

Power First, Pool Later: ROBINSON Launches New Fitness Offerings Across Its Clubs

- "A good sports programme is never finished" – ROBINSON continuously evolves its WellFit Active programme
- mescan: Rollout of digital body analysis technology underway
- PULSE, SPINEFITTER and Reformer Pilates add even more training variety

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Hanover, 6 August 2026. ROBINSON is expanding its WellFit Active offering: From summer 2026, new training concepts and fitness innovations will enhance the programme across its clubs. These include the mescan digital body analysis system, PULSE hybrid training, the SPINEFITTER, and Reformer Pilates.

Personalised Body Analysis for Guests

With mescan, ROBINSON is adding a digital self-measurement station to its WellFit Active offering, enabling guests to independently capture various body and fitness parameters. Results are provided directly via an app and form the basis for personalised training plans. ROBINSON FLEESENSEE will be the first club equipped with mescan, with further clubs to follow shortly.

New Class Formats and Modern Training Equipment

For those looking to combine endurance and strength in a single workout, ROBINSON is expanding its WellFit Active programme from summer 2026 with the PULSE class format. This fitness circuit combines running and functional training and caters to all fitness levels. PULSE will soon be available across all 26 ROBINSON clubs worldwide.

Also new to the offering is the SPINEFITTER. This training device, with its characteristic double-row ball structure, supports deep muscle activation and is suitable for self-massage as well as mobilisation and strengthening exercises. It can also be incorporated into yoga and Pilates sessions.

Reformer Pilates is also making its debut at ROBINSON. ROBINSON JANDIA PLAYA (Fuerteventura) will serve as the pilot club, where guests can experience this globally popular training concept through small group and personal training sessions.

"A good sports programme is never finished. That's why we continuously develop our WellFit Active programme and regularly introduce carefully selected innovations to keep things fresh," says Timo Scholich, Head of Corporate Sports at ROBINSON.

Further information: www.robinson.com

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Robinson Club GmbH, headquartered in Hanover and part of the TUI Group, is the quality and market leader in the premium segment for club holidays. The company brings together two strong brands under one roof: ROBINSON and TUI MAGIC LIFE. With 42 clubs across Europe, Africa and Asia, Robinson Club GmbH creates diverse working and holiday environments characterised by variety, internationality and a commitment to sustainable practices.

For more than 50 years, **ROBINSON** has stood for premium club holidays with a strong experiential focus. In 26 clubs worldwide, the brand combines high-quality gastronomy, sophisticated entertainment and tailored sports and cultural activities with a special emphasis on community. ROBINSON caters to couples, solo travellers, groups and families who value quality and unique experiences during their holiday.

TUI MAGIC LIFE offers one of the most comprehensive all-inclusive concepts on the German market. Its wide range of sports and entertainment activities ensures a varied holiday experience for families, solo travellers, couples and groups – with sport, entertainment and culinary delights all included. All 16 clubs are located directly by the sea and each features its own distinctive profile and focus.

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