



WELL-BEING AT THE BEST PRICE

BRITS SUFFER FROM A LACK OF SLEEP

New research from ibis hotels shows almost half of Brits get less than six hours sleep a night

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As the clocks go forward and the nation prepares to lose an hour of sleep, ibis hotels release new research which shows how little sleep Brits gets by on every night.

A poll of 2,000 Brits found that almost half (47%) of Brits have less than six hours sleep a night and one in five have less than five hours sleep on average.

In comparison, adults across Northern Europe all sleep more than Brits with 90% of adults in France, Belgium and the Netherlands all getting more than five hours sleep a night, and a third of adults in Holland getting more than eight hours sleep in an average night, 50% more than the UK.

Commenting on the research, Professor Russell Foster, Head, of Nuffield Laboratory of Ophthalmology and Director, Sleep and Circadian Neuroscience Institute at the University of Oxford, said: "It is remarkable how as a society we undervalue the importance of sleep, with as many as one in three Britons suffering from poor sleep. The impact is more than just grumpiness. The lack of sleep greatly decreases our ability to process information and solve problems. It can even make us more impulsive. All this can lead to a decrease in productivity and often an increase in accidents."

He continued: "The loss of an hour of sleep when the clocks move forward in spring makes a sleep deprived population even more tired. Studies suggest that after we "spring forward" there is a drop in exam scores, perhaps due to additional tiredness; notable added stress; and the loss of vigilance".

The research by leading economy brand ibis hotels, also found that women consistency sleep less than men. 10% of 16-24s regularly sleep for four hours or less, conversely 16-24s are twice as likely to sleep for eight hours or more with 43% enjoying a regular lie in.

Sleepy Town: The areas most likely to sleep for eight hours or more:

1. Wales – 29.7%
2. South East – 25%
3. South West – 24.6%
4. Yorkshire- 24.4%
5. Scotland – 23.7%



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Up all night: the areas most likely to sleep an average for four hours or less a night:

1. North East – 11.2%
2. Midlands – 9%
3. London – 8%
4. Scotland – 7.9%
5. Wales – 7.7%

Commenting on the findings, Karelle Lamouche Accor Head of Marketing UK and Ireland said: “We were surprised to find out how little the average Brit sleeps. The wellbeing of our guests is our priority and as such ibis hotels developed an exclusive, innovative and revolutionary bedding concept named Sweet Bed™ by ibis. Designed and built by our engineers in collaboration with researchers, doctors, sociologists around the world to create the best possible bed for hotel guests. All our bedrooms also feature blackout blinds and high quality soundproofing to ensure the optimal environment for sleep.

“Taking control of our sleep is one of the easiest ways of improving one’s life. 36% of our lives is spent asleep and we are committed to doing everything we can to ensure our guests sleep soundly.’

-ENDS-

*Accor Business Traveller Research 2012

ABOUT SWEET BED BY IBIS: For ten months, Accor’s in-house experts worked with external specialists (researchers, doctors, sociologists) to provide the best bedding solution and meet the sleep quality requirements of their guests. The first prototypes were produced within three months. In-house experts then carried out several tests (bed frame bounce, mattress support, quilt and pillow fluffiness, etc.) before asking guests to test the beds and give their own opinions. By way of example, the new mattress underwent rigorous testing after which the bed was tested by 1000 participants around the world. With a strong focus on design, Accor has developed innovative solutions to achieve the highest level of comfort, both as seen and felt by the guest. Work on the comfort felt by the customer focused on three of the bed’s key components: the bedframe, the mattress and the topper.

- The bedframe contributes one-third of the sensation of overall comfort. Slat elasticity, for example is vital. Accor therefore opted for multi-slat technology that withstands up to 780 kgs and proved capable of sustaining 500 kg without deformation. The multi-slat system is also more hygienic.
- The mattress is the focus of most of the innovations concerning this new generation bedding. It plays an important role in providing support, which is why it uses multizone and variable density technology. The mattress is made of recycled mattress foam, which is an undeniable advantage in terms of sustainable development, but also does not sag. It has been designed to conform in the best way to every part of the body and provides personalized support which successfully erases body tension.



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- The topper is a generous 7 cm layer that covers this new generation bed. It was traditionally reserved for the upscale segment and Accor decided to include the topper in its economy brands' bedding, which is unheard of in this segment. The topper is thick enough for sheets to be tucked in under it, which means it is both more aesthetic and helps save considerable time making the bed. The topper really does enhance comfort and guarantees a first impression of easy relaxation representative of each of these brands.
- Global Differences: Beds and the way people sleep are of course often cultural issues and Accor conducted research and sought the advice of experts in order to understand these cultural differences and adapt Sweet Bed™ by ibis, ibis Styles and ibis budget as best as possible to them. For example, in India and the United Kingdom, people prefer "soft" beds, so in these two countries Accor used spring technology. This preference stems from the fact that the use of springs dates back to the 19th century when the United Kingdom's rapid industrial development enabled the mass production of beds at a time when the chemical industry was less advanced and did not use foam technology.

ABOUT IBIS: Following the stimulation strategy dedicated to the economic brands of Accor Group, first hotel operator worldwide with over 3,500 hotels in 90 countries, ibis evolves. Amongst the main innovations, a plan of evolution for the bedding and a new set up for the common spaces, as an illustration of the devotion and the permanent availability that characterize the brand. Ibis is the first hotel chain to obtain the ISO 9001 certification – 84% of the network certified – for its professionalism and reliability. More than a third of the ibis network is also certified ISO 14001, giving concrete expression to the brand's environmental involvement. Established in 1974, ibis is the European Leader and the 4th economy hotel chain in the world, with more than 117,171 rooms and 957 hotels in 55 countries. www.ibis.com

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