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# Aviemore targeted by hotel company

BUDGET hotel chain Travelodge has Aviemore in its sights for expansion.

The firm yesterday announced plans to open 37 sites near to the UK's 15 national parks.

The group, which currently has 475 hotels in the UK, Ireland and Spain, said the £135million expansion drive was in response to high customer demand for hotels close to the UK's top rural locations.

Its property team will focus efforts on finding sites near to locations such as Aviemore (Cairngorms), Betws-y-Coed (Snowdonia), Grasmere (Lake District) and Minehead (Exmoor).

Chief executive Guy Parsons said more Britons were holidaying at home than ever before. He added: "Traditionally, Britons have opted for a coastal or

city break but as more Britons explore the UK they are rediscovering new holiday hotspots and, as a result, we have seen a significant surge in rural breaks."

Travelodge said its existing hotels within a wide radius of the main national parks achieved

high occupancy levels far earlier than normal this year.

The most popular Travelodge sites have included Barnstaple (Exmoor), Porthmadog (Snowdonia), Cockermouth (Lake District) and Scarborough (North Yorkshire Moors).

The planned hotels will range from 30 rooms to over 100 bedrooms, depending on the location and building requirements. It is expected the expansion will create more than 500 jobs across the UK.

As part of the development drive, Travelodge has recently exchanged contracts on a hotel in Glossop in the Peak District.

The budget hotel brand, which launched in the UK in 1985, has plans to grow its estate to 1,100 hotels and 100,000 rooms by 2025.

**“Britons are rediscovering new holiday hotspots”**

