



THERME MERAN
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Terme Merano Press release

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The spa facilities at a glance

Terme Merano at the heart of Merano offers the townspeople and visitors to South Tyrol an oasis of health and wellbeing. They constitute a new interpretation of Merano's long tradition as a health resort and spa. At Terme Merano, with their 7,650 square meters of spa facilities, there is an emphasis on nature and culture in South Tyrol as the basis of a holistic health and feel-good offering. Top priority is given to everybody's most valuable asset – namely health – and harmony between body, spirit and soul. A full range of bathing, exercise, relaxation, treatments and feel-good applications promote and maintain health and wellbeing.

Water is the basic element at Terme Merano. Since the 1960s water containing radon has been pumped from Monte San Vigilio near Merano and used for a variety of therapeutic applications. In the new Terme Merano, radon water has always been employed for radon inhalations and individual radon baths and now it is also used to fill the pools. The water has a radon concentration of 500 Bq/l (Becquerel per litre), which is classified as a very moderate radon content.

A variety of therapeutic properties are ascribed to mineral water containing radon:

- Soothing and pain-relieving effects on the central and peripheral nervous systems. For that reason the water is especially indicated for osteoarthritis and many disorders of the bones, joints and muscles.
- Dilatation of the peripheral vessels with antihypertensive effects. That means the water is especially indicated for ladies with chronic disorders of the veins (varicose veins, pathologically dilated capillaries, etc).
- Positive effects on the respiratory system because the water above all strengthens the natural resistance of the mucous membranes (the immune system) of the respiratory tract.
- Improvements for allergy sufferers, due to the fact that radon water has a slightly desensitising effect on the body's own antigens.

Terme Merano has been open to the public since 3 December 2005. The facilities include a Spa & Vital Center, various Pools & Saunas both indoors and in the park, a Fitness Center, a Bistro and a Café. The new Hotel Terme Merano opened its doors in March 2006.

Spa & Vital Center (Health and Wellness)

- Health and Wellness programs based on natural produce from South Tyrol
- 26 treatment rooms
- Various quiet and exercise rooms
- Inhalation center
- Medical competence center with two doctors' surgeries
- Innovative therapies and prophylactic programs

The offering at the Spa & Vital Center is full and varied. From grape-based vitality applications and treatments with South Tyrolean mountain herbs to feel-good whey baths, the emphasis is on natural produce from South Tyrol. The Health and Wellness programs include a number of special packages: South Tyrolean feel-good baths in the tub and in the Emperor's bath with essences of apple, grape, herbs and whey, wool or mountain hay from South Tyrol, whey and juniper whirlpool baths or chestnut peelings. The Spa & Vital Center also offers hydromassage baths, radon inhalation and radon baths, a choice of algae-, apple- and whey-based packs, peeling products and wraps, as well as a wide range of massages including lymph drainage, aromatic oil massage, foot reflexology massage, acupressure and shiatsu. The cosmetic treatments include masks, pedicure, manicure and depilation. For the ladies there is also a Sissi package comprising whey peeling, Sissi's velvet and silk bath, a whey



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whirlpool bath and much else besides. For the men, there is a special Prince's Day package with South Tyrolean mountain salt massage, fitness check, etc.

Pools & Sauna

- A variety of pools with a total area of over 2000 sq.m. (1,250 sq.m. outdoor and 800 sq.m. indoor)
- 25 pools between 4 sq.m. and 472 sq.m. (13 indoor and 12 outdoor*)
- 8 saunas covering a total area of approx. 1,250 sq.m. (for use without swimwear)

* The pools in the park are only open in summer (15th May until 30th September)

The 25 pools offer a new dimension to the bathing experience, from the fitness pool and spring bath to the Jacuzzi and invigorating whirlpools, plus a brine pool with underwater music, and the hot and cold pool. The glass cube of Terme Merano provides unrestricted views of Merano's natural Alpine-Mediterranean scenery. The facilities in the park include hot and cold pools, kneipp pools, a spring bath and flume, a steam grotto, a steam bath, rock geysers and power showers, a big swimming pool that merges with a water lily pond as well as various saunas and rest areas. There are also a Finnish sauna, sanarium (biosaua), caldarium and steam baths indoors and in the park, with a snow room and various cold-water pools for cooling off.

Fitness

- 600 sq.m. fitness center
- Motto: "Move to Health"
- Focus on prevention
- Fitness checks
- Personal training regimes supervised by a team of highly qualified coaches
- Full and innovative course program (indoors, outdoors and in the pools)
- Physiotherapy

The fitness center is state of the art and fully equipped. Coaching is provided by qualified personnel, including the successful and famous triathlete Edith Niederfriniger. The basic approach at Terme Merano is health through gentle training. The offering includes fitness checks with body fat and lactate testing, gymnastic and underwater courses, and a range of outdoor activities such as Nordic walking and jogging, as well as training sessions on the workout machines and cardiac equipment, plus special physiotherapy offerings.

Bistro/catering

- Terme Merano Bistro
- Café on Piazza Terme
- Kiosk (open in summer only)
- Olivi Restaurant and Wolkenstein Fine Dining Restaurant with show kitchen
- in the Hotel Terme Merano

Visitors to Terme Merano also benefit from vitality cuisine with the emphasis on light and healthy fare. Fresh ingredients from South Tyrol, subtly combined and gently prepared to preserve their flavor and natural goodness, are the key to organic culinary delights.

The amenities at Terme Merano also include:

- Thermal Baths Shop (with products from the Terme Merano cosmetics line)
- Seminar room for 50 persons for talks, presentations and events
- Free crèche for the children of visitors to Terme Merano



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Park

- Total area: 51,000 sq.m.
- Planted with Merano's famous unique flora
- Tended by experts from the gardens of Trauttmansdorff Castle
- Special feature: a lily pond combined with the big swimming pool
- Walk around the grounds

In a setting of fine mature trees, the lovingly tended grounds with their beautiful shrubs and roses and the picturesque lily pond are the perfect place for complete relaxation. For visitors to the Terme Merano, there is a spa trail with a thermal spring pool, flume, hot and cold pools, a kneipp pool, a subterranean steam bath, waterfall, rock geyser and power showers, with fine sunbathing and sports lawns. A part of the park is open to the general public.

Hotel Terme Merano

- Hotel category: 4-star Superior
- 139 rooms (including 24 suites) with over 278 beds
- 8 conference and meeting rooms (20 - 300 sq.m.) for up to 230 persons
- Parking for 120 cars in the basement
- Bar Piazza and Smokers Club
- Lobby Bar
- Cedar Lounge with open fireplace and inside terrace
- Olivi Restaurant
- Wolkenstein Fine Dining Restaurant with show kitchen
- Beauty and wellness area with 1,200 sq.m. floor space in the hotel
- Direct subterranean walkway to Meran Thermal Baths

Piazza Terme

The large public plaza (4,000 sq.m.) between the hotel and Terme Merano is the ideal place to enjoy the warm climate of Merano and the vibrant life of a south European square.

Car park / access

- Terme Merano basement car park: 560 spaces on 5 levels
- 7 permanent art installations (*art drive in*)
- 24h attendant plus CCTV monitoring
- Pedestrian access from the Old Town via the Hofsteg
- Car access via the Thermenallee underpass
- 1 hour's free parking for clients of Terme Merano
- Bus station in Via Piave where coaches can also wait

Legal form of Terme Merano SpA

- Name and legal form: Terme Merano SpA / Therme Meran AG
- Owner: South Tyrol regional authority (99.8 percent), Merano local authority and tourist office (0.2 percent).
- Executive Board: Andreas Cappello (Chairman), Roberto Ragazzi (Vice-chairman), Ingrid Hofer, Thomas Aichner, Hansjörg Haller
- Administrative Board: Paolo Lanzinger (Chairman), Erwin Kiem, Stefan Thurin
- General Manager: Adelheid Stifter
- Headcount: approx. 100 employees

Number of visitors to Terme Merano 2009: more than 380.000 annually



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Opening hours

Thermal baths 9 a.m. - 10 p.m.
Terme Merano is open 365 days a year.

Pools:		9 a.m. – 10 p.m.
Pools in the park (only summer ¹):		9 a.m. – 8 p.m.
Sauna:	Monday-Friday	1 p.m. – 10 p.m.
	Saturday/Sunday	9 a.m. – 10 p.m.
	Thursday (ladies' day)	
Spa & Vital:		9 a.m. – 7 p.m.
Fitness:	Monday - Friday	9 a.m. – 10 p.m.
	Saturday + Sunday	9 a.m. – 8 p.m.
Crèche:	Monday - Saturday	9 a.m. – 12 noon
		3 p.m. – 6.30 p.m.
Doctor's surgery:	Monday - Friday	9 a.m. – 4 p.m.
Shop:	Tuesday - Sunday	9 a.m. – 6.30 p.m.
Salone Organic:	Tuesday-Friday	9 a.m. – 7 p.m.
	Saturday	9 a.m. – 5 p.m.

¹ 15th May until 30th September

² 1st October until 14th May

Admission charges

Weekdays	Thermal baths	Thermals baths & sauna	children*
2 hours	11,50 €	16,50 €	7,50 €
3 hours	12,50 €	18,50 €	8,50 €
Day ticket	17 €	23 €	11 €
Day ticket	Fitness & Thermal baths & Sauna € 30		/

Weekends and national holidays (winter only ²)			
2 hours	13,50 €	18,50 €	9,50 €
3 hours	14,50 €	20,50 €	10,50 €
Day ticket	19 €	26 €	13 €
Day ticket	Fitness & Thermal baths & Sauna € 30		/

*Prices apply to children up to the age of 13. Admission is free for children up to the age of 3.
The above prices apply until further notice.
Prices in euros, inclusive of VAT



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Saver tickets

Economical saver tickets are available for frequent visitors to Terme Merano for € 85, € 100, € 150 and € 200. They represent a reduction of 15 % on the normal price of admission to the pools and saunas. Saver tickets are transferable, i.e. they can be used by more than one person. They are only valid for admission to the thermal baths and sauna.

Bonus tickets

Bonus tickets are available in the form of a watch for admission 10 or 20 times for 2 or 3 hours or for full-day admission (including children's tickets). The bonus ticket represents a reduction of 15 % on the normal price of admission to the pools and saunas. It also gives you direct access to Terme Merano without having to queue at the ticket office. Unlike the saver ticket, the bonus ticket is for a specific length of stay, which you select in advance. The bonus ticket can only be used by one person at a time. The ticket includes admission to Terme Merano and use of a locker, with sauna available on request. Food and drink consumed in the Bistro can also be charged to the ticket watch and paid for on your way out at the excess charge machine.

Winter Specials (available from 1 October to 14 May)

Early Swimmer & Evening Tickets

The Early Swimmer Ticket and the Evening Ticket are valid for 3 hours admission Mondays to Fridays from 9 a.m. – 12 noon (Early Swimmer Ticket) and 7 – 10 p.m. (Evening Ticket). The tickets are available in blocks of 10 at a price of € 75. If the allotted time is exceeded, the next higher tariff and the excess payment charge must be paid. The Early Swimmer Ticket and the Evening Ticket give you direct access to Terme Merano without having to queue at the ticket office. The tickets are not transferable and are not valid at weekends or on public holidays.

Family Day – winter

In winter, Tuesdays and Wednesdays are Family Days at Terme Merano. A family of at least 3 persons (including at least 1 adult and 1 child) pay just € 18 for three hours in the thermal baths and € 27 for a day ticket. € 4 is charged for each additional child. This offer does not apply on national holidays or during the school holidays in South Tyrol.

Summer Specials (available from 15th May to 30th September)

In summer there is no weekend surcharge at Terme Merano.

Family Ticket – summer

A family of at least 3 persons (including at least 1 adult and 1 child) pay just € 28 for a day ticket € 4 is charged for each additional child.

In summer the Family Ticket is available every day of the week.

Midday Ticket & Evening Ticket

The Midday Ticket and the Evening Ticket are valid for 3 hours admission Mondays to Fridays from 12 noon – 3 p.m. (Midday Ticket) and 7 – 10 p.m. (Evening Ticket). The tickets are available in sets of 10 at a price of € 60. If the allotted time is exceeded, the next higher tariff and the excess payment charge must be paid. The Midday Ticket and the Evening Ticket give you direct access to Terme Merano without having to queue at the ticket office. The tickets are not valid at weekends or on public holidays.

Summer Season Ticket (valid from 15th May to 30th September)

The ticket costs € 420 (50 % reduction for children).



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Parking

All season-ticket and day-ticket holders (single and family tickets) can park in the basement car park Parking Thermae *art drive in* at a daily rate of € 7. This reduced parking ticket can only be charged at the main ticket office.

Combined ticket for Terme Merano & Trauttmansdorff Castle Gardens

Trauttmansdorff Castle Gardens and Terme Merano have now finalised their first joint project – in the form of the Merano Daydream combined ticket. Daydream Ticket holders can stroll through the Botanical Garden at Trauttmansdorff Castle, visit the Touriseum, enjoy Lunch in the Schlossgarten Restaurant in the middle of the castle grounds, and relax for up to four hours in Terme Merano. In just a few minutes the town's no. 4 bus brings visitors from one location to the other, while those who prefer to walk can do so in 45 minutes by following the beautiful Sissi-Weg through the green heart of Merano. The combined ticket is available from 1 July to 15 November from the ticket offices of the thermal baths and the gardens and costs just 28 euros per person (group price 25 euros per person). The combined ticket is transferable and represents a big saving on the price for separate admission. It is valid for one garden season. The two parts of the ticket can be used in any order and need not be used on one and the same day.

Terme Merano in detail

Interior design by the star architect Matteo Thun

The Interior design of Terme Merano is the work of Milan's star architect Matteo Thun. He has attracted worldwide attention with his exciting architecture and was recently admitted to New York's Hall of Fame. The architect's aim in Merano was "to create a natural oasis in the heart of the town" and "to employ shapes and materials to evoke memories of the primeval strength of water". Terme Merano is unique in the whole of Europe and beyond; nowhere else will you find such a natural oasis in the heart of a town. In his work on the glass cube created by the Berlin architects Baumann, Zillich, Müller and Wehberg, Matteo Thun was at pains to incorporate the wonderful park on the south side and the cedar courtyard with its beautiful old trees, and also to integrate the fine views of the surroundings and the distant landscape. The unique location and the microclimate of the resort with its famous flora are the two main factors. The glazed façade reveals the Texel mountain chain and gives visitors the unusual feeling of wearing a bathing costume and yet seeing flowers and snow at the same time. The rooms inside the building are dominated by materials like wood and stone, with their surfaces treated to look as if the water had flowed over them for centuries. "This is architecture for the 21st century visitor seeking relaxation and wellbeing through the medium of water," says Matteo Thun.

Natural produce from South Tyrol

"Treatments courtesy of Mother Nature in South Tyrol" is the motto, and local natural produce plays a key role in the health and feel-good offering at Terme Merano. In particular South Tyrolean produce provides the raw materials used for the various applications and the Terme Merano proprietary line of bodycare products, with apples, grapes, whey, wool and herbs all sourced in the region. The range of natural treatments is full and varied: Merano apple cures with apple peeling, apple essence baths, grapeseed oil baths and whey whirlpool baths, detox cures with herbs and whey, and much else besides.

Terme Meranos' own cosmetics line

The Apple Cosmetics line at Terme Merano is comprised of dermatologically tested products, which are rich in vegetable active agents and kind to the natural protective function of the skin. The highgrade creams contain no mineral oils, preservatives or colorants and are particularly suitable for sensitive skins.



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The Terme Merano bodycare product line includes peeling products, body milk and creams, facial care creams, apple- based cleansing gels and milk and shower gels. The use of selected suppliers guarantees unadulterated natural raw materials, which are mainly produced locally. The Terme Meranos' cosmetics line is available at the Thermal Baths shop and can also be ordered online from www.termemerano.it.

Medical services

As a medical competence centre, Terme Merano offers a full medical program with a focus on prevention and rehabilitation.

The medical services available at Terme Merano include the following:

- Thermal cures (radon inhalations and radon bath) and fango therapy
- Complementary medicine (homeopathy, acupuncture, phytotherapy*)
- Sports medicine: medical checks for sports, ECG, lung function test (spirometry) etc.
- Physiotherapy
- Dermatology: dermatological and preventive tumour examination, operative removal of moles and skin tumours, laser treatment etc.

*medical checks on the basis of herbal medicine

Radon inhalations

Terme Merano has its own inhalation center for radon inhalation therapies. They serve to relieve and cure chronic disorders of the respiratory tract. The cost of radon inhalations is borne by the national health service on presentation of a doctor's certificate. M.D. Salvatore Lo Cunsolo, Medical Director at the Terme Merano, supervises patients throughout this medical application. The radio-active mineral water used for the inhalation therapy is taken from a deep well in the mountains near Merano.

Partners of Terme Merano

Hotels of all sizes as well as pensions, private accommodation and farm holiday operators – can become official partners of Terme Merano. For an annual fee of € 360, partners receive twenty day tickets for promotional purposes and a commission on all thermal bath and sauna packages and Spa & Vital and Fitness programs booked directly. Partners benefit from mutual website links and presentation of their facilities on the Terme Merano website. They are issued with a plaque with the official logo to indicate their partnership with Terme Merano and the additional offering. It is the Terme Meranos' objective to co-operate with all local businesses and all sectors of trade and industry, and to develop networking for the relevant products and services plus a common communications platform. At present over 194 hospitality businesses are official partners of

Terme Merano. Information on the partnership scheme for the business community is available from Terme Meranos' official website at www.termemerano.it.

Environmental and energy-saving measures

Terme Merano employ state-of-the-art environmental engineering in order to economize on energy and above all water. Significant annual savings are achieved with the help of the following technologies: low-temperature heating system, combined heat and power plant (which permits electricity to be generated and the process heat to be utilized at the same time), absorption cooling plant and heat recovery system. Wherever potable water is not necessary, including all the toilets, the water is taken from two deep wells located in the grounds of the thermal baths.

We are always happy to answer any questions you may have.



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The varied history of the waters in Merano

The Empress Sissi, leading writers and famous artists appreciated Merano's mild climate

The history of Terme Merano is inseparably linked with the history of Merano as a spa. Way back in 1522 the Emperor Karl V was highly appreciative of the region's mild climate and chose Merano for a long stop-over on his way south. He was followed by the nobility and wealthy burghers from the whole of Europe. But the beginnings of Merano as a real spa go back to 1836, when the municipal physician Dr. Josef Waibl wrote a medical treatise on the beneficial climate of the Merano Basin. In the same year the Princess Schwarzenberg stayed in Merano with her entourage including her personal physician Johann Nepomuk Huber. He, too, took note of the positive health effects of the Merano climate and also of the local grapes, and he finally wrote a little book entitled "The City of Merano in the Tyrol, its Environs and Climate, with Comments on Milk, Whey and Grape Cures and Local Mineral Springs". In his book Huber describes Merano as a fountain of health, where the air, water and milk are of such outstanding quality that man's natural lifespan can be considerably extended. His work was read by the nobility in Vienna and triggered an upsurge in tourism in Merano.

At about the same time the local doctor Eduard Kuhn proclaimed Merano to be an ideal location for people with lung disorders. He realized that the climate was so mild in winter that patients could sit outside for several hours and visitors could achieve improved pulmonary function by walking in the fresh mountain air. In the case of disorders of the digestive tract, heart and circulation problems, and ailments of the kidneys and urinary passages, Eduard Kuhn also recommended the famous grape cure that is still so popular today. 1840 saw the opening of a cold water clinic in Obermais.

The Empress Sissi as an early tourist attraction

In 1850 Merano appointed its first "Cure Committee", whose task it was to oversee the construction of a new Kurhaus for the resort. In the following decades, the later mayor Josef Valentin Haller and especially Dr. Franz Tappeiner saw to it that, by the First World War, Merano was able to rise to become one of the most popular spas south of the Alps. Visitors came mainly from the various countries of the Austro-Hungarian Empire and from Germany, although the spa also became very popular with Russians and the British, too.

In 1870 the Empress Elisabeth, better known as Sissi, came to Merano and took up residence in Trauttmansdorff Castle with her two daughters Gisela and Valerie. The sickly Valerie made visible progress with her recovery, and the news was propagated far and wide by the journals of the day. When Sissi returned to Merano the following autumn, the number of visitors doubled and the European nobility started to gather in the resort. The new Kurhaus was inaugurated in 1874, right in time for Merano's heyday. The reading room had over a hundred different newspapers, a clear sign of the visitors' international make-up.

More than a million bednights

The inflow of spa visitors led to the construction of fine villas and hotels, which are still dominate the center of Merano today. The cures offered comprised cold and warm baths of various types and with all kinds of additives. A Cure Center was built in an elegant Art Nouveau style, and a range of mineral waters was served in the pump room. For pulmonary patients, Dr. Tappeiner had deckchairs placed in the pump room by the river where they could breathe the fresh air. That made the resort the predecessor of the famous Swiss sanatoriums as described by Thomas Mann in his famous novel "The Magic Mountain".



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Merano's popularity as a spa peaked at the turn of the century. By the First World War the resort had reached one million bednights per year. Visitors, mostly from the nobility, stayed an average of five weeks. The Cure Center had a magnetic attraction for visitors. It featured luxury bathtubs, an indoor swimming pool, public baths, showers and a steam bath, and offered innovative treatments like vibration massage, mudpacks and much else.

A subtropical Norway

Ultimately, however, Merano's legendary reputation has always been based on the delightful landscape and mild climate, where palms and all kinds of exotic plants and trees flourish against the soaring backcloth of the Texel mountains. The focus on Mediterranean plants encouraged by Dr. Tappeiner in particular conferred on the town and its environs the image of a little paradise, an oasis in the midst of the mountains and glaciers, where grapes and wine and a variety of fruit make a visit still more pleasurable.

It was this landscape that prompted the Austrian author Fritz von Herzmanovsky-Orlando, who spent a lot of time in Merano, to speak of a subtropical Norway. Like many other writers and artists he was very attached to the town. The Pension Ottoburg, for example, is where Franz Kafka, a tuberculosis sufferer, spent many days devoted to his imaginative longings. Arthur Schnitzler felt undying love for the resort, Christian Morgenstern married in Obermais and wrote "Palmström" in Merano, Rilke and Hofmannsthal produced the occasional poem, and Stefan Zweig waxed lyrical: "North and south, town and country, Germany and Italy – all these contrasts gently blend, ... as if, in a rounded hand and colorful letters, Nature had inscribed the word 'peace' in the world."

From climatic resort to thermal spa

The outbreak of the First World War put an abrupt end to this early phase of tourism in Merano. The hotels and promenades quickly emptied, and it was several years before things started to pick up again. In 1933, however, radioactive water was discovered at Monte San Vigilio, and that quickly changed the situation, transforming what had primarily been a climatic resort into a thermal spa. In 1940 the low-mineral water from San Vigilio was piped to the Cure Center. The radon in the water was found to have highly beneficial effects and attracted more and more visitors wishing to take a cure. The water proved to be particularly efficacious in the case of circulatory problems, disorders of the urinary passages, and respiratory and digestive ailments.

In 1958 a joint-stock company by the name of Società Azionaria Lavorazione Valorizzazione Acque Radioattive (SALVAR) was established to exploit the radioactive waters. It was SALVAR that opened the Kurbad in 1972, which receives its water from the radioactive springs at Monte San Vigilio. The therapies available included mud-baths, underwater massage, inhalation and drinking cures as well as bathing in the big indoor pool. In 1982 the company changed its name from SALVAR to Meraner Kurbad AG – Terme di Merano S.p.A. Originally the Italian government was the senior partner, holding a 60 percent share in the company. But this changed at the end of 1997, when that 60 percent was transferred to the South Tyrol regional authority. With the 39 percent they already held, that made them almost sole proprietors. It also ushered in a new era. The South Tyrolean authorities decided to make a new start with the spa facilities in order to boost tourism in the town, and an ideas competition was launched, which attracted a response from 112 architects from all over Europe. On 12 January 2000 the first prize for Terme Merano was awarded to the architects Baumann, Zillich, Müller and Wehberg of Berlin, while the contract for the interior design went to the Milan star architect Matteo Thun. Construction work began in autumn 2001. At a shareholders' meeting held in April 2004, it was decided to change the name of the company once more, this time to Terme Merano SpA.