

TRAVEL AND HOSPITALITY

Mandarin Oriental appoints in-house sleep concierge

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The therapy can be booked through the hotel. Image credit: Mandarin Oriental

By LUXURY DAILY NEWS SERVICE

Multinational hospitality brand **Mandarin Oriental** is leaning into wellness.

In celebration of World Sleep Day, March 15, the company is naming an in-house sleep concierge. English hypnotherapist and sleep expert Malminder Gill will take on the role, hosting sessions at all London locations and select properties across Europe.

"This year I have seen an increase of around 30 percent of clients coming to see me for sleep-related issues at Harley Street, and in their own homes," said Ms. Gill, in a statement.

"I am delighted to partner with the Mandarin Oriental Hotel Group to offer a solution for guests who struggle to sleep well in unfamiliar surroundings, it's the perfect, luxury setting for the program and I look forward to being available to guests for one-to-one sessions."

Sleep tight

The award-winning professional has served many clients, including CEOs, royals and Hollywood actors.

Now, she can extend her services to guests at the Knightsbridge and Mayfair Mandarin Oriental properties. Additionally a four-day, monthly, moving pop-up service from Ms. Gill will travel to several select hotels throughout Europe.



Across the brand's social media channels, it is promoting "sleepfulness" today. Image credit: Mandarin Oriental

The sleep expert's wellness therapy can be performed in a spa or a guest's suite in one-on-one sessions.

Lasting 60 minutes, the meeting begins with a brief consultation followed by a tailored, sleep-inducing hypnosis. Each session, backed by decades of science and research, can be booked directly through the hotel.

The perk costs 550 euros, or just under \$600 at current exchange.

Wellness, including sleep therapy, is sweeping across the hospitality space, with Hilton's Waldorf Astoria welcoming guests at the Grand Wailea resort to the largest spa in Hawaii earlier this month ([see story](#)).

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