

WELLNESS & SPA INNOVATION AWARD 2026

Longevity.

Naturally Since 1864.

THE LUITPOLD FORMULA

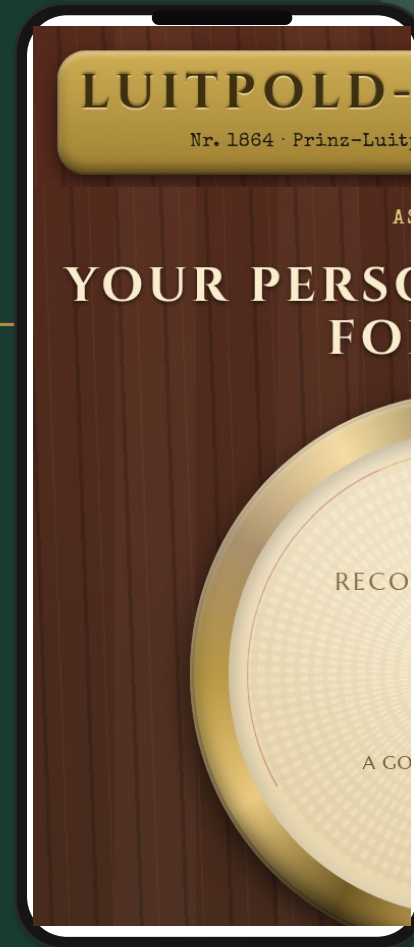
Feel what helps – and make visible what changes.

MARKET LAUNCH 2026

ROOTED IN 1864

Hotel Prinz-Luitpold-Bad

Bad Hindelang · Bavarian Alps · Germany



Longevity has become technical. Recovery remains human.



Many longevity programmes begin with

laboratory values, devices, wearables and supplements.

What guests often need instead

- 1 A clear view of how they feel today**
not an abstract promise about future lifespan
- 2 Natural experiences they can use now**
without needing specialist equipment
- 3 Small routines they can take home**
without perfection pressure or a new regime

Our scope is honest: subjective wellbeing, transparent orientation and careful recommendations - without diagnosis or treatment claims.

A 160-year spa tradition becomes a personal guest journey.

The product is not a treatment package. It is a clear logic connecting how the guest feels with what the hotel can meaningfully offer.

1

ARRIVE

Open by QR code, choose a language and answer 16 short statements.

2

UNDERSTAND

See a five-dimensional recovery profile, one focus and - where useful - a second accent.

3

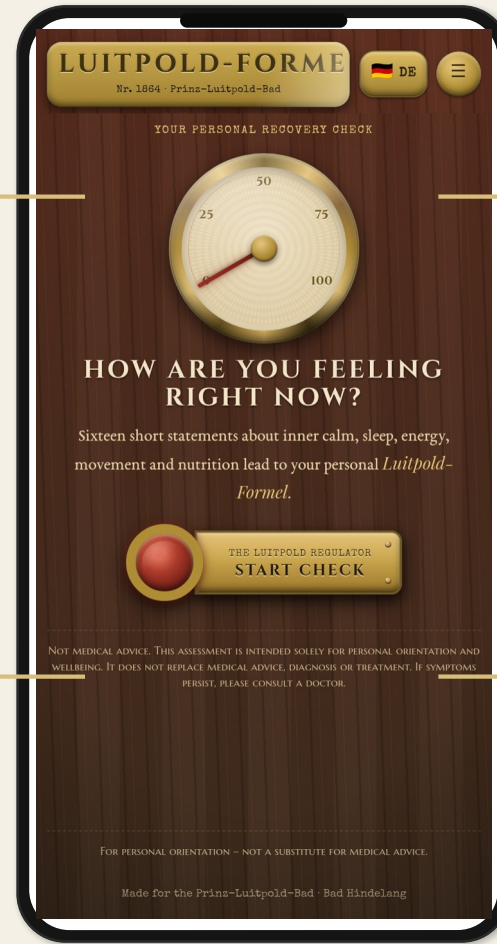
EXPERIENCE

Receive a personal formula and three practical recommendations for the stay.

4

COMPARE

Repeat the same check on departure and see the subjectively perceived change.



NO DOWNLOAD

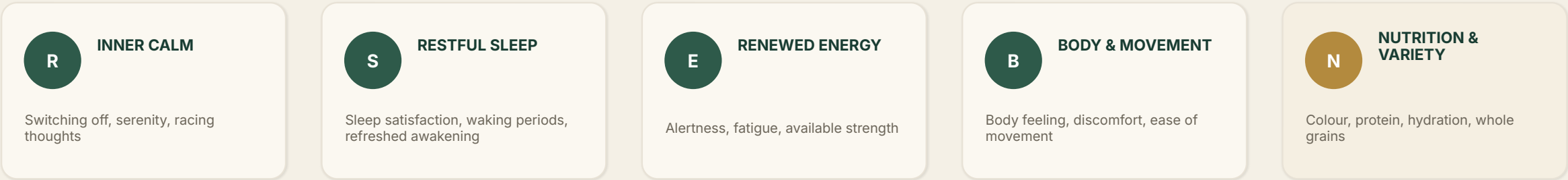
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BILINGUAL

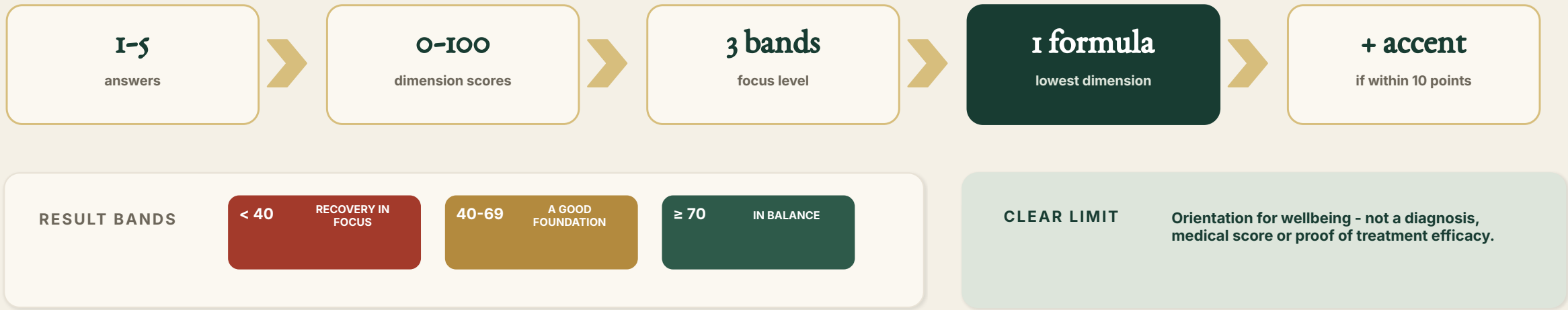
FORMULA CODE

Transparent logic - not a black box.

A rule-based system makes the result understandable, auditable and easy to refine after the pilot.



16 short statements become one personal formula



Six Luitpold Formulas turn scores into a meaningful focus.

01

FORMULA FOR INNER CALM

Breathing · meditation · stillness with a mountain view

02

FORMULA FOR RESTFUL SLEEP

Evening rhythm · mountain air · gentle after-rest

03

FORMULA FOR RENEWED ENERGY

Daylight · movement · carefully dosed heat and cold

04

FORMULA FOR BODY & MOVEMENT

Warm sulphur water · gentle mobility · physical relief

05

FORMULA FOR NUTRITION & VARIETY

Eat the rainbow · protein · whole grains · hydration

06

THE BALANCE FORMULA

Nature · movement · enjoyment · rest - without a new regime

The formula is a focus, not a label. A second dimension is shown as an accent when it is almost equally relevant.

Value before upselling.

Every formula follows the same trust-building sequence: self-help first, included experience second, optional treatment last.



1 · DO IT YOURSELF

A small action the guest can start now

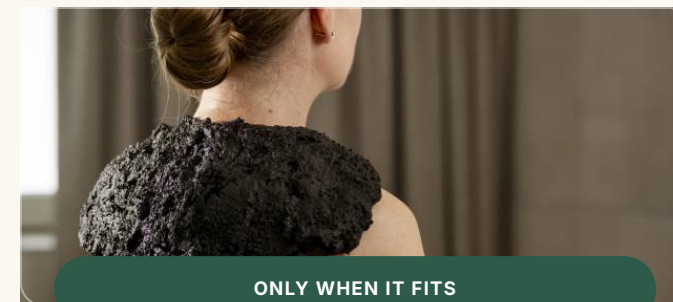
Examples: three minutes of calm breathing, a cool and quiet evening routine, daylight and walking, gentle mobility, five portions of fruit and vegetables in varied colours.



2 · INCLUDED IN THE STAY

A fitting hotel experience

Examples: panoramic relaxation, warm sulphur water, yoga or aqua fitness, sauna, mountain air, forest daybeds, a colourful breakfast and herbal tea.



3 · OPTIONAL TREATMENT

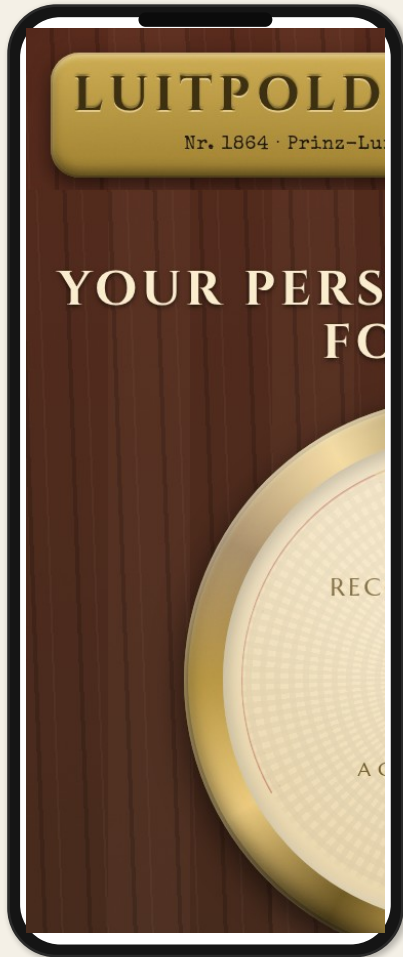
A carefully matched enhancement

Examples: aroma oil massage, floating lounger, Alpine hay or herb pack, peat pack or back massage - subject to suitability, tolerability and availability.

This structure gives useful guidance before any additional purchase is proposed.

Make progress visible - without pretending to be clinical.

The same five dimensions are captured at arrival and departure. The comparison shows only subjectively perceived change.



1

ARRIVAL CHECK

16 statements → current recovery profile → personal formula code

2

THE STAY

Guest chooses fitting impulses, included experiences and optional treatments

3

DEPARTURE CHECK

Same statements → before/after view → one routine to continue at home

Pilot metrics

- Completion rate
- Formula distribution
- Voluntary feedback rate
- Average subjective change
- Qualitative comments

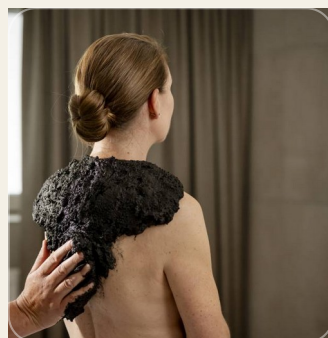
Privacy by design

- ✓ No user account and no automatic data transfer
- ✓ No name or room number added by the app
- ✓ Local storage and a portable formula code
- ✓ Email only if the guest chooses "Send"

Measurement with restraint: credible enough to learn from, careful enough not to overclaim.

Built on real resources. Ready for a focused pilot.

The innovation connects existing heritage and operations rather than creating a costly parallel programme.



Existing resources

4,500 m² panoramic spa

3

heated pools

5

saunas

6

natural resource groups

16

assessment statements

3

recommendation levels

Water & temperature · light, air & climate · movement & terrain ·
rest & rhythm · nutrition & variety · peat, plants & touch

CREDIBILITY & READINESS

- DACH Spa Award 2026
- Four Wellness Stars - first certification 2026
- Kneipp plaque and established natural treatments
- Bilingual mobile web prototype ready
- Pilot logic designed for arrival and departure
- Prepared for professional validation and refinement

The innovation is not a new device. It is a new logic for connecting heritage, personalisation and credible measurement.