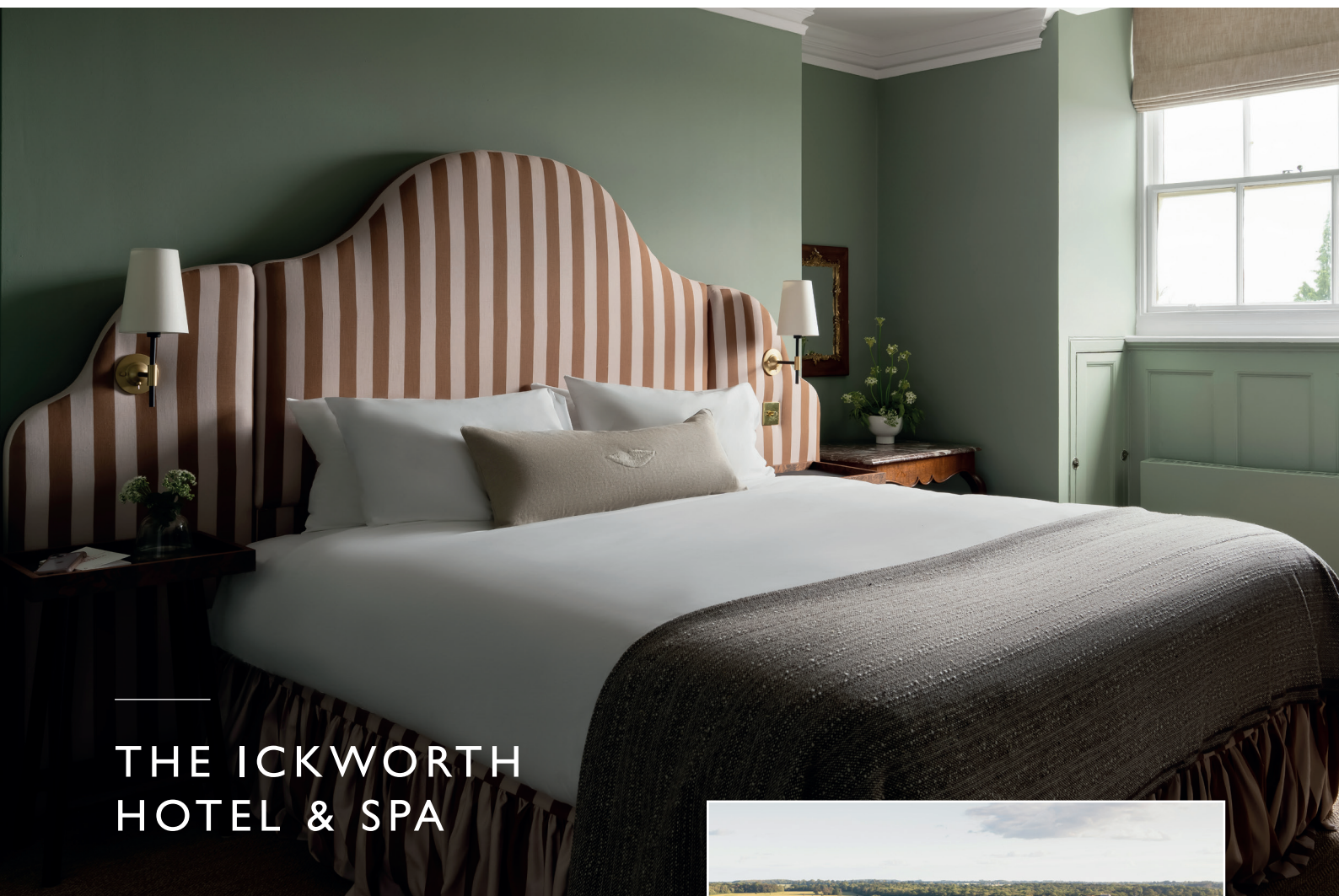




HYPNOS
THE MOST COMFORTABLE BEDS IN THE WORLD

CASE STUDY



THE ICKWORTH HOTEL & SPA

Set within 1,800 acres of National Trust parkland, The Ickworth has long been one of Suffolk's most distinctive family hotels. Part of the Luxury Family Hotels group, the Grade I listed estate has now reopened following a thoughtful restoration, unveiling a beautifully reimagined experience for families seeking space to reconnect, moments to savour and memories that last long after the journey home.

Every part of the hotel has been carefully considered, from the bedrooms and restaurants to the wellness facilities and family spaces. Led by acclaimed interior design studio Studiojill, the transformation celebrates The Ickworth's grand Italianate architecture while introducing a fresh, contemporary feel inspired by the estate's rich history.



At the heart of the renewed guest experience is a clear understanding of what families need from a luxury country house hotel. Guests are given space to explore, places to come together and the comfort to properly rest at the end of each day. Sleep plays an important role in that balance, leading The Ickworth to specify Hypnos Boutique Collection mattresses throughout the hotel.

The Hypnos Boutique Collection was selected to support the sense of comfort, quality and care that runs through the wider restoration. Handmade by British bedmaker Hypnos Contract Beds using traditional techniques and responsibly sourced materials, each mattress combines exceptional guest comfort with long-lasting craftsmanship, reflecting the attention to detail found throughout The Ickworth.

The hotel's 37 redesigned bedrooms offer a luxurious retreat after days spent exploring the Suffolk countryside. Larger family groups can also enjoy the flexibility of The Dower House and Butler's Quarters, making The Ickworth an ideal destination for multigenerational holidays, family celebrations and special occasions.

Wellbeing sits at the heart of the new experience. The refreshed spa includes treatment rooms, relaxation areas, an indoor swimming pool, steam room and spa garden with horsebox sauna and nordic-inspired hot tub, creating a peaceful sanctuary within the estate grounds. Dining has also been elevated, with seasonal menus celebrating the very best of Suffolk produce, from traditional afternoon teas to relaxed family dinners overlooking the estate.



"While much has changed, the spirit of The Ickworth remains the same. This is still somewhere families can slow down, explore together and create memories that will be talked about long after the journey home. The partnership with Hypnos supports this renewed chapter, helping to ensure that every stay is shaped not only by the beauty of the estate, but by the comfort and rest guests experience at the end of each day."

Teresa Kingston,
Group Commercial Director,
Luxury Family Hotels