

HOSPITALITY ECONOMICS · 2026 EDITION

Ireland vs. Scotland Castle Hotel Index

Ireland has become Europe's premium castle hotel destination, surpassing Scotland on price and demand.

A side-by-side rate index of twenty-five properties, in US dollars.

FINDINGS IN FOUR FIGURES

\$679 IRELAND AVG SUMMER RATE	\$527 SCOTLAND AVG SUMMER RATE	+29% IRELAND PREMIUM IN SEASON	157% LARGEST SEASONAL SWING
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Executive summary

Ireland has become Europe's premium castle hotel destination, surpassing Scotland on price and demand.

Dublin, 7 June 2026. Irish castle hotels now charge a 29% summer premium over Scotland's, with the country's flagship estates, Adare Manor and Ashford Castle, setting a four-figure benchmark no Scottish property matches. The Ireland vs. Scotland Castle Hotel Index 2026, published today by The Ireland Edit, prices fifteen Irish and ten Scottish castles across peak and off-peak nights and finds the gap is widening. What the premium buys is not square footage. It is salmon rivers, private islands, ancestral keeps and, at Ashford, Europe's oldest falconry school.

Headlines

- 01 Irish castle hotels cost 29% more than Scottish in summer, and the gap is widening.**
Ireland averages \$679 a night in July; Scotland averages \$527. In winter the two countries are within \$41 of each other.
- 02 Adare Manor and Ashford Castle set a four-figure ceiling Scotland cannot reach.**
Adare peaks at \$1,705 in high season, Ashford's Corrib Double at \$1,134. Scotland's most expensive entry, Inverlochy Castle, tops out at \$866.
- 03 Ireland's price tag is paid in acres, not amenities.**
A 310-acre private island reached only by ferry at Waterford, 614 Regency acres at Ballyfin, salmon beats on the Owenmore at Ballynahinch, and the Rock of Cashel at the foot of the Cashel Palace garden.
- 04 Winter is the loophole.**
Irish castle rooms drop to a \$348 average off-peak. Kilkea and Clontarf start near \$216, less than half the summer rate, with full Irish breakfast and a turf fire included.
- 05 Dromoland's rate jumps 157% between January and July, the steepest swing in either country.**
Scotland's largest, Dornoch, is 133%. Book early or go off-season.

Key findings · Ireland

Average rates. Winter rooms (15 Jan 2027) averaged \$348 across the 15-hotel index; summer rooms (15 Jul 2026) averaged \$679, a 95% seasonal premium. Adare Manor and Ashford Castle command four-figure nightly rates.

High-end leaders. Adare Manor tops the list at \$1,705 in peak summer. Ashford Castle's Corrib Double runs \$1,134 in summer and \$526 in winter, buying a stateroom in the original keep and the run of an 800-year-old estate on Lough Corrib.

Value in winter. Mid-range castles such as Kilkea (\$270 winter start) and Clontarf (\$216 winter start) deliver the ambience of a castle stay at hotel-level pricing. Winter guests can request tower rooms in the original keeps and take breakfast by a turf fire in the drawing room.

Largest seasonal swing. Dromoland Castle rises from roughly \$355 in winter to \$914 in summer, a 157% premium. The 450-acre estate is the last of the O'Brien ancestral seats and sits minutes from Shannon Airport.

Key findings · Scotland

Average rates. Scotland's castles averaged \$307 per night in winter and \$527 in summer, a 76% seasonal premium.

High-end leader. Inverlochy Castle charges \$866 in summer and \$574 in winter, still below Ireland's top tier.

Largest seasonal swing. Dornoch Castle nearly doubles from \$191 to \$445, a 133% increase, narrower than Dromoland's.

“People aren't buying a room. They are buying the silence after the ferry to Waterford pulls away, a Harris's hawk on the arm at Ashford, and the amber light over the Bluestacks at Lough Eske. Winter doesn't just save you money. It gives you the castle back.”

DEBORAH NUNEZ · FOUNDING EDITOR, THE IRELAND EDIT

Comparative analysis

Ireland's average summer rate of \$679 is \$152 higher than Scotland's \$527. In winter the gap narrows to \$41. Off-peak pricing is broadly similar; the Irish experience commands the premium in high season, and almost the entirety of the gap is created at the luxury end of the market. Adare Manor, Ashford Castle and Ballyfin Demesne have no Scottish equivalent in price, heritage or global recognition.

Rate index · Irish castle hotels

Lead double rates, winter (15 Jan 2027) and summer (15 Jul 2026), in US dollars.

PROPERTY	COUNTY	WINTER (USD)	SUMMER (USD)	SWING
Adare Manor	Limerick	\$751	\$1,705	+127%
Ashford Castle (Corrib Double)	Mayo	\$526	\$1,134	+116%
Ballyfin Demesne	Laois	\$891	\$1,507	+69%
Dromoland Castle	Clare	\$355	\$914	+157%
Ballynahinch Castle	Galway	\$297	\$610	+105%
Waterford Castle	Waterford	\$265	\$562	+112%
Markree Castle	Sligo	\$200	\$373	+86%
Lough Eske Castle	Donegal	\$238	\$502	+111%
Cabra Castle	Cavan	\$211	\$427	+103%
Kilkea Castle	Kildare	\$270	\$562	+108%
Clontarf Castle	Dublin	\$216	\$416	+93%
Cashel Palace	Tipperary	\$427	\$859	+101%
Barberstown Castle	Kildare	\$243	\$454	+87%
Castle Leslie	Monaghan	\$297	\$535	+80%
Kinnitty Castle	Offaly	\$243	\$448	+84%

Rate index · Scottish castle hotels

Lead double rates, winter and summer, converted to US dollars at GBP/USD = 1.27.

PROPERTY	REGION	WINTER (USD)	SUMMER (USD)	SWING
Inverlochy Castle	Highlands	\$574	\$866	+51%
Glenapp Castle	Ayrshire	\$427	\$751	+76%
Cromlix House	Perthshire	\$373	\$670	+80%
Glenborrodale Castle	Argyll	\$319	\$589	+85%
Dornoch Castle	Sutherland	\$191	\$445	+133%
Stonefield Castle	Argyll	\$189	\$362	+91%
Dalhousie Castle	Midlothian	\$243	\$427	+76%
Culcreuch Castle	Stirlingshire	\$178	\$319	+79%
Roxburghe Hotel & Estate	Borders	\$319	\$562	+76%
Tulloch Castle	Highlands	\$200	\$373	+86%

Methodology

Sample dates: 15 July 2026 (peak summer) and 15 January 2027 (off-peak winter). The index covers fifteen Irish and ten Scottish castle hotels. Rates are taken from each property's published tariff at the booking window, cross-referenced with authoritative travel guides, and reported in US dollars. Conversion rates: EUR/USD = 1.08, GBP/USD = 1.27. Averages are unweighted means across the in-index properties. Where a property publishes a range, the lead double rate is used.

About The Ireland Edit

The Ireland Edit is the definitive resource for discerning American travellers planning luxury and bespoke journeys across Ireland. Our editorial team publishes destination guides, cultural insights and original research from the ground in Ireland.

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