

CCL



White Heather Hotel | High Street | Turriff | AB53 4DS

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White Heather Hotel, High Street, Turriff, AB53 4DS

- Immaculate Boutique Hotel
- Fully Refurbished Throughout
- 4 Stunning Letting Rooms
- Restaurant & Bar
- Function Suite
- 3 Bed Owners Accommodation

Situation

Located in the vibrant heart of Turriff, a lively town and agricultural hub in rural Aberdeenshire, this centrally situated hotel offers an exceptional opportunity for business. Turriff, known for its picturesque red sandstone buildings, is surrounded by rolling countryside and is approximately 45 minutes north of Aberdeen on the A947 route to Banff, and just 15 minutes south of Macduff. The town serves as an ideal base for exploring the North East of Scotland, with attractions such as castle, coastal, and whisky trails, numerous links golf courses, fisheries, and country clubs. The area is also renowned for the Turriff Show, the largest two-day agricultural event in Scotland, which promotes Scottish agriculture and the food industry. The River Deveron, famous for salmon fishing, is within walking distance, attracting fly fishing enthusiasts from around the globe. Turriff boasts a wide range of shopping, business, and leisure facilities, including primary and secondary schools, national retailers, specialist shops, a library, sports centre, and swimming pool, making it a thriving community for both residents and visitors.





The Business

The White Heather Hotel offers a unique investment opportunity in the hospitality sector. This well-established hotel features three twin/double rooms, one family room that sleeps four, and a two-bedroom apartment with a sofa bed, lounge, kitchen, and bathroom. The apartment can be used as private accommodation or additional guest rooms. Room rates range from £90 to £150 per night, catering to both business and leisure travelers. The hotel also includes a ground floor restaurant/bar and a lower ground restaurant/function room, each with a capacity of 50 seated and 20 standing guests. Licensed hours are from 11am to 11pm daily, with extended hours on Fridays and Saturdays until 12:30am.

The White Heather Hotel has built a strong base of loyal clientele from the local community and benefits from passing trade due to its coastal location. The hotel's income is derived from room lettings, function hire, and both food and beverage sales. The dining areas operate from Thursday to Monday, with residential meals served on Tuesdays and Wednesdays. The hotel is known for its live music events and TV screens, making it a popular spot for both residents and visitors. Despite its current success, there is significant potential for growth through extended opening hours and a more aggressive marketing strategy.

For new owners, the White Heather Hotel offers numerous opportunities to enhance profitability. The top floor can be utilized as accommodation for owner-operators or management, or it can be converted into additional letting rooms. The hotel's integral role in the local community, combined with its versatile spaces and prime location, make it an attractive prospect for investors looking to enter or expand in the hospitality industry. With a recent refurbishment and a healthy turnover, the White Heather Hotel is a turnkey opportunity ready for new ownership to take it to the next level.



Property

The White Heather Hotel in Turriff is a beautifully refurbished property that offers a warm and inviting atmosphere across its multiple floors. Each level has been carefully designed and renovated to provide a high-quality experience for guests and patrons alike.

Upon entering the hotel from the front, visitors are greeted by the main trading area on the ground floor. This level features a spacious dining room that can accommodate up to 40 guests, furnished with modern tables and comfortable cushioned seating to create a cozy ambiance. The bar area is conveniently located at the rear of the restaurant, with nearby restroom facilities for patrons' convenience. A fully equipped kitchen occupies the back of the property, complete with ample preparation space, wash-up areas, and storage facilities including fridges and freezers to support the hotel's culinary operations.

Descending to the basement level, guests will discover a beautifully appointed function area that has been finished to the same high standard as the rest of the property. This versatile space boasts its own bar and can seat over 50 people, making it ideal for a variety of events such as private functions, hen parties, and baby showers. The cellar's recent refurbishment has transformed it into a popular venue for the hotel's afternoon teas and other social gatherings.

The second floor of the White Heather Hotel houses the recently upgraded letting rooms. These stylish accommodations offer modern comforts and conveniences, featuring en-suite facilities and flexible bedding options. Guests can choose between double or twin configurations thanks to the versatile zip and link beds, ensuring a comfortable stay tailored to their preferences.

At the top of the hotel, the private owner's accommodation occupies the entire floor. This space has also undergone recent refurbishment to bring it up to a modern standard. The living quarters comprise three bedrooms, a kitchen, a lounge, and a bathroom, providing a comfortable and private retreat for the hotel's proprietors. This thoughtful layout allows the owners to maintain a separation between their personal living space and the hotel's operations while still being on-site to manage the business effectively.



External

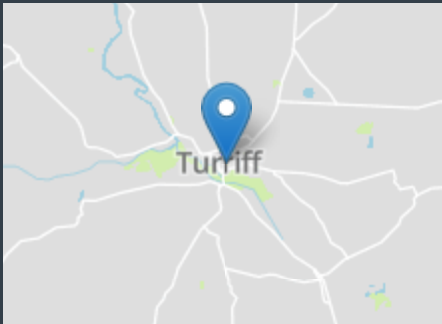
The front facade of the building directly faces and opens onto the public footpath along High Street. This frontage is listed as a Category C historic building, indicating it is of architectural or historic interest. The hotel occupies a two-and-a-half story building constructed around 1840, with later additions. It features a red ashlar stone exterior with decorative elements like cornices above the first floor windows and a pediment. As a listed structure, the front facade maintains its historic character and appearance.

To one side of the main building, there is an alley that provides access for deliveries and storage.









Rateable Value

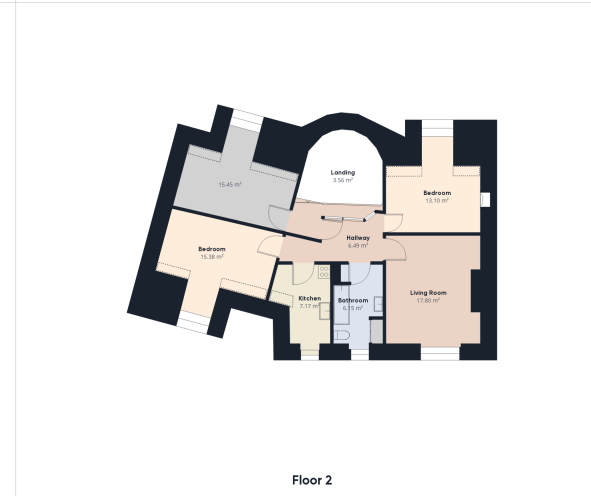
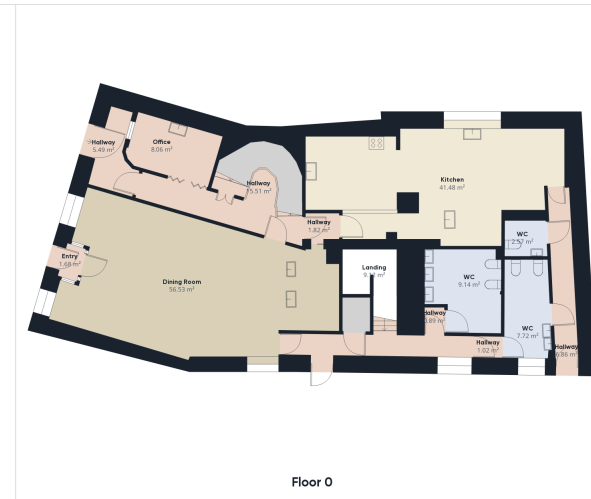
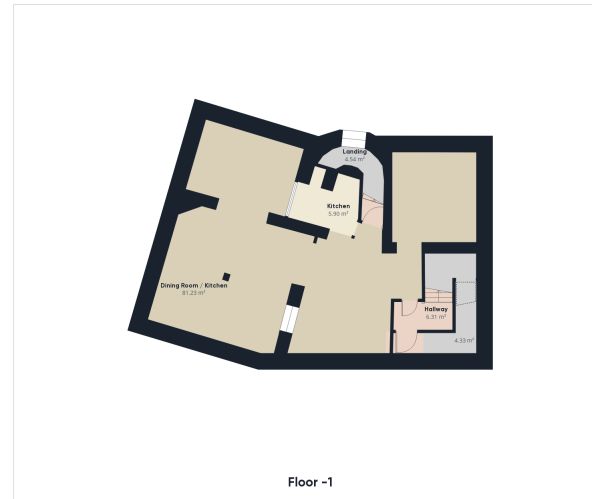
£12,000 per annum

Tenure

Freehold
May Lease

Services

Mains electric & gas central heating. Mains water and drainage.



Approximate total area⁽¹⁾
469.93 m²

Reduced headroom
4.79 m²

(1) Excluding balconies and terraces

⚠ Reduced headroom
(below 1.5m/4.92ft)

While every attempt has been made to ensure accuracy, all measurements are approximate, not to scale. This floor plan is for illustrative purposes only.

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

CCL Property

62 High Street, Elgin, Moray, IV30 1BU

T: 01343 610520

www.cclproperty.com

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.