

Source: Daily Express {Main}
Edition:
Country: UK
Date: Monday 15, August 2011
Page: 44
Area: 148 sq. cm
Circulation: ABC 625952 Daily
BRAD info: page rate £27,329.00, scc rate £97.00
Phone: 020 7928 8000
Keyword: Guy Parsons



Budget hotel group is looking to open near Kinder Scout, Derbyshire

Travelodge parks plan

GROWING numbers of people choosing to take their holidays in rural beauty spots have encouraged Travelodge to invest £135million in new hotels near Britain's national parks.

The 475-strong budget hotel chain is looking to open in a further 37 locations close to the 15 national parks. The move is being kickstarted by a new Travelodge planned in the Derbyshire town of Glossop, the "Gateway to the Peak District",

and close to Kinder Scout. The group's property teams are also seeking sites close to the Cairngorms, Snowdonia, the Lake District and Exmoor.

Chief executive **Guy Parsons** said existing hotels near national parks had performed strongly this year. "More Britons are holidaying at home than ever before," he said. Traditionally they have opted for a coastal or city break but as they explore the UK they are rediscovering holiday hotspots."