



ACCOR HOTELS

Feel Welcome

THE IMPORTANCE OF A GOOD SLEEP

BIG SLEEP TRENDS

1 NATURAL SLEEP AIDS

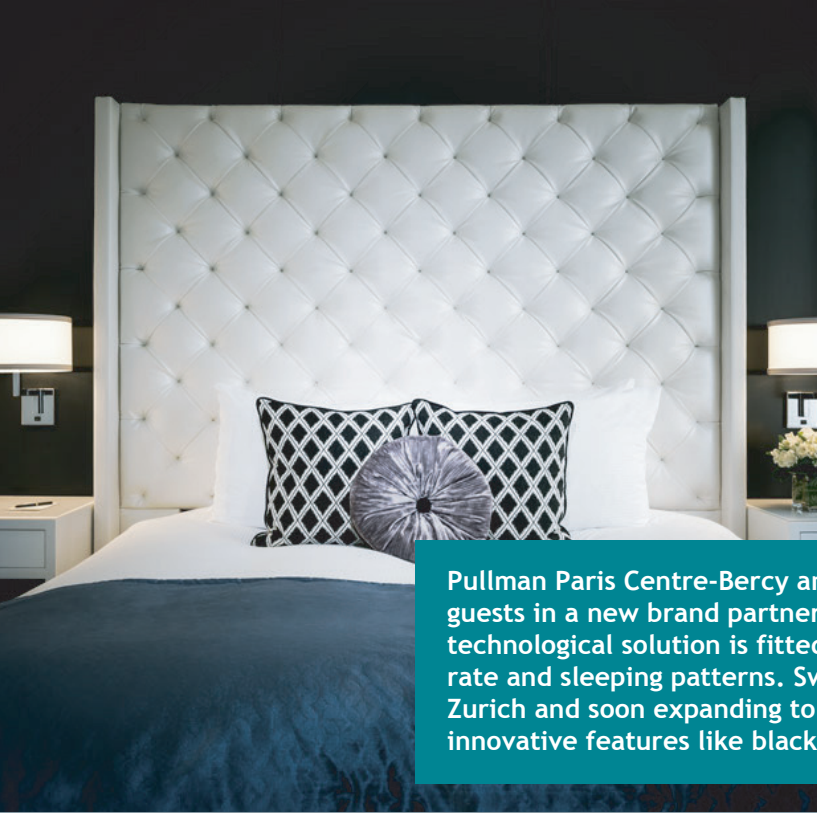
The world has woken up to the importance and benefits of sleep. Research continues to show that high performance and **QUALITY BED GEAR** - mattresses, pillows, sheets, etc. - have a profound impact on overall health and comfort¹. A Global State of Sleep study by Sealy, the biggest bed brand in the world, and Loughborough University's Clinical Sleep Research Unit, revealed that an old, uncomfortable bed (46%) is one of the leading factors keeping people awake at night². And according to brand specific research on luxury guests at AccorHotels, guests rate "bed comfort" as the second most important attribute contributing to their overall stay satisfaction, right after cleanliness of guestroom.

Sofitel Washington DC Lafayette Square features luxury accommodations with soundproof rooms and windows, a "knock-free" zone before noon to sleep a little later, a convenient reading lamp, and the exclusive Sofitel MyBed™.



“Sleep is one of the most important contributors to well-being and the quality of a guest’s sleep affects the quality of their entire journey. Across our brands, we bring this to life in many different ways. At some Fairmont hotels, We help guests feel at ease by creating respectful quiet zones and luxurious sleep rituals. Exclusive services such as sleep coaches are on tap at MGallery locations to help guide guests through the art of meditation. At Raffles, it’s all about pampering as we invite guests to recline with a nourishing sip of jamu jamu, a traditional Indonesian tonic, and rest their eyes while listening to the soothing sounds of the ocean. Although our approach is distinct across our brands, our core aim is to help guests achieve a better quality of sleep, wellness and self-care while staying with us.”

- Lindsay Madden-Nadeau, Director of Well-Being for Raffles, Orient Express, Fairmont and MGallery, AccorHotels



2 HIGH-TECH SLEEP SCIENCE

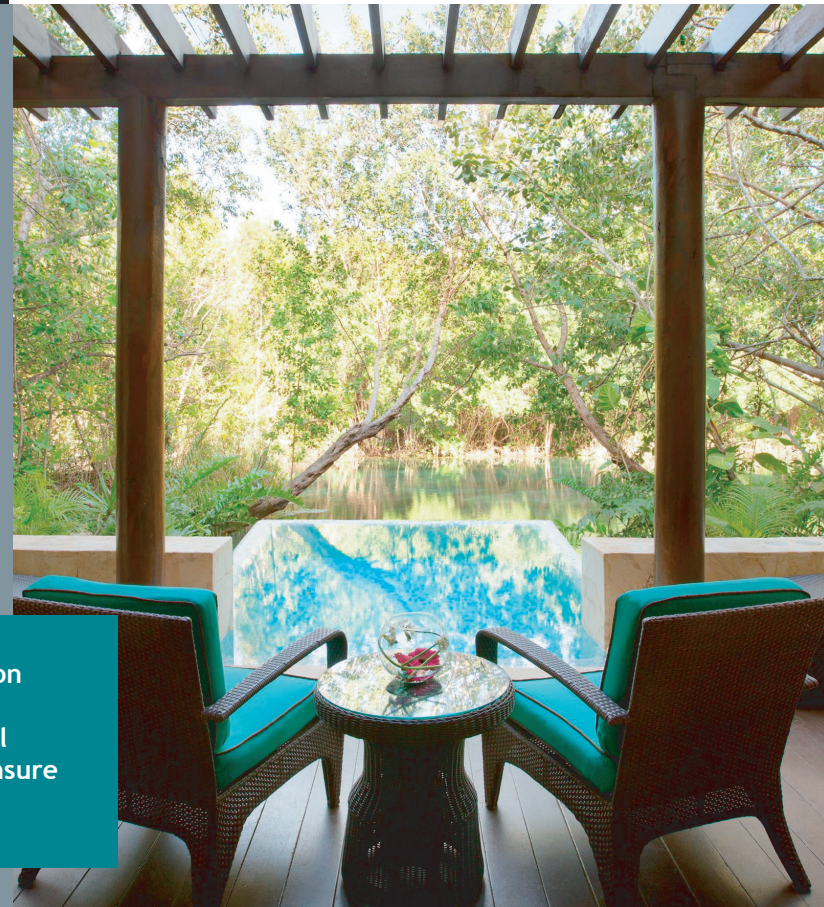
A sleep study published in Science Advances³ found that people who spend the most time in natural sunlight tend to go to bed earlier, while a YouGov survey discovered that 63% of respondents believe daylight has a significant impact on productivity⁴ – and many other scientific studies back this up. **LIGHTING** and **INTUITIVE SLEEP TECHNOLOGY** are increasingly being adopted by hotels to help travelers feel more energized. This ranges from circadian lighting and customized window shades to air purification systems and sleep trackers that monitor brain waves and sleep patterns.

Pullman Paris Centre-Bercy and Pullman San Francisco Bay provide the best sleep for guests in a new brand partnership with Rythm's inaugural product, Dreem. This technological solution is fitted with sensors that monitor breathing, brain waves, heart rate and sleeping patterns. Swissôtel's signature Vitality Room concept, launched in Zurich and soon expanding to Singapore, Chicago and Dubai, soothes the senses with innovative features like blackout blinds and circadian light features.

3 SLEEP HABITS

The American Sleep Association (ASA) recently found that deep sleep is important for memory consolidation and that more than 1/3 of adults get less than the recommended 7 hours of sleep during a typical 24-hour period⁵. The trend of **BINGEING**⁶ has emerged as a proven sleep technique to bring up one's average number of sleep hours. **MICRONAPPING**⁷ is another method to work off sleep debt. A quick snooze of 20 minutes or less, especially in the early afternoon, can help someone feel more refreshed and give them an extra boost of energy. Considering how busy modern lifestyles can be, it is important to collect the extra ZZZs when possible.

Raffles Istanbul offers revitalizing spa journeys based on authentic Turkish Hamam treatments. These soothing massage rituals are a mix between traditional and local methods, each ready to be expertly personalized to ensure a feeling of inner calmness and rejuvenation.



Providing a restful and restorative sleep experience is one of the most important things we can do as hoteliers. At Pullman hotels for example, guests may gently decompress with an in-room relaxation yoga video and Dreem headbands to help guide them into a deeper sleep. Guests of Sofitel can indulge in luxurious bath rituals and select items from a custom Sleep Menu before tucking into the brand's signature MyBed with its plush mattress and linens. At Swissôtel, guests awake energized, revitalized and surrounded by the calming scents of nature, thanks to pillows filled with pine shavings harvested from trees in the Swiss Alps and swathed in soft Egyptian cotton and refreshing Pürovel amenities created with essential oils."

- Aldina Duarte Ramos, Director of Well-Being for Sofitel, Pullman, Swissôtel and Grand Mercure, AccorHotels



MORE SLEEP OFFERINGS FROM ACCORHOTELS LUXURY & UPSCALE PROPERTIES



FAIRMONT THE PALM, DUBAI, offers personalized and tailored meditative experiences through its newly introduced State of One wellness program. State of One offers carefully studied combinations of specific yogic practices with modern creative exercises.

SOFITEL BOGOTA VICTORIA REGIA offers unique sleep comfort services that cover everything from soft and firm pillow options and sleep masks to bedtime reading materials and soothing bubble baths.

FAIRMONT PACIFIC RIM balances exertion and relaxation with the serenity ritual restore body treatment at Willow Stream Spa. This ultimate retreat deeply hydrates every inch of the body and promotes overall tranquility.

FAIRMONT MAYAKOBA provides guests with traditional Mayan, hand-crafted worry dolls. According to ancient Mayan legend, these magical creations embrace worries, providing guests with a fresh and healthy state of mind.

SOFITEL LEGEND SANTA CLARA CARTAGENA offers a “Dreams Ritual” to create a calm and positive dreaming experience for guests. The pre-dream routine includes a pillow spray, doming mask, headache relief roll-on and hand cream, coupled with a soothing and gentle sleep environment.

SOFITEL JEQUITIMAR GUARUJA hosts relaxation sessions for guests through a partnership with the DeRose Method. This concept is a fusion of techniques that help mental and physical well-being, including breathing exercises and meditation that support a more structured and restful bedtime routine.

FAIRMONT SAN FRANCISCO provides guests with a 3-day trial of Calm, an app that boasts mindfulness and mediation, including a variety of features like sleep stories, background nature sounds and soothing music to develop quiet mindfulness and inner peace.

SWISSÔTEL ZURICH’S Vitality Suite is a space for guests looking to immerse themselves in a revitalizing environment. Exclusively designed amenities include a cyber trainer, high-performance air purification system, atmospheric lighting and a dedicated space for exercise and relaxation. Together, features help guests engage all 5 senses, unwind and energize.



AN ACCORHOTELS SLEEP, EVEN AT HOME

AccorHotels offers the comforts of a vacation-like sleep - even at home.

Designed for the ultimate sleep-time bliss, the Sofitel MyBed is a perfect ensemble of luxurious linen sheets and soft bedding that pairs exquisite comfort with refined style. Guests can purchase these exclusive soft beds at SoBoutique.com and dive into a truly magnificent sleeping experience at home.

Fairmont also sought out the world's finest bedding in its quest to offer the luxury of personalized comfort to its guests. The Fairmont bed is the ultimate haven with enduring mattresses that deliver the finest craftsmanship, deluxe comfort and unparalleled support. Many guests expressed their desire to enjoy Fairmont beds in their own homes. As a result, Fairmont has made the new beds and accompanying linens available for purchase online at Fairmontstore.com with an option of home delivery.



RAFFLES



SOFITEL
LEGEND

Fairmont

SO
SOFITEL

SOFITEL

pullman

swissôtel

GRAND MERCURE

SOURCES

¹ <https://bedtimesmagazine.com/2017/02/bsc-research-good-mattress-good-sleep/>

² <http://www.lboro.ac.uk/media-centre/press-releases/2016/november/the-worlds-largest-ever-online-sleep-census-reveals-a-sleep-deprived-planet.html>

³ <http://advances.sciencemag.org/content/2/5/e1501705.full>

⁴ <https://www.usatoday.com/story/sponsor-story/velux/2018/05/15/5-things-indoor-generation-can-do-happier-and-healthier/610111002/>

⁵ <https://www.sleepassociation.org/about-sleep/what-is-sleep/>

⁶ <https://sleepbetter.org/a-new-binge-sleeping-trend/>

⁷ <https://www.webmd.com/sleep-disorders/features/america-its-time-for-your-nap#1>