

**FOR SALE**

8 High Quality Self-Catering Apartments in Cairngorms National Park



**The Seelies — Boutique Aparthotel**

15-17 High Street, Kingussie, Scottish Highlands, PH21 1HS

Offers in the Region of £1,200,000 - Freehold

Find out more at  
[www.g-s.co.uk](http://www.g-s.co.uk)







- **8 High Quality Self-Catering Apartments in Cairngorms National Park**
- **Converted Building offering Boutique & Characterful Accommodation**
- **Readily Accessible via the A9 Motorway; Between Perth & Inverness**
- **Enviably Located in Popular Scottish Highlands**
- **Profitable Business Model**



## INTRODUCTION

The Seelies Boutique Aparthotel offers 8 self-catering apartments in the lively town of Kingussie, beside the River Spey in the midst of the beautiful Cairngorms National Park. Kingussie is readily accessible, situated just off the A9 between Inverness and Perth. The town is well-known for its stunning landscapes and dramatic scenery and as such attracts a multitude of visitors, enticed by its many attractions such as climbing, walking, water and winter sports as well as the challenging 18-hole hillside golf course which offers spectacular views of the National Park.

The Seelies offers a fantastic base to explore the Scottish Highlands, it is a remarkable redevelopment of the former police station that offers spacious and stylish self-catering apartments. Apartments range in size there are 5 2-bedroom, 1 1-bedroom and 2 studios. Within each apartment there is a sofa bed to accommodate 2 additional guests. Each apartment is equipped with kitchen facilities and lounge areas that are a blend of modern amenities and decorated with bespoke pieces from local artists to offer true Highland Charm.

The availability of The Seelies presents a fantastic opportunity for a buyer to expand their property portfolio with a profitable business model that offers high quality accommodation in an outstanding redeveloped property.

## THE PROPERTY

The property comprises a 2-storey detached former police station, rendered and painted under a pitched slate roof. There is a 2-storey extension to the rear of similar construction.



## ACCOMMODATION SUMMARY

The accommodation can be summarised, very briefly, as follows:-

### Letting Accommodation

8 self-catering apartments to sleep 26 (42 including sofa beds)

- 5 x 2-Bedroom Apartment
- 1 x 1-Bedroom Apartment
- 2 x Studio Apartment

### Outside

- Car Park to the rear (8 car spaces)
- EV Charging Point
- Bike Store
- Bin Store

## TRADE

Accounts for the year ended 31st May 2025 show a turnover of c.£350,000 (net), with a great net profit percentage ratio.

Accounts will be provided to genuinely interested parties, preferably after viewing of the property.

## STAFF

TUPE regulations will be applicable to all staff.

## LICENCE

Premises Licence under the Licensing (Scotland) Act 2005.

## WEBSITE/RATING

<https://www.houseofdanu.co.uk/the-seelies/>

Booking.com – 8.9 Fabulous







1-Bedroom Apartments







2-Bedroom Apartment







2-Bedroom Apartment



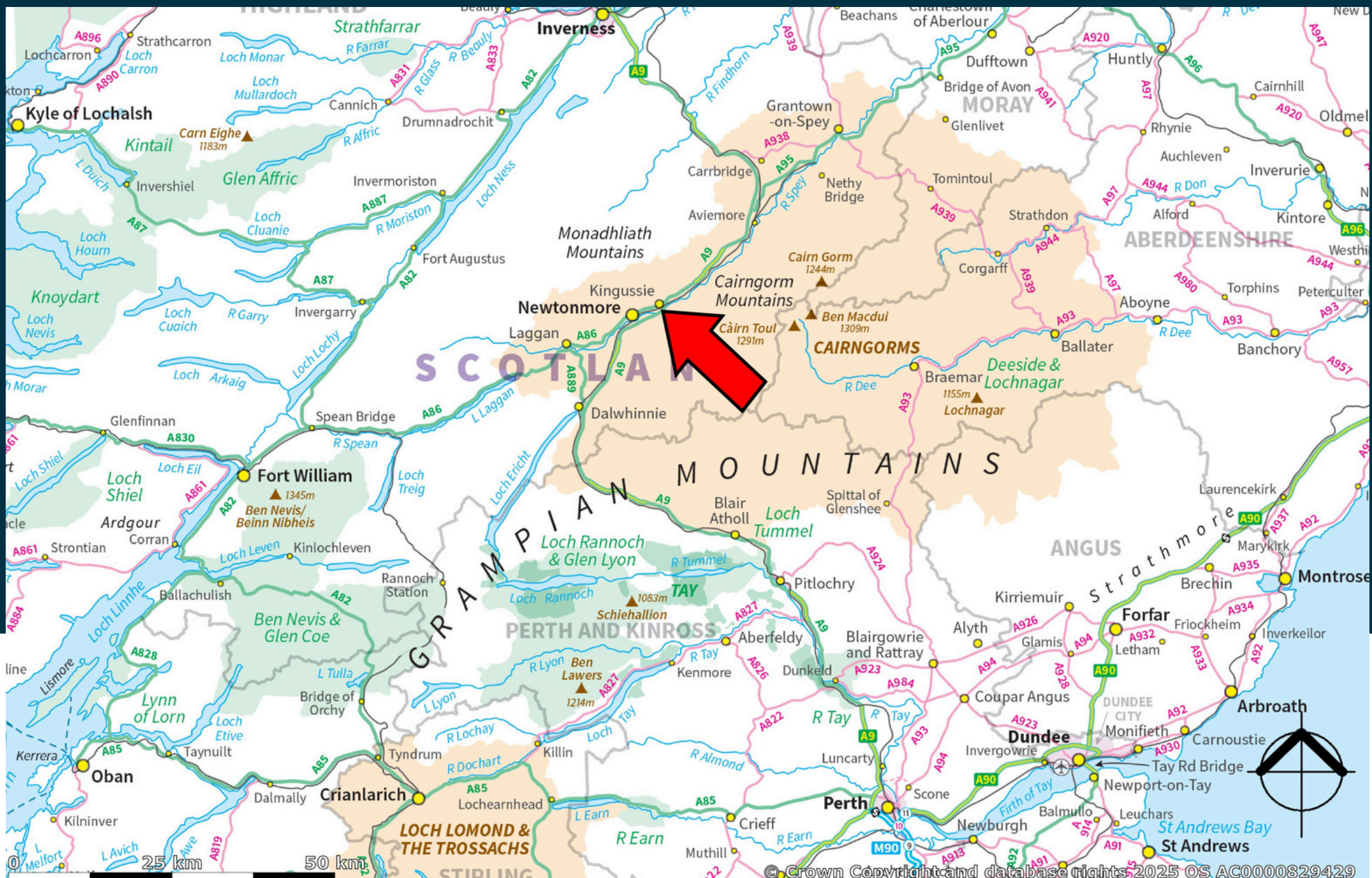




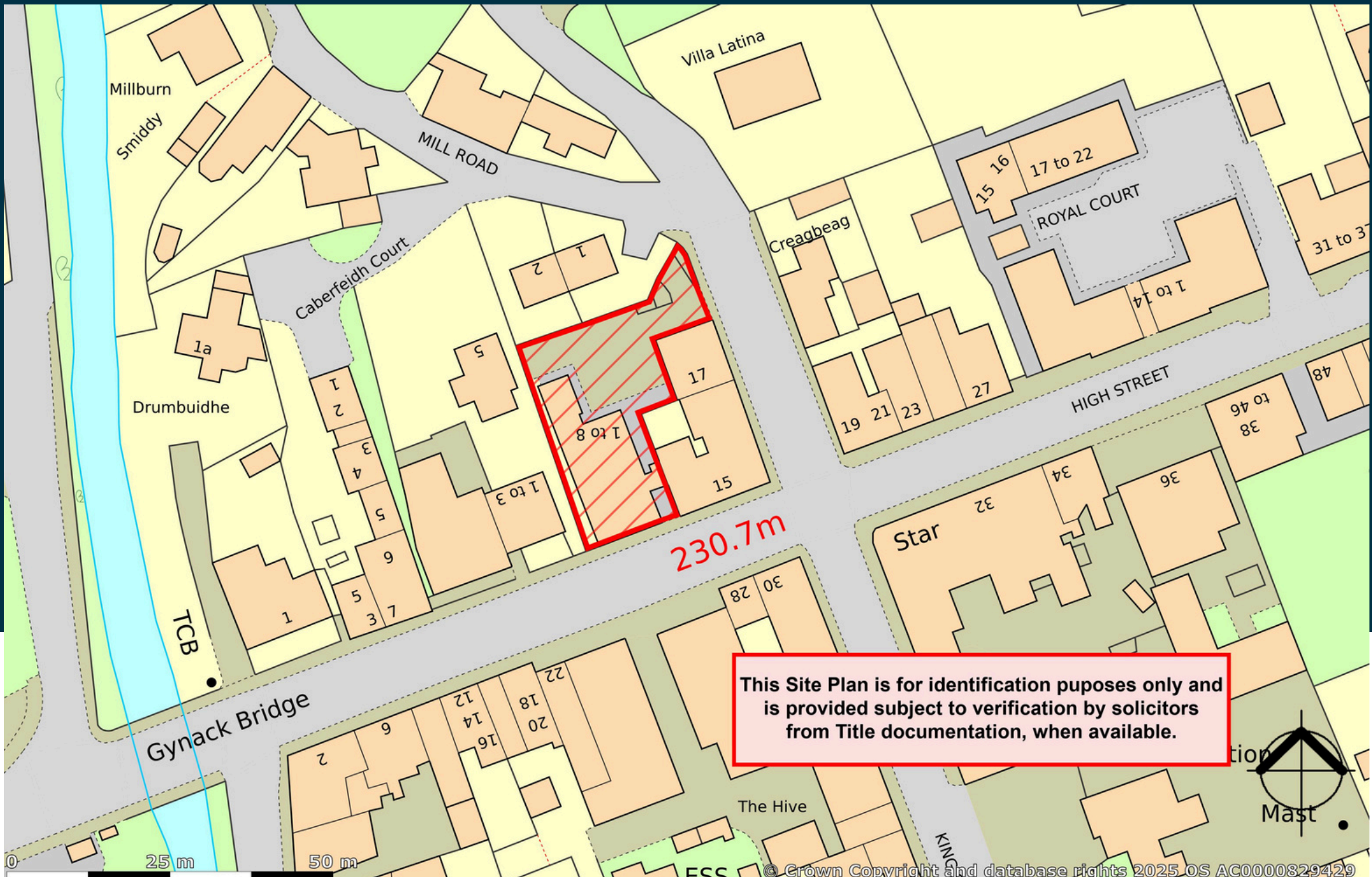
Studio Apartments











This Site Plan is for identification puposes only and is provided subject to verification by solicitors from Title documentation, when available.



## SERVICES

Mains electricity, water and drainage. Heating and hot water is via an electric central heating system. Each apartment has its own hot water boiler. There are solar panels on the roof of the property.

## ENERGY PERFORMANCE CERTIFICATE

The Seelies – EPC Rating – TBC

The Energy Performance Certificate is available on request.

## RATEABLE VALUE

The Seelies - Rateable Value £16,900 (1st April 2023).

## TENURE

Heritable (Freehold) / Outright Ownership

## PRICE

Offers in the Region of £1,200,000 are invited for the heritable (freehold) interest in the property, the trade fixtures, fittings and equipment, together with the goodwill of the business, which is to be sold complete as a going concern. Stock in trade to be purchased at an additional price at valuation on the date of entry.

**To arrange a viewing please contact:**



**Peter Seymour**  
**Director - Hotel + Leisure**  
Peter.Seymour@g-s.co.uk  
07967 551 569



**Katie Tait**  
**Agent - Hotel + Leisure**  
Katie.Tait@g-s.co.uk  
07500 423 941

## EXCLUSIONS

Personal effects of the vendors. Standard industry items held under lease or lease purchase arrangements.

## FINANCE/BUSINESS MORTGAGES

Graham + Sibbald are in regular contact with the specialists involved in the financing of business and property purchases in Scotland and we would be happy to assist with introductions if required.

## VIEWING

Strictly by appointment only to be made through Graham + Sibbald. No approach to be made to the property or members of staff.

## OFFERS

All offers should be submitted in Scottish Legal Terms to the sole selling agents at the address below:

Graham and Sibbald  
40 Torphichen Street  
Edinburgh  
EH3 8JB



1. These particulars are intended as a guide only. Their accuracy is not warranted or guaranteed. Intending Purchasers/Tenants should not rely on these particulars but satisfy themselves by inspection of the property. Photographs only show parts of the property which may have changed since they were taken.
2. Graham + Sibbald have no authority to give any representation other than these particulars in relation to this property. Intending Purchasers/Tenants take the property as they find it.
3. Graham + Sibbald are not authorised to enter into contracts relating to this property. These particulars are not intended to nor shall they form part of any legally enforceable contract and any contract shall only be entered into by way of an exchange of correspondence between our client's Solicitors and Solicitors acting for the Purchaser/Tenants.
4. All plans based upon Ordnance Survey maps are reproduced with the sanction of Controller of HM Stationery.
5. A list of Partners can be obtained from any of our offices.

Date published: **August 2025**

Under HMRC and RICS regulations and The Criminal Finances Act 2017, as property agents facilitating transactions, we are obliged to undertake AML due diligence for both the purchasers and vendors (our client) involved in a transaction. As such, personal and or detailed financial and corporate information will be required before any transaction can conclude.