



PRESS RELEASE



CAMP OUT IN THE CAPITAL

THE BLOOMSBURY HOTEL, LONDON, LAUNCHES TEPEES FOR CHILDREN TO 'CAMP' OVERNIGHT

- The only Lutyens designed hotel in England offering an alternative style of accommodation for families visiting the capital

THE DOYLE COLLECTION

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This summer London's Bloomsbury Hotel is set to welcome little campers to its central London location with the launch of its new tepee beds for children.

Families now have the best of both worlds; children can have the excitement of camping whilst parents can relax in luxury before discovering the city of London together. The tepee beds come with an inflatable single mattress, bedding, indoor camping lamp, a hotel teddy bear, and a gourmet 'midnight feast' of cookies and a flask of warm milk.

For families with one child, a tepee bed can be constructed in Deluxe Rooms and Suites. For families with two or more children our interconnecting guest rooms offer additional space and flexibility while keeping the kids close by - with camping still an option.

Families can spend time together playing a selection of the hotel's board games or settling down to watch children's films. Children under 5 receive a complimentary meal when dining with an adult in The Bloomsbury Hotel's restaurant, Landseer. Headed up by Executive Chef Paul O'Brien Landseer serves modern British cuisine using seasonal, high quality produce sourced from Covent Garden Market as well as many other independent artisan suppliers in the local area.

In the warmer months, the hotel's Terrace is the perfect spot for a relaxed breakfast or light lunch, taking advantage of the rare open space in the heart of the capital allowing children to play safely. Babysitting services are available for when the children are in bed and parents want to experience all London and The Bloomsbury Hotel has to offer.

For more information contact Julia Perowne, Paul Charles, Lucy Robinson, Tamsin Graham, Lucy Gallagher and Sarah Connolly at Perowne Charles Communications

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Located just minutes away from the iconic British Museum and London's famous theatre land, The Bloomsbury Hotel ensures that the whole family is kept entertained during their stay - from the history buffs, to the naturally curious and theatre junkies, a specialist children's concierge service is on hand to highlight London's must-see attractions.

Rates at The Bloomsbury Hotel start from £225 per night on a room only basis, Children's Tepee's from £35 per tent.

FOR MORE INFORMATION VISIT:

www.doylecollection.com/bloomsbury

Notes to Editors:

About The Bloomsbury Hotel

The Bloomsbury Hotel is a Grade II listed neo-Georgian building designed in the 1930s by Sir Edwin Lutyens - the greatest British architect of his age - and comprises 153 spacious rooms and suites all modelled using contemporary bold fabrics. The building retains many of its original architectural features including the magnificent stone entrance steps and doorway, double height lobby and the book lined Seamus Heaney Library, named after the late Nobel Laureate who was a regular guest.

The Doyle Collection:

The Doyle Collection is a luxury hotel group that comprises eight hotels in five cities around the world. These design-led properties provide modern havens for modern day travellers as well as stylish bars and restaurants for local consumers. For more details please visit doylecollection.com