



HIRZER 2781

PURE PLEASURE HOTEL
★★★★S

Hirzer's weekly program

March skiing and wellness - SNOW, SUN AND A LOT OF FUN

Sunday, 10th March 2024

Gourmet week "Gusto on Snow"

„Gusto on snow“ - this is the popular gourmet and theme week at Meran 2000. This year, it's time to feast like grandma used to: the alpine huts are offering a tasty and nostalgic lunch dish on the theme of "original local cuisine".

When? from 9th to 17th March

Where? Ski and hiking area Meran 2000

Culinary highlight: Gala Dinner

Tuesday, 12th March 2024

Farmers' market in Oberlana | from 8 am to 12.30 pm

Farmers offer their own products for sale.

Where? at the town hall square Lana

Small weekly market in Meran | from 8 am to 1 pm

Where? at Praderplatz (near the train station)



Cross-country skiing course - in the Larchwald forest

When? from 9.30 am to 11 am | 11.30 am to 1 pm

Where? Meran 2000 cross-country ski trail in Falzeben

Info & registration online within 2 pm the day before at the website Meran 2000 (limited number of participants | also on Friday)



Apple tour: Cafa fruit co-operative in Meran

Follow the trail of the South Tyrolean apple!

When? from 10 am

Info & registration +39 0473 447 147 | in German language



City.Vinothek | from 10.30 am to 12 pm | 23.00 € per person

Guided tour of the cellar with sparkling wine, wine and distillate tasting. | in German language

Where? City.Vinothek - Laubengasse, 218, 39012 Meran

Info & registration City.Vinothek +39 0473 693717



Cooking dumplings at the Eichernhof in Vöran

Together with Elisabeth, you will prepare delicious dumplings in the traditional way. The prepared dishes are then tasted. Mmm, how delicious ... | in German language

When? from 2 pm to 4 pm

Where? Eichernhof, 39010 Vöran

Info & registration within 4 pm the day before at the Hafling information office, tel. +39 0473 279457

Monday, 11th March 2024



Carriage ride in Hafling

Explore the area in a very special way: with a carriage ride with Haflinger horses. Sonja from the Sulfner stables harnesses her 'blondes' and thus offers an idyllic as well as romantic animal experience to horse lovers young and old.

When? from 10 am to 4 pm | Duration approx. 1 hour

Where? Riding stable Reitstall Sulfner, St. Kathrein

Info & registration tel. +39 366 651 4449



„Lapakafun“ llama & alpaca hike

The small manageable herd, consisting of llamas and alpacas, are the best companions for walks through the nature of Vöran - away from noise and hectic.

When? from 3.30 pm | Monday, Wednesday, Friday

Where? Vöran sports field | below Grüner Baum

Costs: 35.00 € per person and animal, each accompanying person from 10 years without animal 20.00 €

Info & registration at Rikki tel. +39 3402687045 (always after 1 pm)

In case of bad weather there will be no hike.

Children up to the age of 10 must be accompanied by an adult.

Detailed information is available at reception.



Sauna infusions in the sauna village

5.15 pm – 15 min: Relaxation infusion

6 pm – 15 min: Mountain climber infusion

Nude area! Without swimming costume!

Wednesday, 13th March 2024



Ski safari - off to Merano 2000 skiing area

At 12.30 pm a refreshment stop at the Kirchsteiger Alm hut followed by a ski safari with Mr. Mair - also for hikers.

Registration at the reception



Wine tasting and tour

Take a guided tour of the Rametz Castle wine estate, the associated wine museum and the historic cellar. You will learn all kinds of interesting facts about the specialty wine and can even taste it afterwards. A tip for all connoisseurs and wine lovers! | in German language

Shuttle: departure from Hafling at approx. 2 pm - pick-up directly at the hotel.

Guided tour: at 2.30 pm until 4.30 pm at Rametz Castle; afterwards return journey by shuttle

Costs: 30.00 € per person (incl. shuttle)

Info & registration within the day before 4 pm at the information office Hafling, tel. +39 0473 279 457

Culinary highlight: Kitchen Party

Thursday, 14th March 2024



Guided gourmet hike: **Gusto On Snow**

Gusto on Snow - that's the gourmet week on Merano 2000. The mountain huts and restaurants revitalise traditional local cuisine and cook up a storm.

With hiking guide Waltraud, you first head to the Spieler, a picturesque vantage point, before descending through the Merano 2000 ski area with a stop at a gourmet hut on the theme of Gusto on Snow.

↑ 500 m | 12 km | Minimum number of participants: 4 people
If required, the information office can provide snow chains for hiking boots free of charge.

To bring along: Good physical condition, good footwear, gloves, warm clothing, hiking poles, warm drink, rucksack, sunglasses, Grödel (if required)

When? Meeting point: at 9.30 am to approx. 4 pm

Where? Meeting point: panorama board at the roundabout, Falzeben car park, Haflling

Costs: 14.00 € per person plus lunch at a refreshment stop

Info & registration within the day before, 12.00 noon at +39 0473 279 457



Wine cellar tour at the Plonerhof winery

The fascination of wine: wine tasting and cellar tour.

When? from 3 pm to 4.30 pm | in German language

Where? Winery Plonerhof, Nöderstr. 29, 39020 Marling

Info & registration Winery Plonerhof, tel. +39 347 124 39 07



Hatha Yoga session with Heidi Damian

The focus is on you.

When? from 3.45 pm | about one hour

Where? Hotel Hirzer 2781, room for movement and meditation; floor -1

Limited availability - registration at reception within the same day at 10.30 am | to bring: a towel

Ski touring evenings at Kuhleitenhütte Meran 2000

When? from 5 pm to 11 pm (also on Friday)

Detailed information is available at reception.

Saturday, 16th March 2024

Farmers' market in Mitterlana

Farmers offer their own products for sale, such as cheese, speck,...

When? from 7.30 am to 12.30 pm

Where? Parkplatz Angerweg Lana



Guided city tour of Meran | in German language

Ideal for exploring the city: under the guidance of competent city guides, even connoisseurs will discover new things here.

When? from 10 am to 11.30 am

Costs: 11.50 €; under 12 years free of charge

Info & registration +39 0473 272 000

Friday, 15th March 2024

Friday market in Lana | Lorenzer parking lot

When? from 7.30 am to 12.30 pm

Large Friday market in Meran

When? from 8 am to 1 pm

Where? Piazzale Prader square and along Via Andreas Hofer and Via Mainardo up to the crossing with via Otto Huber



Cross-country skiing course - in the Larchwald forest

The trail starts at the valley station of the Falzeben cable car and leads over 3 km through the snow-covered winter forest of the plateau and guarantees enjoyable cross-country skiing on a circuit at an altitude of 1,609 metres.

When? from 9.30 am to 11 am / 11.30 am to 1 pm

Where? Meran 2000 cross-country ski trail in Falzeben (Haflling) - meeting point at the start of the trail

Info & registration online within 2 pm the day before (limited number of participants | also on Tuesday)



Tobogganing course at Meran 2000

Get the free tobogganing tips from the pro and learn how to behave when tobogganing.

When? from 1 pm to 4 pm

Info at Meran 2000, tel. +390473279404

! Ticket and toboggan not included



Sauna infusions in the sauna village

5.15 pm – 15 min: Infusion with body scrub

6 pm – 15 min: Beer infusion

Nude area! Without swimming costume!

Culinary highlight:
Symphony of desserts from the buffet



Magical winter moments **Snowshoes to rent**

You are welcome to hire snowshoes with hiking sticks directly from the hotel for 10.00 € per day.

Available at the reception

Gourmet restaurant Le Cheval



Since 18th December 2019

We are proud to announce that our Le Cheval Restaurant has been awarded again 3 toques in the new Gault & Millau Guide 2023.

By executive chef Peter Oberrauch & Thomas Mair

You have the possibility to be pampered at Le Cheval.
Bookable up to availability – from 7.00 pm

