

Banchory Lodge Hotel Case Study

At the time of purchase of the Banchory Lodge Hotel in 2012 it was in a state of disrepair and employed 20 people. We invested in a significant refurbishment to work towards achieving a 4 star standard boutique hotel.



We were introduced to the SAB scheme through our at Business Gateway advisor. The scheme supported us with grant assistance for our marketing campaign and website to relaunch the upgraded hotel. The coverage achieved was phenomenal and would not have been possible without SAB.

A year later, with all targets exceeded we approached the SAB scheme to support our growth by assisting us to rebrand the hotel to send out a cohesive message that reflected the style and quality of our product. The SAB development grant allowed us to achieve this as a single project, rather than the bit by bit approach our cashflow constraints would have forced us to take.



The SAB scheme has been invaluable in supporting us in going from a business that employed 20 people to one that now employs 58.

Carol Fowler, Director, Banchory Lodge Hotel