



PRESS KIT

Transformational Wellness in Alto Adige/South Tyrol – Italian Dolomite Region for 2026 & Beyond

OVERVIEW

Preidlhof Luxury DolceVita Resort (“Preidlhof”) is a multi-award-winning Wellness Destination located in Naturno, South Tyrol, Italy. Privately owned, Preidlhof has carved out a first-class reputation as a holistic, preventative, and medical health retreat for guests aged 16 years and over. It remains steadfast in its commitment to wellness and to the continual research, innovation and investment in its talent, facilities, and services.

Preidlhof was the first Wellness & Spa facility in the world to have received ISO 17679 certification in recognition of the highest levels of hygiene, sustainability and quality of services provided.

SIGNIFICANT MILESTONES

- **2019:** The arrival of Patrizia Bortolin, award-winning Spa Concept Creator and Glowing Flow Wellness Specialist, heralded a new and innovative wellness concept – ‘The Preidlhof Way’, and 360° makeover. Patrizia introduced sensorial wellness programmes and award-winning Transformational Healing Retreats, new signature Rituals and treatments, a new Wellness VIP Lounge, and new fitness and beauty concepts. Renovations were also undertaken to some public spaces and a new outdoor Mediterranean pool experience added.
- **2022:** Introduction of thermal water sourced from a 400-year-old spring located under the Reinhold Messner Castle, 5 km away. Spa experiences include private thermal bathing experiences in whirlpools infused with detox or regenerative bath oil blends inspired by the traditional Merano bathing ritual; the famed Italian spa town is just 20-minutes away.



- **2023:** Unveiling of a new 500 m² Wellness Floor on the rooftop of the DolceVita Lodge, featuring a 'sky walkway' to the six-floor Sauna Tower with a 360° panoramic view of Val Venosta and the surrounding mountains.

NEW AND NOTABLE FOR 2026

Bortolin continually enhances Preidlhof's nine Transformational Wellness Retreats integrating feedback from guests and leading wellness experts to bring about the most effective meaningful and sustainable results for guests, also to ensure maximum enjoyment.

Preidlhof's nine Retreats offer expanded options with tiered pricing, flexible durations, and a commitment to inclusivity and sustainability, ensuring wellness is both accessible and tailored to each guest's needs. Whether seeking a short, impactful stay or an immersive journey focused on deeper healing and transformation, guests will find personalised experiences designed to meet their unique wellness goals.

RETREAT HIGHLIGHTS:

- **Glowing Flow Immersive Retreat**

A life-changing journey of healing and transformation, led by world-renowned trauma healer, Master Therapist, and Meditation Teacher Stefano Battaglia, alongside Patrizia Bortolin. This unique award-winning programme is designed 'to help heal the past, positively shape your vision of the future, and discover the joy of shared soul-searching.'

New to the programme are Vipassana-inspired meditation practices for deeper clarity and calm, as well as post-retreat follow-up support to help sustain your transformation long after the experience.

Pivotal are the signature Glowing Flow sessions, which combine trauma release, water massage, and sound healing. Meditation practices and mindful insights offer tools for enlightened living and personal growth, creating a profound opportunity for healing and self-discovery.

This 6-night retreat is available in October 2026, upon request. Price is € 3,00 per person, excluding accommodation.

- **Energy & Healing for Two Retreat**

A 6-night programme ideal for parents and older children (16+ years), siblings, couples, or friends, this retreat features themed days focused on Relaxation, Energy, Play, Water, and Nature. Experiences encourage emotional connection and shared healing—perfect for strengthening family ties, cherished relationships, and friendships. Price is € 1,571 for two, excluding accommodation.

- **Women's Retreat**

Designed for women of all ages who are navigating milestones and/or key life stages including perimenopause and menopause, this retreat features consultations with a new Naturopathic Doctor who will be leading the mindful eating sessions and a new Deep Sea Massage. This innovative treatment combines 3D visuals, therapeutic soundscapes, and ambient vibrations in the world's only Deep-Sea Room – winner of an Innovation Prize - to simulate the calming sensation of deep-sea immersion, delivering profound relaxation. Price is € 1,535.– price per person, excluding accommodation. A seven-night stay is recommended.

TREATMENT INNOVATIONS:

- **PIRTS Sauna Ritual**

Inspired by Latvian traditions, this sauna ritual uses steam, birch branches, and herbal aromas to reconnect body, mind, and spirit. Available as group introductions or fully personalised sessions.

- **Preidlhof KYOAMA Facial**

A Japanese-inspired manual facial featuring a traditional 'aristocratic' massage and tsubo point stimulation, combined with Preidlhof's signature organic skincare products.

- **Underwater Thermal Massage**

Performed in mineral-rich thermal water, this treatment targets muscle tension, stimulates circulation, and promotes deep relaxation.





“At Preidlhof, we are witnessing a beautiful shift: guests of all ages, from younger travellers to older generations, are embracing sustainable health practices and increasingly choosing to retreat together. By blending emotional healing, immersive nature experiences, and joyful self-care, our focus on holistic wellbeing empowers individuals to reconnect – with themselves, loved ones, and the natural world – nurturing or inspiring a sense of renewal that endures far beyond their stay.”

- Patrizia Bortolin -

TRENDS SHAPING THE 2026 WELLNESS EXPERIENCE:

- **Rise of Preventative Wellness**

Guests across all age groups are seeking proactive strategies to enhance their well-being, driving a major shift toward preventative health. At Preidlhof, this demand is addressed under the guidance of Dr. Alexander Angerer, a specialist in complementary medicine. By integrating medical insights, advanced diagnostics, and Heart Rate Variability (HRV) monitoring into all nine Transformational Wellness Retreats, guests are empowered with actionable strategies to boost their regenerative capabilities and measure the results of their health interventions.

- **Intergenerational Retreats: Strengthening and Finding Your Modern Tribe**

In a world where connection is more meaningful than ever, Preidlhof's tailored intergenerational retreats bring families, couples, multi-generational groups, and close friends together. Designed to create shared experiences, these retreats provide a modern sanctuary for bonding, emotional healing, and making cherished memories. Guided by a skilled team of multi-generational healers and therapists, guests strengthen relationships, share wisdom, and rediscover the joy of meaningful connection. Whether reconnecting with family, embracing 'whole family wellness', celebrating friendships, or building new traditions, these retreats allow guests to slow down, grow closer, and nurture their 'modern tribe' in a truly transformative way.

- **Digital Retreats: Heal through Quietude**

As digital fatigue gathers pace and real-world connection becomes more precious, demand for experiences that help people unplug has never been higher. Preidlhof offers the perfect antidote, inspired by the charm and simplicity of vintage travel. Guests can enhance their retreats by exchanging their smartphones for a beautiful, vintage Preidlhof Digital Detox kit, encouraging a more mindful, fully engaged stay that expands inner presence both sensorially and creatively.

Preidlhof is certified a 'Quiet Place' by the Quiet Park International, a recognition of the silent beauty of its natural surroundings. Quiet is rare. Let the power of the mountains envelop you and experience the forest's healing effects. Trade virtual interactions for genuine engagement and reconnect with life's natural rhythms.

- **Come to Full Senses: A Growing Desire for Conscious Living**

In an increasingly busy and overstimulating world, the need for stillness and connection has never been greater. Guests are seeking ways to slow down, reawaken their senses, and reconnect with what truly matters – bringing more clarity, balance, and purpose to their lives.



Preidlhof answers this need with immersive experiences that engage all five senses. From mindful eating workshops and aroma-infused therapies to curated Sensorial Discovery Tours, guests explore PDO-certified vineyards, UNESCO heritage sites, and local natural wonders. Guests find space to relax, gain new perspectives, and live more consciously in the present moment.

- **Heeding the Call to Rewild: Reconnect with Nature and Find Balance**

As the desire to reconnect with nature grows, Preidlhof offers the ultimate escape for those seeking balance, restoration, and a deeper connection to the wild. Set amidst Alto Adige / South Tyrol's beautiful and diverse landscapes, guests can dive into wild swimming, find serenity in forest bathing, or explore the majestic UNESCO-listed Dolomites on guided hikes and a range of Destination Discovery and Sensorial Discovery Tours.

Joyful reconnection to nature inspires the Spa's award-winning Gourmet Healing Wellness Dinner, which celebrates predominantly plant-based, hedonic healthy eating and has been honoured with the 'Health & Wellness Cuisine – Europe' award at the 2024 World Luxury Restaurant Awards. For those seeking profound tranquillity, spending a night under the stars provides a unique opportunity to completely disconnect, recharge the mind, and experience nature's powerful restorative abilities.

"Wellness isn't just about physical health – it's a layered journey of connection, renewal, and self-discovery. Whether through shared moments with loved ones, immersive encounters with nature, or sensory awakenings, every stay inspires a more mindful, joyful, and authentic way of living."

- Patrizia Bortolin -

GETTING HERE

Thanks to year-round direct flights with Sky Alps from London Gatwick to Bolzano Airport, just a 40-minute drive away, reaching Preidlhof has never been easier. Transfers can also be arranged from Innsbruck Airport in Austria, or Verona and Venice Airports in Italy.

Preidlhof provides a free shuttle service from Naturno Station and free underground parking for guests.

For winter sports enthusiasts, Preidlhof can organise transfers to and from the nearest ski slopes which include Merano 2000 (40 mins), Schnalstal Glacier Ski Resort (60 mins), Schwemmalm in Ulten Valley (30 mins), and Watles (40 mins).

LOCATION

'The Preidlhof Way' balances the twin 'souls' of the Resort as well as the dual character traits and heritage of the Valley and Region. Located on the 46° Parallel where the Mediterranean begins, the Resort is situated in the mountains of the Italian Dolomite Region and enjoys a mild climate all year-round. In this unique microclimate, palm, lemon, and olive trees thrive alongside high mountains often covered in snow.



Preidlhof is situated in the Texel Group Nature Park, South Tyrol's largest, with an endless array of hiking and biking trails, fitness, and outdoor adventures directly accessible from the Resort. Alto Adige / South Tyrol is an autonomous Italian Region comprising a mix of Italian and Germanic culture. These contrasting styles and characteristics are very perceptible: a teutonic blend of efficiency and precision twinned with Italian flair and a more laid-back approach; introversion and empathy coupled with extroversion; and an Austrian kitchen with a love for Italian cuisine.

SUSTAINABLE WELLNESS THAT'S TRANSFORMATIONAL AT HEART

How do we accept and transform the past, enjoy the present and open ourselves to the future? How can we reconnect and expand awareness and love for ourselves and others? And how do we lighten body and mind, increase our energy, and embolden our spirit? Especially during the challenging times.

True transformation and sustainable well-being can only arise from within, and this is core to 'The Preidlhof Way', the awardwinning Wellness Concept created by Patrizia Bortolin. Transformation is brought about in meeting special people, experiencing intuitive, enlightened techniques while discovering new places and new perspectives. That is time dedicated entirely to you, for reflection, reconciliation, and self-discovery. Preidlhof facilitates this in its Transformational Wellness Retreats, a series of highly intuitive and integrated pathways, or 'journeys', customised to the personal history and goal of every guest.

A stay at Preidlhof offers the opportunity for personal regeneration with a holistic approach to complementary, medical and preventive health. "The Preidlhof Way" approach is results-driven and evidence-based, backed up by years of research along with continual testing and innovation. Running like a golden thread through the entire Preidlhof resort, the philosophy infuses all aspects of daily life: the architecture, design and location, and all interactions, experiences and treatments offered to guests. Accompanying guests on their wellness journey is a team of exceptional therapists and researchers, each of whom has made prevention and self-improvement their life's purpose. It is rare to find such a remarkable concentration of extraordinary and highly skilled healers. They are provided with the space and resources they need to facilitate meaningful and transformative changes for each guest.

Preidlhof's unique wellness offering, combined with the natural, high energy of the location, enables guests to discover a new, higher frequency in their everyday life. The approach extends beyond medical diagnostics to treat the whole person. 'The Preidlhof Way' integrates ancient and contemporary healing treatments, sensorial and life-enhancing experiences, nature immersion, medical analysis, state-of-the-art technology, and the latest scientific research. Glowing Flow sessions further facilitate profound grief and trauma healing, recognised as 'Holistic Treatment of the Year' at the Destination Deluxe Awards in both 2020 and 2023.



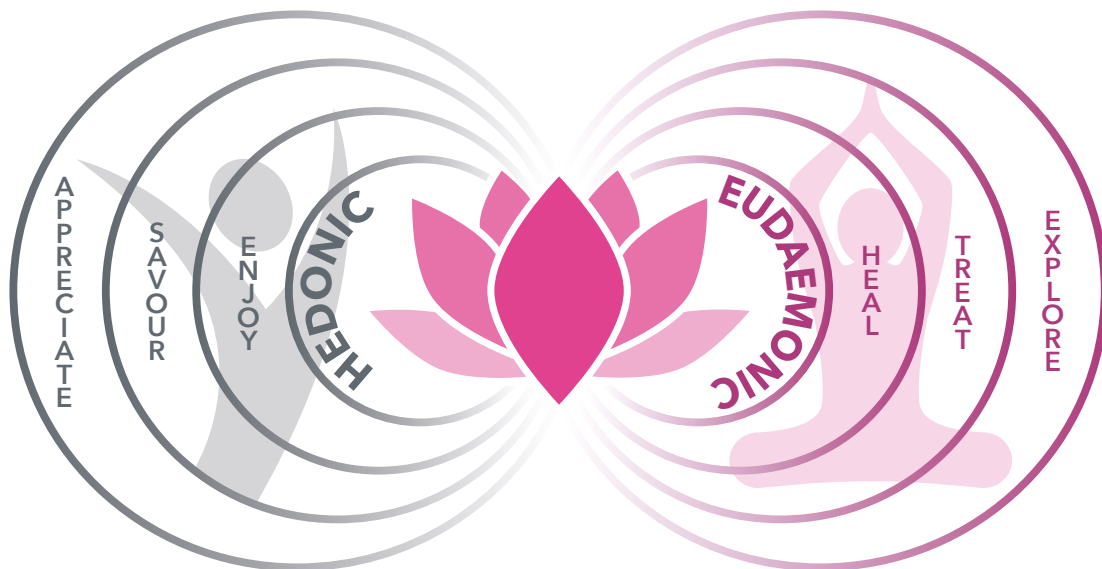


THE PREIDLHOF WAY WELLNESS PHILOSOPHY

"The Preidlhof Way" wellness philosophy is based on Patrizia Bortolin's hallmark 'Glowing Flow Lifestyle' philosophy and the latest neuroscience studies that describe two types of well-being: hedonic and eudaimonic. The aim is to attain true well-being through a hedonistic approach to the present and a more eudaimonic approach to the past and future. This holistic approach not only boosts immediate well-being but also secures its longevity, empowering guests to achieve and maintain a state of wellness that extends well beyond their visit.

'The Preidlhof Way' is a wholly original Wellness concept, a holiday dedicated to the positive interaction between the hedonic and the eudaimonic well-being principles which, when balanced, enable the individual to regenerate and truly flourish. This is also Aristotle's complete definition of Well-being.

Hedonic well-being is experienced in the most joyful and hedonistic terms, in beauty and a pleasant external realisation. Eudaimonic well-being is achieved when one confronts one's past, heals, strives to reach a higher purpose, and shares with the community. In Eudaimonic wellbeing, learning and introspection are valued, and health care and prevention are taken care of. The 'Preidlhof Way' embodies the correct balance between the pillars of "Pleasure & Enjoyment" and "Healing & Value". For it is here that we discover a more mindful, more meaningful way of life: a life that is authentic and makes us more compassionate to ourselves, to others and to the environment.





TRANSFORMATIONAL WELLNESS IN NINE RETREATS

Preidlhof's signature retreats are designed to stimulate guests physically, energetically, spiritually, psychologically, socially, and emotionally. Each programme and every guest experience is tailored according to what the individual seeks, their stage in life, and what they are ready to integrate.

All beauty treatments and services are designed and personalised exclusively for Preidlhof, including the rituals and massages.

Special Classes are reserved exclusively for Retreat guests and integrate with the work of the healers and therapists. These unlock innate and natural self-healing powers by means of sound yoga, mindful eating & sensory analysis, dance, yoga nidra, holistic movement and postural gym. There is also mindfulness, sensorial eating, forest bathing, barefoot meditation, laughter yoga, Rlow Rope, Doa Yin yoga, cosmetic rejuvenation, and cleansing rituals with alpine herbs.

All are exceptional sensorial experiences designed in collaboration with holistic trainers and artists, based on extensive research. The Special Classes add the playful touch or expand the sensorial experience necessary to keep the balance between hedonic and eudaemonic wellbeing. Other experiences aim to increase self-awareness, transform quality of sleep and movement, and help attain a happier and more creative life through deeper sensorial integration. Colours, aromas, sounds, and touch all play an important part in some of the latest generation of treatments and wellness consultations.

Sensory analysis and mindful eating experiences include chocolate, salt, and olive oil tastings, in addition to a slow meditative coffee experience, to help guests overcome judgement and limitations with food. Learn how to taste, observe, and harness the natural intelligence of your senses.

THE WELLNESS TEAM

The outstanding multi-generational Preidlhof SPA team comprises experienced therapists who specialise in TCM, Shiatsu, trauma management and complementary medicine. The healers work very closely and intuitively together to achieve the desired, longterm results for the guest. There is a high vibe and interactions with are kept as spontaneous and authentic as possible.

In addition to Patrizia Bortolin, the team includes the internationally renowned therapist Stefano Battaglia recognised by both Tatler Spa Guide and Condé Nast Traveller as one of the best healers in the world; Martin Kirchler, a specialist in ancient healing methods including TCM, Ayurveda and Hawaiian; and Dr. Med. Alexander Angerer who specialises in complementary medicine and oversees and integrates all experiences. There is also Andrea Martinelli, a highly sensitive Shiatsu expert, and Irmgard Moosmair, the award-winning forest bathing expert and "Lady of the Woods".

A Naturopathic Doctor, holistic nurse, mindfulness trainers, yoga teachers, transformational coaches, holistic masseurs, and beauty therapists complete the Spa team.



PATRIZIA BORTOLIN



DR. ALEXANDER ANGERER



STEFANO BATTAGLIA



MARTIN KIRCHLER



ANDREA MARTINELLI



IRMGARD MOOSMAIR



NATURE-IMMERSIVE

Preidlhof and surrounding area play a central role, not just in terms of facilitating the opportunity to wander and discover, but also in their transformative power.

Here, the silence of the natural environment is promoted and prized as part of an evolutionary way of life. The mix of cultures that characterise South Tyrol offer an opportunity to deal with the unexpected and to embrace differences, etc. Time and space are integrated into the experiences as well as precious time alone, in solitude. So is immersion in nature and landscapes that inspire awe, amazement; the emotions associated with healing and documented in Positive Psychology studies.

Preidlhof's gardens are alive with the fragrances of 50 lemon and olive trees, cypresses, and aromatic herbs from across the globe, serving as a captivating guide to evoke memories, emotions, and new sensations. These scents permeate the Spa, enhancing the products, therapies, and room amenities. Guests can enjoy massages in the privacy of the Garden Spa; the two spa Suites, warmed during cooler months, offer an open-air experience amidst lavender, olive trees, and citrus plants, overlooking the valley.

There are mystical forest baths with the charismatic Irmgard Moosmair (78) who is passionate about nature, highly knowledgeable, and likes to share her wisdom with the new generation. Personalised smoke baths made with resins, herbs and barks further enhance the experience and these are collected according to the individual needs of each guest. Guests can also sleep under the stars on the loggias, meditate by a stream, go wild swimming in the lake and participate in daily hikes.

DESTINATION DISCOVERY TOURS ...

How we perceive everything is shaped by integrating information across our senses, across time, and across space as we move between different environments and people. This 'sensorial integration' and processing enables us to make sense of the world and is integral to our physical, emotional, and cognitive wellbeing.

For those looking to travel beyond the ordinary and fully embrace well-being and wanderlust, personalised wellness packages integrate seamlessly with any retreat experience. Destination Discovery Tours offer extensive exploration of the captivating Alto Adige / South Tyrol – Dolomites Region.

... AND SENSORIAL DISCOVERY TOURS FOR TRANSFORMATION

A series of Sensorial Discovery tours are designed to stimulate all five senses and open new perspectives:

- **Sight:** Embark on an unforgettable excursion to the Dolomites, a UNESCO World Heritage site, where you'll encounter the region's unique and magical mountain colours (3 hours). Alternatively, explore nearby lakes, rivers, glaciers, forests, and villages.
- **Taste & Smell:** Enjoy a wine tasting journey to one of Italy's smallest yet most significant wine-growing regions, renowned for its high density of PDO (Protected Designation of Origin) wines (1.5 hours).
- **Touch & Taste:** Spend time at Lake Garda where you can admire the scenery, swim, taste local olive oil, or discover hidden mountain lakes and waterfalls (5 hours).

Both Sensorial and Destination Discovery Tours can be added to any retreat, providing distinct experiences that enhance your stay.

The 4-Day 'Zest Retreat' and the 3-Day Traditional Wellness Retreats are perfect for those looking for an extended weekend getaway. These short retreats enable guests to combine relaxation with winter sports, outdoor adventures, or a cultural city break in Verona, Venice or Innsbruck. They are also ideal for first-time retreaters wanting to gently "dip their toes" into the experience.

HEALTHY EATING CONCEPT

Hedonic healthy eating lies at the heart of the Preidlhof experience, offering spa cuisine that is packed with flavour and satisfying, without leading to deprivation. 'The Preidlhof Way' aims to revitalise the pleasure factor in the dining experience, training the senses, promoting perception, and enhancing body awareness, thereby achieving longer-lasting health benefits. It is not merely about what we eat, but why we eat, how we eat, and where. Are our senses trained to their full potential, to smell, taste, and describe? Are you aware of the seven types of hunger?

Guests on a retreat enjoy a series of special experience sessions based on mindful eating and sensory analysis. These sessions are led by spa therapists and healers, all of whom have a strong background in health and prevention and have undergone comprehensive training led by Bortolin, alongside Slow Food experts, psychologists, and wellness experts. These practical experiences are integrated into the sessions to offer each guest a profound and enchanting experience. Chef Angelo Didonna heads up the kitchen along with his brother Mario as sous chef. Angelo and Mario bring their special signature and flair to Preidlhof's new Wellness Healing Gourmet Menu, which is served at dinner. They work collaboratively with regular consultant Emanuele Giorgione, the internationally renowned wellness gourmet chef, Dr Angerer, and Patrizia.

Retreat guests dine in a separate Wellness Lounge.





WELLNESS VIP LOUNGE

The Wellness VIP Lounge is mainly reserved for Retreat guests for breakfast and dinner. It provides a calm, white and very private space in which to enjoy the menu. Tables and seating are arranged with views over the valley and the background music matches the mindful eating experience. Food suggestions on the tables are all carefully considered and there is a strict environmentally friendly, zero plastic policy. At lunchtime, guests can also dine outside on the terrace.

RESORT FACILITIES

Set within beautiful, landscaped grounds with breath-taking views, Preidlhof's impressive 5500m² of wellness space includes the Sonnenschlössl with its stunning Rooftop Infinity Sport Pool, the DolceVita Lodge, the Sauna Tower, and the Spa Reception and Treatment Rooms.

The Spa Reception and 9 treatment rooms are centrally located on the ground floor overlooking the central pool and relaxation area. The treatment rooms are all spacious and decorated in light colours, the vast majority enjoying natural daylight. There are treatments dedicated to couples, including a private Spa Suite.

Healing Power of Water

The elements of Water and Fire feature in different areas of the Spa. There are 7 swimming pools and 7 hydrotherapy pools, including:

- Infinity saltwater pool - on the fifth floor of the Sauna Tower with sensational views of the valley and mountains
- Infinity sports pool – situated on the top of the Sonnenschlössl with a 360° view and for that sensation of 'jumping into the void'
- Panoramic outdoor pool – with an inside-outside tunnel and a year-round temperature of 34°C
- Outdoor summer pool – in use from March to November
- 'The Fifties' indoor pool evoking the glamour and fun of the 1950s. The pool has thermal water and integrates the Five Elements in its design. There is a relaxation area with spa pods and swing loungers
- Secluded outdoor Mediterranean pool experience with sauna and 4 hydrotherapy pools
- Outdoor salt-water hot tub in the Sauna Tower area adjacent to a Kneipp path and outdoor relaxation area
- Hydrotherapy pool in the Schwarzbrenner Spa
- XXL Hydrotherapy pool on new rooftop wellness floor on top of DolceVita Lodge building

The Sauna Tower – A Pillar of Positive Energy

The beautiful contemporary six-floor Sauna Tower was purposely built vertically to make the most of the 360° views of the surrounding orchards, hills, Val Venosta and Ortler Mountains. A Geomantic Report was commissioned to inform the tower's precise placement, angle and design. Scoring 9,600 units on the Bovis scale, the report confirmed what had been felt and reported by guests for many years: the tower is located in a natural high-energy field.

There are 16 different sauna, steam and relaxation spaces and experiences, including the world's only Deep Sea Relaxation Room, awarded a Spa Innovation prize. There is also a 100 square metre large Functional Fitness Hall offering numerous activities and sessions. Here, the element of fire reigns supreme.

7 Sauna & Steam Experiences:

- Panorama Events Sauna – sauna infusions with a certified sauna master and celebrated ‘Aufguss’ Sauna shows (daily at 5.00pm) for a heightened sensory experience
- Olive sauna - a bio sauna in olive wood with herbs. Large panoramic windows overlook the orchards. Temperature is 60°
- Turkish Bath – rituals and treatments immersed in a room with 45% humidity and saline diffusion/inhalation
- 5 Element Sauna – purifying sauna with central chimney and clay walls; feet are immersed in water. Temperature is 60°
- Schwarzbrenner Sauna – outdoor sauna between the pools and in the middle of the Relaxation Garden. Temperature is 60°
- Salt Lounge –for deep relaxation with infrared beds and walls coated in Himalayan salt
- Wine Sauna - recalling the South Tyrolean cellars with the scent of eucalyptus, originally used to work the barrels. Temperature is 35°

Sauna Masters harness heat and essential oils to make the Sauna Tower journey a profoundly detoxing and healing experience. To avoid the spread of bacteria, the release of chemicals, and for a greater sense of freedom, the sauna is to be enjoyed without a bathing costume and solely with the cotton towels provided.

6 Relaxation Spaces:

- Panoramic Terrace – soak up the sun and immerse in nature
- “Deep Sea Room – a 3-dimensional sensory experience for deeper relaxation combining innovative visual effects with sound
- “Place of power” relaxation room - relax and replenish with pure energy
- Vitamin Lounge – a variety of healthy snacks in a relaxing environment
- White Silence Lounge – perfectly quiet
- Fire Lounge – with open fireplace



PREIDL MED SPA

The Preidlhof Medical Concept is science and evidence-based, combining the latest advances in complementary medicine and a deep knowledge of individual dynamics. All treatment programmes are tailored to individual needs.

The Med Spa team is coordinated by Dr. Med. Alexander Angerer, a South Tyrolean doctor specialising in complementary medicine and trained in Austria. A strong advocate for health prevention, he was one of the pioneers in integrating complementary medicine in an oncology clinic.

Traditional Chinese Medicine (TCM) is a major inclusion and the range goes from full health checks with a meridian diagnosis and nutritional advice, to acupuncture and homoeopathy. Additional medical check-ups are available as well as allergy and DNA tests.

All Preidlhof Retreats seamlessly integrate the expertise of the Medical Spa Team, combining medical insights with personalized wellness for a tailored, data-driven experience. Using the latest technology, the team conducts in-depth body composition measurements to reveal guests' biological age and monitor lifestyle effects. This data is incorporated into each programme to optimize its effectiveness. Guests can assess their regenerative capacity, sleep quality, and organ energy levels, helping them align exercise and rest with their natural rhythms. For deeper insights, advanced sleep analysis is available to select guests.



BEAUTY

All beauty treatments and services are designed and personalised exclusively for Preidlhof, including the rituals and massages.

Born from extensive research and study, this vegan collection is innovative, natural, and environmentally friendly, created by a dedicated, all-female team led by Patrizia. Committed to ethical, effective and sustainable beauty, this line exemplifies Preidlhof's dedication to responsible skincare and aligns with the brand's core values.

The 2023 Winner of the 'Best Product Innovation (Cosmetically)' Award at the European Health & Spa Awards, the new skincare products are ultra-effective and sensory. The formulas boast a high concentration of botanical and biotechnological active ingredients, respecting the environment and biodiversity. The Organic Skincare line features in treatments and all products are available for purchase in the Spa, the Preidlhof online shop, and at other select retailers.

Preidlhof has its own line of cosmeceuticals which are locally produced and incorporated into a range of treatments. Suitable for all skin types, these cosmetics contain a high percentage of active ingredients to deliver visible, long-lasting results after the first treatment. The products are vegan and free of parabens, paraffin, SLS and SLES.

The beauty offering at Preidlhof also includes a worldwide exclusive cosmetic line that embraces the health and wellness aesthetics of the Su-Man method, created by and named after the famous facialist and beauty guru.





FAMILY-OWNED AND MANAGED

Passionate about hospitality and wellbeing, Klaus Ladurner and his wife, Monika, are the second generation of the family to run Preidlhof. Their two daughters are also involved in the hotel business and Klaus' parents Josef and Rosa are regularly in the hotel or out on the hotel's farm. Here, speck ham is smoked, fresh fish is caught and schnapps is distilled. "Preidlhof has offered warm hospitality and the highest quality at all levels for generations," says Klaus Ladurner. The three generations tirelessly work to further develop their hotel and to create and introduce innovations. "Our aim is to be a pioneer in the spa and wellness arena and to provide our guests with a wholly transformative and memorable experience."



AWARD-WINNING RESTAURANT

In Spring 2023, Preidlhof welcomed the Didonna brothers, Angelo and Mario, two brilliant chefs from Puglia—the 'Vegetable Garden of Italy.' Specialising in spa cuisine, Head Chef Angelo and Sous Chef Mario have infused new flavours and inspiration into Preidlhof's restaurant, which boasts 3 Gault Millau Toques. This year, in addition to winning the 'Health & Wellness Cuisine – Europe' award, the restaurant also received the 'Luxury Spa Restaurant – Europe' award at the World Luxury Restaurant Awards.

The Didonnas' passion for cooking was kindled at home, inspired by their grandmother and mother. Known for their kindness, joy, curiosity, and patience, their culinary style embodies the flavours and health benefits of the Mediterranean diet, with olive oil playing a central role. They take great care in sourcing only the finest, freshest organic ingredients, many of which are grown by Preidlhof itself.

All meals at Preidlhof are included in the price of the stay, including:

- An extensive breakfast served daily including a wide variety of hot and cold options, an organic selection, a vast array of teas as well as a health food corner and "vitamin bar".
- A healthy buffet lunch enables guests to fit this around spa treatment schedule, fitness and outdoor activities.
- In the evenings, a Gourmet Menu is available to all hotel guests. The seven-course Wellness Healing Gourmet Menu is reserved for Wellness Retreat guests and is predominantly plant-based and free of gluten, lactose, egg, soy, and sugar. Highlights might include

Beetroot Falafel with Cauliflower Tabbouleh and Pomegranate, Tomato Buckwheat Risotto, Cream of Celery Soup or a dessert of Spiced Pumpkin Tart.

Retreat guests dine in a separate Wellness Lounge.



DRESS CODE

Guests are kindly requested not to wear bathrobes and slippers to breakfast. However, bathrobes may be worn at lunch, as well as in between classes and treatments.

The dress code for dinner is smart casual, and many guests choose to dress up for the occasion. Please refrain from wearing flipflops, slippers, shorts, and tracksuits.

ACCOMMODATION

Preidlhof has 71 rooms and suites and every room offers breath-taking views of the valley and mountains. All the suites feature loggias and some have their own whirlpool and private sauna. The penthouse suites each have an outdoor cinema and the Luxury Penthouse Suite Dolce Vita Premium also has a private pool. Preidlhof's dedicated Sleep Suite won an Innovation Award at the European Health and Spa Awards.

The rooms embrace the outdoors to take advantage of the 315 days of sunshine a year. All rooms have a balcony or terrace and several rooms also offer the possibility of sleeping outside in the fresh clear air, day or night. The high-quality furniture is made from local wood.



"A good night's sleep is essential to being able to fully relax on holiday," says Mr. Ladurner. He engaged a sleep consultant to ensure guests the most restful experience. "We have special mattresses and for each one a menu of mattress covers and pillows." Sleep well tea, ear plugs and sleep masks form part of the essential kit for each room. "At night we turn off the wireless connection to ensure electromagnetic-free sleep in all rooms - only the isolated bathroom light turns on automatically when needed. For those who wish, we offer the opportunity to sleep outside under the stars, in the fresh, clear night air ".

ACTIVE HOLIDAY

Guests are encouraged to get moving more and aside from a full schedule of inclusive fitness classes, hiking and biking opportunities, guests are also able to enjoy the beautiful natural assets. The Parcines waterfalls are just five minutes away and there is wild forest bathing in Lake Vernago and other places according to the seasons.

Activities such as hiking, mountain biking and Nordic walking are easy to access and the Texel Group Nature Park is on the doorstep.

There are more than twelve guided biking tours (from easy to challenging) and four guided hikes weekly.

Nordic walking equipment is available free of charge including backpacks, rain protection, GPS devices, mountain, racing and trekking bikes, helmets, water bottles etc.

Preidlhof's coaches and guides are all highly experienced and this inclusive programme is free of charge for guests.

FUN VEHICLES TO EXPLORE

There are quads and trikes for hire, as well as the iconic and complimentary yellow Vespas. Guests can also rent Preidlhof's sporty yellow Porsche Cabrio.

ECO-SUSTAINABLE

South Tyrol leads Italy in sustainability and environmental standards, and Preidlhof aspires to go over and above. As well as obtaining the coveted Tyrol-Alto Adige Ecological Quality Label, Preidlhof is the first facility in the world to receive ISO Wellness certification for its commitment to sustainability.

Measures designed to protect nature and respect the environment include using low environmental impact detergents; using locally-sourced materials including wood for the in-room furniture; using energy saving light bulbs; solar heating the pool; and minimising light pollution at night.

The Hotel's close relationship with the gastronomic culture and traditions of South Tyrol enables it to offer guests a series of zero carbon products. The Hotel grows, cultivates and harvests many of the local products and regional delicacies themselves in the direct relationship between agriculture, cooking and the art of transformation. Preidlhof also participates in international initiatives for the promotion of sustainable tourism activities.



AWARDS AND ACCOLADES

2026

- Preidlhof is a Winner of The World's 50 Best Wellness Resorts™ – Health Travel Magazine
- Preidlhof Luxury DolceVita Resort has been awarded Highly Commended for Best Wellness Retreat in Italy – In the Global Spa Awards by The Luxury Spa Edit™ 2026.
- Preidlhof Luxury DolceVita Resort has been awarded Highly Commended for Best Wellness Retreat in Europe – In the Global Spa Awards by The Luxury Spa Edit™ 2026.

2025

- 2025 Wellness Travel Awards – Organic Spa Media – Best Detox
- Falstaff Hotel Guide – Best SPA Hotel in South Tyrol
- Wellness Practitioner of the Year – Stefano Battaglia - Destination Deluxe Awards
- Mein Tophotel – Wellness Aphrodite
- Conde Nast traveller Readers Choice Awards 2025 – Top 20 Spas in Europe
- Luxury Healing & Wellness Retreat – Continent Winner – Europe - Glowing Flow Retreat: – The world luxury awards
- Luxury Healing Retreat – Continent Winner – Europe – Glowing Flow Retreat – The world luxury awards
- Luxury Wellness Healing Retreat – Continent Winner – Europe – Glowing Flow Retreat – The world luxury awards

2024

- World Luxury Restaurant Awards 2024: Winner 'Health & Wellness Cuisine – Europe' and 'Luxury Spa Restaurant – Europe' awards
- World Luxury Awards 2024: 'Luxury Couples Spa' – Continent Winner: Europe; 'Best Beauty Product' – Regional Winner: Southern Europe; 'Luxury Holistic Spa' – Regional Winner: Southern Europe
- Destination Deluxe Awards: Winner of Holistic Treatment of the Year for Water Healing Massage
- European HEALTH & SPA AWARDS: Winner 'Best Hotel (Resort) Spa'
- The Luxury Spa Edit Awards 2024: 'Best Spa Retreat – Europe', 3rd place
- European Spa Magazine's Platinum Guide 2024; Patrizia Bortolin recognised as a 'Spa Industry Icon'

2023

- European Spa Associations Awards 2023: Innovative Spa Concept winner for The Preidlhof Way
- Destination Deluxe Awards 2023: Winner 'Wellness Program of the Year' for Glowing Flow – The Heart Retreat, Preidlhof; and runner-up for 'New Skincare Brand of Year' award for The Preidlhof Way
- LUXLife Global Luxury Hotel & Spa Awards 2023: winner 'Best Luxury Wellness Resort Hotel 2023 – Italy
- European Health & Spa Awards: winner in "Best Hotel (Resort) Spa" and "Best Product Innovation (cosmetically)" Awards categories, the latter in recognition of Preidlhof's new organic, vegan signature spa line
- Organic Spa Magazine's 2023 Wellness Travel Awards: 1 of the top 3 Best Destinations to Detox
- U.S. News & World Report 2023 Best of Rankings – Amongst the 'Top 20 Best Italy Resorts'
- Elite Traveler 2023 World's Finest Top Suite Awards - The Penthouse Suite - Gold in Transport (airport accessibility) - Silver in Sustainability - Silver in In-Suite Facilities - Bronze in Luxury - Bronze in Technology
- Haute Grandeur : Winner 'Best Spa Destination in Europe', 'Best Wellness Retreat in Italy' and 'Best Hideaway Spa in Italy'
- World Luxury Spa Awards: Winner: 'Luxury Holistic Spa – Continent – Europe', 'Best Beauty Product – Regional – Southern Europe' and 'Luxury Couples Spa – Country – Italy'
- Condé Nast Traveller Wellness & Spa Guide: Stefano Battaglia featured as "The Inspirational Bodyworker" amongst the Top Well-being Practitioners in the World
- Condé Nast Traveller Wellness & Spa Guide: Preidlhof featured as 'Life-Affirming Spa Star' amongst the top "Change Your Life" Spas in the World.



2022

- World Luxury Spa Awards: "Best Spa Manager – Italy"
- LUXLife Travel & Tourism Awards: "Most Transformational Wellness Travel Experience – Italy"
- LUXLife Travel & Tourism Awards: "Best Holistic Wellness Resort Northern Italy"
- Haute Grandeur Global Spa Awards: "Best Hideaway Spa in Europe"
- Haute Grandeur Global Spa Awards: "Best Spa Manager in Europe"
- Haute Grandeur Global Spa Awards: "Best Resort Spa in Italy"
- LUXLife Resort & Retreat Awards: "Best Holistic Wellness Resort – Northern Italy"
- European Health & Spa Awards: Winner "Best Spa Innovation" for Transformational Wellness Retreats – The Preidlhof Way
- European Health & Spa Awards: Runner-up "Best Destination Spa"
- LUX Life Travel & Tourism Awards: Winner "Most Transformational Wellness Travel Experience - Italy" for 'The Preidlhof Way'

2021

- Condé Nast Traveler Readers' Choice Awards: Winner "Most Innovative Wellness Concept" for 'The Preidlhof Way'
- Professional Beauty World Spa & Wellness Awards, Finalist for both "Spa Leader of the Year" (Patrizia Bortolin) and "Worldwide Health & Wellness Destination of the Year".
- 2021 FOODTREKKING AWARDS, World Food Travel Association: Winner "Best Hustle Award".
- Destination Deluxe Awards 2021, Holistic Treatment of the Year 2021: Finalist for Forest Bathing with Irmgard
- Haute Grandeur Global Hotel Awards: Patrizia Bortolin awarded "Best Spa Manager (Global)" and Preidlhof winner "Best Hideaway Spa" (Italy)
- The Italy Prestige Awards "Luxury Spa Hotel of the Year"
- Pure Beauty Global Awards 2021: Finalist
- Holidaycheck Special Award 2021 "Most Appreciated Hotel In Italy"
- Muse Hotel Awards 2021: "World-Class Luxury Holistic Spa"
- Muse Hotel Awards 2021: "World-Class Luxury Healing Spa"
- The Sustainable Spa Association: First Hotel in Italy to be accredited
- Quiet Parks International Certification
- Top 10 World Awards, Independent Lifestyle Operator Hotels TOP 10 Awards: "Hotelier of the World"

2020

- The Top Ten Energy Healer Awards 2020: Winner – Stefano Battaglia
- Destination Deluxe Awards 2020: 3rd "Wellness Retreat of the Year"
- Destination Deluxe Awards 2020: Winner "Holistic Treatment of the Year" with Glowing Flow
- Tatler SPA Guide 2020: "Best for Unleashing Joy"
- Tatler SPA Guide 2020: Stefano Battaglia among the "5 Best International Healers"
- Condé Nast Traveler (US) Reader's Choice Awards: "Best 30 Spa Resorts of the World"
- Condé Nast Traveller (UK) SPA GUIDE: Best Spas in the World
- Active Hotel Awards 2020: Best Mountain Sport category winner 2019

2019

- Tatler Spa Awards: 'Best Spas in the World', category winner
- Condé Nast Traveller (UK) Spa Awards: 'Best Spas in the World' Category winner
- TripAdvisor Travellers' Choice
- Wellness Heaven Award
- European Health and Spa Awards: Runner-up 'Best Destination Spa'

2018

- Wellness Aphrodite: 'Beauty & Treatments' category winner
- Trivago Award: Winner 'Best 5-Star Hotel in Italy'
- European Health and Spa Award: 'Best Spa Innovation' category winner for Sleep Suite



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