

Check in for joy: The Jellycat Dog Hotel experience is set to delight guests at Goodwoof

- Jellycat fans are invited to check in to check out the Jellycat Dog Hotel which is debuting at Goodwoof 2025.
- Goodwood's canine celebration takes place Saturday 17 and Sunday 18 May.
- Early bird tickets are available at [goodwood.com](https://www.goodwood.com).

Goodwood is delighted to announce that soft toy phenomenon Jellycat will join the ultimate dog's day out at Goodwoof, Saturday 17 and Sunday 18 May.

The beloved brand will be spreading joy with its canine characters set to appear as part of a characteristically charming and one-of-a-kind 'Jellycat Dog Hotel' experience. Along with tail-wagging touches and Jellycat's signature attention to detail, the brand will be unveiling an early-access new four-legged friend and exclusive merchandise only available to Goodwoof guests for the weekend.

Guests of the Jellycat Dog Hotel will also be able to browse a selection of characters from Jellycat's range of dogs and puppies which includes over 15 different breeds, from Chihuahuas and Corgis to Scottish Terriers and Schnauzers.

The guest of honour for the weekend, will be Otto Sausage Dog, as this year's Goodwoof is set to celebrate the dachshund. On Saturday, over in the event's Literary Corner, actor Hugh Bonneville will read *Otto the Loyal Long Dog*, inspired by Jellycat's beloved character

Jellycat has captured the imagination of the world with a series of playful and immersive experiences including a Diner in New York City, Patisserie in Paris, Fish & Chip Van in London, and a Café in Shanghai. The Jellycat Dog Hotel at Goodwoof, held at the Goodwood Estate in West Sussex, will be the brand's first outside a major city. With plenty of playful photo moments and charming characters to discover, the Jellycat Dog Hotel promises to be a standout stop on the Goodwoof map.

Further details of Jellycat's appearance at Goodwoof, including an exclusive character and more charming creations, will be announced in the coming weeks.

-ENDS-

Notes to Editors:

Goodwoof takes place Saturday 17 and Sunday 18 May.

Tickets

Tickets for Goodwoof can be purchased at [goodwood.com](https://www.goodwood.com) or by calling the Ticket Office on +44 (0)1243 755055. All dogs and children aged 12 and under go free and there is a half-price

Young Person's ticket for those aged between 13 and 21. All activities across the event are included in ticket price.

Contact

For more information about **Jellycat** please contact: Charlotte Jackson, Senior PR Manager, Jellycat: cjackson@jellycat.com

For more information about **Goodwoof** please contact, Katharine Morgan, PR Manager: Katharine.Morgan@goodwood.com

For all other press enquiries please contact: media@goodwood.com

Imagery and news from Goodwood are available from our [Press & Media Site](#).

Stay up to date with all future announcement and on-event activation across our social channels:

[Facebook](#) | [Instagram](#) | [TikTok](#)

Media accreditation

Media accreditation for Goodwoof is now open. Make your application [here](#).

About Goodwoof

Goodwoof is a celebration of all that we love about dogs on the Goodwood Estate. It takes place in the fields around the James Wyatt-designed Kennels, which is now the social home of our sporting membership on Saturday 17 and Sunday 18 May 2025. The event offers a wide range of activities and demonstrations designed to delight, entertain and inform. Dog owners and their families and friends can encourage their own dog to have a go, browse our carefully hand-picked retailers, enjoy a dip in Fido's Lido, sit back with a glass of Taittinger champagne, relax in The Radox Health Studio with a spot of sound bathing, reiki or dog yoga, or marvel at the clever kennels designed by architects from around the world as part of the Barkitecture competition.

For more information, go to www.goodwood.com/goodwoof

About Jellycat

For over a quarter of a century, London-based Jellycat has shared joy with people of all ages, worldwide, by creating highly loveable and playful toys in luxuriously soft fabrics. Jellycat's unmistakable creations have disrupted and redefined the category and are a lasting, monumental trend among the TikTok generation. The core Loveables range features obscure and wonderful characters, including a Capybara and a Chameleon, as well as more conventional bunnies and teddies. The Amuseables range features all kinds of previously inanimate objects,

ranging from foods to plants to sports characters, brought to life with amusing facial expressions. Found in the most prestigious retail spaces and online stores across over 80 countries, and proudly stocked by thousands of independent businesses globally, Jellycat stands among the most loved and respected soft toy brands in the world.