

Trauttmansdorff opens for the new season

The Gardens are dedicating the 2023 season to the topic of invasive alien plant species, while Touriseum is celebrating its 20th anniversary with a special exhibition entitled “We need you!”

The Gardens of Trauttmansdorff Castle and Touriseum are opening for the new season on Saturday 1st April. Spring-blossoming flowers on show include a variety of tulips, daffodils, crown imperials and ranunculi. In addition to the spring flora, the Gardens are also hosting a number of invasive alien plant species throughout 2023 in keeping with the annual theme of invasive neophytes. Whether they have been introduced intentionally or by accident, one thing is for sure: Once they’re here, it’s hard to get rid of them. The Gardens are exhibiting 35 of these migrant species, together with an explanation of their negative impact on the environment and tips on how to deal with them.

Touriseum, on the other hand, is focusing on an entirely different problem. The special exhibition “We need you!” addresses the theme of staffing shortages in the hospitality industry. It reveals some of the main reasons for personnel shortages, proposes a number of counter measures, and draws numerous comparisons between the circumstances of today and those of bygone years. Touriseum is also housing a poster exhibition entitled “Visitare Merano,” which illustrates how the spa town of Merano reinvented itself as a tourist destination after the First World War.

Touriseum, the South Tyrol Museum of Tourism, first opened in 2003, and is celebrating its 20th anniversary this year. It is the only museum in the Alpine region devoted exclusively to the history of tourism and illustrates, from the perspective of both locals and visitors, how tourism has evolved in South Tyrol and how it has changed both the land and its inhabitants.

In addition to the exhibitions, the Trauttmansdorff will once again be holding a wide array of events this coming season, including the family day in spring, concert evenings in the summers and the vintage market in autumn.

If you would like more information on the events programme, please see the website:

www.trauttmansdorff.it

Foto_1-2: Trauttmansdorff in bloom

Foto_2: Touriseum exhibition: “We need you”



Informationen und Kontakt:

Anna Maria Pircher

anna-maria.pircher@provinz.bz.it

Tel. +39 0473 255 608 | Fax +39 0473 255 601

Die Gärten von Schloss Trauttmansdorff

St.-Valentin-Str. 51a

I-39012 Meran