PALACE
MERANO

Palace Merano Celebrates 120 Years of Wellbeing and New Revital® Programmes

Opened in 1906 and conceived as a grand international hotel, Palace Merano boasts more than a century of history and a continuous evolution in the fields of wellbeing and longevity.

This year, Palace Merano celebrates **its 120th anniversary**, marking a milestone that reflects a **journey of constant growth and transformation**.

From the very beginning, its vision was inspired by the grand hotels of Europe's capital cities. Built in just over eighteen months despite its impressive dimensions – 76 metres in length and 27 metres in height – Palace Merano officially **opened its doors on 5 March 1906**. Designed from the outset **as an international grand hotel,** it has witnessed more than a century of history, progressively evolving its identity to become one of the most respected international destinations for wellbeing and longevity.

For generations, **Palace Merano has preserved an ideal of beauty as a core value**, symbolised by the renowned painting *Homage to Beauty*, depicting Aphrodite, which has formed an integral part of the property's visual identity for over a century. Over time, this aesthetic ideal has evolved into a deeper and more contemporary vision centred on preventive health, detoxification, physical and mental balance, energy restoration and overall quality of life.

To celebrate this important anniversary, **Palace Merano is introducing two special programmes designed to offer guests an opportunity to experience the Revital® Method** through tailored formulas that combine accommodation, treatments, medical consultation and wellbeing activities within a single personalised experience.

Between 15 June and 15 September 2026, when the natural landscape of South Tyrol reaches its fullest expression of vitality and balance, guests will be able to enjoy the new **"120 – Palace Summer Experience"** programme. Designed as a balanced and comprehensive introduction to the Revital® Method, this four-day, five-night experience begins with a medical consultation and continues with a personalised programme combining either the Detox® or Biolight® nutritional plan with four energy massages, four hydrotherapy treatments, four mud therapies and four hydrojet sessions.

The programme also includes a range of outdoor activities such as guided walks along the trails surrounding Merano, e-bike excursions to explore the local area, fitness sessions and group activities within the park, as well as access to the indoor and outdoor swimming pools and sauna facilities.

This dedicated programme brings together medical excellence, personalised nutritional plans and targeted treatments within an integrated approach designed to promote balance, vitality and regeneration.

Throughout the summer months, the experience extends beyond the spa itself, embracing movement, nature and moments of wellbeing within the grounds of Palace Merano, where the culture of care meets the rhythm and light of the Merano season.

The celebrations marking Palace Merano's 120th anniversary will continue beyond the summer and throughout the remainder of 2026 with a further commemorative programme dedicated to the Revital® Method.

To mark this significant milestone, Palace Merano is also introducing **"Palace 120 Years All-Inclusive"**, a new way to access its three flagship Revital® programmes — Revital® Spa, Detox & Longevity, and Sport & Remise en Forme — **available until 31 December 2026**.

Designed to simplify the planning process and make the guest experience even more seamless, this formula combines accommodation, medical consultation, treatments, a dedicated nutritional programme and access to the wellness and fitness facilities within a single package.

Until 31 December 2026, guests will be able to participate in one of the three dedicated six-day, seven-night programmes, with accommodation in either a Comfort Single or Comfort Double Room (subject to availability). Each programme integrates nutrition, medical assessment and treatments within a fully tailor-made approach.

The initiative symbolically celebrates not only Palace Merano's own journey through time, but also the importance of dedicating time to ourselves, our personal balance and the quality of our energy.

During 2026, Palace Merano has also continued its process of development through the renovation of several iconic areas of the property and the introduction of new spaces dedicated to wellbeing and physical performance.

Among the most notable additions are the redesign of the **Tea Bar**, featuring brighter tones and refined materials that complement the lounge area; the refurbishment of the **Cinema Room**, now also suited to hosting events and presentations; **a new whirlpool** within the pool area; the introduction of a body composition **densitometry system** within the Medical Spa; and the renovation of **three guest rooms** overlooking the botanical park, reinterpreted through contemporary colours, lighting and design details while remaining faithful to the property's historic character.

In recent years, Palace Merano has further strengthened its international profile and continues to stand out within the global wellness sector, as demonstrated by recent recognition from Condé Nast Traveller, the Luxury Spa Edit Awards, and The Times & The Sunday Times.

Palace Summer Experience *starts from* ***€4,500 per person in a single room****, including four days of treatments. Valid from 15 June to 15 September 2026.*

Palace 120 Years All-Inclusive *starts from* ***€6,600 per person in a single room****, including six days of treatments. Valid until 31 December 2026.*

For further details and information on Palace Merano's dedicated 120th anniversary programmes, pleasevisit:
www.palace.it/metodo-revital/percorsi-dedicati

PALACE MERANO

NOTE STAMPA

Palace Merano è la prima Medical Spa in Italia che, oltre 20 anni fa, ha ideato il Metodo Revital®. I suoi percorsi personalizzati si basano su trattamenti di medicina funzionale, allopatica ed energetica a scopo preventivo, integrati con i principi olistici della Medicina Tradizionale Cinese (MTC). Situato nel cuore di Merano, immerso in un microclima unico, si trova in un elegante palazzo storico, un hotel 5 stelle con 99 camere, incluse 14 junior suite e 30 suite dislocate tra il palazzo principale, il castello e il piano panoramico. Al suo interno sono presenti un centro Revital® di 6.000 m² e un intero piano medico all'avanguardia di 1.500 m². Il centro Revital®, dedicato alla diagnostica avanzata e a trattamenti su misura innovativi, comprende un'area medica e una Spa completa di zone dedicate allo sport e relax. La Spa dispone di 18 cabine per idrofangoterapia, 6 per idrogetto, 19 per trattamenti estetici, area relax e meditazione, oltre a una piscina coperta,

saune, hammam, percorso Kneipp e una piscina esterna di 31 metri con lettini idromassaggio, whirlpool e servizio bar. La sala fitness, con vista sul parco, offre attrezzature Technogym all'avanguardia e diverse attività sportive indoor e outdoor con personal trainer. L'area medica al quinto piano accoglie, invece, un laboratorio di analisi, scanner e check up, idro-colonterapia, agopuntura, osteopatia, ossigeno-ozono terapia, il reparto bioenergetico e nutrizionale, trattamenti estetici avanzati e la disponibilità di un medico estetico con il suo team. Il centro è supportato da un'équipe medica esclusiva, che lavora sinergicamente con nutrizionisti, naturopati, osteopati e infermieri, applicando il metodo preventivo integrato. Un'attenzione particolare è dedicata allo sport, attraverso l'introduzione del nuovo spazio all'avanguardia - lo Sport Recovery Lab - pensato per chi pratica attività sportiva e per coloro che cercano di recuperare funzionalità fisica e forza muscolare dopo un infortunio. Nel 2025 la collaborazione con Alex Schwazer, campione olimpico e nuovo preparatore atletico dello Sport & Recovery Lab, arricchisce ulteriormente l'offerta sportiva della struttura con programmi personalizzati e protocolli innovativi di allenamento e recupero. L'offerta culinaria è il fiore all'occhiello dell'esperienza Palace Merano: i regimi Dieta Palace Detox®, Nutrizione Palace Biolight® e Nutrizione Palace Sport® sono studiati per esaltare il benessere psicofisico attraverso l'utilizzo di ingredienti freschi, stagionali e a km zero. Una nuova partnership con il Centro della Salute ST. JOSEF di Merano consente agli ospiti di integrare il proprio percorso di prevenzione grazie all'accesso a servizi di screening specialistici (Cardiologia, Oftalmologia, Urologia, Gastroenterologia, Dermatologia). Inoltre, Zinedine Zidane è Brand Ambassador di Palace Merano, ruolo con cui racconta i benefici del Metodo Revital®. La prestigiosa rivista svizzera Bilanz ha premiato il Palace Merano, collocandolo al quarto posto tra i "20 migliori Health Hotel" della regione alpina per il 2024. Nel 2025, l'hotel è stata l'unica spa italiana a ricevere il riconoscimento "Master MOT" da Condé Nast Traveller, che premia le migliori spa con check-up completo sulla salute. Nello stesso anno, Palace Merano è stato nominato "Best Global SPA Hotel" ai The Luxury Spa Edit™ Awards e ha conquistato i "Wellness & SPA Awards" assegnati da Condé Nast Traveller Germania.

Per ulteriori informazioni:

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