



St Malcolms Wynd, Kirriemuir, Angus, DD8 4HB

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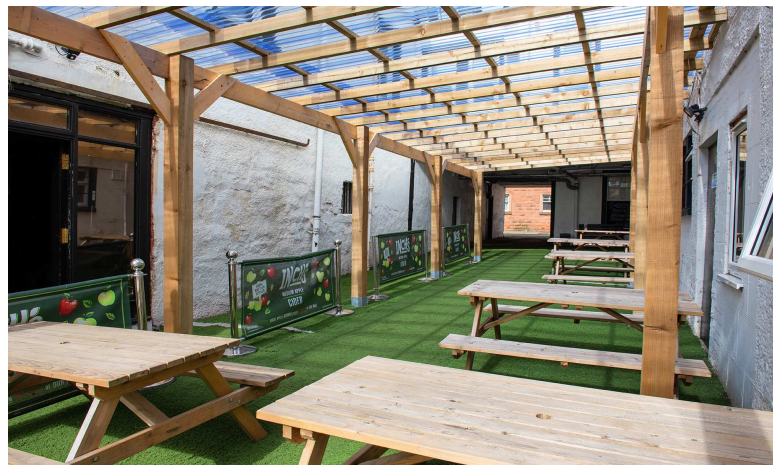
- Award Winning Gastro Pub & Hotel
- Excellent Reviews and Reputation
- Gastro Pub & Hotel
- 15 Letting Rooms
- 60 Covers
- High Occupancy Levels

## Summary

The Airlie Arms Hotel, an award-winning traditional gastro pub and hotel, is located in the picturesque town of Kirriemuir, Scotland. Known for its excellent reputation and outstanding reviews, this family-run establishment offers 15 well-appointed ensuite letting rooms, a 60-cover dining area, and a delightful beer garden. The fully refurbished property, once a rundown former coaching inn, now features a stylish bar and dining space, a modern commercial kitchen, and ancillary facilities. With high occupancy levels year-round and a diverse clientele drawn by its inviting ambiance and competitive rates, the Airlie Arms Hotel presents an exceptional hospitality business opportunity. Offered at £795,000 this award-winning property is ideally situated near local amenities and attractions, making it a prime destination for tourists and locals alike.

## Situation

The Airlie Arms is a traditional, family-run establishment situated in the heart of Kirriemuir, a picturesque town in Angus, Scotland. Kirriemuir is renowned for its rich history, including its association with the renowned Scottish writer, Sir J.M. Barrie, author of Peter Pan. The town boasts several attractions, such as the J.M. Barrie Birthplace Museum and the Camera Obscura, making it a popular destination for tourists. Kirriemuir offers a range of amenities, including local schools, shops, and recreational facilities, catering to the needs of both residents and visitors alike. The town is conveniently located within a reasonable driving distance from major Scottish cities, approximately 80 miles from Edinburgh and 70 miles from Glasgow. The location also serves as a gateway to the Angus glens, making it suitable for outdoor activities like hill walking, fishing, and golfing, while being well connected to both Dundee and Aberdeen too.







## The Business

The Airlie Arms Hotel in Kirriemuir stands as a thriving, family-run business at the heart of this historic Angus town, combining traditional Scottish hospitality with modern comforts. Situated on St Malcolm's Wynd, the hotel has undergone significant refurbishment since its acquisition by the Ewart family, transforming from a neglected property into a vibrant, fully operational hotel and social hub. With a cosy gastro pub atmosphere, it offers a delightful dining experience serving meals from 10am to 8:30pm daily. The hotel's income is well-balanced, with 43% from food sales, 29% from wet sales (bar), and 28% from accommodation. The hotel boasts 60 indoor seats and an expansive 84-seat beer garden, perfect for alfresco dining during the summer months.



The accommodation side of the business enjoys a steady stream of guests year-round, with occupancy rates reaching 70% in the 2023/24 season, even with some rooms temporarily off-sale for refurbishment. The target market includes walkers, cyclists, skiers, shooters, local workers, and leisure visitors, drawn by the hotel's inviting ambiance and competitive room rates ranging from £85 to £140 for bed and breakfast. The owners manage the business hands-on, supported by a team of 8 full-time and 20- 30 part-time staff (with additional part-timers during the busy summer months). A robust marketing strategy, including social media, local press, and event advertising, ensures a steady flow of patrons.

## Property

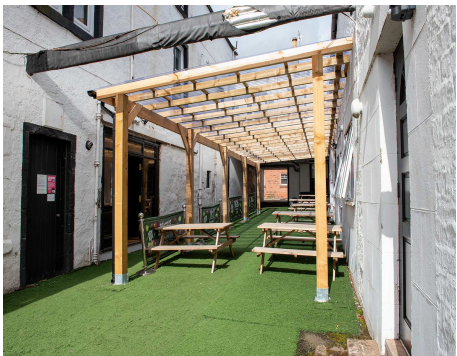
The Airlie Arms Hotel occupies a fully refurbished property that was once rundown and derelict. The main entrance opens to a reception area, with the main bar and dining room to the left. This stylish space features freestanding tables and chairs, a cosy snug for private dining, a modern and well-equipped contemporary bar, and ample service areas. A separate entrance from the small outdoor square leads directly to the bar, with additional outdoor seating. The rear of the bar and dining area provides access to a delightful courtyard and beer garden. The first floor forms a U-shape around the courtyard, comprising 7 immaculately presented and contemporary designed en-suite letting rooms, an owner's one-bedroom at, a private dining room doubling as a breakfast room, an exceptionally well-equipped commercial kitchen, and ancillary kitchen areas, utility rooms, storage, and the main office. Three additional letting rooms are located on the second floor, while five more en-suite rooms are accessed from the courtyard, bringing the total number of letting rooms to an impressive 15. The property also features a substantial beer cellar, service areas, and ample storage space.

The Airlie Arms is Grade B Listed.

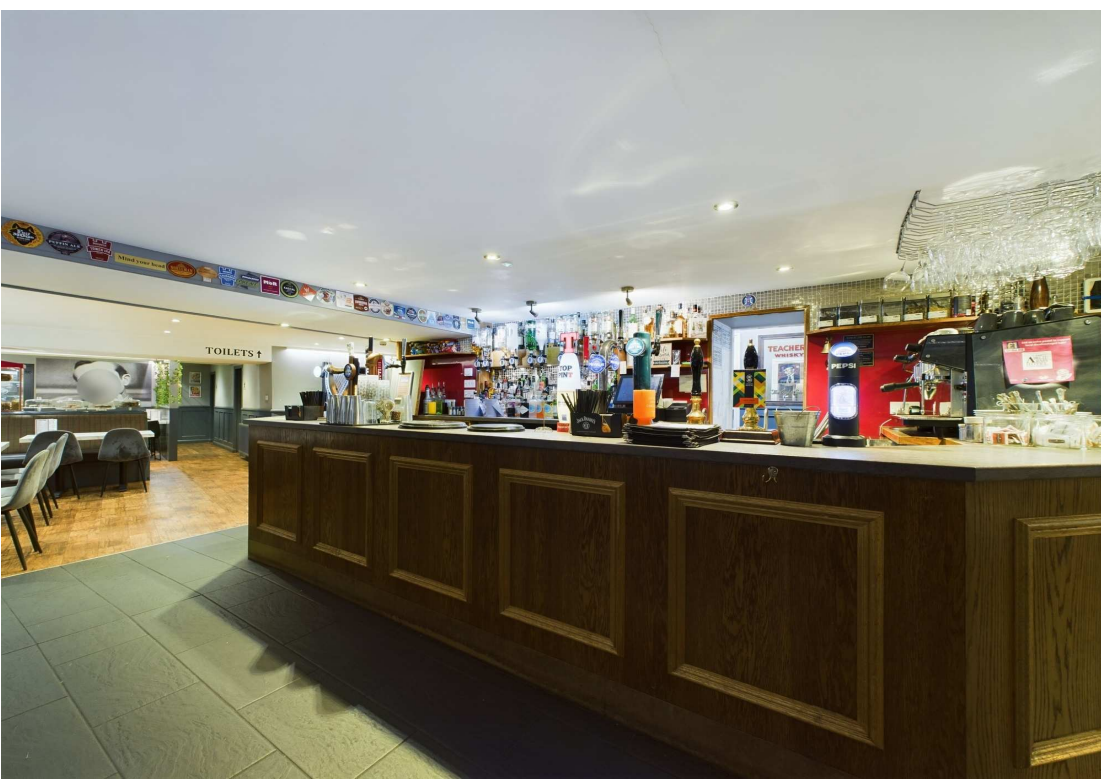


## External

The Airlie Arms Hotel presents a striking and welcoming exterior, blending historic Scottish charm with modern hospitality in the heart of Kirriemuir. The property's classic white and black façade is complemented by a charming courtyard and popular beer gardens at both the front and rear, offering inviting spaces for outdoor dining and relaxation during the warmer months. In the 'Pend', the owners have recently added an impressive 12m x 4m undercover pergola-style area—the first step in their vision to create a flexible indoor/outdoor space that can be enjoyed all year round, regardless of the weather. Although the Airlie Arms does not have private parking, guests benefit from ample free and paid public parking close by, making arrival and departure straightforward.



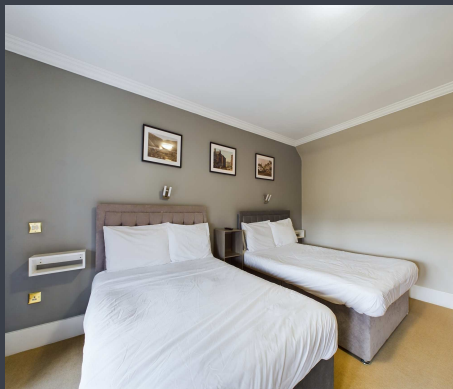












## Tenure

The property is held on a Scottish equivalent of Freehold.

## Services

The property has mainswater, gas, electricity and drainage.

## Trading Information

Airlie Arms Hotel is a very profitable hotel that has seen year on year substantial growth with the continual reinvestment in the business.

Full trading information will be released after formal viewing has taken place



All appointments to view this or any of our other properties must be made through the vendors sole agents.

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Important: We would like to inform prospective purchasers that these sales particulars have been prepared as a general guide only. A detailed survey has not been carried out, nor services, appliances and fittings tested. Room sizes should not be relied upon for furnishing purposes and are approximate. If floor plans are included, they are for guidance only and illustration purposes only and may not be to scale. If there are any important matters likely to affect your decision to buy, please contact us before viewing the property. All offers should be in writing to CCL Property with whom the purchasers should register their interest if they wish to be advised of a closing date.