

Premier Inn research shows that there is a 'wrong side of the bed'

Submitted by: pr-sending-enterprises

Tuesday, 3 January 2012

Premier Inn has revealed that there is such a thing as sleeping on the wrong side of the bed. According to a new study carried out by the hotel chain, those who have a tendency to migrate to the left side of the bed are in fact far better off than their 'right' counterparts.

The study of 3,000 adults by the UK's biggest chain of hotels (<http://www.premierinn.com/en/>) found that not only are those who sleep on the left generally more cheerful, but they are also more positive and capable of tackling heavy workloads and a stressful day ahead. Indeed, those who sleep on the right-hand side are less likely to wake up in a good mood. Over a quarter of people who snooze on the left side of the bed feel they have a really positive outlook on life in general, compared to 18 per cent of right-side sleepers.

The upbeat morning mood of 'lefties' may also go as far as explaining why over half of those surveyed refuse to swap sides with their other half. In fact over 75% of Brits are so stuck in their sleeping routine that they would find it strange to sleep on the other side of the bed. Additionally, a quarter of them claim it would certainly affect their mood the next day, with 23% of the nation convinced there is a wrong side of the bed.

Claire Haigh, spokeswoman for Premier Inn who commissioned the research, commented: "The research clearly indicates a pattern between which side of the bed you sleep on and the mood you wake up in. At Premier Inn we guarantee a good night's sleep for all no matter what side of the bed they sleep on. For those not satisfied with their stay, Premier Inn promises a full refund."

-Ends-

Notes to editors:

*Research carried out by One Poll for Premier Inn, 3,000 respondents were surveyed in December 2011

About Premier Inn:

Award-winning Premier Inn is the UK's biggest hotel brand with over 600 budget hotels and more than 46,000 rooms across the UK and Ireland. Premier Inn bedrooms feature en-suite bathrooms, TV with Freeview, and WiFi internet access. All Premier Inns feature a bar and restaurant; situated inside the hotel or adjacent, offering a wide range of food choices.

Premier Inn is open in Dubai and India. On a domestic front, Premier Inn aims to be the largest provider of budget hotels in London (within the M25) by 2012.

Premier Inn supports WaterAid, the international charity whose mission is to overcome poverty by enabling the world's poorest people to gain access to safe water, sanitation and hygiene education. To date Premier Inn has raised £1m for the charity.

PR Contact:

Vanessa Lee

Frank PR
3rd Floor
Centro 4
20-23 Mandela Street
London
NW1 0DU
0207 693 6999
www.premierinn.com