

## Hospitality in Focus

### Travelodge trials the UK's first hi-tech PJ's

by

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They may look like something you would find in an astronaut's wardrobe - but in fact these space-age suits are high-tech pyjamas being trialled in a UK first, at: London Heathrow T5, Birmingham Fiveways, Bristol Central, Manchester Central and Edinburgh Central.

The customised therapeutic pjs are produced from a revolutionary fabric called 'DermaSilk' which feels like a second skin. It allows the skin to breathe, regulates body temperature (in hot and cold conditions) and maintains the skin's moisture balance. (All essential qualities required to attain a good night's sleep)

This unique material made from natural knitted silk also has the additional benefits of controlling body odour and is ideal for people who may suffer from skin disorders - such as eczema and dermatitis as it reduces the symptoms of itching and scratching.

Leigh McCarron, Travelodge Sleep Director said: "As a retailer of sleep, we are constantly investigating innovative ways, on how we can help our customers attain a good night's sleep. Something as simple as changing your bed attire can dramatically affect your quality of sleep.

To support our pjs trial, we conducted a sleepwear study, which examined the nation's attitude towards nightwear. These findings have been incorporated into our final pyjama prototype - resulting in the ultimate sleepwear".

The sleepwear study surveyed 3000 British adults and findings revealed:

- A 23% of Brits said they suffer from itchy night clothes which stops them from getting a good night's sleep
- Being too hot / cold is a common complaint for Brits with 66% confirming their body temperature changes constantly throughout the night which affects their sleep pattern
- More people feel too hot (54%) in comparison to feeling cold (35%) whilst sleeping

The second skin sleepwear is available for men and women and comes in four different sizes. (Small, medium, large extra large) The outfit consists of: leggings, long sleeved tee-shirt, gloves, socks and a facial mask.

Further findings from the research revealed, women are willing to look less desirable in bed in order to keep warm. Wearing passion killer socks are more favoured by women at 23%, which is more than double in contrast to men wearing socks to bed at just 11%.

Men on the other hand are more concerned to retain body heat via their head and hands and more men at 6% will wear a night cap and gloves to bed in comparison to just 4% of women.

### Travelodge launches UK's first 'Nodcasts' as research reveals Britain is in wake of insomnia epidemic

Up to 23 million British workers are losing an hour's sleep every night because they dread going to work the next day, according to a new study by Travelodge. Dealing with a difficult

boss or colleague, missing a deadline, giving an important presentation and coping with heavy workloads are just some of the reasons why work worries are giving Brits slumber stress rather than sweet dreams.

The research also revealed 51% of us are kept awake at night worrying about mistakes made at work during the day and other work related issues causing slumber stress are:

- Dealing with a difficult boss (28%)
- Having to give an important presentation (19%)
- Missing a work deadline (18%)

Now in a UK-first, to treat the nation's night-time woes and improve workplace productivity, Travelodge is offering customers the chance to take up 'motivational sleeping'. The hotel chain has commissioned internationally acclaimed Neuro Linguistic Programming (NLP) therapist Greg Laws to record a series of inspirational "Nodcasts" to tap into the unconscious mind and help millions of UK workers to run their lives more successfully, while they sleep.

The Nodcasts can be downloaded free of charge, click here for the:

- [Assertiveness Nodcast](#) – how to say what you want and get it
- [Confidence Nodcast](#) – how to get a "can do" attitude
- [Communication Nodcast](#) - how to make more friends and influence more people
- [Stress Nodcast](#) – how to combat anxiety and relax
- [Motivation Nodcast](#) – how to overcome inertia and seize the day

The Nodcasts should be listened to last thing before going to bed. Lying on the bed is the best way to listen to them or under the duvet if it's more comfortable.

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