

SLEEP LIKE A BABY AT YOTEL EDINBURGH

Hip hotel launches The Sleep Club to help new parents get a good night's sleep

November 2019, Edinburgh, UK – YOTEL Edinburgh is inviting knackered new mums (and dads) to become members of The Sleep Club by offering 100 free rooms to those who need (and deserve) a good night's sleep.

According to research carried out by the University of Warwick, new parents face almost six years of sleep deprivation following the birth of a child. With its signature adjustable SmartBed™, gel memory foam mattress and adjustable mood lighting, YOTEL Edinburgh believe there's no better place to escape the madness of family life and enter the land of nod than in one of their premium cabins.

As part of the package, YOTEL Edinburgh will launch *BOOBER*, a *mum-umental* milk taxi service (inspired by THAT popular transport app) enabling mums to send fresh bottles of breast milk back home, just in time for the evening feed.

Swapping the changing bag for a bag of a different kind, the package will also come with a Good Sleep Goody Bag to help forget mini-me at home and to enjoy some uninterrupted pamper time.

Commenting on the new package, Emily-Jane Clark, author of Sleep Is For The Weak (How To Survive When Your Baby Won't Go The Fk to Sleep), said:**

"After two babies and years of sleep deprivation YOTEL Edinburgh's Sleep Club is music to my ears! Nothing can prepare you for the tiredness you feel as a new parent so having a place to escape to, alone, with a big glass of wine is invaluable.

"YOTEL has truly thought of everything and if *BOOBER* had been around when I was breastfeeding, I would've jumped at the chance for a night away. Make the most of it and enjoy a good night's sleep – if anyone deserves it, it's new parents."

Stuart Douglas, General Manager at YOTEL Edinburgh, said: "As a parent myself, I know how valuable sleep is. Our aim is to help mums and dads reclaim at least some of the countless hours of sleep lost whilst raising a family.

"It's no secret our SmartBed's™ are the comfiest in Edinburgh and are the perfect place to relax, unwind and enjoy a night of uninterrupted ZZZ's."

YOTEL Edinburgh opened earlier this year and is the tech-inspired hotel group's first city centre hotel in the UK. The 276-room property offers the luxury of first-class travel and is uncompromisingly designed around the comfort and efficiency of guests.

To book, visit <https://www.yotel.com/en/hotels/yotel-edinburgh/the-sleep-club> and complete the required fields.

ENDS

For further information on YOTEL please visit www.yotel.com

For further press information or images please contact
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T&Cs

- The Sleep Club package will be available until 31 December 2019 and is subject to availability
- The package includes a one-night complimentary stay with breakfast, BOOBER milk taxi service and a good sleep goody bag (whilst stocks last)
- The Sleep Club package is available to parents with children between the ages of 0 – 3 years and for the parent who needs a good night sleep the most
- Strictly no babies allowed to join The Sleep Club
- The Sleep Club package cannot be sold or exchanged for cash
- To redeem The Sleep Club package, parents must present a valid Personal Child Health Record upon check-in at Mission Control
- The BOOBER delivery service is only available to parents local to Edinburgh within a 5-mile radius of YOTEL Edinburgh
- YOTEL Edinburgh is not responsible if any items being delivered through the BOOBER delivery service are damaged or stolen whilst in transit
- Good Sleep Goody Bags are limited and subject to availability
- YOTEL Edinburgh is not responsible for the care of any child / children whilst parents are staying at the hotel

ABOUT YOTEL

Inspired by the luxury of first-class travel and uncompromisingly designed around guests, YOTEL takes the essential elements of luxury hotels into smaller, smart spaces and deliver extraordinary value and a sense of community with areas for co-working, social gatherings and exercise in sought after locations. Premium Cabins include YOTEL's signature adjustable SmartBed™ with rejuvenating rain showers and SMART TVs, multi power and USB points and easy connectivity.

YOTEL currently operates seven airport hotels in London Gatwick, London Heathrow, Amsterdam Schiphol and Paris, Charles de Gaulle, Istanbul Airport (2), Singapore Changi and seven city centre hotels in New York, Boston, San Francisco, Washington D.C., Singapore, Edinburgh and Amsterdam. YOTEL is expanding rapidly with new projects under development globally, including Porto, Glasgow, London, Dubai, Geneva, Long Island City, Miami, Park City, Mammoth, Atlanta and Melbourne.

YOTEL's major shareholders include a controlled affiliate of Starwood Capital Group, the Talal Jassim Al-Bahar Group, United Investment Portugal and Kuwait Real Estate Company (AQARAT).

YOTEL was created by YO! founder Simon Woodroffe OBE, who inspired by first class travel, translated the language of luxury airline travel into a small but luxurious cabin (www.yo.co.uk).

Visit www.yotel.com for more information.

