

CORK PROFILE

Aoife Lohse

Sales and Marketing Manager, Kinsale Hotel and Spa

When you were small, what did you want to be as a grown-up?

I wanted to be a singer, then I wanted to be a barrister. I decided then that I did not want to have my head stuck in books for seven years, and got thinking about what I wanted to do. I have always been in the hospitality sector, so I decided to move up the ladder you need a piece of paper, and that's what I got. Well, four of them actually! In 2008 I went to Cork Institute of Technology, not fully sure on what I wanted to be, so I did a two-year Diploma in Tourism and Hospitality Studies, which gave me an insight into all departments of a hotel.

Tell us about your career progression to your role today:

I have worked in all departments of a hotel, from kitchen porter to reception to accounts to leisure centre. At 16 years old, I started at the bottom and worked my way up, working and putting myself through college.

I won best student of the year in CIT in 2010. This got me into my bachelor's degree in Business and Hospitality Management, then my honours degree, while working in hotels such as the River Lee Hotel, Maritime Hotel and Emmett Hotel. I then decided to branch out, so I decided on a PR and New Media masters while working full time in Fota Island Resort. I also had the opportunity to assist in the opening of the new Kingsley Hotel, training their staff.

After graduating with

my masters, which is still my proudest academic achievement, I found the role of sales and marketing executive in the Ambassador Hotel. I started as sales executive and was promoted to sales and marketing executive within six months. By year two I was senior sales and marketing manager and a representative for the McGettigan Hotel Group. I then went into centralised reservations at Hayfield Family Collection. This is where I was headhunted for the role of Sales and Marketing Manager at Kinsale Hotel and Spa, and the rest is yet to come!

What is the most enjoyable aspect of what you do?

Interacting with my clients both existing and potential, as well as the

teams I work with. Also, being able to show off the wonderful hotel product first-hand. I love a project, and a re-launch/re-brand is the ultimate project.

What motivates you?

Results - I am completely results-driven. I love to see when my hard work pays off and the fruits of hard work return.

What advice would you give your 15 year old self?

Enjoy being 15, stop rushing to be grown up. Adulthood is not all fun and games and there is a lot of work and responsibility. Live in the moment.

If you weren't in the job you have, what would you be doing?

Public relations job-wise, I have always thought about going into business for myself, and if I won the lottery, I would be travelling the world!

What is your greatest life or career achievement to-date?

Education-wise, getting my distinction thesis while working full time during the Irish Open in Fota. Then career-wise, all that I did with the Ambassador Hotel in its successful relaunch. And let's not forget to mention all that is yet to come with Kinsale Hotel and Spa!

Who has had the biggest influence on you in your life?

My gran and my mum, the two strongest ladies

I have ever met. My gran was a paramedic in the London ambulance service for 25 years, getting multiple long service awards. She sailed the Cutty Sark during the tall ships race in 1991, took on and completed the Arctic Circle Expedition Lapland Challenge in 1998, as well as being an Irish Girl Guide leader. I would like to say I get my hard work ethic from the strong ladies in my family, but my gran as well as my mum are most definitely the pillars to my resolute personality. As well as being hard-working, they have always ensured I stay humble and true.

What is the life dream now?

Working hard and rewarding myself with travel. I love to travel so I always have something planned every few months to keep me motivated and driven.

How do you switch off?

Gym and swim! Oh and don't forget a nice spa day. We have fantastic facilities in Kinsale Hotel and Spa.

What is your favourite Cork memory?

Oh there are so many! Probably the festivals - as a child, my mum would always make sure we were at all the fun festivals. On that note, when we moved back to Ireland, it was Saint Patrick's Day and I thought it was some big party for us coming home!

What is your favourite place in Cork?



Again, so many beautiful places. I love West Cork - there are so many beautiful gems to be found. Glengarriff is one of my favourite places in the world, but Owena-hincha is also a fave, with Rathbarry Woods and so many beaches to explore. Of course, you cannot forget the colourful town of Kinsale, where you can find the best food in Cork. In central Cork though, I would have to say the Lee Fields is where I put on a pair of headphones and just walk and walk and walk.

Do you have a favourite quote or motto?

'Carpe diem' - Live life to the fullest and make the most of every moment. Life is about making memories and experiencing all that the world has to offer.

When are you at your happiest?

Travelling the world with my partner. We are childhood sweethearts and this year marked our 14th anniversary. I love being back home with my mum and brothers, and snuggling with my little cat Cleo.

Any regrets?

Sacrificing time with family for my education and career.

What is your hidden talent?

Singing.

What might we be surprised to know about you?

Nope, I'm an open book. What you see is what you get.

Anything else you'd like to share with us?

I think that's all for now folks!

factfile

Name and position: Aoife Lohse, Sales and Marketing Manager, Kinsale Hotel and Spa

Age: 28

Lives: Glasheen

Family: It means everything to me

Pets: Cleopatra, a pure-bred Burmilla cat (she's my baby)

Favourite thing about Cork: The people, history and culture

Least favourite thing about Cork: The weather

One thing you'd change about Cork: Nothing! (The weather)

IMMIRAMA

IMMIRAMA FESTIVAL OF TRAVEL WRITING

June 12th to 16th 2019
Lismore, County Waterford



NEIL OLIVER

THURSDAY

DR ROBYN ROWLAND Stories of travel, exploring war and change.

FRIDAY

LERATO MOGOATHLE Sharing stories of traveling across Africa for more than 10 years

SATURDAY

CHARLIE PIGGOTT Talks of music and travel from one of the founders of De Danann

NEIL OLIVER Travel talks with Scottish archaeologist, historian, writer and presenter of the BBC 2 series 'Coast'.

SARAH OUTEN MBE FRGS Tales of adventure from the first woman and the youngest person to row solo across the Indian Ocean and the Pacific Ocean from Japan to Alaska

SUNDAY

ROSITA BOLAND A literary breakfast sharing tales from her new book 'Elsewhere; one woman, one rucksack, one lifetime of travel'



SARAH OUTEN



ROSITA BOLAND



CHARLIE PIGGOTT

Tickets: www.lismoreimrama.com

Bere Island wins heritage award

A heritage group based on an island off the coast of Cork has beaten off stiff competition and has been announced as regional winners and finalists in the National Lottery Good Causes Awards 2019.

Bere Island Projects

Group won the Heritage category of the South region of the awards.

The a community group works to sustain the island population through the creation of employment, promoting community initiatives and supporting

local businesses.

The awards are aimed at honouring the achievements of thousands of projects, clubs and individuals from all over Ireland who have had an impact on their communities.

The group used their

National Lottery funding, to create and implement the Bere Island Conservation Plan to protect the landscape and heritage of the Island.

The 36 winning groups will now proceed to a grand final.