



EXPERIENCE THE THRILL OF THE 2026 WINTER GAMES AT PALACE MERANO

From 7 to 22 February, the new exclusive Revital® 2026 Winter Games Hospitality programme presents a unique opportunity to experience the finals of the 2026 Winter Games first-hand.

Merano, 13 November 2025 – To mark the 2026 Winter Games, **Palace Merano** is launching the **Revital® 2026 Winter Games Hospitality** programme, a stay reserved for a limited number of guests that allows them to experience the **skiing and snowboarding finals** from a **privileged and exclusive viewpoint**. A unique experience that combines the adrenaline of international sport with the Revital® deep-down regeneration programmes.

From **7 to 22 February 2026**, Palace Merano will open its doors to guests who would like to experience the Winter Games first-hand, with a programme that combines performance and wellness, adding the enjoyment of the competitions to the tailored programmes from the Medical Spa that created the Revital® Method. Guests will be able to choose between **five signature programmes - Detox & Longevity, Revital Spa, Sport & Remise en Forme, Sport Performance and Relax & Balance** - enhanced by other benefits and dedicated services, for a truly memorable stay.

The heart of the programme lies in the combination of **VIP tickets for the finals** and a **private transfer service to the competition venues**, located in **Cortina, Bormio, Olang (Valdaora), Val di Fiemme and Livigno**, with a **tailored support service** managed by the Palace Merano staff, aimed at everything runs smoothly and comfortably at all times. The experience is completed with an **exclusive gift** - the **official book about the Olympic torches** which becomes a symbol of energy, movement and renewal.

Every day is organised into **two perfect parts**: the energy of the competitions enjoyed from an exclusive viewpoint, and the return to the tranquillity of Merano, with its regeneration and detox treatments, balanced diet and relaxation. An authentic balance between emotion and harmony that combines two complementary worlds of self-care and sporting challenge.

“We wanted this programme to be more than just wellness. Our goal is to let guests enjoy an international event from a privileged perspective, surrounded by the comfort and discretion that are the hallmarks of Palace Merano,” explains **Stefano Plotegher, CEO of Palace Merano**. *“It is an experience that combines the strength of sport with our idea of regeneration: energy, balance and inspiration.”*

With the **Revital® 2026 Winter Games Hospitality** programme, Palace Merano reaffirms its pioneering role in high-end wellness, interpreting the theme of movement as a metaphor for vitality and regeneration. A proposal that redefines the concept of contemporary hospitality: not simply relaxation, but a programme of dynamic, active wellness, rooted in the values of excellence, elegance and authenticity.

PRESS RELEASES

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.

For more information:

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