

PRESS RELEASE

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SAVILLS AND LOCAL DIALOGUE SECURE PLANNING CONSENT FOR LARGEST UK TRAVELODGE HOTEL

Travelodge has secured planning permission for a 249-bedroom extension of their Covent Garden hotel on Drury Lane with stakeholder engagement support from consultation specialists, Local Dialogue.

When work is completed in January 2011 the hotel will comprise 457 rooms, making it the largest hotel in Travelodge's 380-strong estate. Travelodge currently has 32 hotels in London, with seven more under construction, and by the 2012 Olympics it will be the biggest hotel chain in London.

Samantha Holgate of Local Dialogue commented: "Travelodge's positive approach towards public consultation and their desire to take the feelings of the local community into account allowed us to design a scheme that was unanimously approved by Camden's planning committee."

Dialogue worked with Travelodge to build positive relations with the local community and other stakeholders through one-to-one meetings with community groups, residents and businesses to understand local views on the hotel extension.