



MEDIA KIT

THE PREIDLHOF WAY

Where Pleasure, Healing and Transformation Meet

Located in Naturno, South Tyrol, in the Italian Dolomite region, **Preidlhof Luxury DolceVita Resort** ('Preidlhof') is a multi-award-winning, five-star wellness destination for guests aged 16 and over.

Preidlhof lies on the 46th parallel, where the Mediterranean begins, between the contrasting slopes of Monte Sole and Monte Tramontana. Forests, vineyards, orchards and mountain peaks surround the resort, while the valley's mild year-round microclimate allows palm, lemon and olive trees to flourish against a backdrop of snow-covered peaks. Situated within the Texel Group Nature Park, South Tyrol's largest nature park, Preidlhof offers direct access to an extensive network of hiking and biking trails.

This convergence of landscapes reflects the twin souls of South Tyrol, where Alpine and Mediterranean cultures meet. Their contrasting influences shape the region's rhythm of life, the resort's architecture and design, and the Preidlhof experience: light and shade, energy and stillness, activity and rest, pleasure and deeper reflection.

For three generations, the Ladurner family has brought together authentic hospitality, continual innovation and a profound connection to the surrounding landscape. This year, Preidlhof celebrates its 60th anniversary.

Today, the resort has an international reputation for transformational wellbeing, bringing together contemporary science, holistic healing traditions, sensorial immersion, movement, nutrition, nature and meaningful human connection.

At its heart is **The Preidlhof Way**, the resort's award-winning wellness philosophy, created by renowned Spa Creator and Spa Designer Patrizia Bortolin, Preidlhof's Wellness Concept Manager and co-founder of Glowing Flow Wellness Specialists.

Developed following Patrizia's arrival in 2019, The Preidlhof Way marked a new era for the resort and a complete reimagining of its wellness experience. Its deepest expression is found in the Transformational Wellness Retreats which combine highly personalised treatments, holistic classes, medical and preventative health, movement, nutrition, sensory experiences and immersion in nature. Guided by Preidlhof's healers, therapists and wellness specialists, each retreat creates space to regenerate body and mind, discover new perspectives and return home with meaningful insights and practical tools for everyday life.

Throughout Preidlhof, The Preidlhof Way flows through personalised therapies, Wellness Healing Gourmet Cuisine, signature treatments and rituals, holistic classes, innovative beauty concepts, architecture, design and encounters with the landscapes, traditions and people of South Tyrol. The retreats are designed for solo travellers, couples, friends and multigenerational groups, with each pathway shaped around the individual guest, their stage of life and what they are ready to explore.

LOOKING AHEAD TO FEBRUARY 2027

In February 2027, Preidlhof will unveil a **new spa designed by Patrizia Bortolin**. See page 12.

“How can we live well and truly flourish? By savouring the present, bringing meaning to the past and looking to the future with purpose.”

Patrizia Bortolin, Wellness Concept Manager and creator of The Preidlhof Way

THE PREIDLHOF WAY

A philosophy of transformational wellness

The Preidlhof Way draws on Patrizia Bortolin’s hallmark Glowing Flow Lifestyle philosophy and neuroscience research into two complementary forms of wellbeing: hedonic and eudaimonic.

Hedonic wellbeing embraces pleasure, beauty and enjoyment in the present. Eudaimonic wellbeing encompasses reflection, healing, personal growth, purpose, meaningful relationships and preventative health. The positive interaction between the two supports immediate wellbeing while creating the foundations for lasting personal flourishing.



“Our goal is to promote a lifestyle with a ‘hedonic’ approach to the present, to savour this, while also bringing an ‘eudaimonic’ approach to the past and future, to make them count.”

The Preidlhof Way brings these principles together through the balance of “Pleasure and Enjoyment” and “Healing and Value”. Reflecting Aristotle’s complete definition of wellbeing, this approach encourages a mindful, meaningful and authentic way of life. In 2023, The Preidlhof Way received the European Spas Association Award for ‘Innovative Spa Concept’.

Through this integrated philosophy, Preidlhof combines neuroscience and contemporary research with ancient healing traditions, medical analysis, state-of-the-art technology, movement, nutrition, sensorial immersion, nature and human connection.

The approach is personalised, results-driven and evidence-based, supported by years of research, continual testing and innovation. It creates opportunities for regeneration through complementary, medical and preventative health, while recognising that transformation can also arise through pleasure, creativity, meaningful encounters and the discovery of new places and perspectives.

Among its signature expressions are **Glowing Flow sessions**, which support profound grief and trauma healing. The sessions were recognised as ‘Holistic Treatment of the Year’ at the Destination Deluxe Awards in both 2020 and 2023.

Running like a golden thread through Preidlhof, The Preidlhof Way shapes its treatments, experiences, architecture and human interactions. It is experienced most deeply through the resort’s Transformational Wellness Retreats, where its different elements come together in highly intuitive and integrated pathways.

TRANSFORMATIONAL WELLNESS RETREATS

Continually refined by Patrizia Bortolin through innovation, guest feedback and collaboration with leading wellness experts, each retreat has a distinct focus, meeting guests where they are and supporting them as they move towards greater balance, vitality and flourishing.

The retreats are designed to engage guests physically, energetically, spiritually, psychologically, socially and emotionally. Personal consultations, therapeutic treatments, holistic classes, movement, mindful nutrition, Wellness Healing Gourmet Cuisine, sensory experiences and time in nature open new possibilities for healing, discovery and growth.

Preidlhof’s wellness team shapes the experience around the guest’s needs, personal aims, stage of life and readiness for change. As the stay unfolds, the team adapts treatments and activities to keep the experience intuitive and responsive.

Move through treatments, practices and therapies that flow into and build upon one another. Each experience complements the next, creating the time, space and support not only to restore your wellbeing, but also to reconnect with what helps you truly flourish.

INTEGRATED WELLNESS

The Longevity Retreat

Known as Preidlhof’s signature retreat and its “Jewel”, Integrated Wellness brings together daily treatments and holistic classes under the guidance of the Master Therapists and Medical Wellness Team. The personalised experience invites guests to accept and transform the past, savour the present and open themselves to the future, returning home with fresh perspectives and practical tools for a healthier, more fulfilling life.

GLOWING FLOW IMMERSIVE

The Heart Retreat

Created by Stefano Battaglia and Patrizia Bortolin, co-founders of Glowing Flow Wellness Specialists, the multi-award-winning **Glowing Flow Immersive Retreat is offered exclusively at Preidlhof**. Many guests describe the experience as life-changing.

Enter a **profound journey of emotional healing, inner connection and personal transformation**. At its heart are Stefano’s pioneering Trauma Touch Skills, a unique hands-on therapy refined through lifelong research and specialist training in holistic practice. Through interactive conversation, trauma-informed bodywork, mindfulness, meditation, meditative bodywork and intuitive techniques, discover new ways to listen to the body, release emotional blocks, reconnect with joy and deepen your relationship with yourself and others.

Stefano leads the retreat’s therapeutic work, including **Glowing Flow sessions**, follow-up sessions, Water Healing Massage and meditation. Patrizia supports the journey as Transformational Coach, weaving sensory

techniques, talks, herbal remedies and guidance into the experience to open up fresh perspectives and help bring new insights into everyday life.

The retreat may support those navigating trauma, grief, loss, major life transitions, excessive stress, loneliness or a lack of purpose. It also creates space for deep regeneration, renewed perspective and a more meaningful connection with yourself, others and life.

GLOWING FLOW 2

Enhancing Retreat

Continue your Glowing Flow journey through selected transformational sessions complemented by spa, leisure and nature experiences. Choose Glowing Flow 2 as an Enhancing Retreat or incorporate Glowing Flow sessions with Stefano into any Transformational Wellness Retreat. Patrizia recommends these sessions for guests seeking deeper transformation and more significant, sustainable results.

SENSORIAL JOURNEY

Creative Wellness for a Happier Life

Explore the connection between the senses, awareness and wellbeing. Through carefully designed experiences involving sight, sound, scent, taste, touch and movement, slow down, awaken your senses and rediscover creativity, curiosity and joy.

WELLNESS FOR TWO

Shared rituals for couples and companions

Celebrate connection through shared rituals, sensory experiences and restorative spa journeys.

ENERGY & HEALING FOR TWO

Reconnection through energy and healing

Share five themed days of relaxation, energy, playfulness, nature and water. Individual treatments, shared massages and sensorial experiences invite couples or companions to harmonise their energies and reconnect with greater lightness, joy and awareness.

WOMEN'S RETREAT

Supporting life transitions

Navigate menopause and other significant life transitions with specialist guidance, therapeutic treatments, movement, nutrition and holistic practices designed to renew confidence, balance and vitality.

SILHOUETTE RETREAT

Enjoy the Journey

Embrace sustainable wellbeing and healthy lifestyle change through nutrition, movement, therapeutic treatments and mindful practices. Look beyond immediate results to cultivate positive habits and a healthier relationship with yourself.

ZEST RETREAT

An introduction to The Preidlhof Way

Ideal for first-time retreat guests or a restorative long weekend, Zest offers a four-night taste of Preidlhof's wellness philosophy, combining signature treatments, movement, Wellness Healing Gourmet Cuisine and experiences in nature. It can also complement a longer Italian journey, perhaps with time in Verona or Venice.

TRADITIONAL WELLNESS

Alongside its retreats, Preidlhof offers a flexible selection of classic spa experiences and treatments.

"The senior healers on our team have the highest concentration of wisdom, experience, vision, intuition, love and authenticity I've ever encountered..."

Patrizia Bortolin

THE CIRCLE OF HEALERS

Guiding and Accompanying Each Guest

Hand-picked and nurtured by Patrizia Bortolin, the Circle of Healers is a small, multigenerational group of extraordinarily talented and highly experienced specialists.

From trauma healing and complementary medicine to Shiatsu, ancient healing traditions and forest bathing, the healers approach each guest's intent as an interconnected team.

Individual expertise and life experience combine through shared wisdom and close collaboration. The Circle carries a distinctive high-vibrational energy, with interactions kept spontaneous and authentic. Working intuitively together, the healers support each guest in reaching a lasting balance of body, mind and spirit.

The Circle comprises:

Patrizia Bortolin, Wellness Project Manager and Spa Concept Designer, leads the creative direction and continued development of The Preidlhof Way. Together with Stefano Battaglia, she co-founded Glowing Flow Wellness Specialists and co-leads the Glowing Flow Immersive Retreat, offered exclusively at Preidlhof.

Dr Alexander Angerer, a medical doctor specialising in complementary medicine and acupuncture, oversees and integrates the experiences within every Transformational Wellness Retreat.

Stefano Battaglia, internationally renowned Master Therapist, Trauma Healer and Meditation Teacher, combines Trauma Touch Skills, meditation, water therapy, meditative bodywork and intuitive techniques. He offers individual Glowing Flow Sessions and co-leads the Glowing Flow Immersive Retreat with Patrizia Bortolin, his Co-Founder at Glowing Flow Wellness Specialists. Widely recognised as one of the world's leading healers, Stefano received the Destination Deluxe Award for 'Wellness Practitioner of the Year' in 2025.

Martin Kirchler, known as the "The Professor", is an experienced holistic healer specialising in ancient healing traditions including Traditional Chinese Medicine, Ayurveda and Hawaiian healing practices.

Andrea Martinelli is a highly sensitive and experienced Shiatsu Master.

Irmgard Moosmair is Preidlhof's award-winning forest bathing expert and "Lady of the Woods".

The Circle works alongside Preidlhof's wider wellness team of mindfulness trainers, yoga teachers, transformational coaches, holistic masseurs and beauty therapists. Their collective knowledge also shapes the holistic classes through which retreat guests explore movement, sensory awareness, self-reflection and restorative practices.

SIGNATURE HOLISTIC CLASSES

Unlock Innate Tools for Wellbeing

Reserved exclusively for retreat guests, Preidlhof's holistic classes complement the deeper work of its healers and therapists.

Developed by Patrizia Bortolin through extensive research and collaboration with holistic trainers and artists, these sensorial experiences help unlock the body's innate self-healing powers. Some bring a playful touch; others encourage sensory awareness, self-reflection and more restorative sleep and movement, supporting the balance between hedonic and eudaimonic wellbeing at the heart of The Preidlhof Way.

Holistic classes include:

Mindful Eating & Sensory Analysis: Explore chocolate, salt and olive oil tastings alongside a slow, meditative coffee experience. Learn to taste, observe and harness the natural intelligence of the senses.

Forest Bathing: Enter the surrounding forests with Irmgard Moosmair. Drawing on her deep knowledge of nature and local traditions, she shares the wisdom of the landscape through restorative forest experiences and personalised smoke rituals using carefully selected resins, herbs and bark.

Sound Yoga, Yoga Nidra & Dao Yin Yoga: Explore sound, stillness, conscious movement and deeper bodily awareness through practices that support natural self-healing.

Other classes include **Laughter Yoga, apple journey, mindfulness, dance, holistic movement, postural gym, barefoot meditation, Flow Rope and cosmetic rejuvenation.**

Colours, aromas, sounds and touch expand sensory awareness and help nurture a happier, more creative life.

NATURE AS HEALER

Preidlhof lies where Mediterranean warmth meets the wild beauty of the mountains. Palm, lemon and olive trees flourish beneath forested peaks, while gardens, apple orchards and vineyards unfold across the valley. Clear mountain streams invite silence, solitude and reconnection.

Here, the fragrances of citrus, cypress and aromatic herbs awaken memories, emotions and new sensations. These natural scents are reflected in spa products, therapies and room amenities.

The surrounding landscape offers more than an opportunity to wander and discover. Time in nature encourages reflection, while awe-inspiring views can awaken wonder, shift perspective and support emotional wellbeing. Experience nature through forest bathing, barefoot meditation, wild swimming, full moon rituals, quiet

moments beside mountain streams and treatments in the Garden Spa - or sleep beneath the stars on a private loggia.

Preidlhof's certification as a '**Quiet Place**' by **Quiet Parks International** honours the silence at the heart of it all.

OPTIONAL DISCOVERY EXPERIENCES

For guests who wish to add another layer to their time at Preidlhof, two optional experiences are available at an additional cost alongside a regular stay or Transformational Wellness Retreat.

Digital Detox - Heal Through Quietude

Inspired by vintage travel, exchange your smartphone for Preidlhof's **Digital Detox Kit** and create space to reconnect with your senses, your surroundings and the present moment.

Wellness Destination Discovery Experiences

The experiences offer deeper immersion in the landscapes, food heritage and local ways of life of South Tyrol and the Dolomites.

Cycle through mountain valleys, swim in hidden lakes, follow forest paths and ancient trails, or discover the region through its vineyards, traditional farms and culinary heritage. Along the way, meet the local guides, producers and craftspeople who bring the landscape and its traditions to life.

Itineraries range from trekking through an ancient glacial landscape to Lake Sopranes to exploring the Alpe di Siusi by e-bike and discovering secluded lakes and valleys in the Dolomites. Each offers a more intimate experience of the region through its landscapes, knowledge and people.

Preidlhof's **Signature Sensorial Discovery Tours** invite guests to experience the destination through sight, taste, smell, touch and sound. Informed by principles of sensory integration, these tours heighten awareness, awaken curiosity and reveal new ways of connecting with the surroundings.

*"Transformation is shaped not only by what we experience,
but by the special people we meet along the way."*

Patrizia Bortolin

SUSTAINABLE WELLNESS

Respecting nature, rooted in place

This closeness to nature brings with it a commitment to protect what makes Preidlhof so distinctive. Local materials, regional produce and ingredients from the resort's gardens sit alongside responsible resource management and energy-conscious practices, grounding the guest experience in its South Tyrolean setting.

In 2020, Preidlhof became the **first wellness and spa facility in the world to achieve ISO 17679 certification for quality, sustainability and service excellence**. The resort also holds the Tyrol Alto Adige Ecological Quality Label.

This respect for nature, seasonality and place finds its most delicious expression at the table.

WELLNESS HEALING GOURMET CUISINE

Nourishment Through Pleasure, Awareness and Connection

Rooted in South Tyrol's natural abundance and shaped by The Preidlhof Way, **Wellness Healing Gourmet Cuisine** unites pleasure, sensory awareness and nourishment, exploring not only what we eat, but why, how and where we eat.

The philosophy of **hedonic healthy eating** is rooted in the belief that pleasure, enjoyment and sensory appreciation are essential to wellbeing. Colourful plates, enticing aromas and contrasting flavours and textures encourage guests to savour each mouthful and notice how food makes them feel.

Led by internationally renowned vegan wellness chef Emanuele Giorgione and Preidlhof's chefs, the concept combines contemporary nutritional science with the culinary traditions of South Tyrol and the Mediterranean. Through regular visits, Emanuele continues to train and guide the culinary team, bringing his expertise and mastery to its development.

Retreat guests enjoy a beautifully presented seven-course dinner and Wellness Healing Gourmet Light Lunch. Predominantly wholefood and plant-based, the cuisine is naturally free from gluten, lactose, egg, soy and refined sugar, yet rich in flavour, seasonality and creativity.

Meals are served in the intimate Wellness VIP Lounge, where circular seating balances privacy with a gentle sense of community. Natural light and panoramic valley views create space for mindful eating, reflection and conversation, with breakfast and lunch also served on the terrace.

Mindful eating experiences centred on chocolate, salt, olive oil, coffee and apples explore taste, aroma and texture with greater awareness. The seven types of hunger reveal the emotional, sensory and physiological influences behind eating habits, supporting a more conscious and intuitive relationship with nourishment. Shaped by Patrizia with Slow Food experts, psychologists and wellness specialists, these practical experiences form part of Preidlhof's holistic classes and offer techniques guests can carry into everyday life.

RESTAURANT

Brothers Angelo and Mario Didonna bring the sunlit flavours of their native Puglia together with the produce, traditions and natural abundance of South Tyrol across both the Wellness Healing Gourmet menus and Preidlhof's wider restaurant cuisine.

Vegetables, seasonal ingredients and olive oil take centre stage, joined by herbs from Preidlhof's kitchen garden, homemade preserves from its orchards, honey from its own apiary and produce from carefully selected regional suppliers. Southern Italian warmth meets Alpine provenance in cuisine that feels vibrant, generous and deeply connected to the land.

Preidlhof's restaurant holds three Gault & Millau Toques and two 2024 World Luxury Restaurant Awards: 'Health & Wellness Cuisine - Europe' and 'Luxury Spa Restaurant - Europe'.

While the Wellness Healing Gourmet Menu is integral to the Transformational Wellness Retreat experience, guests may also enjoy Preidlhof's wider gourmet offering in the main restaurant.

Preidlhof's cellar houses more than 400 selected labels, alongside its own Pinot Nero St. Ursula, a blend of Pinot Noir and Schiava.

Dress Code

Casual daywear is requested at breakfast. Spa gowns are welcome at lunchtime and when moving between classes and treatments. Dinner at Preidlhof is a special occasion and smart-casual attire is requested. Spa slippers, shorts and tracksuits are not suitable for dinner.

THE SPA

Preidlhof offers therapeutic bodywork, beauty, thermal wellness and immersive sensory experiences à la carte, with selected treatments also available as part of a personalised Transformational Wellness Retreat.

Spa Treatments

Ancient healing traditions meet therapeutic touch, sensorial rituals, natural ingredients and advanced technologies in treatments shaped around each guest's needs, intentions and wellbeing goals.

The programme includes personalised Ayurveda treatments such as Sharira Abhyanga and Shirodhara, alongside Integrated Healing Massage drawing on Traditional Chinese Medicine, Hawaiian healing, Yaku Shiatsu and osteopathy-based techniques. Signature experiences include Glowing Flow sessions with Stefano Battaglia, whose intuitive, trauma-informed approach supports emotional release, healing and reconnection.

Tuina, Shiatsu, therapeutic massage, Kneipp experiences, psycho-aromatherapy, sound and quartz therapy and water massage extend the offering.

Specialised body treatments range from therapeutic scrubs, mud applications and botanical rituals to contouring treatments, radiofrequency and electrostimulation. Selected according to individual needs, they support relaxation, circulation, lymphatic function, muscular recovery, skin tone and body confidence.

Thermal Wellness Treatments

Natural thermal water from a 400-year-old spring beneath Reinhold Messner Castle, just 5 km from Preidlhof, brings the region's historic bathing culture into the resort's wellness offering.

Experience private thermal bathing rituals with bespoke detoxifying or regenerative bath-oil blends, inspired by Merano's spa heritage. The mineral-rich water is also central to specialised treatments such as **Underwater Thermal Massage**, supporting relaxation, circulation and muscular recovery.

Beauty

Beauty begins with the pleasure of being cared for. Advanced skincare, aesthetic technology and therapeutic touch are tailored to the individual, creating experiences that feel restorative and deeply relaxing while supporting healthy ageing, vitality and visible results.

Signature treatments, rituals and massages developed exclusively for the resort move between sensorial pleasure and advanced aesthetics, with each experience shaped around the guest's skin health, personal intentions and wellbeing.

The Preidlhof Way Signature Skincare Collection

Developed by Patrizia Bortolin and a dedicated female team following years of research, The Preidlhof Way organic, vegan signature skincare collection reflects the resort's commitment to effective, sustainable beauty.

Winner of the 2023 European Health & Spa Award for 'Best Product Innovation (Cosmetically)', the collection combines Italian botanicals with plant stem cell biotechnology. Organic grape skins from Emilia, Sicilian lemon, Trentino apples, prickly pear seed extract and edelweiss bring the scents, textures and natural richness of Italy into Preidlhof's facial and body rituals.

The products are used throughout the resort's treatments and can be purchased at Preidlhof's Spa Reception, boutique and online shop.

A locally produced professional cosmeceutical line complements the signature collection, using concentrated active ingredients to address individual skin concerns and deliver visible results. Together, the two lines express Preidlhof's holistic approach to beauty, where natural ingredients, advanced skincare and personalised care work in harmony.

Signature Facials

Preidlhof's facial programme combines advanced technology with highly specialised manual techniques. Active formulations, electrical impulses, oxygen and radiofrequency hydrate, illuminate, firm and refine the skin through treatments including **SHOW: The Lifting Effect, Beauty: Expression Booster, Fresh: Hydrating, Oxygen: New Life** and **Radiofrequency Face**.

Winner of the 2025 European Health & Spa Award for 'Best Signature Treatment', the **Preidlhof KYOAMA Facial** draws on one of Japan's oldest aristocratic massage traditions. Created for The Preidlhof Way skincare collection, it combines rhythmic facial massage, tsubo point stimulation and soothing scalp work to release tension, cleanse and rejuvenate the skin, and restore vitality.

The Face Modelling Facial Massage works deeply through the facial muscles and tissues. Deep-tissue, lymphatic drainage and intraoral techniques release tension, encourage circulation and support tone and elasticity, while vagus nerve stimulation promotes a wider sense of harmony and wellbeing.

During the **Kassaji Facial Massage**, a smooth volcanic stone traces and sculpts the facial contours. Inspired by the ancient Chinese tradition of Gua Sha and interpreted through Japanese practice, this gentle ritual encourages lymphatic drainage, eases muscular tension and leaves the complexion refreshed and radiant.

THE SAUNA TOWER

A vertical journey through 18 experiences of heat, cold, water and deep relaxation

Rising above orchards and vineyards, Preidlhof's contemporary **six-floor Sauna Tower** is one of the resort's defining landmarks and one of Europe's most distinctive thermal wellness destinations.

The journey unfolds upwards through **18 experiences of heat, cold, water, movement and rest**. Fire, water and ice shape each stage, from panoramic saunas overlooking Val Venosta to saltwater pools, cooling rituals and the fresh snow of the **Snow Room**. Tranquil lounges offer space to pause along the way.

A Geomantic Report informed the Sauna Tower's position, angle and design, identifying the site as a natural high-energy field.

Sauna & Steam Experiences

The **Panorama Events Sauna / Show Sauna** (85–90°C | 10% humidity) hosts daily Aufguss ceremonies led by certified sauna masters, combining heat, water, ice, essential oils, music, movement and towel techniques. Several members of the team have been recognised at national and international sauna championships.

The **Olive Sauna** (60°C | 40% humidity) offers a gentle bio-sauna experience, while the **Five Elements Sauna** (60°C | 30% humidity) features clay walls, a central fireplace and foot-brine pool. The **Wine Sauna** (70°C | 35% humidity) evokes a traditional South Tyrolean wine cellar. The **Turkish Bath** (45°C | high humidity) combines steam, saline diffusion and inhalation therapies, while the **Salt Lounge** features Himalayan salt walls, infrared loungers and a saline atmosphere for warmth and deep relaxation.

For hygiene, sauna cabins and plunge pools are textile-free, except for the Schwarzbrenner Sauna, where swimwear may be worn. The textile-free policy prevents synthetic swimwear from releasing substances when exposed to intense heat. Towels are provided and may be wrapped around the body for comfort.

Deep Sea Relaxation Room

The **Deep Sea Relaxation Room** is unique and a recipient of a European Health & Spa Award for Innovation.

More than 12,500 LED lights flow across the walls, ceiling and floor as sound and vibration surround the body, evoking the depths of the ocean and the vastness of the universe. Programmes dedicated to relaxation and creativity explore different states of consciousness through experiences informed by EEG and HRV measurements, while massages and therapeutic treatments may also be enjoyed within the room.

Rest Between The Rituals

Between experiences, guests can settle into the panoramic **Place of Power**, retreat into the quiet of the **White Silence Lounge**, relax beside the open fireplace in the **Fire Lounge** or enjoy healthy refreshments in the **Vitamin Lounge**.

Panoramic terraces, poolside relaxation areas, the fifth-floor saltwater infinity pool, an outdoor hot tub and Kneipp path extend the experience throughout and around the tower.

Set separately between the pools of the Relaxation Garden, the rustic **Schwarzbrenner Sauna** (55-60°C | 50% humidity) uses an old pot still to generate steam, surrounded by natural stone and aged wood.

Infinity Rooftop Spa

Opened above the DolceVita Lodge in 2024 and connected to the Sauna Tower by a sky walkway, the Infinity Rooftop Spa offers panoramic views, an XXL hydropool and dedicated relaxation areas.

New for 2026, the **Snow Room** introduces fresh natural snow produced on site. Maintained at approximately -10°C, it completes the traditional thermal cycle of heat, cooling, rest and renewal.

POOLS & HYDROTHERAPY

Across the Sauna Tower and wider estate, water provides a counterpoint to heat through seven swimming pools and seven hydrotherapy pools, including:

- **Infinity Saltwater Pool** - on the fifth floor of the Sauna Tower with panoramic views
- **Infinity Sports Pool** - on the rooftop of Sonnenschlössl with 360° views across the landscape
- **Panoramic Indoor-Outdoor Pool** - with inside-outside tunnel and year-round temperature of 34°C
- **Outdoor Summer Pool** - open seasonally from March to November
- **“The Fifties” Indoor Pool** - evoking the glamour and fun of the 1950s, with thermal water and Five Elements-inspired design
- **Mediterranean Pool Experience** - with sauna and four hydrotherapy pools
- **Outdoor Saltwater Hot Tub, Kneipp Path** and additional hydrotherapy facilities

ACCOMMODATION

Preidlhof has **71 suites**, including five penthouse suites, across the contemporary DolceVita Lodge and original Sonnenschlössl. Many open onto loggias, terraces or rooftop spaces overlooking the vineyards, orchards and mountains. In selected suites, covered loggias with outdoor daybeds allow guests to **sleep beneath the stars** in comfort and privacy.

Rest is built into every suite through the **Sleep Well System®**, specialised mattresses and a choice of pillows. Night-time Wi-Fi deactivation, automatic bathroom lighting, sleep tea, a sleep mask and earplugs support an undisturbed night, while a **Better Sleep Basket** with additional relaxation and sensory aids is available on request.

Spa robes and a spa bag are provided, together with a hiking backpack and refillable water bottle.

The 251 m² Penthouse Suite DolceVita Premium features a private pool, rooftop terrace, multiple bedrooms, private sauna and outdoor cinema. It is also home to the **Sleep Well Suite**, recipient of a European Health & Spa Award for Innovation.

THE NEW PREIDLHOF SPA

Opening February 2027

A new physical expression of The Preidlhof Way

In February 2027, Preidlhof will unveil its new spa, marking an important chapter in the continuing evolution of The Preidlhof Way. Designed by Patrizia Bortolin, the spa will bring this philosophy to life through an integrated environment where contemporary science, holistic healing, sensory experiences, nature and human connection come together.

Originally from South Tyrol, Patrizia has spent more than 25 years creating innovative wellness concepts, spas and transformational guest experiences around the world. The new spa brings her professional journey full circle, fulfilling a long-held ambition to bring her international experience and vision home to South Tyrol. The culmination of seven years of innovation and refinement, the spa will connect Preidlhof’s people, practices and spaces in new ways, expanding the possibilities for transformational wellbeing.

Inspired by the relationship between nature, architecture and wellbeing, it will draw the surrounding landscape more deeply into the guest experience. Its design will create harmony between light and shade, energy and stillness, activity and rest. Centred on the needs of guests, therapists and healers alike, the spa will reimagine the relationship between people, place and wellbeing. Treatments, holistic classes, nature and human

connection will flow through an environment designed to support both guests and the practitioners who guide them.

Complementing Preidlhof's established Transformational Wellness Retreats, therapies, holistic classes and wellbeing programmes, the spa will offer more immersive ways to experience the resort's integrated approach.

The expanded Wellness & Spa area will encompass approximately 5,700 m², including 604 m² of newly developed and renovated spa spaces.

The new spa will feature:

- Ten individual treatment rooms and one couples' treatment room
- Two elevated Garden Spa treatment rooms with panoramic views, which can be opened fully to the surrounding landscape
- A dedicated holistic class and sound healing room
- A Crystal Meditation Room
- A new panoramic fitness area overlooking the resort and Val Venosta
- Significantly enlarged relaxation areas surrounding the central pool
- A new sauna and steam room
- A beauty shop
- A Wellness Library
- A new spa garden reserved for spa guests, with outdoor relaxation and wellbeing experiences
- The Walk of Love, featuring local artisan craftsmanship

Together, these spaces will bring architecture, nature, healing traditions, contemporary science and human connection into closer relationship. Supported by Preidlhof's wellness team, the spa will reflect a belief central to The Preidlhof Way: that wellbeing encompasses not only the guest experience, but also the people who create and guide it.

THE PREIDLHOF EXPERIENCE

Included for Every Guest

Every stay at Preidlhof also includes an extensive programme of wellness, movement, nature, relaxation and entertainment. Guests have the freedom to shape each day around their individual needs, whether active or restorative, social or contemplative.

Included experiences:

- Access to the Sauna Tower, daily sauna rituals and Aufguss ceremonies
- Access to the pools, spa and relaxation facilities
- A weekly programme of wellness experiences and seasonal activities
- DolceVita Hotels privileges, offering access to selected dining, wellness and leisure experiences at participating partner hotels

Accommodation is offered on a three-quarter-board basis, including breakfast, lunch, afternoon refreshments and seven-course dinner.

Inclusive Movement & Outdoor Programme

Preidlhof's setting within the Texel Group Nature Park provides direct access to hiking trails, cycling routes and year-round outdoor activities.

The daily programme of inclusive activities encompasses fitness, yoga, meditation and mindfulness sessions, alongside guided hikes, biking tours, Nordic walking and seasonal outdoor experiences. Routes range from gentle walks through orchards and vineyards to more challenging mountain adventures in the Dolomites.

Facilities include an **indoor gym**, a **100 m² Functional Fitness Hall**, a **yoga pavilion** and a **climbing wall**.

Bikes, e-bikes, helmets, Nordic walking poles and Preidlhof's distinctive canary-yellow Vespas are also available for guests wishing to explore the surrounding landscape.

Valued Partners

Preidlhof is a member of Preferred Hotels & Resorts, a founding member and the only five-star member of DolceVita Hotels, and part of Vinum Hotels and Belvita Leading Wellness Hotels Südtirol. These partnerships connect guests with additional wellness, dining, wine, cultural and outdoor experiences across South Tyrol.

SIXTY YEARS OF FAMILY HOSPITALITY

A living family legacy

Privately owned and family managed, Preidlhof continues to evolve under the stewardship of the Ladurner family.

Josef and Rosa Ladurner remain a familiar presence, with their homemade products and preserves enjoyed throughout the resort. Today, Klaus and Monika Ladurner lead Preidlhof, supported by their daughters, including Maria Ladurner, who oversees Marketing and Human Resources.

GETTING HERE

Preidlhof is accessible via Naturno railway station and several major airports:

- Naturno railway station - complimentary transfers available
- Bolzano Airport - 45 minutes
- Innsbruck Airport - 2 hours
- Verona Airport - 2 hours
- Venice Airport - 3 hours
- Milan airports - 3 hours

Private airport transfers are available. Guests arriving by car have access to complimentary underground parking.

RECENT AWARDS:

- European Health & Spa Awards 2025: Winner 'Best Hotel (Resort) Spa'
 - European Health & Spa Awards 2025: Winner 'Best Signature Treatment' for the Preidlhof KyoAma Facial
 - Destination Deluxe Awards 2025: Stefano Battaglia named 'Wellness Practitioner of the Year'
 - World Luxury Awards 2025: Three European awards for the Glowing Flow Retreat
 - Organic Spa Magazine Wellness Travel Awards 2025: One of Five 'Best Detox' Winners Worldwide
 - Falstaff Hotel Guide 2025: 'Best Spa Hotel in South Tyrol'
 - Mein Tophotel Wellness Aphrodite 2025: Winner 'Holistic Beauty & Wellbeing'
 - Condé Nast Traveller Readers' Choice Awards 2025: Named among the 'Top 20 Destination Spas in Europe'
-

CONTACT INFORMATION

Preidlhof Luxury DolceVita Resort
Via San Zeno 13
39025 Naturno (Naturns), Bolzano
South Tyrol, Italy
T: +39 0473 666251
E: info@preidlhof.it
W: www.preidlhof.com

Follow Us

Instagram: [@preidlhof](https://www.instagram.com/preidlhof)
Facebook: Preidlhof Luxury DolceVita Resort
LinkedIn: Preidlhof Luxury DolceVita Resort

-ends-