

Proposals for
Premier Inn Hotel
Pitlochry

Board Presentation

October 2025

Welcome

Thank you for visiting



We welcome your views on our proposals to redevelop the Acarsaid Hotel in Pitlochry into an 85-bedroom Premier Inn hotel.

This hotel development will help diversify the visitor offer in Pitlochry and address the recognised shortfall of branded hotels in Perthshire, contributing to the visitor economy reaching its full potential.

Whitbread, the parent company to Premier Inn, is working with Electra Developments Ltd to redevelop the site. Electra Developments Ltd will be designing the hotel to Premier Inn's specification, submitting the planning application, and managing the delivery of the new building which Premier Inn will occupy for the long-term.

Members of the project team are here today to explain the plans and answer any questions you may have.



Artist's impression of the proposed Premier Inn, taken from Atholl Road – Courtesy of the Harris Partnership

We really value your views, so please do take the time to speak to the team and provide us with your views.

Feedback forms are available here today, or you can share your comments through our project website at any time before the 6th of November.

About the site

We are proposing to redevelop the current Acarsaid Hotel at 8 Atholl Road – a highly accessible location on the eastern side of Pitlochry within walking distance of Pitlochry railway station and many of the town’s key attractions.

Given the current poor physical condition and the constraints of the building, this renders it unsuitable for redevelopment as a viable, fit-for-purpose, modern hotel.



Current Acarsaid Hotel



View of Acarsaid Hotel from Atholl Road

Key

1. Site
2. Willows B&B
3. Community Fire Station / Police Station
4. 'Escape Route' Cycling Shop
5. Rail Line
6. Saorsa 1875 Hotel
7. Scout Hut
8. Yeomans Cottage
9. Ellangowen House B&B
10. Oakbank B&B
11. Derrybeg B&B
12. Elmwood self-catering apartments
13. Dwelling

The site benefits from a prominent location along the A924, and serves as a gateway into the Pitlochry conservation area. Currently, the Acarsaid Hotel detracts from the conservation area, and this illustrates how important it is that the proposed development positively contributes to its surroundings for the long term.

The surrounding properties are predominantly Hotels, Bed and Breakfasts and Guest Houses, with adjoining neighbours including Willows B&B to the West and Yeomans Cottage to the North.



Opportunities and Constraints

In working up the proposed design, Harris Partnership, the project architect, considered the site's opportunities and constraints, which have influenced the development of the proposed design.

Below is a summary of the key constraints / opportunities which the site presents.

1. Consider boundary detail to respond to the existing dwelling aspect.
2. Considerable level changes to the front and rear of the site.
3. Dense trees and canopies to be retained. Root protection areas are identified in the arboricultural report.
4. Opportunity to remove unsympathetic 1960s and 1970s extensions and outbuildings.
5. Existing building and relationship to Atholl Road street scene.
6. Consider the relationship of the proposal to the adjacent Willows B&B.
7. Narrow entrance and following bend into the site pose issues for service and delivery vehicles.
8. Existing stone wall follows the entire perimeter of the site.

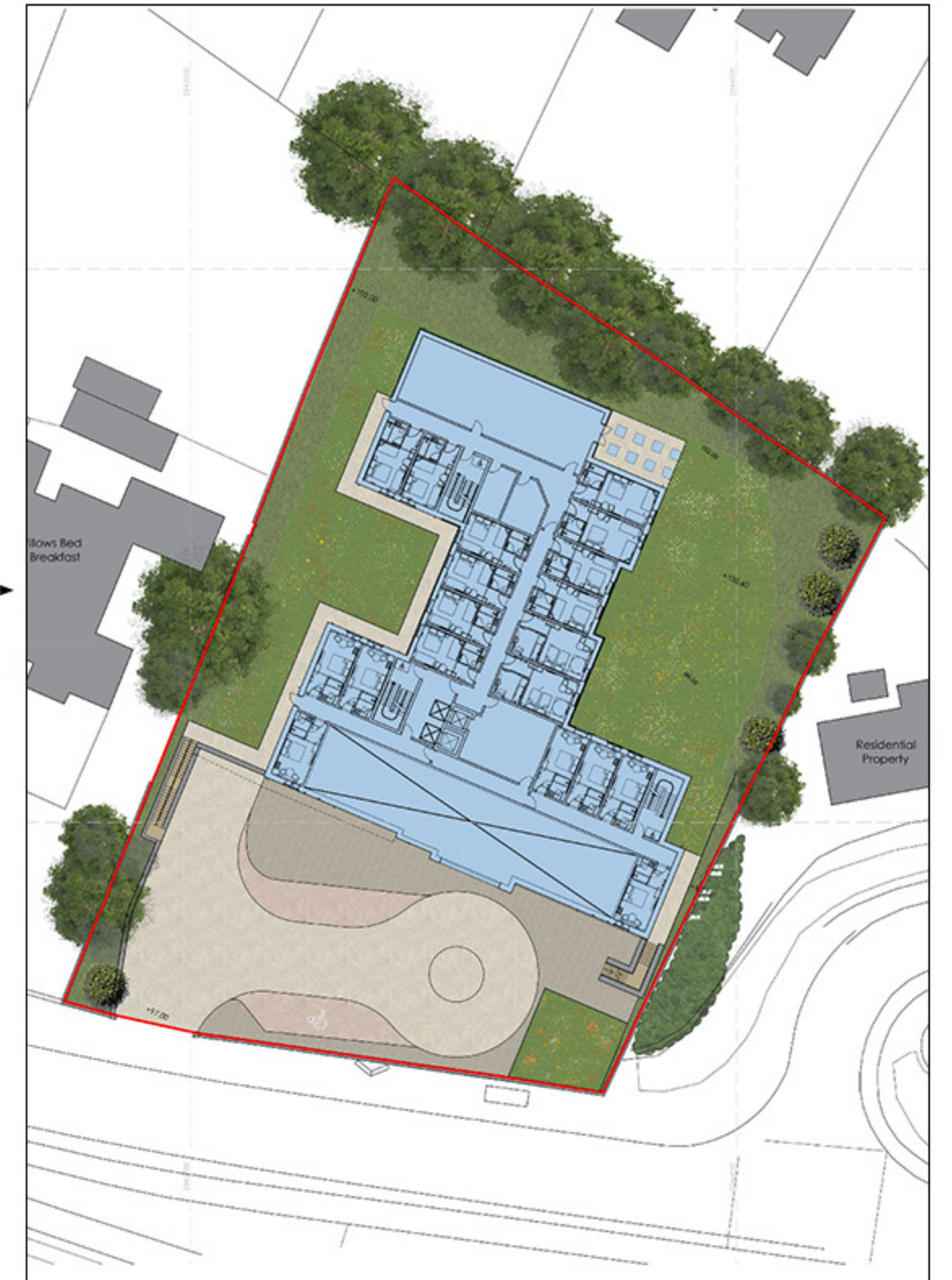


Design and Development

Premier Inn 
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Existing Site Plan



Proposed Site Plan

The proposed hotel

We are proposing an 85-bedroom hotel with an ancillary restaurant, with associated landscaping and parking.

All Premier Inn's are designed bespoke for their surroundings: marrying the local context with the operational needs of Premier Inn.

In Pitlochry, it is the intention that the design of the proposed Premier Inn will reflect the character of its surroundings. The hotel will be a similar height to the existing buildings, limiting the visual impact of the new building.



Our Proposed Hotel

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The ground floor is designed to align with the existing building line of the adjacent villas along Atholl Road. Car parking is integrated into the rear of the site, recessed below a landscaped podium that supports additional bedroom levels above. The layout provides a total of 34 parking spaces, with 32 located at the rear and two spaces at the front of the site. More information on parking can be found on the dedicated board at this public exhibition.

The front-of-house and reception areas are directly accessible from Atholl Road, with the proposed design ensuring fully accessible entrances throughout the building. All goods vehicles will access the hotel from Atholl Road and manoeuvre at the front of the site.



First/second floor plan (indicative)

Bedrooms will be located on the first and second floors, with 33 rooms provided per floor. The second floor primarily locates rooms within the roof space, designed to minimise the visual scale of the building whilst still offering spacious, brand-standard rooms for our customers. The facade facing Atholl Road is stepped to reflect the proportions of the existing villa, which is proposed to be demolished as part of the redevelopment.



Upper ground floor plan – indicative

The bulk of bedrooms are situated above the central portion of the car park, while the surrounding upper ground level areas feature a landscaped podium.

This design ethos ensures that parking is not visible from adjacent properties, thereby protecting residential amenity. The car park will be actively managed by the site team – something our teams are very experienced at across the country.



Scale and massing section

These sections illustrate the relationship between the proposed building and the existing ground levels, highlighting the extent of the scheme that is subterranean and concealed from the view of neighbouring properties. It can also be seen how the second-floor bedrooms are integrated into the roof, maintaining functional spatial requirements for a modern hotel whilst minimising apparent mass at high level.

About Premier Inn

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Premier Inn is all about providing flexible, family-friendly and consistent hotel accommodation to our guests.

We are known for offering excellent quality sleep, a warm welcome and great value for money, and our hotels appeal to leisure and business customers 365 days a year.

Premier Inn has a unique business operation in that we control every aspect of a guest's stay, from booking to the management of our hotels. This approach ensures our hotels are run responsibly and to consistently high standards, and we're proud of the fact that all staff working in our Premier Inn hotels are directly employed by Whitbread.

Our plan is to bring our very latest Premier Inn bedroom and F&B offer to Pitlochry. The on-site restaurant will focus primarily on offering our much-loved Premier Inn breakfast to our guests and a light-touch menu in the evening.

We do not cater for coach trips and tours, and all group bookings are managed by a dedicated team in our customer support centre. Ultimately, our hotel managers have the final say on whether to access group bookings.



An enhanced 'Premier Plus' bedroom

All Premier Inn rooms are priced dynamically and respond to customer demand throughout the year. The average price of a Premier Inn room outside of London was a little under £80 (excl VAT) during the first half of the 2026 financial year.

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[illegible]

In visitor expenditure per year supporting the leisure and tourism sector, of which £1.8 million concentrated within Pitlochry

Local Employment



A new Premier Inn in Pitlochry will create year-round jobs with opportunities to advance a career with Whitbread.

The proposed 85-bedroom Pitlochry hotel would be the second Premier Inn in Perth and Kinross and will support 25 full-time permanent jobs in a variety of roles.

We're passionate about the opportunities of a career in hospitality and offer an attractive package of benefits to our site teams.

All Premier Inn team members are permanent employees who receive paid on-the-job training and have the opportunity to work towards structured apprenticeships. Our culture is to promote from within.

If our planning application is successful, Electra Developments will invest £11.5 million in the construction of the new hotel. It is estimated the 18-month construction period will directly support 35 full-time employed jobs in Scotland, 30 of which will be in Perth and Kinross.

All recruitment and training is led by our in-house teams, and we are particularly focused on encouraging people who are not currently employed or in training to join us. We also welcome applications from people looking to change direction in their career, or return to work, and offer flexible full-and part-time shifts to our teams.

Typically the recruitment process for new Premier Inn hotels kicks off approximately three months before we open the doors.

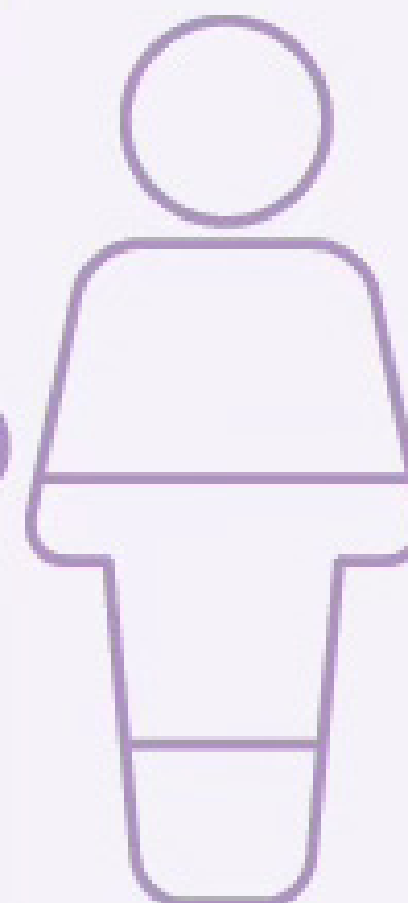
Contribution to Labour Market and Economic Productivity

Construction Phase



£11.5 million

Investment in the construction of the Proposed Development¹



50 gross direct

FTE (full time equivalent) jobs supported on and off site (18 month construction period)

35 direct

FTE jobs in Scotland, including 30 in Perth & Kinross

30 indirect / induced

FTE jobs across Scotland including 5 in Perth & Kinross



£6.9 million

Total GVA² economic output during the construction period, including £4.7 million in Perth & Kinross

Operation Phase³



25 gross FTE jobs

Supported on site, including front of house, management, restaurant and maintenance roles



Uplift of £800,000

GVA² economic output per annum, including £700,000 in Perth & Kinross



Uplift of £320,000

Estimated gross wage expenditure per annum, supporting businesses in the local and wider economy



Uplift of £70,000

In business rates revenue collected by Perth & Kinross Council per annum

Appearance

The proposed hotel design will be carefully developed to respect and respond to the architectural character of Pitlochry, a town renowned for its distinctive blend of traditional Highland architecture and 19th-century Victorian influences.

The building will feature natural stone cladding, referencing the locally quarried stone commonly seen on historic villas and public buildings throughout Pitlochry as well as slate roof tiles.

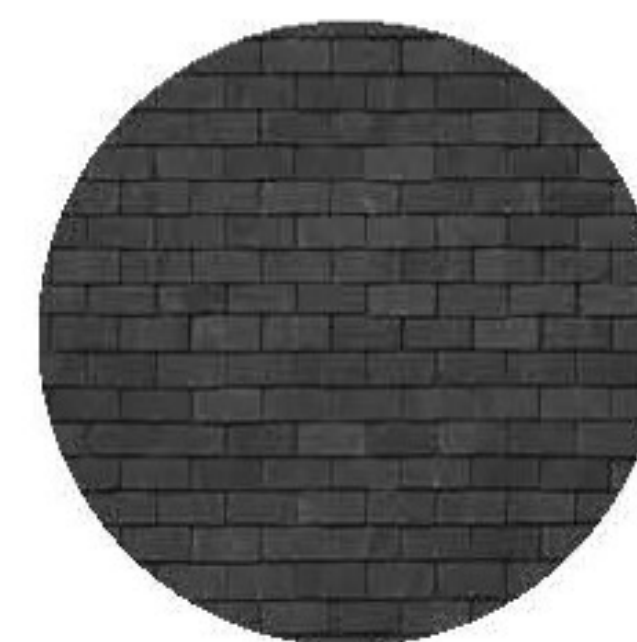
To introduce a contemporary element to the design, modern metal and timber cladding will be used selectively. The scale, proportions, and massing of the hotel have been designed to echo that of the surrounding villas, with stepped façades and rooflines that reflect the rhythm of the existing street.



① Natural Stone
(splitfaced)



② Natural Stone
(smooth)



③ Slate Roof



④ Rainscreen Cladding



⑤ Curtain Walling

Transport

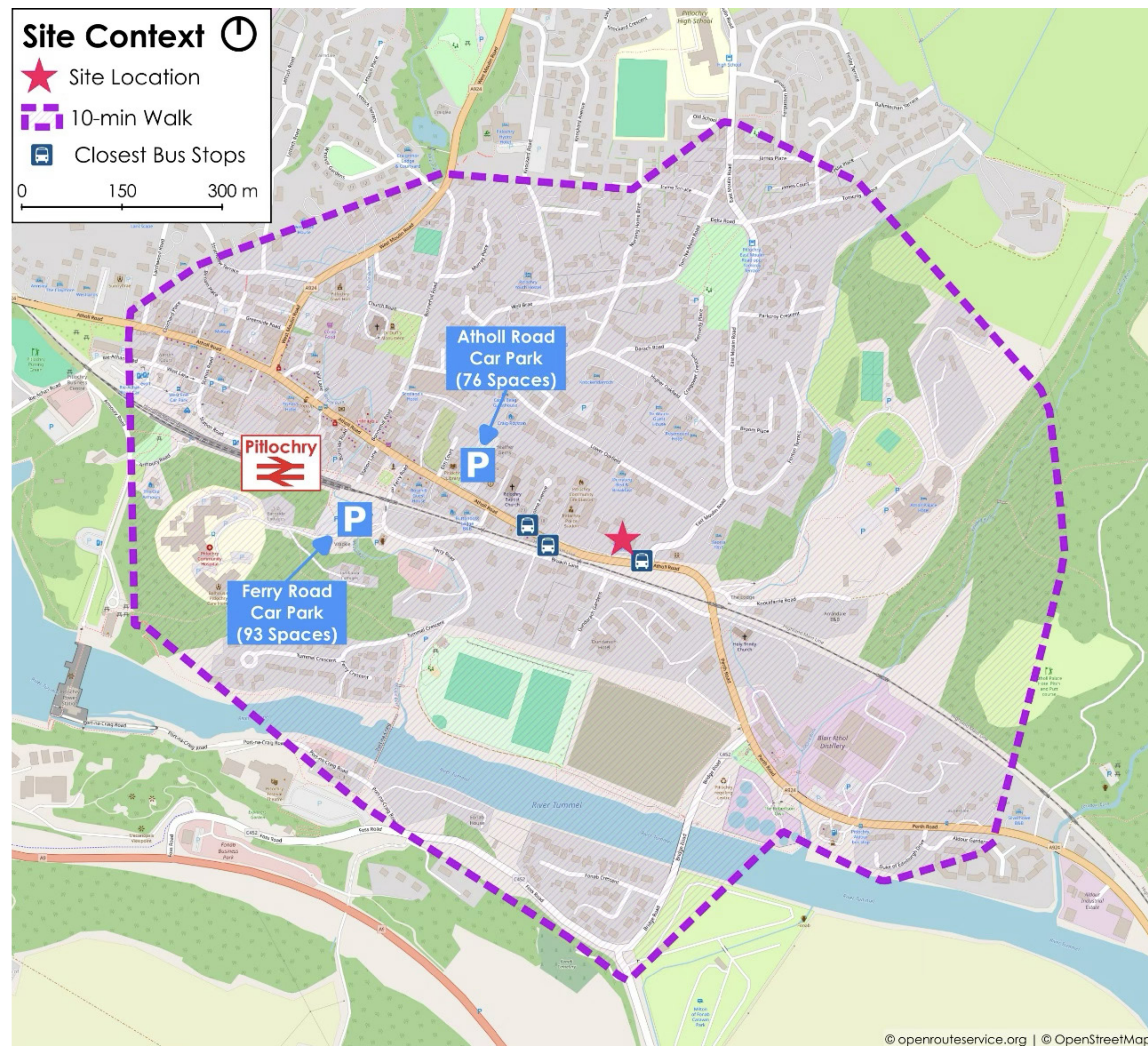
Accessibility

The site is within convenient walking distance of Pitlochry Rail Station with direct trains across Scotland and to / from London.

Atholl Road features several bus stops and a dedicated coach stop, providing regular direct links to Glasgow and Edinburgh.

Guests are therefore able to access the hotel via means other than a private vehicle.

Cycle parking will be provided at the hotel in accordance with Council standards, with opportunities locally for cycling (e.g. the popular National Cycle Network Route 7).

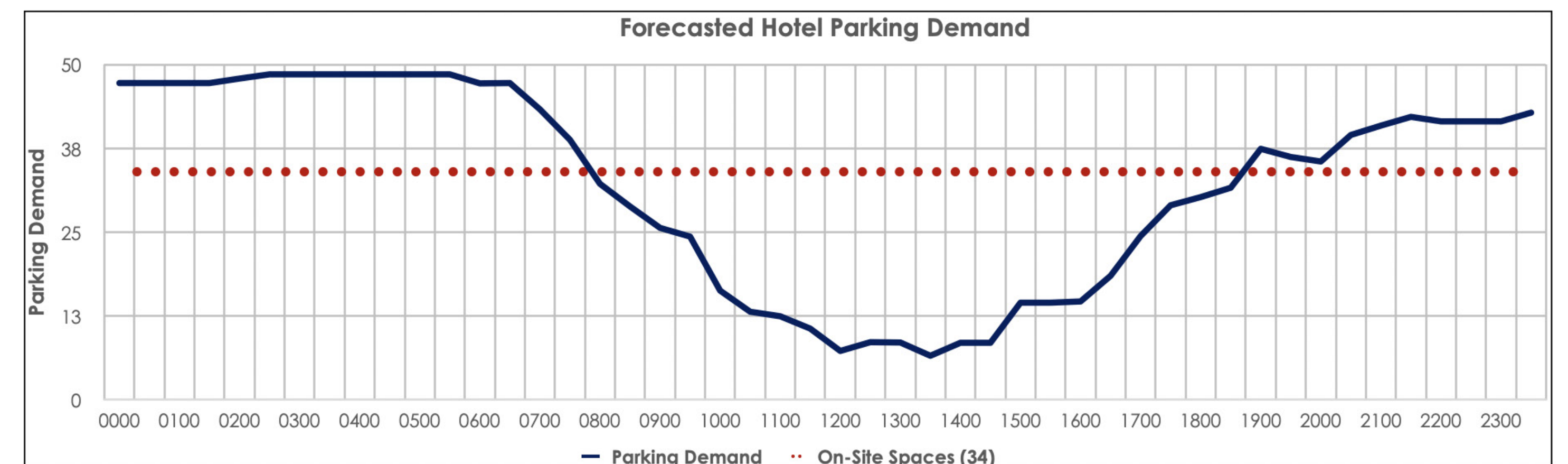


Transport Car Parking



On-site car parking would provide 34 spaces, including Electric Vehicle Charging Points (EVCPs).

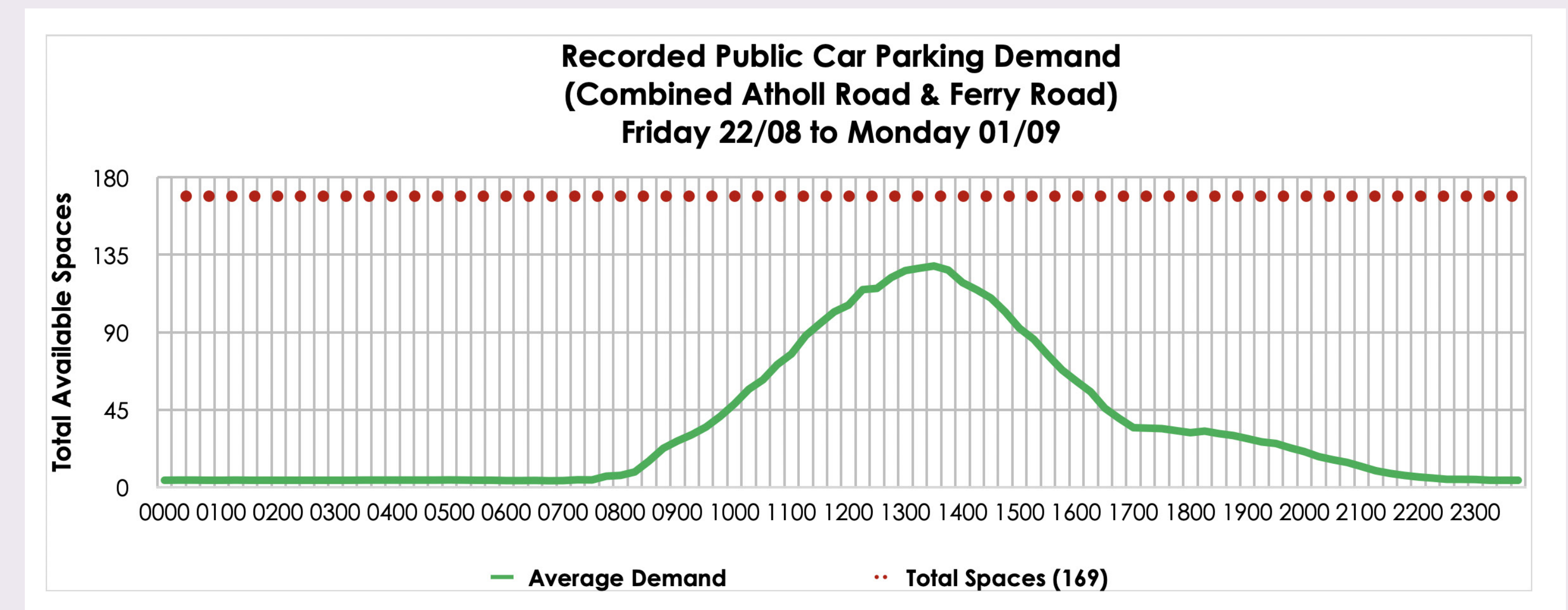
Parking demand at Premier Inn Aviemore was recorded between Thursday 28th and Saturday 30th August inclusive, to provide a comparative parking forecast for the new hotel. The results have been factored to the proposed 85 bedrooms, assuming all are occupied, and are shown to the right.



34 spaces is sufficient to accommodate guest demands throughout the majority of the day. When demand exceeds this (18:00 to 08:30), guests can use the 24-hour public car parks within a short walk of the site:

- Atholl Road Car Park (76 spaces) – 4-minute walk.
- Ferry Road Car Park (93 spaces) – 8-minute walk.

Occupancy of these car parks was surveyed between Friday 22nd August and Monday 1st September inclusive. The combined average demand during this period across the two car parks is shown to the right.



Public parking demand is highest during the central part of the day, with very low demand overnight. The hotel would operate in a complementary manner, and any overspill guest parking could be accommodated within these car parks.

We expect the majority of our team will live in the local area and will be able to walk or cycle to work. For those taking private transport, the highest demand from staff for car parking spaces will be during the day when the on-site car park is quietest.

Demand for spaces from staff during the evening, when guest spaces are in highest demand, are not expected to be significant. This is driven by the operational requirements of a budget hotel, and on-site car parking will be actively managed by the hotel team.

Sustainability

Electric-Only Development

The proposed development is designed to utilise air source heat pumps to provide heating and cooling to the interior space. By designing these systems to run exclusively on electricity, the hotel will have the capability to run on wholly renewable energy sources, reducing its operational carbon footprint.

The plant equipment required for the air source heat pump system is to be located in a partially subterranean plant room (toward the rear of the site), incorporating discreet sloped screens to provide ventilation. By designing with strong sustainability aspirations from an early stage, we have been able to integrate such equipment into the scheme in a manner which does not detract from the outward appearance.

As part of the project's sustainability strategy, photovoltaic (PV) panels will also be installed on suitable roof areas to generate renewable electricity. These panels will reduce the building's reliance on grid-supplied energy and contribute to long-term carbon reduction goals.



Next Steps

and how to feedback

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We are now running a period of consultation until Thursday 6th November 2025.

Once the consultation period has ended, we will analyse the feedback received from the residents, businesses, councillors and others.

We will consider the comments, adjust and finalise our plans, and then submit the planning application to Perth and Kinross Council in the Autumn.

It is anticipated that the planning application will be determined at some point in the Spring of 2026. If the application is approved, we would look to start work on the site within 12 months and plan to communicate with the local community throughout the construction period

Thank you for taking the time to come to this public event today – your feedback is important and matters to us.

We want to build a hotel that is sensitive to the character of Pitlochry and one that will benefit the community. We will use your feedback to help us review our proposals and a summary of all feedback will be included in the planning application to Perth and Kinross Council.

You can feedback in the following ways:

- Complete one of our feedback forms and leave it with us today
- Provide feedback online at www.premierinn-pitlochry.co.uk
- Email hello@premierinn-pitlochry.co.uk
- Write to Pitlochry Premier Inn Consultation, c/o Orbit Communications, 42 Charlotte Square, Edinburgh EH2 4HQ
- Call 0131 202 3259.

We welcome all feedback by the 6th November 2025.