



Dornoch Castle Hotel buildings go back to 1500

## Historic hotel on the market for £2.25m

THE Dornoch Castle Hotel is on the market.

The category B listed building was built around 1500 as the home to the Bishops of Caithness, and was then gifted to 11th Earl of Sutherland in 1557.

Although set on fire during a dispute between the McKays and Murrays

in 1570, and then rebuilt, some of the original building does remain in place.

As well as a restaurant with space for 90 covers, there is a bar with an open fire, and 25 en-suite rooms in total, comprising 12 deluxe rooms in the older part of the building, 12 garden rooms in the modern extension to the

rear of the hotel and three chalet style rooms. Kevin Maley, of selling agents Strutt & Parker, says: "Dornoch Castle Hotel is a quite stunning building, full of atmosphere and history yet also has all the luxuries one could expect in a modern hotel."

The hotel is on the market for offers over £2.25m.

# Royal Golf hits the target with US customers

DORNOCH'S four-star Royal Golf Hotel has become a real Stars and Stripes success, according to the owners

For it posted record takings in 2013, a 40 per cent increase, on the back of growing transatlantic trade – and already has an encouraging 70 per cent of all rooms fully booked for this year.

David Sutherland, joint owner of the Royal Golf, said: "Some 90 per cent of the Royal Golf's business is golf-related, and 60 per cent of this is from American golfing visitors.

"We generate much of this business by targeting United States golfers online."

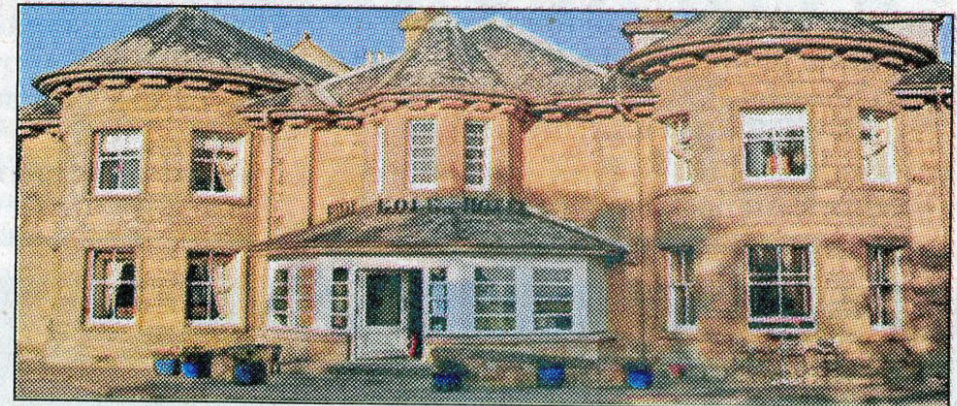
Grant Sword, marketing director of the hotel added: "In January last year we had 62 per cent of all rooms fully booked for 2013, which was highly satisfying – but our skilful marketing has now pushed this up to 70 per cent when we open for the season on March 20th.

"The levels of repeat business show that our investment in quality has paid off."

The 22-bedroom hotel was acquired in 2006 by entrepreneur Peter de Savary, former owner of nearby Skibo Castle,

but was closed for three years before Mr Sutherland led its acquisition five years ago and had it extensively refurbished in a £1 million programme.

Its location adjoining the first tee at Royal Dornoch golf course has made it a magnet for American golf enthusiasts, with one prominent New York golfer having visited every year since it reopened. In turn, the availability of adjacent four-star accommodation has benefited the golf club.



The Royal Golf is making an impact on the online US market.