

Conrad Singapore Orchard's complimentary Sleep-to-Wake Ritual includes wellness sessions by the pool. PHOTO: CONRAD SINGAPORE ORCHARD

Chasing dreams

Sleep tourism is taking off in Singapore and abroad, as hotels launch wellness-themed packages aimed at weary travellers

Louisa Lim

When civil servant Jill Sim, 27, goes on vacation, one thing takes priority over sightseeing or dining at highly rated restaurants: Sleep, and plenty of it.

This shift in vacation philosophy took root in 2019, during a trip to Seoul she took after graduating.

"We had no itinerary to chase," says Ms Sim, who travelled with her university friends.

"We'd sleep in till 10am and take our time to get ready. When we felt sleepy, we'd head back to the bed and breakfast for a nap before heading out for dinner. Some days, we were even back by 8pm to go to bed early.

on the trip. I was fully present for search aggregator Skyscanner, all conversations and activities. To date, it's one of my favourite holidays."

agrees that sleep has become a non-negotiable aspect of his holidays. "I typically take five to six vacations a year. Most of these vacations begin with a day or two of rest to adjust to time zones and to relax before diving into activities," says the 28-year-old project management officer.

He recounts a particularly memorable holiday in Bali in December 2019.

"I extended my stay to explore Uluwatu after celebrating New Year's Day with friends. Despite initially planning to explore private beaches, the rainy weather allowed me to rest in the villa with its big, comfortable bed," he says

Ms Sim and Mr Nazir are among a growing number of Singaporean travellers who are on a quest for quality sleep and relaxation.

Be it a weekend trip in Southeast Asia or a longer stay in farflung locales, fans of the trend say sleep-centric getaways offer a temporary respite from burnout, affect their mood and stress levels positively for months, and allow them to return to work with renewed energy.

According to a Travel Trends sleep is a top priority for Singaporean travellers planning their next REST, REIMAGINED getaway. Some 23 per cent list it as Mr Nazir Nathaniel Hub-Khan a key activity, surpassing interests in water sports, wildlife spotting and snow sports.

This inclination towards prioritising rest is likely to persist, as 39 per cent of travellers from Singapore report improved sleep while on vacation.

As a result, more hotels around the world are offering amenities and services designed to promote restful sleep. For instance, luxury hotel chain Six Senses has sleep programmes, ranging from one night to one week, at several properties around the world.

India-headquartered market research company HTF Market Intelligence reported in 2023 that the sleep tourism mar-

> a projected increase of US\$400 billion (S\$539 billion) or nearly 8 value tween

> > and 2028.

ket is poised for sig-

nificant growth, with

and relaxation kit from British skincare brand This Works (left) at Shangri-La Singapore, and a pocket PHOTOS: KINN STUDIOS, SHANGRI-LA SINGAPORE



Mr Nazir Nathaniel Hub-Khan plans for a day or two of rest during his trips abroad. PHOTO: NAZIR NATHANIEL HUB-KHAN

Similarly, hotels in Singapore are expanding their sleepfocused offerings beyond calming interiors, "I realised how well rested I felt 2024 Report published by travel blackout curtains and designer

At Conrad Singapore Orchard, which opened in Cuscaden Road in December, the Sleep-to-Wake Ritual elevates the nightly turndown service into a mindful experience.

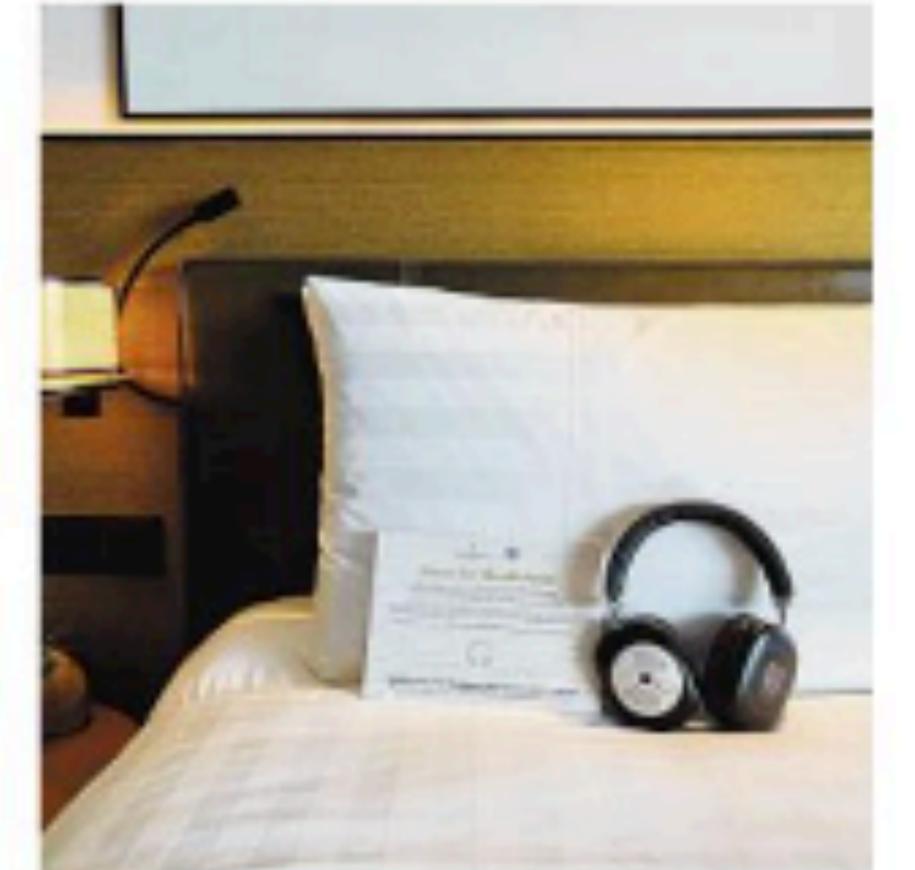
The programme, which is complimentary for guests, includes pre-sleep teas crafted from local botanicals such as hibiscus and pandan, a pre-recorded guided sound bath on TV by Singaporean yoga practitioner Azmi Samdjaga and an extensive pillow menu.

Guests can also join a Morning Intention session – an hour-long wellness activity by the pool which offers a rotating schedule of activities such as yoga and cold plunges.

Those staying in suites and executive rooms also receive a calming shower steamer on the first night.

Conrad Singapore Orchard's cluster operations general manager Oscar Postma says: "The Sleepto-Wake Ritual is supposed to encourage our guests to carry forward the simple, mindful habits they engage in, ensuring a lasting positive impact even after their stay with us."

Hotels' sleep and wellness programmes include a sleep serenity wellness booklet (far left) at Kinn Studios.



Hotels such as Shangri-La Singapore and Como Metropolitan Singapore have begun offering audio experiences to help guests sleep better. PHOTO: SHANGRI-LA SINGAPORE

Room rates at Conrad Singapore Orchard start at \$450 a night.

Shangri-La Singapore, also in the Orchard area, launched its Better Sleep Package in January. Guests who book this two-night programme will receive an hour-long neck and back massage; a threecourse in-room dinner for two; as well as a Better Sleep Amenities Set with a pillow spray, shower gel and bath soak from British skincare brand This Works.

They can also partake in a Music for Mindfulness session, which is the result of a collaboration between local arts company The Teng Company and university Sin- Sleep-focused stays are not exclugapore Institute of Technology.

Noise-cancelling headphones offer a 50-minute musical voyage integrating ancient Chinese music affordable alternative. Room rates therapy philosophies with the sci-

ence of binaural beats, where two slightly different frequencies are played in each ear, leading to the perception of a single new frequency tone.

This phenomenon is said to create a mental state conducive to relaxation, meditation and stress reduction.

The package will be offered till the end of March and starts at arm's reach, and they are evolving \$480++ a night.

Meanwhile, the Como Metropolitan Singapore enhances the bedtime experience with a fiveminute meditation practice on inroom televisions, guided by mind-

fulness expert Tan Cheen Chong. The hotel, which opened in September 2023, has a Sleep Dreams package, a four-day, three-night day. retreat starting at \$1,450 a guest.

Rooms come equipped with a Sleep Hub, a device that plays lowfrequency sound waves to encourage deeper, more restful sleep.

The hotel says the method is backed by more than a decade of research, development and testing by Britain-based sound technology company Cambridge Sleep Sci-Guests will also receive a kit of

sleep amenities containing a sleep balm, room spray and an eye pil-

sive to high-end accommodation. Kinn Studios, a boutique hotel at tion should be," she says. 69 Keong Saik Road, offers an

DEMOCRATISING SLEEP

start at \$140++ a night.

The hotel, which opened in November 2023, focuses on mental well-being through a collaboration with Safe Space, a mental health service provider in Singapore.

Until Sept 30, Kinn guests can dial in for video-call sessions with Safe Space's therapists-in-training. They also get a 10 per cent discount on sessions, which start at \$80 for a 60-minute slot.

The boutique hotel offers guests a Pocket Serenity wellness booklet featuring nuggets of affirmation and personal journaling prompts to help them mentally declutter for a stress- and anxiety-free vacation. The sessions can be accessed by scanning a QR code in the booklet.

The idea of a sanctuary was conceived by hotel founder Chayadi Karim, who noticed more solo travellers seeking refuge at Kinn Capsule Hotel – the precursor to Kinn Studios - in South Bridge

"Since the burnout epidemic has been quite prevalent, we felt it was our chance to focus on wellness and mental health," he says.

"Kinn Studios is designed as a haven, a retreat where guests can escape the hustle and bustle. After all, people are finding it increasingly difficult to switch off from the stresses of everyday life, impacting their night-time routine and sleep."

The hotel's marketing manager Samantha Loh, who initiated the partnership with Safe Space, says: "Travelling often triggers my anxiety, whether it's because I'm in an unfamiliar country or I struggle with sleeping alone in a room. You can sleep all you want, but you never feel quite mentally rejuvenated."

Ms Antoinette Patterson, cofounder and chief executive of Safe Space, says the collaboration has garnered positive feedback, with the service receiving 24 calls for counsellors to date.

"December was a busy month for us, with stress and personal matters topping the list of concerns among callers from Kinn," she

BEDTIME STORIES

For those who think sleep-cations can work only in remote locations with patchy access to Wi-Fi, think

For Ms Sim, bustling cities with accessible activities and convenient transport offer the ideal backdrop for a restful holiday. Her favourite destination? London.

"There are so many interesting F&B establishments, theatres and immersive experiences within all the time. I don't have to spend time travelling out of the city and can sleep as much as I need while still having a blast when awake," she says.

She adds that she does not mind revisiting familiar destinations, and often limits her schedule to no more than two major activities a

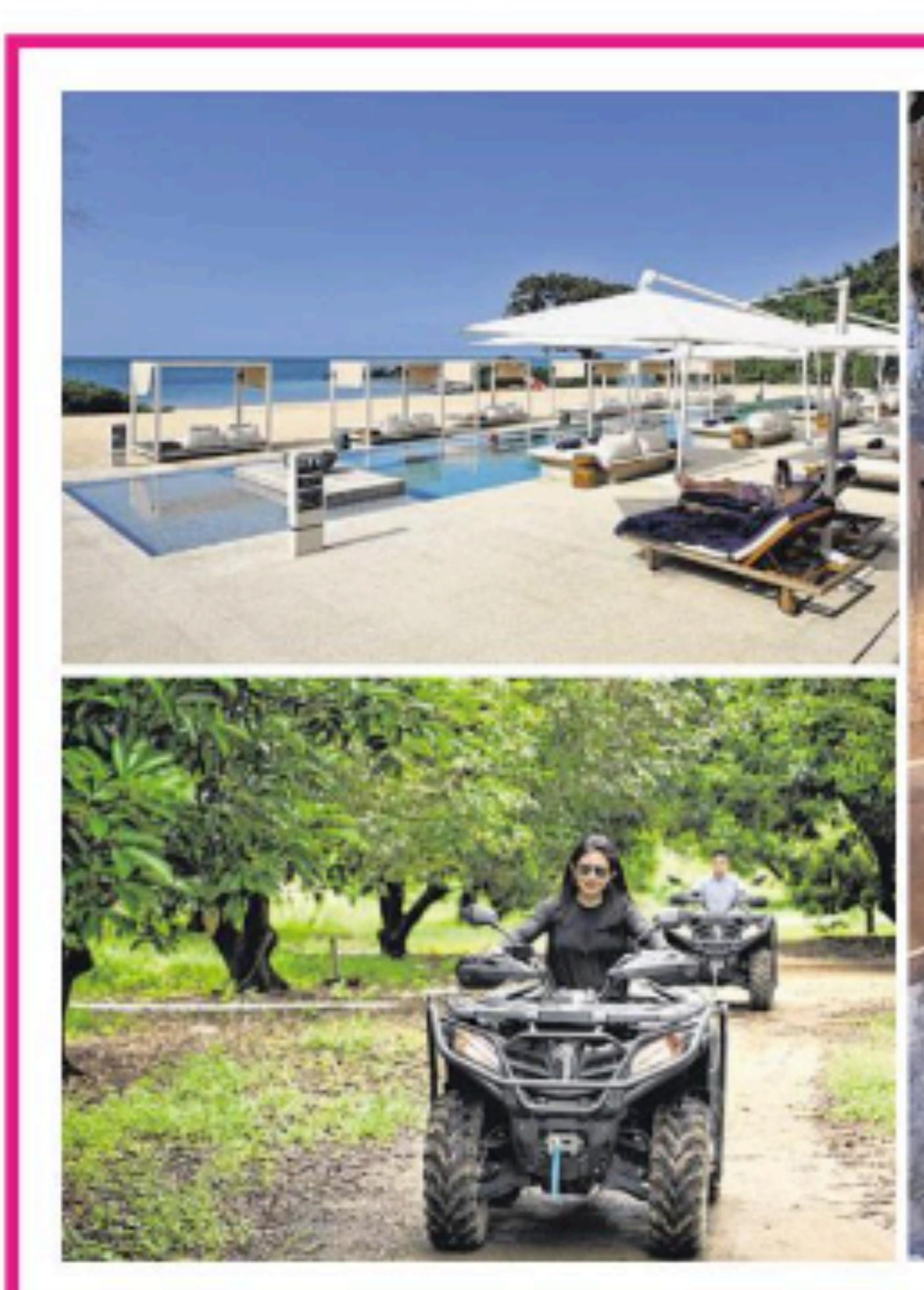
Her sole sleep ritual involves using earplugs to ensure uninterrupted slumber, a practice she reserves exclusively for travel.

Meanwhile, Mr Nazir's sleep must-haves are a quiet atmosphere, a bathtub to unwind in and a cup of hot tea at the end of the day. He dislikes spontaneous housekeeping and avoids rooms near common areas.

Reflecting on earlier travel experiences, Ms Sim has found new purpose in her vacations.

"Previously, I'd be up by 8am, on my feet most of the day and back in the hotel only at 10pm. While it was fun, I'd also find myself more exhausted after the trip than before, which didn't feel like what a vaca-

louisalim@sph.com.sg



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DEMOCRATISING SLEEP

Sleep-focused stays are not exclusive to high-end accommodation.

Kinn Studios, a boutique hotel at 69 Keong Saik Road, offers an affordable alternative. Room rates start at \$140++ a night.

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