



HYPNOS
THE MOST COMFORTABLE BEDS IN THE WORLD

CASE STUDY

SEAHAM HALL



Nestled on the picturesque Durham Heritage Coast is Seaham Hall, an independent five star boutique hotel that blends historic character with contemporary luxury. Dating back to the 17th century, this charming Georgian country house has been transformed into a luxurious Coastal Wellness Resort, offering guests a calm, restorative escape defined by service, exceptional dining, and a strong focus on wellbeing.

With 24 luxury suites, dog friendly options, and coastal lodges available to purchase or rent, Seaham Hall attracts guests seeking a refined British getaway, whether for a weekend recharge or a mid-week bolthole by the sea. While the Serenity Spa is a key part of the resort's appeal, the team believe that wellbeing does not stop at the treatment room, as sleep is an essential part of guest wellbeing.

“At Seaham Hall, every detail of the guest experience is considered, and sleep is one of the most important luxuries we can offer. Hypnos was a natural partner for us. As a British made, family run business with a Royal Warrant, they share our commitment to craftsmanship, heritage and exceptional quality. Their beds represent the very height of luxury, and aligning with a brand that mirrors our values allows us to deliver the level of comfort and refinement our guests expect.”

Ross Grieve, Managing Director of Seaham Hall.

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To deliver the highest standard of comfort, Seaham Hall specified Hypnos beds throughout the property, selecting from the Hypnos Signature Collection. Known for premium performance and handcrafted quality, the Signature Collection reflects the resort's own approach to quiet luxury. For guests, it means the reassurance that every stay includes the kind of comfort that supports deep rest, whether they are visiting for a celebratory weekend, a coastal break, or a dedicated wellness retreat.



Part of PoB Hotels, Seaham Hall's excellence has been widely recognised. The resort was named one of the best hotels in the world by La Liste for 2025, ranking number 68 in the UK and securing the top position in the North East of England. Serenity Spa has also received major accolades, including Best Boutique Spa at the Boutique Hotelier Awards and AA Best UK Spa Award in 2023 and 2024. Beyond its spa awards, Seaham Hall was crowned Small Hotel of the Year 2025 at the North East England Tourism Awards and featured in The Sunday Times Top 100 Best Places to Stay 2024.

Guests can also enjoy two standout restaurants. The Dining Room offers a seasonal menu showcasing the finest local ingredients along with the hotel's spa and evening restaurant, Geko, where guests can immerse themselves in a vibrant array of Japanese inspired dishes, set within a theatrical ambiance.

From sea air and spa rituals to exceptional dining and deeply comfortable beds, Seaham Hall delivers a luxury coastal escape designed to help guests truly switch off. With Hypnos specified throughout, the sleep experience becomes an integral part of the resort's wellbeing promise, ensuring guests leave feeling restored, renewed, and ready to return.

