PALACE MERANO WELCOMES THE SUMMER WITH PROGRAMMES PACKED WITH OUTDOOR ACTIVITIES

Rejuvenating summer in Merano: the ideal micro-climate for enjoying the Palace Merano treatment programmes even in the hottest months of the year.

Merano, xx 2025 - **Palace Merano**, the first Italian Medical Spa, where over twenty years ago, the **Revital® method** was invented, is an ideal destination for spending the **summer**. There are numerous opportunities to combine personalised programmes - ranging from diagnostics to medical visits, consultancy services and treatment, as well as care, diet and fitness - with **outdoor activities** geared towards discovering South Tyrol and its enchanting views and hidden gems.

Merano is a unique destination with its **Alpine-Mediterranean micro-climate** that brings cool, pleasant summers, making it the ideal place for a rejuvenating stay even in the hottest months. July and August are the perfect time to make the most of the Palace Merano experience: the mild temperatures and pure air allow you to enjoy every aspect of the hotel, from the elegant indoor spaces to the spacious outdoor areas surrounded by nature. Set at an altitude of 325 metres among the Alps, Palace Merano is the ideal starting point for undertaking one of the **five personalised care programmes**, designed to respond to different needs, even during the summer.

The ***Detox & Longevity*** programme acts on an organic and cellular level, freeing the organism of toxins, rebalancing the metabolism and body weight, while boosting the immune system and preventing cellular ageing. Detox diet, treatments and bioenergetic massages, mud bath therapy: every element is designed to stimulate real, long-lasting change.

The ***Relax & Balance*** programme leads to a new inner balance, reducing stress, physical and mental tension, while improving the quality of sleep and stimulating creativity and concentration. Yoga massage, floating therapy, a biolight or detox diet, biofeedback, vitamins and anti-stress make up a sensory and therapeutic journey that encourages an authentic reconnection with one's own body and energy.

The ***Sport & Remise en forme*** programme is designed for anyone who wants to recoup energy, strength and body tone. A personalised dietary plan is integrated with targeted bioenergetic treatments, daily outdoor sessions with a personal trainer, massages, mud bath therapy and tailored intravenous vitamin therapies.

Sport Performance**,** on the other hand, is **aimed for the first time at anyone who already does intense physical activity**, both as an amateur or professional, and wants to improve their sport performance. It consists of an initial diagnostic phase followed by a personalised phase based on the result of the tests. It includes medical analyses and check-ups, dietary advice, specific sport-related nutrition, personal training, cognitive performance, energetic massages, mud bath therapy and cryobody.

At Palace Merano, where **nature** is the key factor of a profound regeneration experience, even the meticulously landscaped gardens, that surround the building, place an important role in the

successful outcome of the treatments. Centuries-old trees, cedars of Lebanon, black pines, young sequoia and ancient palm trees (including the oldest one in Merano) create the perfect backdrop for a programme like ***Revital Spa®*** in which relaxation is the key factor. The rest is provided by the detox and biolight diet, energetic massages and mud bath therapy that regenerate the body and spirit, while boosting the circulatory, lymphatic and nervous system.

All five programmes are based on the Revital® method, that combines functional, allopathic and energy medicine with the principles of traditional Chinese medicine, in a preventive, tailored approach. Each programme is designed around the individual's needs, even for couples. Each guest can follow their own therapeutic path, while benefiting from shared experiences.

Alongside the clinical and therapeutic aspect, the summer invites you to explore the more active and contemplative dimension of well-being. The facility's green spaces become a natural extension of the programmes, with reading in the rose gardens in bloom and quiet moments in the shade of ancient trees. As soon as you pass through the gates, a world of paths, panoramic views and open air activities unfolds before you, making every day a unique experience, immersed in the authentic beauty of South Tyrol.

Strolling along the **Tappeinerweg** takes visitors on one of the most picturesque walks in Merano, which starts right next door to the hotel. Alternatively, visitors can follow the Marlinger Waalweg and Algunder Waalweg paths that run alongside ancient irrigation canals, immersing them in the tranquil beauty of South Tyrol's orchards and vineyards.

The **Botanical Gardens of Castel Trauttmansdorff** are just a few minutes from the hotel, laid out over twelve hectares. They are home to exotic plants from all over the world, framed by the picturesque backdrop of the Tyrolean Alps.

Golfers are spoilt for choice with two courses near the hotel: the 9-hole **Golf Club Lana** with its gently rolling grounds, suitable for all abilities or the more challenging, 18-hole **Golf Club Passeier**, featuring lakes and bunkers set in the natural beauty of the mountains.

Cyclists, on the other hand, can venture out on popular, scenic routes such as the one that starts in Merano and runs for 19 kilometres along the length of Val Passiria, offering a flat and easy route beside the river. Alternatively, guests can hire bikes and take the train through Val Venosta or Val d'Adige, through meadows and orchards.

If you prefer **water sports**, the hotel is located near to adventure-packed activities such as rafting, power-rafting and kayaking on South Tyrol's pristine rivers.

There are lots of opportunities for fans of **horse-riding** who can ride Haflinger horses, a South Tyrolean breed known for their strength and gentleness, at the stables in the surrounding area. They offer both scenic hacking through the mountains and lessons for beginners.

Even the gastronomic experience reflects the philosophy of well-being that guides every aspect of your stay. During the summer, the cuisine is coloured with fresh, local and organic ingredients, with a mainly vegetarian menus that bring out the season flavours and enhance their nutritional properties. Diet, the cornerstone of the Revital® method, is integrated with the treatments through customisable regimens: ***Palace Detox® Diet***, ***Palace Biolight® Nutrition and Palace Sport® Nutrition***, all base on functional principles and seasonal ingredients. The team of nutritionists works alongside our guests to create tailored programmes while the weekly cooking

courses offer the opportunity to learn new techniques, find out more about the fundamentals of nutrition and learn how to make well-being a part of your daily routine.

Palace Merano offers luxury stays where summer is central to experiences that combine well-being and adventure, complementing a commitment to health, prevention, and longevity.

PRESS RELEASE

Palace Merano is the first Medical Spa in Italy that conceived the Revital® Method over twenty years ago. Its tailored programmes are based on functional, allopathic and energy medicine aimed at prevention, complemented by the holistic principles of Traditional Chinese Medicine (TCM). An elegant old building is located situated in the heart of Merano, immersed in a unique micro-climate. It is a 5-star hotel with ninety-nine rooms, including fourteen junior suites and thirty suites located between the main building, castle and panoramic grounds. There is a 6,000 m^2 Revital® centre within it and an entire avant-garde medical floor, occupying 1,500 m^2. The Revital® centre, dedicated to advanced diagnostics and innovative tailored treatments, includes a medical area and a spa complete with dedicated areas for sport and relaxation. The spa has eighteen cabins for mud bath therapy, six for hydrojets, nineteen for aesthetic treatments, a relaxation and meditation area, as well as an indoor pool, saunas, a Turkish bath, Kneipp path and a 31-metre outdoor pool with hydro-massage beds, whirlpool and bar service. The fitness room, overlooking the park, features avant-garde Technogym equipment and a variety of indoor and outdoor sports activities overseen by a personal trainer. The medical area on the fifth floor hosts an analysis laboratory, scanner and check-up, colon hydrotherapy, acupuncture, osteopathy, oxygen-ozone therapy, the bioenergetic and nutritional department, advanced aesthetic treatments and the availability of an aesthetic doctor and their team. The centre is supported by an exclusive medical team that works alongside nutritionists, naturopaths, osteopaths and nurses, applying the integrated preventive method. Special attention is paid to sport through the introduction of the new cutting-edge Sport Recovery Lab - designed for athletes and anyone who wants to regain their physical fitness and muscular strength after injury. Palace Merano prides itself on its culinary offer: the Palace Detox® Diet, Palace Biolight® Nutrition and Palace Sport® Nutrition regimens have been developed to enhance mental and physical well-being through the use of fresh, seasonal and farm-to-fork ingredients. The prestigious Swiss magazine, Bilanz, ranked the Palace Merano in fourth place among the best "20 Health Hotels" in the Alpine region in 2024. In 2025, the hotel was the only Italian spa to receive the "Master MOT" award from Condé Nast Traveller, which rewards the best spas with comprehensive health check-ups.

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