

FOR SALE

COMMERCIAL DEVELOPMENT OPPORTUNITY



Grampian Road
Aviemore, PH22 1RH

- 22 self-catering apartments, shops, hotel and underground parking
- Planning permission obtained August 2025
- Total site area: 2 acres or thereby
- Prime location on Grampian Road — main thoroughfare through the town
- Guide price — on application
- Year-round tourist destination

LOCATION

Aviemore is a popular tourist destination known for its stunning natural beauty, outdoor activities and vibrant local culture. Visitors can enjoy activities like hiking, skiing, mountain biking and wildlife spotting in the Cairngorms National Park. Aviemore also offers a range of accommodation options, restaurants and shops to cater for tourists. It is a great place to experience the Scottish Highlands and immerse oneself in the charm of the region.

The development occupies a prime site located centrally within the Aviemore town centre. Aviemore is a highly sought after tourist/residential area located in the picturesque Cairngorms National Park. Over one million tourists travel to Aviemore each year with the intention of taking in the scenery, as well as exploring the wide range of outdoor activities which Aviemore offers.

Aviemore has a resident population of roughly 3,300 and attracts over one million tourists with approximately 77% staying overnight (2020) and it is estimated that a further 2% of tourists stay with in self-catering accommodation. Whilst most visitors are sightseers who aim to spend multiple days admiring Aviemore, the town is also popular with day trippers from other parts of Scotland and UK holiday makers on short breaks.

There is a number of visitors who visit the town year round. However, the majority of visitors arrive during the Summer months with roughly 56% of visitors arriving during this time. There is still a demand throughout the rest of the year with 20% of visitors arriving in Autumn, 12% in Winter and 12% in Spring. Of these visitors, 23% of all overnight stays are spent in self-catering accommodation. Aviemore is a top rated tourist destination which gives this development huge potential.

DEVELOPMENT OPPORTUNITY

The site extends to a gross development area of 2 acres or thereby on which there is full planning consent for 22 self-catering apartments, shops, hotel and underground parking.

AVIEMORE RESIDENTIAL MARKET

The Aviemore residential market has shown positive trends in recent years. The regions natural beauty in proximity to outdoor recreational activities and access to amenities have contributed to its appeal among home buyers. The demand for properties, both as primary residences and vocational homes has been steadily increasing.

One key factor driving the Aviemore market is the growth of tourism in the area. Aviemore attracts a significant number of visitors each year particularly outdoor enthusiasts, skiers and hikers. There is strong demand for vacation homes and rental properties creating opportunities for property investors.

Property prices in Aviemore have been on an upward trajectory due to limited inventory and high demand. However, the market remains relatively affordable compared to other popular destinations. Buyers can find a range of property options including detached houses, town house and apartments catering to different budgets and preferences.

PLANNING

Planning was granted on the 1st of August 2025 for the erection of 22 self catering apartments, shops, hotel and underground parking.

Further information/drawings are available on application to the marketing agent.







To arrange a viewing please contact:



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SERVICES

We understand that the site will benefit from connections to utilities and drainage nearby, however, potential purchasers require to make their own enquiries in this regard.

VAT

Applicable.

PRICE

On application.

LEGAL COSTS

Each party will pay their own legal costs. Should LBTT or registration dues be applicable, the Purchaser will be liable.

VIEWINGS

Strictly by appointment only to be made through:

Graham + Sibbald
4 Ardross Street
Inverness
IV3 5NN



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