



News Release

20 March 2018

HOTEL GUESTS 'GIVEN HOUR BACK' IN CLOCKS CHANGE

A UK hotel group is ensuring guests don't lose out when the clocks change – by giving them the time back.

Anyone who stays with Apex Hotels on the weekend of March 24 and 25 will be allowed to check out an hour later on the Sunday, to compensate for the clocks going forward.

Breakfasts will also be served for an extra hour meaning those who want to stay in bed a little longer won't miss out on the most important meal of the day.

Angela Vickers, CEO of Apex Hotels which operates 10 hotels across the UK, says: "The good news is we're welcoming in British Summer Time and hopefully some fairer weather...the bad news is we lose an hour in bed.

"But we know how much our guests value a good sleep so we decided to give them the time back.

"We're in the process of rolling out our Warmer Welcome guest wellbeing campaign across our whole portfolio, so we thought this would be the perfect treat for our customers when the clocks go forward this weekend."

The #WarmerWelcome campaign has seen the introduction of a new brand ambassador, Celynn Morin, a registered dietician, keynote speaker and author.

She has been tasked with working alongside the brand to introduce guidance for guests on how to get the best out of their stay.

This includes the introduction of in-room guide books with pointers on everything from getting a great sleep to mindfulness techniques.

For more information check out www.apexhotels.co.uk/warmerwelcome

Ends

www.apexhotels.co.uk

BREAK OUT BOX: TOP TIPS FOR RELAXATION AND SLEEP

Apex Hotels wellbeing ambassador Celynn Morin shares her top tips for a great sleep:

DON'T SKIMP ON SLEEP

The immediate effects of this are the obvious ones – you'll be groggy, unfocused, sluggish and craving a nap or a coffee. Longer term effects can include being overly emotional, starving for sugary foods, reduced memory and clumsiness.

KNOW YOUR NEEDS

Many of us get too little sleep – but do you know what counts as too little? Less than six hours per night. Most of us need between seven and nine hours of good quality sleep per night.

SET A ROUTINE

We know how important it is to get children into a bedtime routine – and it's just as important for adults. Start to wind down and relax at least an hour before wanting to go to bed and you'll find it easier to get to sleep.

DIGITAL DETOX

Stop using your mobile or laptop before bed to avoid stimulating your mind too much. It is helpful to avoid blue light so that your pineal gland produces adequate amounts of the sleep hormone, melatonin. Ditch devices and get deep, restorative sleep to reboot your own system.

TASTEBUD TLC

Think carefully about what you eat and drink before you sleep. Sugary or spicy foods can disrupt digestion so leave at least two to three hours between a large meal and bedtime. Avoid drinks with caffeine and go for herbal tea such as chamomile or peppermint to relax your mind and body with the ritual of enjoying a warm drink. Why not add the luxury of candle light too?

HEAVEN-SCENT

All of your senses play an important part in a good night's sleep, and using an essential oil like lavender can help. Use it on your pillow or have a bath with lavender oil to get yourself into a more relaxed state.

FEEL-GOOD FACTOR

It's important to choose light, comfortable sleepwear that feels good against your skin. The same goes for bed linen and pillows – use the best you can afford – and change your mattress every eight years. Being comfortable and looking forward to getting into your bed is an important part of getting a better night's rest.

POWER NAP

You don't need a two-hour siesta to benefit from a nap – a 20-30 minute power nap can give your body and mind a chance to switch off and recharge. Chill out, block out light, put in headphones or earplugs and get comfortable – and even if you don't fall asleep you'll still resurface relaxed. Tip: Use mindfulness based apps to help you relax by listening to a guided visualisation, relaxation or breathing technique.

Note to Editors

About Apex Hotels

Apex Hotels is one of the UK’s leading independent operators of four-star contemporary hotels. Headquartered in Edinburgh, the group operates 10 hotels in London, Edinburgh, Glasgow, Dundee and Bath.

Hotel portfolio:

Apex Grassmarket, Edinburgh 31-35 Grassmarket, Edinburgh, EH1 2HS	Apex City Quay Hotel & Spa, Dundee 1 West Victoria Dock Road, Dundee, DD1 3JP
Apex Haymarket, Edinburgh 90 Haymarket Terrace, Edinburgh, EH12 5LQ	Apex City of London, London 1 Seething Lane, London EC3N 4AX
Apex City of Edinburgh, Edinburgh 61 Grassmarket, Edinburgh, EH1 2JF	Apex London Wall, London 7-9 Copthall Avenue, London EC2R 7NJ
Apex Waterloo Place, Edinburgh 23-27 Waterloo Place, Edinburgh, EH1 3BH	Apex Temple Court, London 1-2 Serjeants’ Inn, London EC4Y 1LL
Apex City of Glasgow, Glasgow 110 Bath Street, Glasgow G2 2EN	Apex City of Bath Hotel, Bath James Street West, Bath, BA1 2DA

FURTHER INFORMATION

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