

Hotel Chain Treats Crufts Dogs to Special Beds

Dog-sized replicas of the hotel's king-sized bed come with mattress, pillow, and duvet.

Posted: March 8, 2008, 5 a.m. EST

Dogs attending Crufts this year will get to enjoy a special custom-made pet bed courtesy of a British hotel chain.

Travelodge has produced a dog-sized replica of its king-sized bed for the roughly 300 dogs it expects during this week's Birmingham, England, competition.

The dog bed comes with mattress, pillow, and duvet. Pets will have the option of a small snuggling pillow based on the chain's "cuddilow," a person-sized pillow for lonely single travelers, the company says.

"Crufts is a big occasion in the dog calendar and we want to acknowledge the importance of this event," says Travelodge "sleep director" Leigh McCarron. "Therefore we have extended our range of pooch beds to ensure our four-legged customers get their beauty sleep in order to look and feel their best for the big occasion."

Dog owners will pay an extra 10£ (approximately \$20) per night for the bed. After Crufts, the beds will be dispersed to Travelodge hotels throughout Britain, McCarron says.