



Association of Deer
Management Groups (ADMG)

SURVEY OF STALKING RENTS 2018

Sponsored by Knight Frank – Final Report.



Executive Summary

This is a repeat of the 2011 survey exercise, with the aim of establishing current charges and trends and how these vary by stalking experience.

59 estates took part in this survey, covering a total area of 498,000 hectares (1,231,000 acres), compared to 76 estates with 550,000 hectares (1,360,000 acres) in 2011.

The reported prices of both stag and hind stalking have increased from 2011 to 2018. The average charge for a day's stag stalking with stalker and ghillie has increased by 38%. The average charge for a day's hind stalking with stalker only has increased by 81%, and for stalker and ghillie has increased by 32%.

For stags, the provenance of guests has changed since 2011. The 2018 survey found that Europe is the most important source of guests, followed by 'Rest of UK' and then Scotland. The 2011 results showed 'Rest of UK' as most important, then Scotland, then Europe.

For hinds, Europe has also become the most important source of guests in 2018, with Scotland and 'Rest of Europe' equal second. In 2011, 'Rest of UK' was most important, closely followed by Scotland, with Europe a distant third.

For both stags and hinds, the number of estates using repeat business and word of mouth for marketing has fallen between 2011 and 2018. Use of advertising, agents, and the Scottish Country Sports Tourism Group has risen.

ADMG Survey of Stalking Rents 2018.

Full results.



1. How many stags do you let per year?

Numbers ranged from 3 to 400, with an average of 42 let per estate per year. 37 estates (54%) let between 20 and 50 stags, 3 let 100 stags or more and 12 let less than 20.

2. Do you let by the stag, day, week or other?

34 let by the stag only (59%)

None let by the day only

11 let by the week only (19%)

One lets for the whole season (2%)

The rest let by combination of stags/day/week.

3. How many hinds do you let per year?

Numbers ranged from 8 to 130 per estate, with an average of 45 let per estate per year. 7 estates let less than 20 hinds per year, 31 (62%) let between 20 and 50 hinds, 10 (20%) let 60 to 100 hinds, and 2 let over 100.

4. Do you let by the hind, day, week or other?

2 let by the hind only (4%)

35 let by the day only (70%)

5 let by the week only (10%)

Other: One lets for the whole season (2%), one donates hind stalking to charity auctions (2%)

The rest let by combination of hinds/day/week.

5. How many days do you let stags in total?

46% let stags for fewer than 30 days per year, with a minimum of 3 days and an average of 32 days per estate.

Only 2 estates let stags for more than 100 days (one of these lets for the whole season, and the other covers several stalking beats on a large estate).

6. How many days do you let hinds in total?

50% let hinds for fewer than 30 days per year, with a minimum of 4 days and an average of 32 days per estate.

Only 1 estate lets hinds for more than 100 days (letting for the whole season).

7. Do you charge extra for a trophy?

19 estates charge for trophies (32%), with prices from £25 to £3850, often based on the number of antler points.

8. How many let stags do you expect to shoot per day?

97% expect to shoot 2 or fewer stags per day, with 45% shooting only one stag per day and 22% shooting 1-2 stags per day.

Only 2 estates expect to shoot more than 3 stags per day (over more than 1 beat).

9. How many let hinds do you expect to shoot per day?

Many responded that hind numbers shot per day varied depending on conditions, with 52% shooting 2 per day and 13% shooting 3 or more per day.

10. How do you offer your stag stalking and what do you charge (inc. VAT) on average per guest per day?

Estates charge from £300 to £1000 per guest per day (compared with £240 to £600 in 2011).

27% offer stalker only, charging £300 to £790, an average of £472 (compared with £444 in 2011, a 6% increase).

66% offer stalker plus ghillie, charging £325 to £1000, an average of £671 (compared with £487 average in 2011, a 38% increase).

7% offer stalker plus two ghillies, charging £540 to £864, an average of £670.

11. How do you recover your stag carcasses?

52 estates use ATVs (90%), with 34 of these using only ATVs (59%).

7 estates use ponies (15%), with 2 estates using only ponies (3%).

12 estates use quad-bikes (21%) along with other methods.

18 estates drag to vehicle (31%) along with other methods.

1 estate uses a boat along with other methods (2%).

22 estates use a combination of methods (38%).

12. How do you offer your hind stalking and what do you charge (inc. VAT) on average per guest per day?

48 estates responded, charging from £150 to £450 per guest per day (compared to £50 to £360 in 2011).

67% offer stalker only, charging £150 to £450, an average of £326 (compared with £180 in 2011, an 81% increase).

33% offer stalker plus ghillie, charging £200 to £385, an average of £269 (compared with £204 in 2011, a 32% increase).

13. How do you recover your hind carcasses?

47 estates use ATVs (94%), with 33 using only ATVs (66%).

4 estates use ponies (8%),
1 using only ponies (2%).

8 estates use quad-bikes (16%)
along with other methods.

12 estates drag to vehicle (24%)
along with other methods.

1 estate uses a boat along with
other methods (2%).

16 estates use a combination
of methods (32%).

14. Do you let your stalking inclusive of accommodation?

30 estates do not include accommodation (53%)

27 estates include accommodation (47%)

15. Do you reimburse clients for an unsuccessful stalk?

42 do not reimburse (71%)

17 do reimburse (29%). Of 14 responses,
the reimbursement ranged from 25% to 100%,
with 50-75% most common.

16. When does your let stag stalking start and end?

The earliest start is 1st July, opening day.

All estates end in October, with 84% ending on 20th.

5 estates start in July (9%)

27 start in August (47%)

21 in September (37%)

4 in October (7%)

17. When does your let hind stalking start and end?

56% of estates start on opening day, 21st October

20% start after this in October

22% in November

2% in January

2 estates end stalking in November (4%)

6 end in December (12%)

16 in January (32%)

25 in February (50%), with the 15th being the
last date for 19 estates.

18a. How do you market your stag stalking?

Estates chose as many of the 6 options that applied.

Of 59 estates:

32 said 'word of mouth' (54%)

40 said 'repeat business' (68%)

27 said 'advertising' (46%)

26 said 'agents' (44%)

22 said 'Scottish Country Sports Tourism Group' (37%)

11 said 'Other: International hunting fairs' (19%)

18b. How do you market your hind stalking?

Of 52 estates:

29 said 'word of mouth' (56%)

34 said 'repeat business' (65%)

14 said 'advertising' (27%)

9 said 'agents' (17%)

12 said 'Scottish Country Sports Tourism Group' (23%)

No other marketing options were specified.

19. Where do your guests come from?

Stags – 50 estates answered this question
(some ranked two options joint first where
they were equally important)

25 estates ranked 'Europe' first (50%)

20 estates ranked 'Rest of UK' first (40%)

6 estates ranked 'Scotland' first (12%)

1 estate ranked 'Rest of World' first (2%)

Hinds – 42 estates answered this question

16 estates ranked 'Europe' first (38%)

13 estates ranked 'Scotland' first (31%)

13 estates ranked 'Rest of UK' first (31%)

No estates ranked 'Rest of World' first

20. Additional comments

7 estates (12%) commented on high mortality
during winter 2017/18.

6 estates (10%) have experienced reduced deer
numbers due to neighbouring deer management
policies.

5 estates (8%) mentioned walker disturbance
of stalking.

21. Approximate area of ground for stalking

Stalking areas ranged from 1,180 acres (478 hectares)
to 96,000 acres (38,866 hectares).

The average area was 20,867 acres (8,448 hectares).



Ran Morgan, Knight Frank

"It is acknowledged that what Scotland can offer in this area is up there with the best in the world, if not the best. But we know that providers have often let for less than the market is prepared to pay. It is therefore interesting to see that the general movement recorded through this survey is an upward one, in terms of price, for stags and hinds."

"We have unmatched expertise among our stalkers and ghillies; let stalking is a long-acknowledged and essential aspect of deer management, steeped in tradition and fieldcraft; and we have spectacular scenery for its pursuit. I think all of us in the sector now recognise that there should be a premium for this."

"Undoubtedly the hard work of an under-resourced Scottish Country Sports Tourism Group, and a number of estates, deer forests and agents that have taken the initiative in terms of marketing, have helped to move this forward, and encourage greater interest from Europe and other non-UK markets. At last, I think, we have recognised the quality of our resource, and are not afraid to market it at a price it merits."

The 2018 survey of stalking rents was undertaken by Helen McIntyre on behalf of ADMG.

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