

News Release

February 2018

APEX WELLBEING AMBASSADOR CHAMPIONS #WARMERWELCOME

Family-run hotel chain, Apex Hotels, has introduced a new brand ambassador who is helping to spearhead its new guest wellbeing campaign.

Wellbeing expert, Celynn Morin, is working with the group to roll out its #WarmerWelcome – which launched at Apex City of Bath Hotel this week.

French Celynn – who grew up in South Africa – is also a registered dietician, keynote speaker and author. She has worked alongside the brand to introduce guidance for guests on how to get the best out of their stay at Apex – whether they want to relax, rejuvenate or focus.

#WarmerWelcome, which will be rolled out across the portfolio's remaining nine properties across the UK in the coming weeks, sees new in-room guide books detailing how to keep a healthy routine introduced.

The guide also features Celynn's top tips on getting a great-quality night's sleep, including breathing exercises and mindfulness techniques – designed to complement Apex Hotels' existing in-room set-up which includes Egyptian cotton mattress toppers, goose and feather down pillows, blackout curtains and en-suites with large baths.

Apex will also add to its line of in-room luxury Elemis toiletries with a relaxing pillow spray to help aid sleep.

The team at Apex City of Bath is also introducing an exclusive range of three #WarmerWelcome hot drinks – to help guests relax, rejuvenate or focus – and healthy in-room 'SMART snacks' to help guests make healthier choices, and to ensure they stay energised and focused during their stay.

Each hotel will also create its own unique range of drinks and snacks as the #WarmerWelcome rolls out across the UK – all in line with Celynn's expert guidance.

Angela Vickers, Chief Executive Officer, Apex Hotels Limited said: "We're delighted to be working with Celynn to ensure that our guests feel looked after on every level. She's an expert in her field, so

with her guidance, we'll be able provide small touches, in our rooms and beyond, in response to customer feedback, which shows that personal health and wellbeing is very important to our guests.

“From hot drinks with health benefits and SMART snacks instead of sugary treats, to relaxing toiletries and an expert guide book, all of these together add up to a real warmer welcome, which is at the heart of Apex Hotels’ ethos.”

Celynn Morin, Apex Hotels ambassador and wellbeing expert, said: “I’m delighted to be working with Apex Hotels to really make a difference to guests’ wellbeing. I travel a lot, for both work and pleasure, and I know that staying healthy and well on the road means different things to different people. That’s why we’ve focused on helping guests to help themselves get the most out of their minds and bodies whether they’re looking to relax, rejuvenate or focus.

“Not only do we hope that guests get the most out of their stay thanks to our tips, guidance and additional extras in-room; it would also be wonderful to see people carry some of this into their everyday lives.”

The group is also extending its #WarmerWelcome beyond its hotels, with a series of five exclusive podcasts – called ‘Relax, Rejuvenate & Focus with Celynn Morin’ – available from www.apexhotels.co.uk/warmerwelcome

To find out more about Apex ambassador Celynn Morin, visit www.resilientenergycenter.com

Ends

www.apexhotels.co.uk

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 operate nine hotels in London, Edinburgh, Glasgow and Dundee, with the opening of a tenth hotel in Bath anticipated in summer 2017.

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 Cophthall Avenue, London EC2R 7NJ

Apex Waterloo Place, Edinburgh
23-27 Waterloo Place, Edinburgh, EH1 3BH

Apex City of Glasgow, Glasgow
110 Bath Street, Glasgow G2 2EN

Apex Temple Court, London
1-2 Serjeants' Inn, London EC4Y 1LL

FURTHER INFORMATION

For media enquiries please contact Beattie Communications:
Carla Rinaldi – 01698 787862 – carla.rinaldi@onlybeattie.com
John Scott – 01698 787844 – john.scott@onlybeattie.com