill and Isabelle have six daughters and continuously strive to reach the highest of standards in the running of the hotel.

ROSSLARE - 1,500 Years of Colourful History in a Nutshell

The Village of Rosslare has been a popular holiday resort for over 1,000 years, since the Vikings built what they considered summer pleasure houses there, though it is unlikely that they offered much in the way of creature comforts.

But Rosslare's origins go back much further than that. One of the earliest Christian residents is known to have been Saint Brioc, the early Christian missionary who had been a scholar in Saint Ibar's monastic school on Begerin Island in Wexford Harbour. Saint Ibar brought Christianity to the Wexford region even before the better-published mission of Saint Patrick to Ireland.

Some 300 years later the Vikings were drawn by Rosslare's charms and set-up residences, where which were still in place in the 13th century. They were followed by the Normans and then the English who erected a fort at the point of Rosslare as part of the defences around Wexford's port and harbour. Cromwell and his men captured the Fort in 1649 and remained a defensive fort until 1798. By 1798, the rebellion of the United Irishmen in alliance with revolutionary French forces had turned the country as a whole into a major theatre of war. The nation's first republic was established at Wexford but with no sign of the expected French reinforcements, they were overwhelmed after eight weeks.

In 1882, an event transpired which probably more than any other before or since was responsible for putting Rosslare on the tourist map. This was the coming of the Railway. Excursion to Rosslare quickly became popular with the people of Wexford and even Waterford, so much so that soon after the railway line opened there were up to four trips a day every Sunday from Wexford. Around the same time, determined development work began on Rosslare Harbour.

In 1901, the now world-famous Guglielmo Marconi- whose mother was a Jameson of the Jameson Whiskey family from Enniscorthy- set up a wireless transmitting station beside Kelly's Tea Rooms as a link between Poldhu in Cornwall and Clifden in Co Galway. The station operated successfully for 13 years before being dismantled on the outbreak of World War 1 in 1914.

From the start of the 1900's things began to roll for Rosslare. In 1905 the Rosslare Golf Club was founded by a group of keen golfers, William J Kelly among them, with their clubhouse in what had earlier been the stables at Kelly's Hotel. Three years later at monstrous expense a Golf Pavilion was opened. Golfing flourished, day trips to the sea continued, motor races were held by the Automobile Club and the local economy generally flourished. But this all came to an abrupt end with the outbreak of the First World War.

By the 1950's Rosslare and its attractions were generating strong interest across the Irish Seas. The hotel went from strength to strength right through the 1960's.

The relentless pounding of the waves on Rosslare's coastline, aided by winter storms and battering on-shore winds, has taken a heavy toll on the land with the problem of disappearing coastline becoming particularly severe in the last 40 to 50 years. Today, Rosslare is keeping the waves in check. The beach is literally being built as part of an innovative reclamation programme being carried out under the auspices of the Department of the Marine, which involves the construction of a series of rock groins along the shore. Sand from a mile out in the sea is being gripped back to shore to increase the height of the beach, by as much as eight feet in some parts.

Apart from new holiday homes and apartments, there is a new water sports centre where visitors can learn to windsurf and sail. Also, a new 12 hole golf links course adjacent to the 18-hole championship course has been developed and also an all weather Lawn Bowling Green.

THE HOTEL

It was 1893, while rail travel was still a great novelty that a momentous event occurred in the shaping of Rosslare. One William J Kelly, born 37 years earlier in 1856 applied for a licence to open a hotel. In truth, "hotel" is somewhat too grand a word for what he had in mind, or at least for what he actually came to build on the site which had been presented to himself and his wife Mary by her family- a modest but cosy seaside tea room.

The business blossomed and by 1902 anyone could see there was good potential here for a bigger business, especially an accountant. And so it was that in that year the proprietor began the job of building the original large hotel proper, using bricks fired on the site. The visitors kept coming and the hotel had to be extended again in 1905.

On taking over the running of the 36-bedroomed hotel in the mid-1920's the founder's son Nicholas set about promoting it heavily, not just at home in Ireland but in England too. As early as 1936 he persuaded the Great Western Railway Company in London to offer its passengers inclusive tours of Ireland. The cost for a week was a modest £6, including travel to and from London and full board at Kelly's. By the 1950's Rosslare and its attractions were generating strong interest across the Irish Sea. In "The Independent Guide to Pleasant Ports of Call", Rosslare is described as an "off-the-beaten-track hamlet famous of its eight miles of sand and safe bathing, not to mention its open championship golf course, on which large sums of money have been recently spent"

The hotel went from strength to strength right through the 1960s. A new two-storey block of 16 bedrooms and an extension to the main dining room were added in 1959, followed two years later by another block of 20 bedrooms and a big extension to the Ivy Room overlooking the sea.

The grocery business beckoned and on a small site adjacent to the hotel a general store was opened selling everything from tapioca to 10d pound nylons. When the larger and brighter shop came, it was warmly welcomed on behalf of the community by the local press. In 1967, the first heated indoor swimming pool in any Irish hotel was opened at the cost of £20,000. In 1969, all front bedrooms were extended and fitted with their own bathrooms and another floor was added, giving a further 18 bedrooms. Two years later the new squash courts were in full swing complete with a four-tier championship-viewing gallery. Work on the accommodation continued into the 1970s, with a section of the old hotel being demolished in 1973 to make way for 12 new bedrooms and bathrooms. The card room and television room were built beside the Carmen Bar and shortly afterwards a further 8 bedrooms were added. In 1982, the indoor tennis courts were opened and a modern gym in 1986. An Aqua Club was opened in 1991. The resort has continually grown through a refurbishment programme throughout the 90's to the present day, in keeping with the long tradition of continually improving the hotel.

To keep with the times, "SeaSpa" was developed and opened in 2004. This 15,000 sq ft Spa was developed with the assistance of the E'Spa Consultancy Team and Quilligan Architects. The SeaSpa is a magnificent stand-alone building with its own entrance as well as adjoining the hotel. This €6 million development incorporates 9 Treatment Rooms, 1 Couples Suite, 1 Thai Treatment Room, Seawater Vitality Pool, Bio Sauna, Seaweed baths, Pebble Walk Way, Ice Fountain, Mud Rooms, Salt Infused Heat Room, Heated Loungers, Yoga Area, Rainforest Showers as well as a fantastic array of areas dedicated to relaxation and well-being.

Two new suites; The William Crozier and Tony O'Malley Suites, named after these artists and featuring their works, and a number of new bedrooms with balconies overlooking the sea, were also added as part of the new development of Kelly's Resort Hotel.

FOOD AT KELLY'S RESORT HOTEL

Regular visitors to Kelly's Resort Hotel have long known that they can count on enjoying the very finest foods beautifully prepared by experienced chefs at one of the top restaurants in Wexford. Head Chef, Jim Aherne, has been carrying Kelly's century-old tradition for classic cuisine forward for more than thirty years.

Kelly's Resort Hotel has its own in-house butchery to handle beef, lamb and venison in carcass form, with the butchers staying on, on busy evenings for as long as necessary to provide whatever is needed in the way of roasts and steaks. Many of the vegetables are custom-grown locally, their planting times staggered in order to keep the hotel in succulent fresh vegetables. The in-house bakery makes all the bread, rolls and confectionary required and fresh fish comes from Kilmore Quay, a small fishing village a handful of miles away, where a Kelly's representative attends all the fish auctions throughout the week, picking the best of the catch for Jim and his team.

Beaches Restaurant is the focal restaurant in Kelly's Resort Hotel. This L shaped room, which has been run under the eagle eye of Pat Doyle since 1966, was completely redesigned in 2003 to retain a sense of traditional opulence yet with a fresh, almost gallery-esque approach – an ideal home for some favourites from the hotel's famous art collection. Chef Aherne has been pleasing guests with his classic cuisine for over thirty years now and, although more exotic ingredients like ostrich also appear, his menus reflect the value placed on fresh local produce: Rosslare Mackerel, Slaney Salmon and locally sourced vegetables, for example, are used in daily-changing menus that ensure variety for residents who may be staying for some time. The hotel's renowned wine list is meticulously sourced, always changing, and excellent value. Highly formative (and a good read), most wines are directly imported. There are many treats in the collection, which include organic and biodynamic wines, and an exceptional choice of half bottles. The room seats 250 (private room 40) and is air-conditioned. Lunch is served daily from 1 - 2.15 and dinner from 7.30 -9pm (Sat from 7pm). For those not staying at Kelly's lunch prices are from €25 and dinner from €45.

Beaches Restaurant has received official recognition of its excellence in the form of a list of awards from organisations as diverse as the AA Guide, the Egon Ronay Guide, Excellence Ireland and Le Routier.

To compliment Chef Jim Aherne's fine cuisine in Beaches Restaurant, Head Chef Eugene Callaghan offers a more casual affair in the French Bar/Bistro **La Marine**. This informal restaurant has its own separate entrance and offers a relaxed alternative to the dining experience in Beaches Restaurant. A zinc bar imported from France is the focal point of the rather pubby bar, where you can have an aperitif. Comfort is not a top priority: fashionably sparse tables have fresh flowers, good quality cutlery and paper napkins.

Eugene's food is full of flavour and the food is simply executed offering the guest the best French Bistro experience in Wexford. The restaurant seats 70 people and lunch is served daily from 12.30pm - 2.15pm and dinner from 6.30pm - 9.30pm. The bar, where the fireplace provides a dramatic focal point, is the ideal place to socialise. It also is an ideal venue for a snack, where a menu is available throughout the afternoon.

For those with Children to entertain, The Ivy Room offers an ideal location for buffet breakfast, lunch and dinner. The menu is varied and changes on a daily basis. Children are well looked after and even the fussiest child is spoilt for choice.

Dinner specialities at BEACHES include: *Cream of Nettle Soup; Hot Oysters with Cucumber and Butter Sauce; Fillet of Sole Hermitage; Roast Goose with Potato and Chestnut Chipolata Stuffing; Soufflé Glace; Hot Walnut Pudding with Fudge Sauce*

Specialities at LA MARINE include: *Crab and Avocado with Mango and Red Onion Salsa; Crispy Duck Confit with Potato Wedges and Chinese Spices; Chocolate and Hazelnut Torte with Crème Fraiche.*

Light meals, snacks and afternoon tea are available in the Ivy Room, along with a selection of fine wines and cocktails.

ROOMS AND SUITES

Standard rooms at Kelly's offer a cosy atmosphere with spectacular views of the Irish Sea; however, not all rooms have a sea view but would certainly have the comfort and luxury element of a 4-star hotel. Each room is fully equipped with a hairdryer, white waffle Brown Thomas bathrobe, Lissadel luxury towels and bedrooms accessories. A coffee table with two comfortable chairs are also available in the rooms for reading enthusiasts and on request you can order a hospitality tray, trouser press and slippers to add a little extra luxury to your stay. The bed linen were specially chosen and supplied by Bottom Drawer at Brown Thomas with cosy throw-over on each bed.

Classic furniture located in Tuam, Co Galway was commissioned by the Hotel to create the beautifully made bedroom furniture. The wardrobes are hand crafted using Cherry wood in the main part of the Hotel and Oak in all the new rooms from Seropina in the USA. The furniture is custom made by skilled Irish tradesmen and has simple, classic and modern lines.

Rooms in the new wing all have personal balconies allowing you to take in the fresh sea air and the surrounding countryside. Our ground floor rooms all have access to our exquisite gardens through the balcony door, allowing you to have easy access for that early morning walk on the beach.,

NEW ROOMS

The hotel has recently built 16 new bedrooms over the new Spa 'SeaSpa' decorated in a contemporary fashion. Each room has a stand-alone shower with separate bath and personal balcony with stunning views of the countryside or Irish Sea.

Located near a glass lift, which takes you to directly 'SeaSpa' where the aroma of therapeutic oils will transfer you to a relaxed oasis. The lift acts as a 'viewing gallery' showcasing the stunning natural beauty of the beach and Rosslare Bay.

CROZIER & O'MALLEY SUITES

The Crozier and O'Malley Suites, called after two famous artists, whose paintings grace the walls of many a room at Kelly's Resort. The suites are wonderfully located on the top floors, giving the exact height for breath taking views. Overlooking the Irish Seas and the exquisite hotel gardens, the rooms offer the ultimate in contemporary luxury. Designed, using a bright and modern colour palette, comprising of a large bathroom with stand-alone bath, oversized steam shower with its own seat for total relaxation. Each suite has a walk-in double wardrobe with personal safe and mini bar, which opens into the spacious living area. To further compliment the room you will find a cosy leather armchair with oversized foot rest, coffee table, sofa, flat screen T.V., CD stereo and executive workspace with power outlets. This space leads into the luxurious bedroom with option of twin or king-sized beds.

Room service is available 24 hours to pander to the guests needs.

JUNIOR SUITES

The two junior suites overlook the enclosed gardens with the scenic backdrop of the countryside and sea. They are wonderfully appointed rooms, decorated in a contemporary style with all the comforts of a main hotel suite and ideally situated beside the Crozier and O'Malley Suites.

LEISURE AT KELLY'S RESORT HOTEL

Over the years, Kelly's Resort Hotel has developed a large array of diverse and fun activities and facilities, unquestionably some of the best in Ireland.

The weather is generally excellent in the Sunny South East of Ireland; however Kelly's have made a provision for any unpleasant days by building superb indoor facilities, including tennis, table tennis, snooker, badminton and bowls. For fitness fans there is a gym and jogging track. The Aqua Club boasts 2 indoor Swimming Pools alongside a Sauna, Jacuzzi, Steam Room and Outdoor Canadian Hot Tub. It is an ideal base for playing golf as it is situated within 5 minutes of Rosslare's excellent golf course and within easy access of the wide range of courses in the South East Sunshine Circuit.

SEASPA

SeaSpa is the first destination Spa in the South East of Ireland. Therapeutic lighting and textured surrounds help to simulate a feeling of calm as soon as you step inside. The SeaSpa is a magnificent stand-alone building with its own entrance as well as adjoining the hotel. This €6 million investment incorporates 9 Treatment Rooms, 1 Couples Suite, 1 Thai Treatment Room, Seawater Vitality Pool, Bio Sauna, Seaweed Baths, Pebble Walk Way, Ice Fountain, Mud Rooms, Salt Infused Steam Room, Heated Loungers, Yoga Area, Rainforest Showers as well as a fantastic array of areas dedicated to relaxation and well-being.

Inspired by the benefits of Thalassotherapy and cultures worldwide, E'Spa – the world leading Spa Consultants- have helped create a treatment concept for SeaSpa based on techniques and philosophies from around the world. The 'SeaSpa' experience consists of three elements, thermal spa, holistic treatment and pure relaxation.

SeaSpa utilises its natural location and proximity to the sea to reinforce the concept of the spa treatments. This is reflected in the design – by using natural materials such as stone, timber and sea-pebbles, with rendered walls reminiscent of beach sand. Orientation is also a major factor; in particular locations in the building, framed vistas are created out to sea and these are places of contemplation and relaxation. A private garden is essential to the Spa and its connection with the outside, whilst maintaining seclusion from other hotel activities.

The Facilities

The Thermal Suite:

A unique blend of heat experiences to relax and prepare your body and mind while gaining maximum benefit from your treatment. Indulge from head to toe as you relax in the warmth of the laconium or Salt Infused Steam Room. Try the dry heat of the Rock Sauna before cooling down in the Lifestyle Showers, Cold Plunge Pool or massage your body with flakes of ice from the ice fountain. Finally, relax in the Indoor/Outdoor Vitality Seawater Pool or on the Warm Heated Loungers. The heat experiences have been carefully designed with heat generating and cooling therapies to cleanse and stimulate the body and aid relaxation.

Laconium:

The gentle, dry and warm air provides the ideal introduction to the thermal suite at a temperature of 60 to 65 °C. Heated flooring; walls and benches radiate the warmth. Unwind for up to 20 minutes, before cooling off in the scented mist showers and then relaxing on the heated mosaic loungers.

Rock Sauna:

This cabin is a traditional dry air sauna at 80 °C. Bathe in the dry heat for up to 10 minutes, before freshening up in one of the feature showers.

Lifestyle Showers:

Combine the heat treatments with this unique shower experience of tropical rain or cool mist.

Ice Fountain:

For cooling and refreshing between heat experiences.

Salt Infused Steam Room:

Infused with aromatherapy extracts to enhance the complexion and hair.

Pebble Walk:

Massage the pressure points on the feet as you walk across polished pebbles in soothing water.

LEISURE AT KELLY' RESORT HOTEL CONT'D

Heated Loungers:

Relax and unwind on heated loungers, contoured to the body.

Seawater vitality pool:

Submerge your body in cool invigorating seawater.

Relaxation rooms:

Relax and unwind after your treatment, before you face the world again.

Treatment rooms:

11 beautifully appointed treatment rooms including a couple's suite.

Treatments

Hot Stone and Ayurvedic Treatments – life-giving rituals have been practiced since the beginning of time. The Ayurvedic techniques and hot stones will achieve a deeper level of relaxation, while natural products work with the mind and body, to leave you totally relaxed and re-balanced.

ESPA Face – Choose from a wide selection of blissful facials designed to bring out the best in your skin, based on its individual needs- all intensive facials incorporate a deeply relaxing scalp massage.

Specialised Holistic Body Treatments – Whether to purify, re-energise, rebalance, relax or smooth muscular aches and pains, at SeaSpa a programme will be designed to suit your individual requirements.

ESPA Body Wraps – The body wraps include lymphatic skin brushing and body exfoliation, before an application of marine algae, marine mud and oshadi clay. A calming oriental head massage completes the experience.

SeaSpa Couples Experience – For total indulgence and comfort of clients who are accustomed to the very best, this specialist suite has been designed with friends and partners in mind. Containing a two-person steam shower and two treatment beds, this luxury surrounding is ideal to enjoy and spend time together.

In addition the spa offers finishing touches such as nail, foot and leg treatments, St Tropez Spray tan, make-up and luxury waxing.

Signature Treatment

ESPA Chakra Balancing with Hot Stones €110 – 1 hour and 50 minutes

Therapeutic and holistic Chakra balancing begins with a Welcome Foot Ritual, followed by a body exfoliation. After stone placement, express facial and scalp massage, the body is massaged with ESPA blended aromatherapy oils using volcanic hot stones. Gentle stretching helps release deep-seated tension around the neck and shoulders while hot stones are positioned along the spine and on the energy points.

Product lines

E'Spa
Clarins
West Seaweed Ltd
St Tropez Tanning
Dead Sea Cosmetics

Architect

Quilligan Architects

Interior Designer

Peter Johnston Interiors

Spa Consultants

E'SPA Consultants (UK)

The SeaSpa is a 14,000 sq feet space.

LEISURE AT KELLY' RESORT HOTEL CONT'D

Other leisure facilities include

The Aqua Club – with two Indoor Swimming Pools
Gymnasium- with up-to the minute exercise equipment
Sauna, Jacuzzi, Steam Room and Outdoor Canadian Hot Tub
The changing rooms have shower cubicles, vanity units and guest lockers
Table Tennis
Snooker Room
Badminton and Bowls
Crazy Golf
Jogging Track
Tennis Court (2 indoor and 2 outdoor syntactic grass courts)
Card Room
Not forgetting the Beach!

Off-site

Golf – Rosslare, St Helen's Bay and Wexford Golf Clubs. 3-day golf classic €85
Fishing
Windsurfing

Family facilities include:

Supervised crèche, outdoor play area and entertainment room

GOLFING AT KELLY'S RESORT HOTEL

Each year Kelly's Resort Hotel organise a 36-hole competition played at Rosslare Golf Club and St Helen's Bay Golf Club. There are excellent weekly prizes for the winners with the overall winner each week, qualifying for a playoff competition in Mount Juliet with the subsequent winner qualifying for the Irish Open Pro Am. The 2006 event is sponsored by Doyles Lexus of Wexford.

There are numerous golf courses located in Wexford and the surrounding areas: Here are some of the best:

Rosslare Golf Club

Rosslare provides an excellent test of golf on a championship links beside the Irish Sea. Fairways, tees and greens are watered, giving an enjoyable playing surface in both summer and winter.

St Helen's Bay Golf & Country Club

Set in a beautiful location beside St Helen's Bay 14 holes of the course overlook the coast that was designed by Philip Walton.

Wexford Golf Club

Parkland Course with many mature trees. The location has beautiful views of Co Wexford including the Saltee Islands and the Blackstairs Mountains range and Wexford Harbour. Course recently redesigned by Des Smyth & Associates.

Other courses within easy access:

Rathaspeck Manor, Enniscorthy Golf Club, Waterford Castile, Waterford Golf Club, Mount Juliet Golf Club, Faithlegg

BILL KELLY
GENERAL MANAGER/OWNER

William J Kelly, the fourth generation Kelly to run the hotel and the third to be named, William J. is known to all as Bill. He returned to Kelly's on completion of his training at Switzerland's famous Hotel School in Lausanne, where he met his wife-to-be, Isabelle Avril, from Chateauneuf-du-Pape.

Both Bill and Isabelle trained in leading hotels in the United States after qualifying from Lausanne and came to Rosslare in 1987. With the support and encouragement of Bill's mother Breda, they have overseen a range of major developments including the Aqua Club, modernisation of all bedrooms and extensions and of course the SeaSpa, new rooms and suites.

Bill Kelly was born into the hotel industry but spent most of his formative years gaining extensive hotel and catering experience. Having spent four years studying in The Lausanne Hotel School he spent time working in top-class properties including – Boca Raton Hotel and Club in Florida, Lai Lai Sheraton Hotel in Taiwan and Hotel Concorde La Fayette in Paris.

On returning to Rosslare, Bill and Isabelle were married and tirelessly spent the coming years, modernising Kelly's and bringing it forward into the 21st Century. The addition of the new SeaSpa, Rooms and Suites was a huge investment. According to Bill, "This is the biggest venture we have developed in the past 109 years since the hotel opened as a tea room in 1895. We have spent a long time researching and planning the SeaSpa, to offer guests and clients the best possible environment where they can be perfectly pampered and feel totally relaxed".

Not only have Bill and Isabelle improved the overall Kelly's hotel product but also they carry on the Kelly's traditions – putting customers first and looking after their staff. This is evident in the high percentage of repeat business and the amazing staff retention numbers. "The traditional friendliness and service which have been hallmarks over the past 100 years will continue to be fundamental principles for us. We will do our part to improve wherever we can and we will strive to hand on to the next generation an even finer hotel than was handed on to us"

With the next generation in mind, Bill and Isabelle have been busy rearing their family – six children in all – Laura, Clara, Eva, Anna, Faye and Grace!

JIM AHERNE

EXECUTIVE CHEF

If you sometimes feel pressurised trying to prepare a meal for the family or just a snack for yourself, spare a thought for Kelly's Executive Chef – Jim Aherne and his team of 25 chefs.

Each and every day the hotel is open, Jim who has been with the hotel for over 30 years, and his team will produce 200 dinners, or as many as 400 on a Friday or Saturday night in the high season. Oh, and don't forget the 200 meals for the staff!

This all adds up to a lot of planning, a lot of preparation and a whole lot of provisions including beef, lamb, chicken, veal, pork, goose, duck, venison, salmon, sea-trout, oysters, mussels, scallops and lobsters, hake, haddock, cod and ray, and of course enough rashers and sausages in the course of a year to reach a good part of the way to the moon and back.

Jim and the hotel's other senior staff do not stop work when the hotel closes over the winter. Recent years have seen them take-off for some of the best national and international restaurants, including Restaurant Pic in Valence, Gavroche in London, Roger Verge's Restaurant Moulin a Mougins in Cannes and Bernard Loiseau's Restaurant in Salieu- all of which carry the highest accolade going – three Michelin Stars.

But as any keen cook will readily admit, the real secret to good food has as much to do with good ingredients as with preparation or presentation so it's not surprising that the hotel goes out of its way to make sure that the raw materials are top class. Towards this end Kelly's Resort has its own butchery to handle beef, lamb and venison in carcass form. Many of the vegetables are custom-grown locally, their planting times staggered in order to keep the hotel in succulent fresh veg right through the year.

Aherne lectured at Rockwell Catering College before joining Kelly's and over those years he has gained valuable experience in France, Germany and Switzerland.

EUGENE CALLAGHAN

HEAD CHEF- LA MARINE BISTRO

Eugene Callaghan is Head Chef of La Marine Restaurant and a valuable member of the brigade. Eugene is a graduate of The Waterford Institute of Technology and has gained international experience in Belgium, Switzerland and France. He worked at Roscoff's in Belfast with Paul Rankin, where he won Roux Brothers Scholarship of the year in 1991. He joined Kelly's Resort Hotel in 1996 for the opening of "La Marine". Acclaimed by many food critics including: Tom Doorley, John McKenna and Mary Dowey.

ACCOLADES AND AWARDS

AT KELLY'S RESORT HOTEL

'BBC Top 10 Family Resort Hotels in the World'
2005

AA 4 Red Star Hotel
Automobile Association, 2005

AA 2 Rosettes Restaurant
Automobile Association 2005

RAC 4 Blue Ribbon – Award of Excellence
RAC 2005

“Wine List of the Year”
Les Routier 2005

“20 Top Seaside Resort Hotels in UK and Ireland”
The Sunday Times 2004

Hotel of the Year
Les Routier 2004

AA Courtesy & Care Award
Automobile Association 2004

EIQA Triple National Hygiene Award
2002-2005

RAC Hotel of Excellence- 4 Blue Ribbons
RAC Hotel Services- 2003/4

Hotel & Restaurant National Hygiene Award
2003

Highly Recommended 'Food & Wine' Bistro
2005

Wine Spectator Award of Excellence
Wine Spectator 2004

Wine Spectator – Wine List of the Year
Wine Spectator 2004

Hotel Restaurant of the Year –“La Marine”
Food & Wine Awards 2004

The Best of the Best Family Friendly Hotel of the Year
Georgina Campbell's Ireland 2005

DESIGNERS AT KELLY'S RESORT HOTEL

ARCHITECTS - Quilligan Architects

Paul Quilligan, graduate of DIT Bolton Street, founded Quilligan Architects in 1983. Paul worked in London and New York before setting up his own practice in Dublin. Since conception the company has been a multi-disciplinary design-led office, with strong emphasis on creative building solutions. Paul has been involved in most of the redevelopment of the Hotel including Beaches Restaurant, La Marine, Ivy Room extension and redevelopment of all rooms and ground floor areas.

Fifteen years ago Quilligan Architects designed a pool area at the north end of the hotel and it was originally decided to put the new spa next to this pool. In terms of the plant and plumbing, that made sense, but during discussions it emerged that chill-seeking adults and thrill seeking kids don't mix well. So the new spa is right at the opposite end of the hotel in orientation heaven.

SeaSpa is conceived as a place of calm and retreat, providing progressively greater relaxation for the visitor therefore the design potential and requirements of the brief are therapeutic, recreational, acoustic, light and privacy aspects. The idea of progression allowed the possibility of creating a journey through the building, a movement towards greater calm and seclusion. Thus, from the relatively public reception area, one moves through more and more controlled environments, finishing in the calm of the first floor private therapy areas.

SeaSpa at Kelly's Resort Hotel utilises its natural location and proximity to the sea to reinforce the concept of the spa treatments. Using stone, timber, sea pebbles and incorporating framed vistas looking out to sea, the team has created an impressive tactile experience where the surfaces change underfoot and to the touch, much as they would in nature. You can wander down timber corridors and pebble pathways to find water features, seaweed baths and heat experiences with amazing views out to sea. Relaxation rooms with loungers and huge sea-washed boulders provide the perfect place for peace.

Essential to the Spa is its connection with the outside, whilst maintaining seclusion from other hotel activities. The setting of the spa enabled a private Spa garden, designed by Sandra Cosgrove Garden Design, to be developed. The connection with the garden is emphasised with the pool extending through the glass screen to the outdoors. The pool disappears out through the glazed wall into the landscaped garden. This plays a significant role, bringing the outside in has a major impact especially in the winter months.

INTERIOR DESIGNERS - PETER JOHNSON

Acoustically, the reception area and ground floor will be livelier, characterised by the sounds of moving water. At first floor, softer materials and less activity make for a greater sense of calmness.

In terms of orientation, the building's façade are east, south and west facing, potentially admitting sunshine to the spa at all times. Large windows in the reception and a glass elevator overlook the sea to the east, enabling sunshine to alight on the spa in the morning. Then it swings around to the south facing deck and garden during the day. The hydrotherapy pool hall faces due south and sunlight is maximised through a full height glazed screen.

Above SeaSpa, 16 new bedrooms and 2 new suites were added. The rooms and suites evoke a sense of calm and comfort with the careful blend of open space, interiors by Peter Johnson and original art. Wooden floors, panelled walls, leather seating and stone tiled bathrooms combined with floor to ceiling windows connect interior and exterior. The two new suites have their own private balcony, a spacious bathroom with steam showers, complete with a stone seat for extra comfort.

Peter Johnson, who is based in Dublin, specialises in Hotel interiors and tends to custom design most of the furniture and carpets. His trademark design is clean lines and a bold use of colour.

Sandra Cosgrove's talents extend to much more than just 'Garden Designer'; Sandra sources many of the furnishings and finishing touches essential to punctuate the overall SeaSpa Design. Sandra's Design palette combines natural materials, aesthetic planting enhancing the overall atmosphere, synthetic furnishings, to create her vision of the SeaSpa Space. Her trademark is to draw on a wide range of different sources with equal eloquence using appropriate materials in context to define a location. This garden illustrates her strong interest in linking interior and exterior space in a structured but relaxed way.

The setting of the SeaSpa enabled Sandra Cosgrove to design and integrate the new Spa gardens to provide a continuous connection throughout the seasons with the interior rooms and the exterior landscape. This connection is emphasised with the pool disappearing through the glazed wall into the landscaped gardens.

Sandra Cosgrove's vision was to understand the space in order to respect the many different needs of the hotel's clientele whilst continuing the theme evident in the mature establishment of isolated pocket gardens providing more exterior spaces for everyone to indulge in and enjoy.

ESPA, THE CONSULTANTS

ESPA is an international company at the most prestigious end of the Spa industry. Years of experience covering strategy, operational, conceptual and development elements of spas in the four and five star market, combined with in-dept knowledge of differing cultures, products and treatments result in a company which is well rounded and genuinely committed to inspire natural products, treatments and spa development. ESPA have created spas for prestigious hotels including Mandarin Oriental Hotel, The Regent Beverly Wilshire LA, Four Seasons Hotel Dublin, One Spa Edinburgh and Gleneagles in Scotland.

Susan Harmsworth, CEO and founder of ESPA International is considered to be one of the leading consultants in the design and build of spas worldwide. Susan and the ESPA Consultancy team came together to provide a unique blend of skills and experience to develop SeaSpa from conception and design, through build and start up into fully operational facilities.

Inspired by the benefits of Thalassotherapy and cultures worldwide, ESPA have created a treatment concept for SeaSpa based on techniques and philosophies from around the world. The 'SeaSpa Experience' consists of three elements, *thermal spa, holistic treatment and pure relaxation.*

"We were involved in this project from the start; we were in the excellent position of designing the spa around a new building. This meant that we were able to create a space that perfectly mirrors the ESPA journey. From the initial architectural design, we knew that the combination of this space, with the amazing surroundings, and the therapist trained to the highest standards would create an exceptional spa" Sarah Richardson, ESPA consultancy division.

ESPA is many things – it is not dominated by one element, but is a fusion of many. Deep within their philosophy is the determination to combine the best of ancient and modern therapies with the finest quality ingredients and skincare advances.

FAMOUS NAMES AT KELLY'S RESORT HOTEL

In the many years since the doors first opened, Kelly's – either for its simple seaside tea-room, its dining room or for accommodation – has been visited by many of the best known names in Irish society, from writers and broadcasters, entertainers and sportsmen, to inventors and industrialists, prime ministers and presidents.

The various hotels' visitor's books, which carry entries as far back as 1908, provide a fascinating sketch of the comings and goings at Kelly's from the early days of the century to the present.

One of the most famous early celebrities to stay was George Bernard Shaw, who holidayed here in the 1920's and later said of Rosslare "I was lost in dreams there. One can not work in a place where there is such infinite peace"

He enjoyed such peace apparently through the intervention of the then proprietor, Nicholas Kelly. Hotel lore has it, that one night he intercepted a group of young men as they roamed the corridors in search of Shaw's room, most likely after a period of preparation in the bar, with the intention of trimming his beard.

Over the years they have welcomed almost all the Irish political figures including – Sean Lemass, Liam Cosgrove, Bertie Ahern, Garrett Fitzgerald, and John Hume. Sporting celebrities that have visited Kelly's are: Footballers – Kevin Moran, Pat Jennings and Frank Stapleton; Rugby World – Ciaran Fitzgerald, Mick Doyle and Eugene Daly. Film – Tom Hanks, Stephen Spielberg, Music: Bono, Larry Mullin, The Thrills, Samantha Mumba and Chris de Burg. TV- Craig Doyle.

AT YOUR SERVICE AT KELLY'S RESORT HOTEL

The realisation that good staff are central to the appeal of any good hotel has been part of Kelly's philosophy since the beginning, when the tea in the original tea rooms was served by Mrs Mary Kelly herself with the aid of two or three hand-picked local ladies.

As she was also Rosslare's post mistress and could not therefore devote herself full-time to the tearooms, Mary Kelly, or Mother Kelly as she was more commonly known, as well as one Mary Love who, despite her name, was one of the most formidable people ever to work in Kelly's. At least as far as the other staff were concerned!

Mary Love was in charge of the dining room in the early years of this century and she ruled her domain with "an iron rod" according to those familiar with the hotel's early history. One of the earliest members of staff was Statia Murphy who joined at the age of 14 and worked for over 60 years in the dining room.

Although local people formed the mainstay of the workforce at Kelly's in the beginning, the first proprietors took the unusual step for an Irish hotel at the time of bringing in chefs from the Continent during the summer holiday season. The tradition was continued by the founders' son and successor, Nicholas, who bought to Rosslare among others a waiter named Jim Walsh from The Savoy in London. He returned to Rosslare each summer because, he claimed, the tips were better in the Strand than in the Savoy.

Today, the longest serving members of the team are: Tom & Josie Bishop (40 years each), Eddie Cullen, Sheelagh Malone, Pat Doyle, John McCormack, Jim Aherne, Mary Meyler, Billy Doyle, Shelia Crowe, Margaret Stafford, Joan Duggan, Michael McCreary, John Cullen, Michael Healy and Donie Banville – all with an excess of 30 years service.

Of course to be the best, staff do not have to come from abroad. The great majority of the 200 staff at Kelly's Resort Hotel are from Rosslare, or a little further a field in Wexford. Bill Kelly attributes the hotel's success to the staff. "The credit for the hotel's reputation belongs to the staff. They work very hard for the good of the hotel and the guests and we greatly appreciate their effort".

Today the hotel employs over 200 staff, with an average of 8 years service; the Kitchen having the most staff retention with a collective 280 years of service! The entire total combined years of service among existing staff is 1680 years.

ART WORK AT KELLY'S RESORT HOTEL

There are few important collections of modern or contemporary Irish art outside public galleries, and even those in public galleries are in many respects disappointing. The collection built up over 40-odd years by Kelly's Resort Hotel is one of the best exhibits of traditional art.

But it is more than a collection of Irish art; it includes works by English painters such as Howard Hodgkin, David Hitchens; Scots such as Elizabeth Blackadder and Joan Eardley (William Crozier is a special case, since he has been an Irish citizen for some time); Vasarley, who is Hungarian but lived and worked in France for decades; and Josef Herman, Polish-born but naturalised in Britain. On top of all this, thrown in graphic works by Picasso and Miro, by Rouault (one of his great 'Miserere' series of etchings), Foret, Redpath, Andy Worhal and by Alexander Calder, American-born and one of the century's greatest sculptors.

The collection began when the painter Kenneth Webb, who is also well known as a teacher, was invited to hang a selection of his work in the hotel, along with those of his pupils. The response was positive, and in the 1960's the hotel management utilised the Arts Council's scheme for hanging the work of Irish artists in places where they could be seen by more than a narrow circle of art lovers.

In 1978, Mrs Breda Kelly offered to buy all the works then on show from the Arts Council. The council duly approved, on the condition that they would remain on public display, a stipulation, which has been followed. Some years earlier, the hotel had begun a policy of holding an annual group exhibition to coincide with the Wexford Festival, and these have represented most of the best living artists in the country.

To list the names of all those painters, sculptors and graphic artists whose work has been acquired over the years would involve a lengthy catalogue, in fact almost an art encyclopaedia. At least three generations are represented and apart from the international figures mentioned, the names run the gamut of Irish art from Jack Yeats, our greatest figure, down to younger contemporaries such as Martin Gale, Felim Egan, Elizabeth Magill, Michael Mulcahy, Ross Wilson, John Shinnors and Mick O'Dea. Elder statesmen of Irish painting such as Tony O'Malley, Louis le Broquy and William Crozier are all represented, Crozier very well indeed – and he has also produced some fine, lyrical, commissioned works which have been reproduced, very well effectively, on the hotel's menu cards. The generation of Daniel O'Neill, Patrick Collins, George Campbell, Colin Middleton (all dead alas) is also prominent. And a special room has been given over to the work of Maurice MacGonigal, one of the best-loved painters of his time. Other eminent figures, past or present, include Mary Swanzy, Norah McGuinness, Mainie Jellett, W.J. Leech, Tom Carr, Guggi Rowan and Sibille Unger.

Sculpture has its place, too. The best pieces are those by Conor Fallon, George Walsh and the late Hilary Heron. The Hilary Heron wall sculpture is one of her best works and one of the few that can be seen outside a private collection. Two large, energetic freestanding pieces by Benedict Byrne have been placed in the pool area, which is a courageous innovation. Placing, in fact, plays a considerable role, and nowhere is it more sticking that the long gallery space at the reception area, where on entering you find yourself fronted by works by Le Broquy, O'Malley, Crozier, Hitchens – all names which would distinguish any public gallery of collection. In the dining room too, artworks look down from all sides and angles, including pictures by Gillian Ayres, Camille Souter, Gerard Dillon, Sean O'Sullivan, Patrick Scott, Martin Gale and of course MacGonigal.

This is art as it should be seen – by people of all tastes, who may like or dislike what they see but still happy to eat, drink and move about or lounge about in the midst of these clustering artworks. And seen it is, as Bill has commissioned artists to design other elements for him – Guggi Rowan is producing a design for the crockery, Crozier can be seen on the menu covers and wine labels, Elizabeth Cope with her mural on the swimming pool wall and Ben Byrne's sculptures in the Aqua Club.

As a tribute to the artists whose work has resided at Kelly's over the years, the two new bedrooms suites have been named in their honour – Crozier and Tony O'Malley Suites.

THE FRUITS OF THE VINE

Billy Kelly Snr. began the tradition of importing his own wine directly from France in the early part of the 1950's, when such delights as Corton Charlemagne 1937, Chateau d'Yquem 1939, Chateau Latour 1935 and Chateau Haut Brion 1934 featured on the wine list at prices that can only draw a sign of longing for the days past from today's consumers.

Billy Kelly's love and enthusiasm for wine, and his determination to offer his guests the finest wines at fair prices, are closely reflected today in his son, Bill.

An avid wine enthusiast, Bill is helped greatly in the job of finding, assessing and choosing wines for the hotel by someone who is one of France's top wine-makers and the producer of one of the most outstanding Chateauf-neuf-du-Pape wines, Clos des Papes, his father-in-law, Paul Avril and brother-in-law Vincent Avril.

Most of the wines that feature on the wine list today are imported directly from Bordeaux and Burgundy and other major regions, only after Bill has visited the producers on an annual mid-winter journey through the leading vineyards in France. The wines are chosen to deliver a good blend of quality and price and that doesn't involve sticking to the upper end of the price scale, spending more is no guarantee of getting quality, careful tasting, however, is.

The reason for the reliance on French wines is simply: Bill believes that more than anyone else the French intend wine to go with food and so they make their wine to complement food and to be complemented by it, not to overpower it with big, strong aromas and jammily fruity oaked flavours.

He believes French wines have more structure and a better balance between the three important elements of fruit, tannin and acidity than many of the New World wines that are so popular today. The hotel's cellars provide a dark and still resting place for many other wine treasures, quite a few of which are difficult to find elsewhere.