

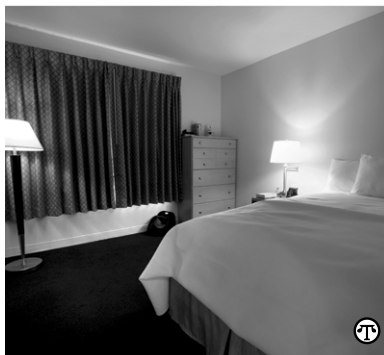
TRAVEL TIPS AND TRICKS

Achieving Peak Performance—One Good Night's Sleep At A Time

(NAPSA)—For a U.S. Olympic athlete, the difference between a gold medal and great disappointment can be determined by a fraction of a second, so athletes strive to achieve and maintain peak personal performance. To an athlete, the sacrifices necessary to achieve Olympic gold are clear. Many travelers, however, in their own efforts to obtain and maintain peak performance levels, often overlook simple factors, such as sleep, that can have a great impact on the success of their personal or business pursuits.

Travel can prove to be as stressful on the mind and body as preparing for an Olympic sport. In fact, a survey conducted by Hilton Hotels found that business travelers' personal performance decreased by 20 percent while on the road. This means that the majority of business travelers are only at 80 percent of their usual capacity during high-level meetings. The following sleep tips can help U.S. Olympic athletes and travelers excel in competition or their next meeting:

• **Create the Optimal Sleep Environment**—"Sleep loss combined with the demands of business on the road can be devastating to personal performance," says Dr. Mark Rosekind, former NASA scientist and president and chief scientist of Alertness Solutions. As a sponsor of the U.S. Olympic Team, Hilton Hotels Corporation is now providing athletes and travelers with a solution to the devastation of sleep loss by fitting



Hilton Hotels is modifying 160 resident athlete dorm rooms at the U.S. Olympic Training Center in Colorado Springs to increase the athletes' alertness and reaction time for peak performance at the upcoming Olympic Winter Games.

both with ideal sleep conditions, which include a unique, plush-top sleep system to reduce tossing and turning and improve circulation while sleeping. When on the road, the best thing one can do to prepare for the morning is to sleep well the night before. Travelers should find a hotel that specializes in sleep programs and provides an optimal sleep environment for guests.

• **Maintain a Routine**—U.S. Olympic athletes maintain a regimented daily schedule complete with time allotted for eating, napping and even doing laundry. This ensures they are taking full advantage of their body's peak performance times. Business travelers can take advantage of their

own peak performance times by planning important meetings in the afternoon and taking a "power nap" of 15 to 45 minutes to prevent themselves from lagging throughout the day. Experts suggest that even a short nap can have a significant effect on performance for hours.

• Properly Fuel the Body—

Diet and exercise are key components of an athlete's journey to Olympic victory. While exercise can increase performance by up to 60 percent, studies show that travelers rarely find time to do it. Adding a brisk walk or jog into one's hectic schedule and eating healthfully will ensure that the body has the proper fuel to optimize effectiveness while conducting business. Many hotels also offer easy-to-use fitness programs at their properties. Call ahead to find out about their fitness offerings.

Caffeine is an excellent tool for improving performance and alertness. Follow these tips from Dr. Rosekind on how to use caffeine as a performance enhancer:

- Take caffeine 15-30 minutes before needed; effects can last 3-4 hours.
- Take caffeine in anticipation of being tired, not as a pick-me-up after the fact. (About 100-200 mgs of caffeine are needed to boost performance).
- Don't use caffeine too close to a planned sleep time; e.g., within 3 hours.
- Be aware that chocolate contains caffeine, as do other foods.

