

Highland Coast Hotels swoops for global hospitality veteran as new chief executive

By [Simon Warburton](#) ⌚ February 24, 2023, 11:45 am

0



Guy Crawford with Misty, a Blue Rowan cocker spaniel. Image: Highland Coast Hotels.

Highland Coast Hotels (HCH) has pulled off a major coup with the appointment of Moray global hospitality veteran Guy Crawford as its new chief executive.

Mr Crawford's hotel senior management career CV is as glittering as it comes after managing such star names such as the iconic Burj al Arab in Dubai and [Le Meridien](#) Africa, Caribbean and Indian Ocean.

The Forres man also spent 23 years at [Forte Heritage Hotels](#) where he held senior management positions in Belgium, Morocco, the UK and Bahamas.





As a fellow of the [Institute of Hospitality](#) and one of the first members of the Global Scots international business network, he brings with him a wealth of experience and a passion for the Scottish Highlands.

Long Highland heritage

The appointment represents a return to his roots for Mr Crawford.

His grandparents and parents were hotel owners and managers in the Scottish Highlands, including venues in Forres, Nairn, Grantown-on-Spey, Aviemore and Craigellachie.

His wife Elizabeth is originally from Barra in the Western Isles.

Mr Crawford said: “The Scottish Highlands is not only one of the most beautiful corners of the earth, but the region holds so many personal family connections and memories for me.



Guy Crawford. Highland Coast Hotels. Supplied by MCIPR

“As Scotland’s newest luxury boutique hotel collection, Highlands Coast Hotels is already establishing its reputation for showcasing world-class Highland food and drink, supporting local businesses and hospitality.

As part of the leadership changes current CEO Roddy Watt will step back from involvement in day-to-day operations and focus on development of the business through investment and acquisition in his role as development director.

Hotels have undergone major upgrades

Mr Crawford will join Highland Coast Hotels from April 6, when he will start leading the business into the next phase of its development and expansion.

The business has undergone significant change in the past year receiving £4.45m publicly-backed investment as a loan in 2022 from the state-funded Scottish National Investment Bank to boost jobs and training for the local area.

Last year also saw the relaunch of Royal Marine Brora, while 2023 will see the introduction of two newly refurbished properties to the collection.



The Plockton Inn. Image: Highland Coast Hotels

The Tongue Hotel and Plockton Inn will re-open to visitors in April following upgrade investments of £800,000 and £1m respectively.

Significant upgrade to properties

Since 2021, HCH has acquired several properties in the region including the [Kylesku Hotel](#) overlooking Loch Gleann Dubh in the far West Highlands and [Newton Lodge](#) giving on to Loch Glencoul a few minutes from Kylesku.

HCH also has the [Royal Golf Hotel](#) in Dornoch positioned on the first tee of the course and Royal Marine Hotel in Brora.

Conversation

Loading...

More from Business



'One of the giants': CNR to shut down Ninian oilfield in 'challenging' market



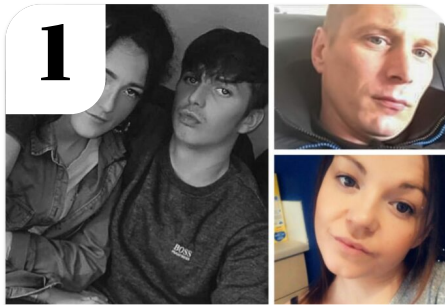
Hunting still committed to Aberdeen despite 'disaster' windfall tax



H
fc
gi
b



Most Read

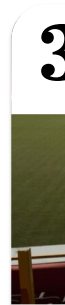


1
Friends locked up over rampage of violence in pubs that left five people injured



2
Controversial 3-bin change rolling out in Aberdeenshire from April

5



3
N
e:
p
cl



More from Press and Journal



Hopes to bring popular international Redhead Day celebrations to Moray



Yellow weather warning for snow and ice issued for north and north east



C
l
a
p
a



Editor's Picks

Aberdeen budget: Leaders accused of 'complete hypocrisy' after voting to keep brown bin charges

Video: First visitors get a sneak peek as Aberdeen's new retro arcade bar opens its doors

Millie Bothy owner accuses Moray Council of trying to find 'any and every reason' to reject plans

Watch: Highland League Weekly preview show and Saturday camera games revealed

Moreen Simpson: Worlds collided when I met Betty Boothroyd

UK first as renewables firm Statkraft signs scholarship partnership with University of the Highlands and Islands

Most Commented

1

Scottish minister Lorna Slater warns companies to sign up for 'carnage' recycling scheme deadline

2

Nicola Sturgeon's government has failed north and north-east, admits SNP leadership hopeful Ash Regan



3 Controversial 3-bin change rolling out in Aberdeenshire from April

5 Aberdeen budget exclusive: City centre business rates exemption zone plans revealed

7 Aberdeen budget: Libraries to close, school meal costs to increase and council tax to rise in 'deplorable' savings drive

9 Natural History Museum rules out turning Aberdeen's old John Lewis into new treasure trove

4 Aberdeen Beach Leisure Centre and Bucksburn Swimming Pool to CLOSE after £700,000 cut

6 Deposit return scheme: 'It's not going to be perfect on day one', but we're sticking to August launch says boss

8 The lowdown on Aberdeen managerial contender Ricardo Rodriguez from the football director of his former club in Japan

10 Drone pictures: White gas billows into sky as Aberdeen incinerator fires up
