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**Welcome Pack and Future Business Potential**

**Ceol na Mara Guest House**

**General**

We are Marlene and John Mitchell and offer this superb opportunity to buy a very successful guest house in Direcleit, North Harris. This is a family-run business. 15 minutes from the stunningly tranquil Luskentye beach in South Harris. Ceol na Mara is the only guest house in the Isle of Harris to be awarded Visit Scotland’s prestigious 4 star gold grading. We are also members of Outer Hebrides Tourism Industry Association and Green Tourism. We have continuously worked closely with the following major tour operators:

* Hebrides Hopscotch Holidays
* MacKinlay Kidd
* Umfulana (Switzerland)
* Schottland Taxis (Germany)

We hold TripAdvisor’s certificate of excellence with over 95% of guests voting us as ‘very good’ or (primarily) ‘excellent’. Additional marketing is carried out through our own informative website [www.ceolnamara.com](http://www.ceolnamara.com)

**Locality**

Lewis and Harris has been named the top island in Europe and in the top five in the world by influential travel website, Tripadvisor. Local MP Angus MacNeil commented that visitor numbers have increased by 27% in the last 6 years. Indeed, ferry passenger numbers on the route Uig (Skye) – Tarbert – Lochmaddy increased by 42% from the years 2000 to 2010 according to Scottish Transport statistics. As a result of this ever-increasing Tourist industry – Ceol na Mara Guest House welcomes well over 1000 Guests in their 26 week trading season.

Whilst we are running the business on a semi-retired basis, we are aware that there is potential to increase revenue through offering the following:

* Extended season
* Evening meals and packed lunches
* Afternoon tea
* Alcohol licence
* Packaged short breaks tied in with local shooting, fishing, inland cruises etc.

As a choice based solely on our desired lifestyle, we outsource cleaning, laundry and ironing. Obviously, these services could be undertaken in-house to ensure maximum profitability.

We currently open for the period April through to September. Our online booking system indicates that we operate at over 90% occupancy throughout this period.

**Licence**

The business may apply for a full Guest House Licence through the local authority, and conforms to all fire regulations.

**Trading performance and future potential growth**

Accounts and future potential growth are available on request after a formal viewing has taken place.

**Summary**

The sale of Ceol na Mara Guest House offers a rare opportunity to purchase a high quality, beautifully presented property which is trading well but with potential for expansion of the business.

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