

News Release

22 October 2018

EDINBURGH HOTEL GUESTS ENCOURAGED TO ‘CHECK IN THEIR TECH’ TO MAKE THE MOST OF CLOCKS CHANGE

Guests at a Scottish hotel won't just get a lie in when the clocks change – they'll get a digital detox and some free pampering to ensure they make the most of that extra hour in bed.

The clocks go back an hour on the last Sunday of the month – dubbed National Sleep In Day – so [Apex Waterloo Place Hotel](#) in Edinburgh has created a package of luxurious treats, including the option for guests to check in their tech, to mark occasion.

Taking heed of the Sleep Council's Great British Bedtime Report 2017, which said that almost a third of us get a poor sleep most nights and almost 40% keep and use a Smartphone in the bedroom – the family-owned hotel is taking steps to ensure guests catch up on vital sleep.

Guests will be invited to switch off completely by swapping digital devices for a selection of books and magazines to help them into the land of nod.

They'll also get a hot drink, and a bath drawn for them on arrival while their luggage is brought to their rooms before enjoying a cosy robe and slippers, luxury toiletries including a pillow spray to further aid sleep, use of the hotel's leisure facilities and relaxation tips

Breakfast in bed will also be served to ensure the extra hour in bed does not go to waste.

Angela Vickers, CEO of Apex Hotels which operates 10 hotels across the UK, says: "When the clocks went forward earlier this year we gave guests an extra hour in their rooms so they didn't lose out.

"This time around they are gaining an extra hour in bed, so we decided to pull out all the stops to help them to get the most of out their stay during National Sleep In Day.

"We've created the 'Do Not Disturb' package especially to mark this national day so that guests experience our signature warmer welcome to the full and enjoy the ultimate relaxing stay with the chance to switch off entirely."

Sleep advisor and expert Lisa Artis, of the Sleep Council, said: "National Sleep In Day is the only time when we can indulge in an extra hour in bed without any of the guilt. Whether you use it for sleeping or just resting, it's extremely beneficial for mind and body.

“The digital detox is a great idea as it takes away any temptation to check social media, watch videos pictures or being consumed with work emails. There is no denying we live in a very connected world but it’s really important that we give ourselves time to recharge our batteries and switch off from the outside world.”

This bespoke package be available for guests who book to stay for two nights between October 26 and 29, and will be sold on a first-come-first served basis subject to remaining availability.

National Sleep In Day was established by The Sleep Council, an impartial organisation that raises awareness of a good night’s sleep to health and wellbeing, and how to adopt healthier sleep habits.

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

Ends

www.apexhotels.co.uk

DO NOT DISTURB PACKAGE

- A warm drink on arrival to enjoy during check-in
- The option to swap digital devices for a selection of books / magazines
- Luggage delivered to room
- Option of having a bath drawn for arrival in-room
- Comfortable robe and slippers for ultimate relaxation
- Luxurious Elemis toiletries to aid sleep, e.g. pillow spray
- £10 book direct voucher redeemable against express treatment at PURESpa
- Complimentary use of leisure facilities
- Warmer Welcome guide by brand ambassador Celynn Morin (a registered dietician, keynote speaker and author) providing extra relaxation tips
- Breakfast in bed, with tray charge waived

Subject to availability. To book visit 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 operates 10 hotels in London, Edinburgh, Glasgow, Dundee and Bath.

Hotel portfolio:

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