

Premier Inn reveals Sleep-o-Scopes research

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A Premier Inn report has revealed sleeping positions can reflect moods, stress levels and even personality, with the most common way of sleeping being the foetal position (58%), reflecting that Brits are subconsciously trying to de-stress in their sleep.

The Sleep-o-Scopes research, carried out by the UK's best loved budget hotel chain, Premier Inn (<http://www.premierinn.com/>), alongside leading British body language expert, Robert Phipps, unveiled 'the log' as the second most common sleeping position with 28% of Brits saying they sleep straight with their arms and legs by their side. The report highlights that sleeping in such a rigid position can lead to individuals being very stubborn and set in their ways.

Despite, over half of the nation sleeping in a way that shows they are stressed, a quarter say they sleep on their side with their arms stretched out ('the yearner'), meaning they are constantly on the hunt for new challenges to try and reach for their dreams.

Not only are sleeping positions revealing people's stress levels, but also that many are anxious and feeling out of control, with 17% saying they sleep on their front with their arms above their head in the 'freefaller'.

Premier Inn spokesperson, Claire Haigh, said: "Many people read their horoscopes, but we wanted to give our guests a more unique way to look at how their day might turn out by looking at how they sleep. We have worked with Robert to develop 'sleep-o-scopes' and were shocked that the research revealed just how stressed we are as a nation.

"It is important we try and wind down after a long day and get a good night's rest so we wake up refreshed and ready to tackle the day ahead. Many of us experience a number of stressful things during the day and we offer a Good Night Guarantee to ensure our guests get the best possible sleep regardless of the day they have had."

Robert Phipps, Britain's leading body language expert, commented: "We all know a good night's sleep sets you up for the following day but I don't think many people realise that the position they sleep in can determine how they will feel when they wake up for the day ahead.

"We have looked at four of the most common sleeping positions and developed Sleep-o-Scopes by looking at what the body language tells us about how you're feeling when you sleep and how that can affect the new day ahead from the moment you wake up."

Like predictions read from the stars and the moon, Premier Inn's Sleep-o-Scopes are open to interpretation and rely on other influencing factors, but hope to give guests an interesting insight to their day.

Whether guests wake up in 'the foetal', 'the log', 'yearner' or 'freefaller', Premier Inn offers all guests a 'Good Night Guarantee' - which means if guests are not 100% satisfied with their stay they can

request a full refund. Premier Inn is so committed to its philosophy that everyone deserves a great night's sleep, that they recently invested £70 million into refurbishing c. 13,000 rooms.

- Ends -

About Premier Inn:

Award-winning Premier Inn is the UK's best value 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 Wi-Fi 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 Abu Dhabi, Dubai and India.

Premier Inn supports Great Ormond Street Hospital Children's Charity. The charity needs to raise £50 million every year to support the care the hospital provides to some of the UK's sickest children.

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