

'PUTTING DEALS TO BED'

**NATIONAL INVESTMENT
COMMERCIAL AUCTIONS**

allsop

'Travelodge back in Vogue'

Travelodge is quietly re-emerging as one of the strongest stories in the UK hotel market.

Its 2025 results underline a business with real scale and resilience, with over 600 hotels and revenues exceeding £1bn for several consecutive years. While the first half of 2025 was more challenging, the second half showed a clear rebound, supported by improved London performance and steady regional trading.

That momentum has carried into 2026, with revenues slightly ahead of the prior year and occupancy outperforming the wider market.

This performance is underpinned by ongoing investment, with a significant proportion of the estate now upgraded and consistently strong customer ratings across the portfolio.

But the most telling signal is coming from the real estate itself. From 2024 Travelodge has been buying into its own portfolio, reinforcing confidence in both trading performance and long-term asset quality. When the operator is willing to own, it strengthens the covenant story for everyone else.

OCCUPANCY IN 2026

+9%

ABOVE THE
WIDER MARKET

THAT MOMENTUM HAS
CONTINUED INTO 2026,
WITH REVENUES

+3%

AHEAD OF LAST YEAR

REVENUE GROWTH OF 0.7% TO

£1,044.3m

(2024: £1,036m)

66

TRAVELODGE ACQUIRED
OF ITS OWN BRANDED
HOTELS IN 2024

11

FURTHER UK HOTELS
ACQUIRED IN 2025

The Allsop Advantage

Investor demand reflects this confidence. Across the last six sales, over 300 investors engaged, creating strong competition and clear underbidding depth.

This demand is translating into deals, with five Travelodge assets sold in the past eight months with more to come from both National Investments and Commercial Auctions.

Pricing remains attractive, with many assets trading at capital values below build cost, offering a degree of downside protection and reinforcing the appeal of standing investments relative to new development.

Alongside this, wider portfolio transactions continue to evidence investor appetite for the sector.

Overall, Travelodge has moved beyond recovery into a liquid, investable, and well-established market segment.

In an increasingly digital world, maybe this is one corner of the market AI hasn't touched... yet.

300+

TRAVELODGE/HOTEL
INVESTORS ON OUR
DATABASE

5

ASSETS SOLD
IN THE LAST
8 MONTHS

C.£9,000,000

TRAVELODGES TRANSACTED
OVER 5 TRANSACTIONS

Allsop's Travelodge Hotel Transactions

Travelodge, Llanelli

SOLD



PRIVATE TREATY - DISPOSAL

Price:	£3,660,000 (£170 psf)
NIY:	7.71%
Rent p.a.	£302,467
Tenancy Details:	Five-yearly uncapped RPI rent reviews
Unexpired Term:	16.5 years
Tenure	Freehold

Travelodge, Barnsley

SOLD



AUCTION - DISPOSAL

Price:	In excess of £1,200,000
NIY:	c.8%
Rent p.a.	£103,204.50
Tenancy Details:	5 yearly rent reviews
Unexpired Term:	13 years
Tenure	Freehold

Travelodge, Macclesfield

SOLD



AUCTION - DISPOSAL

Price:	£1,650,000
NIY:	8.22%
Rent p.a.	£144,047
Tenancy Details:	Five-yearly CPI-linked rent reviews (CPI + 0.5%, collar 1% & cap 4%).
Unexpired Term:	18 years
Tenure	Freehold

Travelodge, Milton Keynes

SOLD



AUCTION - DISPOSAL

Price:	£1,490,000
NIY:	5.29%
Rent p.a.	£83,569
Tenancy Details:	Five-yearly CPI-linked rent reviews (CPI + 0.5%, collar 1% & cap 4%).
Unexpired Term:	20 years
Tenure	Freehold

Allsop's Travelodge Hotel Transactions

Travelodge Cardiff Airport, South Glamorgan

SOLD



AUCTION - DISPOSAL

Price:	£990,000
NIY:	8.48%
Rent p.a.	£88,816
Tenancy Details:	5 yearly RPI linked rent reviews
Unexpired Term:	12 years
Tenure	Leasehold

COMING SOON

FOR SALE



Price:	£3m-£5m
NIY:	7.5%+
Rent p.a.	N/A
Tenancy Details:	Index Linked
Unexpired Term:	15 years+
Tenure	Freehold

COMING SOON

FOR SALE



Price:	£5m-£10m
NIY:	7%+
Rent p.a.	N/A
Tenancy Details:	Index Linked and OMRV
Unexpired Term:	15 years+
Tenure	Freehold

The Allsop Team

If you are considering buying or selling a Travelodge, or indeed any hotel asset, we would be delighted to hear from you. Please do not hesitate to get in touch to discuss how we can help.

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