



ALEX SCHWAZER AT PALACE MERANO'S SPORT & RECOVERY LAB PALACE MERANO

The Olympic champion, now a fitness coach, shares his expertise with every guest, across all of the facility's treatment programs, supporting everyone from elite professionals to novice athletes

[Link to photos](#)

Merano, 2 September 2025 - From Olympic champion to elite coach: **Alex Schwazer**, former Italian race walker and Beijing 2008 gold medallist, has chosen to write a new chapter in his professional life in a place that shares his vision of regeneration, performance and well-being.

He now works on an ongoing basis as a **fitness coach** at Palace Merano's **Sport & Recovery Lab** – the cutting-edge facility launched this spring. The Lab integrates advanced diagnostics into the new Sport Performance program and can be combined with any of Palace Merano's other programs. It is designed to optimise **sporting performance** and support **physical recovery** at every level.

His contribution goes well beyond the technical sphere: Alex was first and foremost a regular guest of the property during his years as a professional athlete, and today he has become an even more valuable point of reference – both personally and professionally – for anyone looking to unlock their potential, whether an athlete in training or a guest seeking balance. At Palace Merano, physical activity is not just training and discipline; it is also about **listening, awareness and transformation**. In this same vein, Alex is the ideal ambassador for the ultimate goal: making the culture of mindful movement accessible to everyone.

Born in 1984 and hailing from South Tyrol, Alex Schwazer was one of the most remarkable talents in **Italian race walking**. After **winning gold and setting the Olympic record** in the 50 km in Beijing, his story – marked by significant challenges – has been chronicled in a hit Netflix documentary series and a bestselling autobiography, making him a powerful symbol of **resilience, discipline and rebirth**.

For some time now, the champion has chosen to dedicate himself to **coaching others**, working with **athletes, footballers and international sports people** at every level, using an approach that combines technical expertise with deep personal sensitivity: *"I'm better at coaching others than myself"*, he says. And this is precisely what makes it such an honour to have him at Palace Merano.

Those meeting Alex for the first time immediately notice his direct gaze, assured posture, that air of a genuine sportsman accustomed to setting rules and goals. Yet it quickly becomes clear that behind the stern exterior lies a profound capacity for listening and understanding. Alex is a discreet guide, able to recognise fears and hesitations, and even the initial struggle of those who have never done sport. His ability to respectfully motivate is remarkable, building an **accessible, tailor-made pathway** that brings out each person's potential, without ever forcing it. And so, even those who step timidly into the gym for the first time feel welcomed, listened to, valued and encouraged.



Today, Alex Schwazer is a key figure in the **Sport Performance program**, based on the **Revital® Method** and recently introduced among the treatment programs, designed for those who wish to enhance their **physical and mental abilities**, whether at a competitive or personal level. Alex guides guests through the **two stages** of the program: the **first** focuses on **initial diagnostics**, including postural, biomechanical and cognitive assessments, using cutting-edge technology and 3D movement analysis tools. These insights then shape the **second stage**: a fully personalised program tailored to each guest. The latter may include targeted treatments such as Dry Floating and CryoBody.

Alex Schwazer also works with guests enrolled in the **Sport & Remise en forme, Detox & Longevity, and Relax & Balance programs**, helping them integrate physical activity with every other aspect of their care, from nutrition to emotional well-being.

Whether the goal is to regain muscle tone after a **period of inactivity**, **rediscover the pleasure of exercise**, **prepare for a marathon**, or **simply learn to listen more closely to one's body**, Alex is ready to guide the journey – contributing not only to planning training, but also to assessing factors such as **neuromuscular balance**, **management of exertion and mental focus**, all of which are essential for achieving tangible, lasting results.

His contribution enriches the facility's multidisciplinary team, where doctors, nutritionists, osteopaths and therapists work together to deliver a comprehensive well-being experience grounded in prevention, longevity and personalisation.

Palace Merano is **the first Medical Spa in Italy** and conceived the Revital® Method over twenty years ago. Its personalised programs are based on functional, allopathic and energy-medicine treatments, integrated with the principles of Traditional Chinese Medicine. The Sport & Recovery Lab, equipped with the latest technology for movement analysis and muscle recovery, has become the dynamic hub of the facility's sports programs.

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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 m² Revital® centre within it and an entire avant-garde medical floor, occupying 1,500 m². 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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