



Sleep

is everything

Our Sleep Manifesto

How we developed our new sleep products.

Sleep matters

It benefits every part of your body.
It's essential for maintaining mental
and physical health.

And it plays a key role in reducing stress, keeping your immune system strong, and boosting concentration.

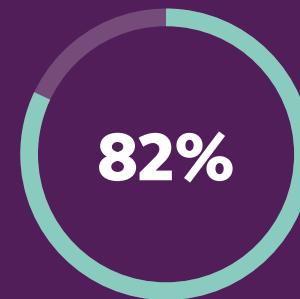
Despite this, sleep is so often not seen as a priority, with busy schedules getting in the way of those elusive-but-important 7–9 hours. Naturally, achieving this feels more challenging as you increase workload and travel time alongside it.

This is particularly important as travelling for work is on the rise, with [82% of organisations agreeing that it plays a key role in driving revenue, profitability, and growth](#). But we know that a big day working away doesn't have to mean compromising when it comes to sleep. Because at Premier Inn, sleep is our thing.

And employers agree, with [79% of UK businesses increasing their focus on employee wellbeing when travelling](#).

To help them reprioritise sleep, we've invested in levelling up the sleep experience at every Premier Inn location. We've deployed leading sleep scientist Hannah Shore to maximise the sleep-enhancing qualities of our beds, bedding, and rooms. Hannah's also helped us devise a set of strict standards to ensure that every night – whether travelling for work or working from home – is as restful as can be.

We call it our Sleep Manifesto: a rallying call for businesses everywhere to prioritise the sleep of their hard-working employees.



of organisations think
business travel drives
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and growth.



01

Why sleep?

Sleep and health go hand in hand.

Sleep is vital

Sleep is non-negotiable for health, both physical and mental. And sleep is also essential to the working world.

Of course, everyone is better prepared for a long day ahead after a great night's sleep. But the extent to which sleep benefits productivity in the workplace is only just coming to light. Sleep deprivation is believed to cost the UK economy £37bn per year in lost productivity.

Meanwhile, chronically disrupted sleep increases the risk of work absence by 171%, and studies have found that poor sleepers have an increased likelihood of making costly mistakes at work.

There are many reasons why someone might have problems sleeping: having young babies or children, being pregnant, being unwell, experiencing insomnia, anxiety, or simply poor sleep hygiene. And when 37% of adults in the UK say that work reduces the amount of control they feel they have over their sleep, work clearly contributes to this too. However, many of these things can't be controlled, so let's focus on what we can change.

That's why we've developed the Sleep Manifesto you're reading now: to show you our commitment to improving sleep for everyone across the country, no matter where they worked from today.



Did you know?

A worker sleeping <6 hours per night loses 6 working days due to absenteeism or presenteeism per year more than a worker sleeping 7–9 hours





02

The Premier Inn Bed

Support and comfort
for a great night's sleep.

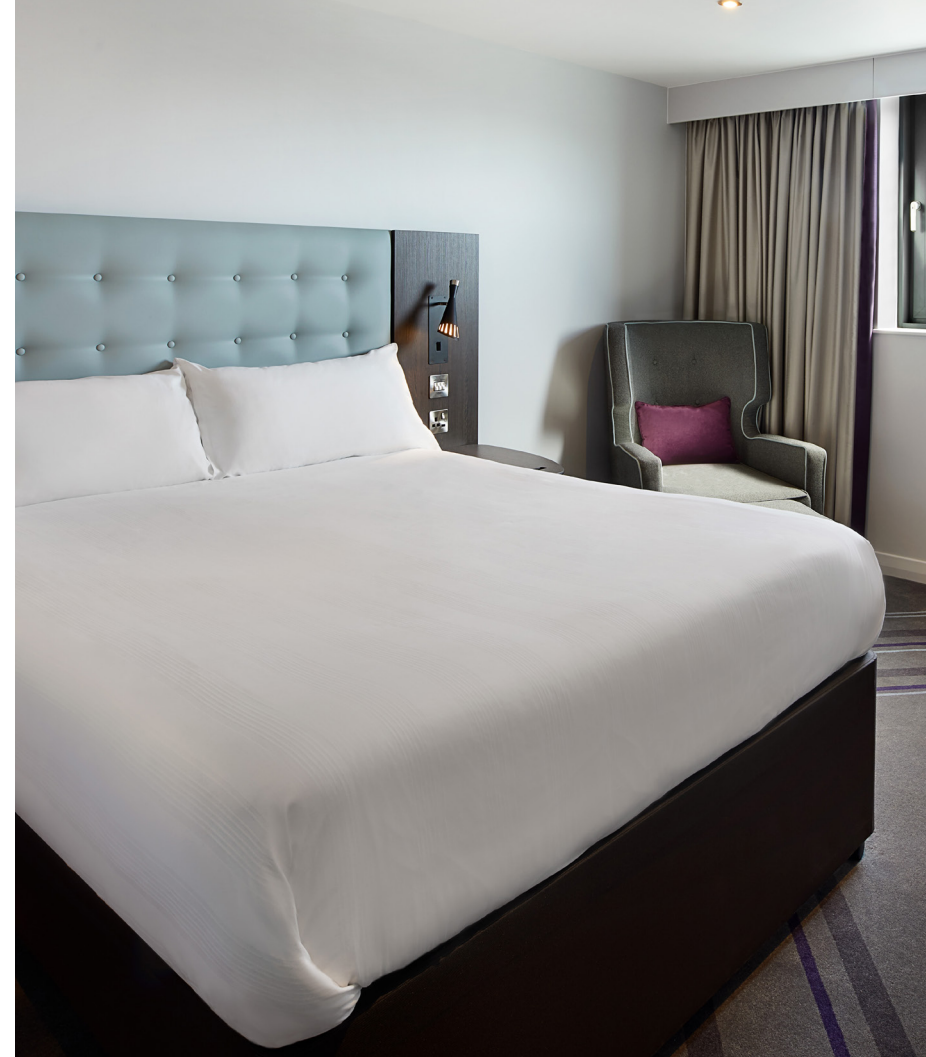
Goldilocks, meet your perfect mattress

Picture this: you've had a long day. You were on the road early to beat the traffic. You had a big meeting – and nailed it, obviously. Or perhaps you attended a conference, visited a site, or spent the day working at a different branch. Either way, you're exhausted. You're craving the embrace of the perfect mattress. Not too firm, not too soft. Just the right level of plush support to put a spring in your step, not a spring in your back.

We've brought that vision to life. During our extensive research, we found that a comfortable bed was one of the most important things about working away. And while bookers might not get to feel the beds themselves, they'll get a slice of the satisfaction knowing that their employees are sleeping soundly. So, everyone wins. With this in mind, we set out to redesign our beds for the perfect night's sleep.

Our new beds, currently in selected hotels, were developed over three years in collaboration with Silentnight and sleep scientist Hannah Shore. They've been extensively tested to maximise the likelihood of a perfect night's sleep, and offer:

- Superior support with a mirror pocket system, designed to provide a deeper, more relaxed sleep
- A new Geltex mattress makes it easier to turn over at night
- Reduced pressure points for all shapes, sizes, and sleepers
- Improved temperature regulation technology for a more comfortable, restful night
- Strengthened springs on the edge of the bed to ensure that the mattress wears evenly over time



92%

of each of our beds and mattresses are recyclable – and made in the UK, to tread lightly on the planet.



03

Our super-comfy bedding

Our bedding will set you up for a great night's sleep.

Soft, silky, sustainable

For the perfect night's sleep, several factors need to work in harmony. The bed, the bedding, and even the wider room come together to form a symphony of sleep. We've done everything we can to ensure that bedding across the Premier Inn estate provides the soundest sleep, through:

- Fresh, modern bed linen with a denier of 3–7, making it both soft and sustainable
- New duvet linen offers a 220-thread count – a standard that's often found in four-star hotels
- Choose between soft or firm pillows, dependant on your preference
- New quilted pillow protectors enable better neck and head support



Did you know?

Our breathable hypoallergenic duvets, are made from a comfy microfibre blend, for a lighter experience at the right level of warmth – year round



Premier Inn at home

Missing your Premier Inn bed after that work trip? Or maybe you're a travel booker that's keen to test the products out for yourself? Either way, you can now recreate the experience at home.

You loved our new bedding so much that we've made it possible to take a bit of our signature bedtime comfort home. Enjoy everything from our latest mattresses to our new pillows, duvets, and divans in your own bedroom with premierinnathome.com.



04

Our hotel rooms

Everything in our rooms
is designed with sleep in mind.

More than a bed

Great sleep goes beyond a fantastic, thoughtfully designed bed – although it certainly helps. How do you get ready for bed normally? On an ideal day, you'd have time to transition from the world of work to the land of nod, with the freedom to indulge in gentle self-care, whether that's giving your eyes a break from screens by reading a book, doing some light stretches, or giving your skin-care routine a boost.

We believe that you shouldn't have to go without the experience of a truly tranquil bedroom just because you or your employees are on the go.

So, we've added some thoughtful touches to our rooms to help you power down after big days, with:

- Overlapping blackout curtains to minimise light intrusion
- We include desks in our rooms as standard, perfect for those quiet head-down moments during busy work trips



Did you know?

Our Baylis & Harding toiletries offer less waste packaging and a lighter carbon footprint due to UK manufacturing



Premier Plus

For a little extra comfort, try our Premier Plus rooms. Here, we've gone one step further to provide you or your employees with the ultimate sleep environment. A room away from home should still feel like a sanctuary, so we've stocked them with The Goodness range by Baylis & Harding, including Power Up: Oud, Cedar & Amber, and Powder Down: Lavender & Bergamot, a mini-fridge with still and sparkling water, sweet treats, a coffee machine with pods, a comfy armchair, a rainfall shower, and an ironing board for last-minute sprucing up.

Rest easy knowing that sleep is our thing

A good night's sleep is a powerful productivity booster and essential for mental and physical health.

This is doubly true during busy work trips, where it can feel difficult to get a moment to yourself.

That's why we've done everything in our power to ensure that work trips can be as restful as a night at home – if not more so. We've even made it as easy as possible to book trips for you or your employees. In fact, you can get access to discounted, flexible stays when you book with our Business Flex rate, which offers a guaranteed 5% and up to 15% discount*.

And the story doesn't end here. We're continually investing in our products to take work-trip wellbeing to the next level, enhancing every step of the Premier Inn journey to make your next trip the best one yet. Sweet dreams!

*Business Flex is a variable discount. Prices vary based on booking lead time, periods of high demand and location. Business Flex rate is not available for bookings made for Premier Inn Leicester Square. Business Flex rate is only applicable to accommodation spend.



**Find out more about
your business stay**