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Travelodge eyes £135m parks plan

TRAVELODGE is planning to fork out £135million on building 37 sites near Britain's national parks.

The budget hotel chain – which has 475 hotels in Britain, Ireland and Spain – confirmed the expansion was in response to a surge in customer demand for hotels close to rural locations.

Its property team will focus efforts on finding sites in and around 15 national parks – including Grasmere in the Lake District, Betws-y-Coed in Snowdonia, Aviemore in the Cairngorms and Minehead on Exmoor.

Chief executive Guy Parsons said more Britons than ever were swapping trips abroad for holidaying at home.

He added: 'Traditionally, Britons have opted for a coastal or city break but, as more of them explore the country, they are rediscovering new holiday hotspots.

By **Jayne Atherton**

As a result, we have seen a significant surge in rural breaks.'

It is believed the expansion will create more than 500 jobs across the country.

The size of the planned hotels will range from 30 rooms to more than 100, depending on the location.

Travelodge confirmed its sites that currently sit within a wide radius of the main national parks achieved high occupancy levels far earlier than normal this year. The most popular included Barnstaple near Exmoor, Porthmadog in Snowdonia and Cockermouth in the Lake District.

The company, which launched in Britain in 1985, has plans to grow its estate to 1,100 hotels and 100,000 rooms by 2025.

