

Hotel Bad Schoergau joins Healing Hotels of the World *Family-run Alpine hotel has its own medicinal spring*



The Hotel Bad Schoergau in South Tyrol features traditional healing treatments

Cologne, Germany, August 13, 2020 -- Hotel Bad Schoergau, an intimate family-run hotel in the Italian Alps, has become the latest resort to join Healing Hotels of the World. Set in the Sarentino Valley in the heart of South Tyrol, Hotel Bad Schoergau has just 22 rooms and suites, making a stay there feel like staying with friends: owners Gregor and chef Mattia are your hosts, and their staff are warm, hospitable and enthusiastic.

Fed by its own medicinal spring, which has been celebrated for its healing waters since 1533, Hotel Bad Schoergau combines traditional healing treatments such as wooden farmer's baths with locally sourced natural ingredients.

"The whole philosophy of our hotel is about the wellbeing of our guests, so it made perfect sense that we would want to become a member of Healing Hotels of the World," says Gregor Wenter, owner of the hotel. "From our very own spring water to the genuine people working here and our emphasis on local materials and ingredients, everything we do is designed to provide a healing environment."

The hotel's innovative Silhouette-Gourmet is a program with a combination of spa treatments, adapted cuisine, and a focus on enhancing sleep quality. Treatments include hydrotherapy, massage and beauty treatments using local ingredients, as well as highly effective skincare treatments by Philip Martin's. The hotel's spa also features a Kneipp water-treading basin, saunas, wooden whirltub, heated tub, pool, sunbathing area and bathing house, as well as a Nuvolo float tub, Iyashi dome, hydro-energetic therapy, and Charcot hydrojet shower.

“The healing energy of Hotel Bad Schoergau is everywhere – in the relaxing Alpine setting, the traditional therapies, and of course the medicinal waters,” says Anne Biging, co-founder of Healing Hotels of the World. “We’re thrilled to welcome them as our newest member.”

In addition to the spa offerings, the food philosophy also focuses on healing; the concept of La Fuga – short for Laboratory for Future Gastronomy – takes you on a journey through the world of natural food. And the architecture, which combines local wood and materials with contemporary forms, is designed to create a serene, clean-lined space with Alpine appeal. Guests can use the hotel as a base for the many Alpine hikes that are just out the door, returning to the hotel for a sauna, a dip in the spring-fed pool, or a massage.

“From the magical setting to the incredible staff and the healing waters, this is really a special place,” says Elisabeth Ixmeier, co-founder of Healing Hotels of the World. “But the soul of the hotel really belongs to Gregor, whose family has owned Bad Schoergau for more than 30 years. He can tell you stories about every single piece of wood in and around the hotel, and together, he and Mattia help guests truly feel at home.”

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About Healing Hotels of the World:

Healing Hotels of the World is a global brand with more than 100 hotels and resorts worldwide committed to healing. It was founded by Anne Biging and Elisabeth Ixmeier in 2006 to promote the extraordinary potential these hotels and resorts offer to change the lives of their guests for the better. As hubs of a holistic lifestyle, Healing Hotels are comprised of passionate advocates for all facets of this lifelong and enriching endeavor. For further information, visit our website <https://healinghotelsoftheworld.com>.

About Hotel Bad Schoergau:

A family-owned hotel with just 22 rooms and suites, Hotel Bad Schoergau combines traditional healing treatments with its medicinal spring waters, and also features an innovative food philosophy with a focus on natural food. Find further information about this Healing Hotel, visit <https://healinghotelsoftheworld.com/hotels/hotel-bad-schoergau/>.

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