



PALACE MERANO HONOURED AS BEST WELLNESS & SPA AT THE 2025 BEST LUXURY HOTEL AWARDS

Milan, xx 2025 - This latest accolade cements **Palace Merano's** status as a leading international benchmark in luxury wellness. At the ceremony for the **2025 Best Luxury Hotel Awards**, held on **29 October 2025** at the **Hotel Principe di Savoia in Milan**, Palace Merano won the *Best Wellness & Spa* category, celebrating the exceptional quality of its programmes and the holistic approach that has defined it for over two decades.

Now in its **second edition**, the *Best Luxury Hotel Awards* are the annual awards created by Teamwork Hospitality with the contribution of Elle Decor and EHMA - European Hotel Managers Association, aimed at honouring the finest Italian luxury accommodation facilities for the quality of their services, innovation, and ability to transform hospitality into an art form.

Palace Merano was recognised as an **international benchmark for wellness**, for combining the elegance of a historic residence with exclusive programmes ranging from **detox to longevity**, and **regenerative aesthetic medicine**; for its **renovated spaces, avant-garde technologies** and **professional team**, which set the standard in the luxury wellness sector.

"This award represents an achievement that we are immensely proud to share with our entire team," says **Stefano Plotegher, CEO of Palace Merano**. *"It is an award that confirms our commitment to excellence and our constant pursuit of balance between science, care, and hospitality. Our goal is to offer a transformative experience, where every guest can rediscover harmony, energy, and awareness"*.

The number one **Medical Spa** in Italy to have its own treatment protocol, Palace Merano's **Revital® Method** integrates functional, allopathic, energy medicine with the principles of traditional Chinese medicine. Each programme is tailored to improve quality of life and promote prevention, regeneration and longevity. In 2025, the facility underwent an extensive restyling, including the 6,000 m² spa and the introduction of the **Sport & Recovery Lab**, a state-of-the-art laboratory dedicated to muscle recovery and athletic performance.

The Revital® Method philosophy is also reflected in the gastronomic offering, divided into three programmes: **Palace Detox® Diet, Palace Biolight® Nutrition, and Palace Sport® Nutrition**, based on fresh, seasonal, and locally sourced ingredients, for wellness that starts with nutrition.

With the *Best Wellness & Spa* award at the *2025 Best Luxury Hotel Awards*, Palace Merano cements its leadership and commitment to excellence within the global hotel sector.

PRESS RELEASE

Palace Merano is Italy's first Medical Spa and the creator of the renowned Revital® Method, developed more than 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). Located in the heart of Merano and immersed in a unique microclimate, the property is set within an elegant historic building – a five-star hotel with 99 rooms, including 14 junior suites and 30 suites, distributed across the main building, the castle and the panoramic floor. Inside, guests will find a 6,000 m² Revital® Centre and a state-of-the-art 1,500 m² medical floor. The Revital® Centre, dedicated to advanced diagnostics and innovative, tailor-made treatments, includes a full medical department and a Spa

with areas dedicated to sport and relaxation. The Spa offers 18 cabins for hydro-mud therapy, 6 for hydrojet treatments and 19 for beauty treatments, as well as dedicated areas for relaxation and meditation. It also includes an indoor swimming pool, saunas, a hammam, a Kneipp path, and an outdoor 31-metre pool with hydromassage loungers, 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. In 2025, the collaboration with Alex Schwazer, Olympic champion and the new athletic trainer of the Sport & Recovery Lab, further enhances the property's sports offering with personalised programs and innovative training and recovery protocols. 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. A new partnership with the ST. JOSEF Health Centre in Merano allows guests to enhance their preventive journey through access to specialised screening services in Cardiology, Ophthalmology, Urology, Gastroenterology and Dermatology. In addition, Zinedine Zidane serves as Brand Ambassador for Palace Merano, sharing and promoting the benefits of the Revital® Method. 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. In the same year, Palace Merano was named "Best Global SPA Hotel" at The Luxury Spa Edit™ Awards and received the "Wellness & SPA Award" from Condé Nast Traveller Germany.

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