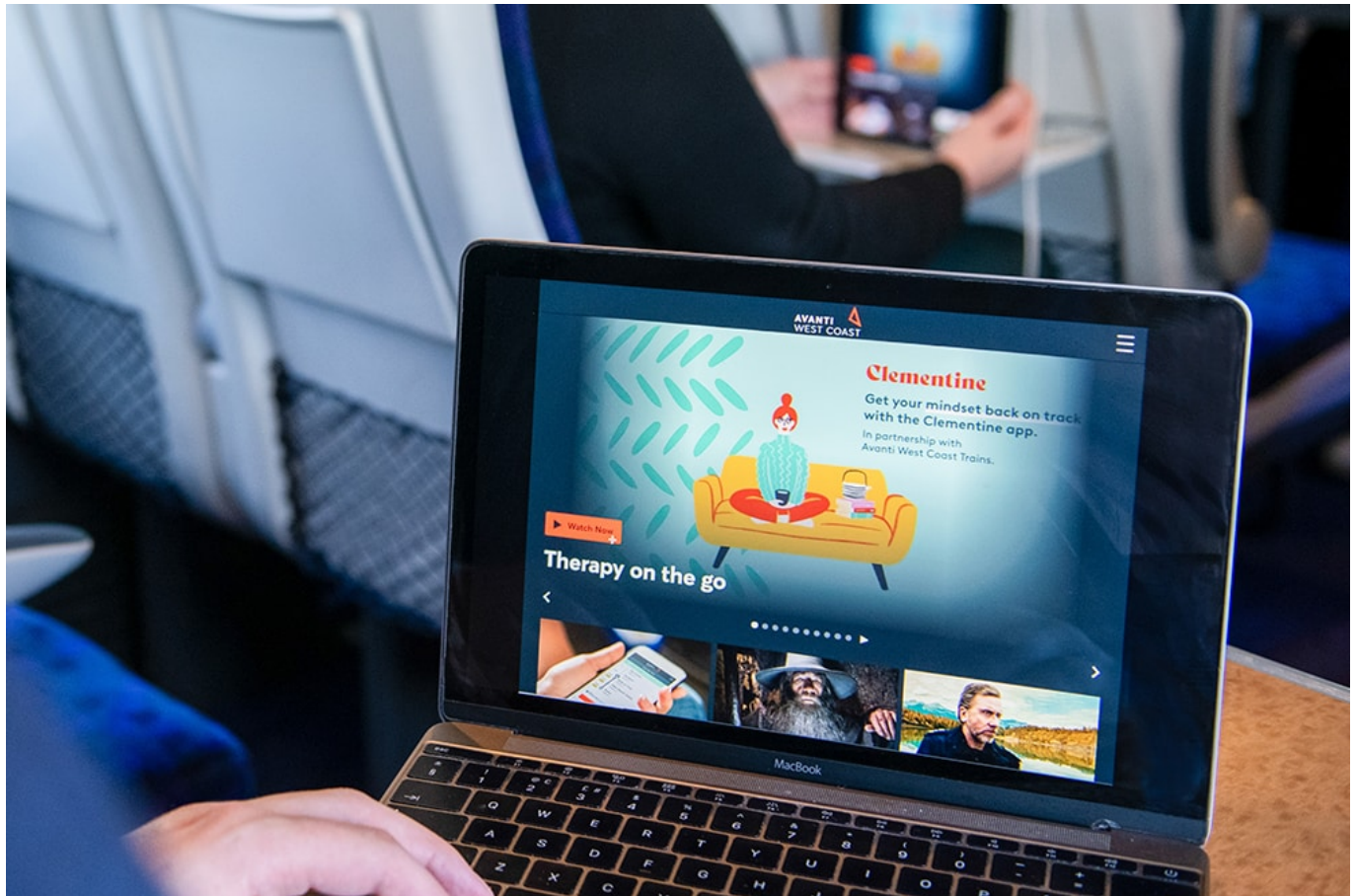


# Free wellbeing hypnotherapy sessions offered by Avanti West Coast

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Avanti West Coast is offering free hypnotherapy sessions on its trains in a first for the UK rail industry, to help customers feel energised and confident.

The long-distance operator has partnered with well-being app Clementine as part of an exclusive offer for those travelling on the West Coast Main Line.

Clementine will give customers access to a series of hypnotherapy sessions designed to help users get into the right mindset to make the most of their journey – whether it's space to rest or be more productive.

Launched this month, Clementine's selected material can be streamed on a customer's device through the free on-board entertainment service, Avanti Media.

The sessions are between three and 20 minutes long and focus on visualisation techniques to set customers up in the best possible way. These include recharging to overcome tiredness or feelings of being overwhelmed, to resources on power napping as well as improving productivity to help users feel confident, empowered and in control.

Bob Powell, Customer Proposition Director at Avanti West Coast said: "Taking the train is one of the most comfortable ways of getting to a destination and as we welcome our customers back to rail, this partnership is about helping them to get into the right mindset for the rest of the day.

"Whether that's taking a much-needed rest or mentally preparing for that big presentation. We believe the onboard journey experience is as important as getting to the destination itself. These sessions are part of the unique experience our customers can expect from travelling with Avanti West Coast."

Founder of Clementine, Kim Palmer, said: "We are so excited to be partnering with Avanti West Coast and providing their customers with access to our game changing hypnotherapy sessions for the first time. We believe in the power of hypnotherapy and making mental health tools accessible and achievable.

"This partnership is about enabling more people to create important micro mind-shifts throughout their journey preparing them for whatever awaits them as they alight their train."

*Photo credit: Avanti West Coast*