



STRICTLY EMBARGOED UNTIL 00.01 hrs 22nd October 2010

SLEEPING SOLO SAVES RELATIONSHIPS

Peaceful nights are just a dream for UK couples as one in four confesses to sleeping in separate bedrooms to escape a partner with unbearable bedtime habits, according to new research released today. Those who do share a bed are robbed of more than 70 minutes sleep a night by noisy, restless and duvet-hogging partners. That's more than eight hours a week, or almost two years over the lifetime of long-term a relationship.

The study of 4,000 couples by Etap Hotel reveals that snoring is the number one night time disturbance for couples, causing 75 per cent of people to lose out on sleep. And it's having a detrimental effect on couple's relationships with nearly a quarter of people harbouring feelings of resentment towards their partner, and lack of sleep causing arguments in 43 per cent of relationships. Sex drive suffers in over a quarter of relationships and one in twenty people would even consider splitting up with someone because of their snoring problem.

It seems that celeb couples suffer too with Tom Cruise, Sid Owen and Kevin Jonas amongst those reported to sleep separately from their other halves because of a serious snoring problem.

Also high on the list of nocturnal bug-bears for couples in the survey was stealing the bedcovers (a problem for 58 per cent of people); restless limbs (52 per cent of people); muttering, mumbling and moaning (49 per cent); and one in three experience a problem with their partner talking out loud in their sleep.

The most restless region of the country is East Anglia which has the highest incidence of snoring, duvet stealing, tossing and turning, and sleep walking, while people in Northern Ireland are the most likely to talk in their sleep. Passive-snoring sufferers in Wales are most likely to unleash a verbal assault on their slumbering partner, whereas the sleep deprived of the North East get physical, being the most likely to shove their partner out of bed.

But it's not just snorers and their partners who suffer, lack of sleep is responsible for 62 per cent of people being short-tempered with friends and colleagues, and 60 per cent of people say they experience problems with poor concentration at work.

In response to the research, Etap Hotel is trialling a special package for sleep-deprived couples who wish to sleep apart. The Goodnight Sweetheart package offers couples the opportunity to book a second room at selected hotels for free, providing a peaceful sanctuary for partners of serial snorers.

Karelle Lamouche of Etap Hotel says, “At home people can escape to the spare room to get away from a noisy or restless partner but people can be too embarrassed to ask for separate hotel rooms. However, the research shows that sleeping solo is much more commonplace than people probably imagine. We urge people not to put their relationship at risk when they can book a second hotel room cheaply and without embarrassment. And, as all of our rooms are quality checked and sound insulated you’ll get a peaceful night’s sleep away from your snoring partner.”

Psychologist and relationship expert, Donna Dawson comments, “Snoring is the fastest way to kill the romance and the passion in a relationship: not only is the suffering partner deprived of proper sleep, but the ensuing tiredness and resentment affects the sex drive and even the basic ability to communicate and show affection. The snoring partner, unaware of the mayhem they are causing, often fights back or withdraws when criticised or attacked for their problem, causing a double downward spiral in the relationship. One solution is to sleep apart, as a good night’s sleep not only revives the body, but also rekindles the romance by making it feel as though you are dating again.”

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Notes to editors

The Goodnight Sweetheart package is available to the first 10 requests per hotel over the five week period beginning 22nd October. The package includes: 1 room at full rate + 2nd room free. Subject to availability. The Goodnight Sweetheart package is available for couples only. 1 person in each room.

The Goodnight Sweetheart package is being offered at the following hotels only, subject to availability and excluding Saturdays:

Etap Hotel Birmingham Centre, Etap Hotel Leeds, Etap Hotel Manchester

The package can only be booked with the hotels directly, quoting Goodnight Sweetheart. Hotel contact details can be found at www.etaphotel.com

The Etap Hotel research was an independent survey of 4,000 adults carried out in September 2010 by One Poll.

An Accor budget brand operating mainly in Europe, Etap Hotel offers customers the best in low-cost hotels with well-designed rooms for one, two, or three people, round-the-clock room access and an all-you-can-eat breakfast. Located near major roads and airports - and increasingly in cities - the hotels deliver highly competitive value for money. With 400 hotels in ten European countries, Etap Hotel is pursuing an international expansion strategy.