

PRESS RELEASE

After Years of 40°C Mediterranean Summers, British Holidaymakers Plan for Cooler Ground

With parts of southern Europe repeatedly exceeding 40°C this summer, extreme heat has become a structural feature of Mediterranean travel. In response, British travellers are increasingly turning to Alpine alternatives to offer a more predictable and restorative climate.

While Mediterranean destinations have faced extreme heat, wildfire disruption and prolonged night-time temperatures above 30°C, Alpine regions across Austria typically average 22–27°C during summer months. That temperature gap is driving a shift in booking patterns.

At 1,000–1,500 metres above sea level, Alpine resorts operate in a different climate reality. For travellers who have endured heat-disrupted Mediterranean holidays in recent summers, that distinction is practical rather than picturesque. Instead of rationing activity to early mornings and post-sunset windows, guests can hike, cycle and swim well into the afternoon without heat stress dictating the schedule.

The shift is not limited to couples and wellness travellers. Families are increasingly viewing Alpine resorts as a credible, and in many cases superior, alternative to traditional Mediterranean all-inclusive packages.

Across the Best Alpine Wellness Hotels collection, children's facilities are built into the operational core rather than added as an afterthought. Professionally run kids' clubs, structured outdoor adventure programmes, supervised creative workshops and dedicated family spa zones allow children to remain active and engaged throughout the day, without the heat fatigue that can derail coastal holidays.

Large indoor and outdoor pool complexes, water slides and family-friendly sauna areas mean weather variability is rarely disruptive, allowing movement, sport and outdoor play throughout the day.

The “Coolcation” Becomes Climate Strategy

At **Wellnesshotel Warther Hof** in Warth am Arlberg, one of Austria's highest villages, the 3,000m² spa is positioned as a high-altitude recovery space combining panoramic sauna facilities, indoor and outdoor pools and structured daily programming including guided hikes and yoga sessions.

At **Hotel Post Lermoos**, located at approximately 1,000 metres with direct views of the Zugspitze, guests have access to a 3,000m² Post Alpin SPA featuring a year-round heated indoor and outdoor pool, brine pool, eight saunas and steam baths, and guided sauna infusions

in a panoramic stone pine sauna house. The property combines Alpine spa infrastructure with three-toque gourmet dining under chef Thomas Strasser.

At **Wellnessresidenz Alpenrose**, more than 8,500m² of spa and water worlds integrate natural swimming ponds, structured sauna rituals and movement-led programming. Wellness & Longevity Lead Ágnes Gajdos emphasises nervous-system regulation and recovery over performance-based trends, a message resonating with UK travellers fatigued by high-intensity “biohacking” wellness culture.

At **Alpenresort Schwarz**, contemporary thermal architecture integrates sauna landscapes with natural gardens and swimming ponds, allowing seamless transitions between indoor heat and outdoor immersion, an increasingly popular model among design-led wellness travellers.

At **STOCK** Resort in the Zillertal Valley, summer is framed around active days and structured recovery. Set at altitude, the hotel combines mountain hiking and cycling trails with a 5,000m² wellness world featuring indoor and outdoor pools, multiple sauna chambers, cold-water immersion zones and dedicated relaxation areas. Families benefit from professionally supervised children’s programmes and extensive pool facilities, while adults can move between guided movement sessions and restorative spa rituals. The emphasis is on rhythm: activity without heat exhaustion, recovery without intensity, and evenings that cool naturally for restorative sleep, a balance increasingly valued by UK travellers reassessing high-temperature Mediterranean breaks.

With UK outbound wellness tourism now exceeding £70 billion annually and consumers increasingly prioritising sleep quality, stress reduction and active wellbeing, the appeal of moderate-climate destinations is growing.

Industry observers increasingly describe the move towards cooler destinations as structural rather than seasonal. Repeated heatwaves across the Mediterranean have influenced forward planning, particularly among families and multi-generational groups seeking predictability.

For Alpine hotels operating at altitude with substantial spa capacity, including 3,000m² to 8,500m² wellness facilities, the shift represents an opportunity to position summer as a performance-neutral, recovery-led alternative to extreme-heat tourism.

In a warming travel landscape, 22–27°C is becoming not just comfortable, but commercially compelling.

www.wellnesshotels.com/en

Notes to Editors

For further information on Best Alpine Wellness Hotels, press trip requests, image requests or interview opportunities with hotel leadership and wellness specialists, please contact:

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