



Hirzer's weekly program

Spring Awakening - Sea of flowers and sunshine

Sunday, 27th April 2025

Merano Flower Festival

...an exhibition of flowers and ornamental plants that is worth seeing
The Merano Flower Festival is a must for botany and garden lovers and a colourful experience for all those who love beauty. On the spa promenade of Merano you can expect the most beautiful plants from renowned breeders from home and abroad. Rare plants and gardening products will be on sale.

When? from 10 am to 5 pm

Where? Meran city center

Gallop races at the Merano racecourse

Hurdle and flat gallop races at one of the most beautiful racecourses in Europe. A guided tour of the racecourse is offered one hour before the start of the race.

When? Guided tour at 1.30 pm, racing starts at 2.30 pm

Where? Gampenstraße 140, 39012 Merano

Culinary highlight: Gala Dinner

Tuesday, 29th April 2025

Farmers' market in Oberlana

Directly from the farm: the magic of regional flavors - regional products of the best quality.

When? from 8 am to 12.30 pm

Where? at the town hall square Lana

Guided E-bike tour with Markus

When? from 9.30 am to 1.30 pm

Info & registration by bike guide Markus +39 335 485 500

Detailed information is available at reception.

Carriage ride with Haflinger horses

Explore the area in a very special way: on a carriage ride with Haflinger horses. | Cancelled in case of rain

When? from 2 pm – 1 hour | Saturday

Where? Riding stable Sulfner, St. Kathrein/Hafling

Info & registration +39 366 6514449

Boutique Mademoiselle Amélie on Tour

.. Attention all fashion lovers!

Tonight from 6.30 pm to 9.30 pm exclusive shopping stand at Hirzer 2781. Let Marion advise you individually!

Monday, 28th April 2025

„Lapakafun“ lama & 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 | Wednesday, Friday

Where? 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 (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.

Guided tour & tasting: Distillery Reicheneggerhof

Guided tour and tasting of fine distillates and liqueurs at the Reicheneggerhof distillery. Sale of the farm's own products.

When? from 5 pm to 6 pm

Where? Distillery Reicheneggerhof, Oberlana

Info & registration +39 339 3111 1636

Evening tour of Schloss Schenna Castle

Historically embedded in the history and fortunes of the region, Schloss Schenna Castle is today one of the most remarkable castles in South Tyrol.

When? from 9 pm to 10 pm

Where? Schloss Schenna Castle, 39017 Schenna

Info & registration +39 0473 945630

Wednesday, 30th April 2025

Guided tour & tasting: Arunda sparkling wine cellar

When? from 10 am to 12 pm

Where? Prof.-Josef-Schwarz Straße 18, 39010 Mölten

Info & registration Arunda +39 0471 668 033

Cellar tour & wine tasting: Winery Meran

The Merano winery is a must for anyone who loves architecture, design and wine. During the cellar tour you will learn how the grape becomes wine.

When? from 3 pm to 5 pm

Info & registration +39 0473 447137

Guided tour: Distillery Unterthurner

One of the oldest distilleries in South Tyrol - guided tour followed by a tasting.

When? from 3.30 pm to 5 pm | Fridays from 10 am

Where? A. Pattis-Str. 14, 39020 Marling

Info & registration +39 0473 447 186

Thursday, 1st May 2025

„SelberGMOCHT“ market in Schenna

Visitors can enjoy a colourful and busy market under the canopy on Raiffeisenplatz market square in Schenna. Producer from South Tyrol present the tasty specialities and healthy delicacies grown and made in their gardens, fields and cellars. Artisans from the South Tyrol region also display their original crafts at this market.

When? from 11 am to 5 pm

Where? Raiffeisen square, 39017 Schenna



From milk to cheese | Lenkhof farm in Hafling

During the farm tour you will learn all sorts of interesting facts about the individual production steps in the manufacture of cheese and other dairy products... followed by a tasting.

When? from 3 pm to 4 pm

Where? Lenkhof in Hafling, Vöranerstraße 4

Info & registration TV Hafling +39 0473 279 457



Hatha Yoga session with Heidi Damian

The focus is on you.

When? from 3.45 pm | about one hour

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

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



Guided tour & tasting: Distillery Schwarz-Brennerei

During a guided tour, you will learn all about the history and production of the fine spirits. Let yourself be enchanted by the aromas and flavours of the schnapps and enjoy an exclusive tasting.

When? from 5 pm to 7 pm

Where? Schwarz-Brennerei: Möltnerstraße 29, 39010 Mölten

Info & registration +39 340 7621149

Saturday, 3rd May 2025

Farmers' market in Mitterlana

Directly from the farm: regional products of the best quality

When? from 7.30 am to 1 pm

Where? Parking Angerweg Lana

MM – der Meraner Markt

A market entirely dedicated to regionality and sustainability. The ideal spot for a sustainable shopping experience that is local by nature or a voyage of discovery in search of South Tyrolean flavors and traditional expertise.

When? from 9 am to 1 pm

Where? Upper Freiheitsstraße (near Sandplatz), 39012 Meran



Guided city tour of Merano

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 | Tuesday

Where? Freiheitsstraße 45, 39012 Meran

Costs: 12.00 €; under 12 years free of charge

Info & registration +39 0473 272 000

Friday, 2nd May 2025

Friday market in Lana

When? from 7.30 am to 12.30 pm

Where? Lorenzer Parkplatz Parking

Large Friday market in Meran

When? from 8 am to 1 pm

Where? Piazzale Prader square (near the train station)



Guided tour: Distillery Unterthurner

One of the oldest distilleries in South Tyrol - guided tour followed by a tasting.

When? from 10 am to 11.30 am

Where? A. Pattis-Str. 14, 39020 Marling

Info & registration +39 0473 447 186



Wine tasting & guided tour: Rametz Castle

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!

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: 40.00 € per person (incl. shuttle)

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



Cellar tour & wine tasting: "Kellerei Meran"

Guided tour of the cellar followed by a tasting of sparkling wine, wine and distillates in the City.Vinothek.

When? from 4.30 pm to 7 pm

Where? City.Vinothek Meran

Info & registration +39 0473 448 600



The art of brewing beer

Guided tour and tasting in the Martinerhof's brewery.

When? from 5 pm to 6 pm

Where? Martinerhof's brewery, St. Martin in Passeier

Info & registration +39 0473 641226



Guided tour & tasting: Reicheneggerhof

When? from 5 pm to 6 pm

Where? Distillery Reicheneggerhof, Oberlana

Info & registration +39 339 3111 1636

Culinary highlight:
Symphony of desserts from the buffet

Into the pedals, ready, go!

E-mountain bike rental directly at the hotel:

28.00 € per day

Reservation at the reception

