HYPNOS
THE MOST COMFORTABLE BEDS IN THE WORLD

CASE STUDY



THE HEADLAND

Standing above Fistral Beach on Cornwall's dramatic north coast, The Headland combines the character of a landmark Victorian hotel with the warmth of a contemporary coastal resort. Family owned and part of PoB Hotels, a collection of independently owned hotels across the British Isles, The Headland describes its approach as "five-star Cornwall, not formal".

The hotel first welcomed guests in 1900 and remains one of Cornwall's most recognisable buildings. Its architecture and history give it a strong sense of place, while the experience today includes four restaurants and The Headland Spa and AquaClub, a contemporary wellbeing complex overlooking the Atlantic. With the beach on its doorstep, thoughtful touches such as complimentary authentic wooden bellyboards encourage guests to embrace the hotel's relaxed coastal setting.

Accommodation is equally varied. The hotel has 86 individually styled rooms, including 18 suites, ranging from cosy doubles and coastal family rooms to spacious suites with far-reaching coastline views. Guests seeking greater independence can choose from 39 one, two and three-bedroom coastal cottages, combining the space and flexibility of self-catering accommodation with access to the hotel's facilities and service.

The Headland's relationship with Hypnos spans more than 30 years. As part of its continued investment in guest comfort, The Headland has specified Eden Project Harmony Ortho mattresses from Hypnos. Mattresses from the Hypnos Boutique Collection have also been selected for a number of rooms.

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The choice of the Eden Project Harmony Ortho has particular resonance in Cornwall. With the Eden Project located nearby, The Headland is bringing a product created through Hypnos' partnership with one of the county's best-known destinations into the guest experience.

Hypnos has worked in partnership with the Eden Project since 2019, united by a shared ambition to make more responsible ways of living a reality. The Harmony Ortho offers a firmer feel and uses responsibly sourced materials, including RWS certified British wool and fibres derived from banana, orange and pineapple plants which can also be found growing within the Eden Project's biomes.

Handcrafted in Britain to meet the demands of hospitality, the mattress combines firm support with breathable comfort and lasting performance. It is also designed to be recycled at the end of its life.

The mattresses were delivered to The Headland using Hypnos' electric HGV's, reinforcing the shared focus on making more responsible choices. Hypnos also provided a full installation service helping the hotel team manage the transition efficiently, and removing the existing beds for recycling, helping the hotel team manage the transition efficiently.

For The Headland, selecting the right mattresses is an important part of creating an experience that allows guests to rest properly, whether they are visiting for a family holiday, a restorative spa break or an active escape beside the ocean.

"Sleep is a fundamental part of the guest experience at The Headland. Our guests come here to switch off, recharge and enjoy time together, so it is important that the comfort of their room supports that experience. Hypnos took the time to understand what we needed and helped us choose mattresses that balance firm support with quality, comfort and responsibly sourced materials. With the Eden Project so close to us, the story behind the Harmony Ortho also felt especially relevant. They also helped us manage the changeover, coordinating the installation and removal of the existing beds for recycling."

Joshua Jay-Bates,
Hotel Operations Manager, The Headland



The collaboration with Hypnos supports The Headland's approach to relaxed five-star hospitality, placing comfort and restorative rest at the heart of each stay. Whether guests return from exploring the Cornish coastline, surfing at Fistral Beach or spending time in The Headland Spa and AquaClub, they can enjoy a sleep environment designed to leave them rested and ready for the day ahead.