



The Revital® Method Becomes Even More Tailored:

Introducing the Essential Programme

A new proposal that opens the renowned Revital® Method to a more flexible, personalised experience while preserving the excellence of Palace Merano's Medical Wellness philosophy.

Merano, xx June 2026 – In the year it celebrates its 120th anniversary, Palace Merano is taking a further step in the evolution of its wellness philosophy with the launch of the **Essential Programme**, an innovative new format that offers a different way to experience the Revital® Method.

For the first time, the renowned Medical Spa in South Tyrol is introducing a stay designed for guests who wish to discover its approach without following a predefined programme, instead creating a wellness journey tailored entirely to their own needs. The initiative reflects the evolution of contemporary wellness, increasingly centred on flexibility, personalisation and programmes that adapt to each individual's lifestyle, goals and pace.

For more than twenty years, **the Revital® Method** has been at the heart of Palace Merano's identity and has established itself as an international benchmark in Medical Wellness through its multidisciplinary approach, combining functional medicine, prevention, nutrition, movement and psychological wellbeing. With the Essential Programme, this philosophy becomes available through a new, more flexible and accessible format that responds to the expectations of today's discerning travellers.

Created both for first-time guests wishing to discover Palace Merano and for returning visitors seeking a restorative break without committing to a full programme, the Essential Programme requires a minimum stay of four nights and is available from **15 June to 15 September** and from **1 to 28 December 2026**.

At the heart of the programme lies complete freedom of choice. There is no fixed itinerary or predefined schedule: each guest is free to shape their own stay, whether focusing on relaxation, physical activity, nutrition or gaining a deeper understanding of the Revital® Method through specialist consultations and bespoke treatments. Wellness thus becomes a truly personalised experience, designed around individual needs, preferences and objectives.

A defining feature of the experience is **Palace Biolight®**, the nutritional concept inspired by the principles of the Mediterranean diet. It offers light, seasonal and balanced cuisine designed to preserve the nutritional value of each ingredient without compromising on flavour or enjoyment. Throughout the day, guests can also enjoy a curated selection of herbal infusions, teas, barley coffee and signature mocktails, all perfectly aligned with the property's regenerative philosophy. **In keeping with the principles of the Revital® Method, alcoholic beverages and soft drinks are not served during the stay, encouraging a nutritional approach that supports the body's natural rebalancing process.**

The programme also includes access to the hotel's wellness facilities, including indoor and outdoor swimming pools, sauna circuit, hammam and fitness area, together with a comprehensive schedule of daily activities ranging from meditation and Pilates to functional training and aqua fitness. Guests wishing to explore the surrounding area independently may also **make use of the hotel's e-bikes**, reflecting Palace Merano's commitment to an active, wellbeing-focused lifestyle.

For those wishing to deepen their wellness journey, the Essential Programme also serves as a genuine gateway to the Revital® universe. Guests may enhance their stay with specialist consultations and choose from more than eighty personalised treatments across the various departments of the Revital® Method, creating a programme entirely tailored to their individual needs. Treatments within the Health Area and



hydrotherapy department are always preceded by a medical consultation, ensuring maximum safety and full personalisation in line with the scientific approach that distinguishes Palace Merano.

With the launch of the Essential Programme, Palace Merano once again demonstrates its ability to anticipate the evolution of Medical Wellness while remaining true to the values that have made it an internationally recognised destination. By expanding access to the Revital® Method without compromising its core principles of medical excellence, personalisation and prevention, Palace Merano embraces a contemporary vision of longevity—more conscious, more flexible and increasingly focused on quality of life.

The Essential Programme is available from 15 June to 15 September and from 1 to 28 December 2026.

Rates start from €2,380 per person for a four-night stay in a Single Room.

PALACE MERANO

NOTE STAMPA

Palace Merano is the first Medical Spa in Italy that, over 20 years ago, created the Revital® Method. This personalised wellness programme integrates functional, allopathic, and energy-based medicine with the holistic principles of Traditional Chinese Medicine (TCM), focusing on preventive health. Located in the heart of Merano, surrounded by a distinctive microclimate, Palace Merano is housed in an elegant historic building offering 99 rooms, including 14 Junior Suites and 30 Suites, distributed across the main palace, the castle, and the panoramic rooftop floor. The property features a 6,000-square-metre Revital® Centre and a cutting-edge 1,500-square-metre medical floor. The Revital® Centre specialises in advanced diagnostics and bespoke treatments and includes a medical department alongside a comprehensive spa with dedicated areas for sports and relaxation. The Spa comprises 18 cabins for hydro-mud therapy, 6 for hydro-jet treatments, and 19 for beauty therapies. Guests also enjoy relaxation and meditation areas, an indoor swimming pool, saunas, a hammam, a Kneipp path, and a 31-metre outdoor pool with hydromassage beds, whirlpool features, and bar service. The fitness room, overlooking the park, is equipped with the latest Technogym machines and offers a range of indoor and outdoor activities led by personal trainers. The medical floor on the fifth level includes a diagnostic laboratory, scanning and check-up services, colon hydrotherapy, acupuncture, osteopathy, oxygen-ozone therapy, a bioenergetic and nutritional department, advanced aesthetic procedures, and the expertise of an in-house aesthetic medicine team. An exclusive team of medical professionals works in close collaboration with nutritionists, naturopaths, osteopaths, and nurses to implement Palace Merano's integrated method for preventive health. Particular attention is given to sports recovery through the newly established, state-of-the-art Sport Recovery Lab, designed for athletes and those seeking to restore physical strength and muscular function following injury. In 2025, the collaboration with Alex Schwazer, Olympic champion and new athletic trainer at the Sport & Recovery Lab, further enhances the facility's sports offering with personalised programmes and innovative training and recovery protocols. The culinary offering is a defining element of the Palace Merano experience: the Palace Detox® Diet, Palace Biolight® Nutrition, and Palace Sport® Nutrition programmes are created to support physical and mental well-being, using fresh, seasonal, and locally sourced ingredients. A new partnership established in 2025 with the Health Centre ST. JOSEF in Merano enables Palace Merano guests to enhance their preventive healthcare journey through access to specialised screening services (Cardiology, Ophthalmology, Urology, Gastroenterology, Dermatology). Moreover, Zinedine Zidane becomes the perfect voice to represent the benefits of the Revital® Method, assuming the role of Brand Ambassador for Palace Merano.

The Swiss magazine Bilanz ranked Palace Merano fourth in its list of the "Top 20 Health Hotels" in the Alpine region for 2024. In 2025, Palace Merano stands as the only Italian spa to receive the prestigious "Master MOT" award from Condé Nast Traveller, recognising the world's best spas offering comprehensive health check-ups. Additionally, Palace Merano is honoured to have been named 'Best Global Spa Hotel' at the esteemed Luxury Spa Edit™ Awards 2025. It is also the winner of the 'Wellness & Spa Awards 2025' by Condé Nast Traveller Germany, and has been ranked 8th among the 'Best Destination Spas in Europe' in the Condé Nast Traveller Readers' Choice Awards 2025.

Per ulteriori informazioni:

Ufficio Stampa Palace Merano

FCOMM via Pinamonte da Vimercate, 6 – 20121 Milano

Francesca Pelagotti Mobile: +39 366 7062302 – E-mail: francescapelagotti@fcomm.it

Maria Vittoria Benussi: +39 331 8461020 – E-mail: info@fcomm.it



PALACE
MERANO