

ROBINSON brings fitness trend HYROX to club holidays for the first time

- Partnership launches summer 2026 at ROBINSON CYPRUS
- First event week ROBINSON HYROX TRAINING CAMP from 15-22 November 2026
- Further ROBINSON clubs and formats planned from 2027

Hanover, 1 July 2026 – ROBINSON is turning club holidays into a HYROX experience: From summer 2026, the club operator will be the first worldwide to integrate HYROX into its sports and events programme. The launch takes place at ROBINSON CYPRUS, making it an Official HYROX Training Club, where guests will experience selected HYROX content as part of the WellFit Active programme – as training sessions or race simulations.

The exclusive event week ROBINSON HYROX TRAINING CAMP from 15 to 22 November 2026 marks the first major highlight. Further clubs and formats are planned from 2027.

HYROX is currently one of the fastest-growing fitness formats worldwide. The training combines running intervals with functional exercises from rowing to burpees. A strong community and event focus is characteristic. People train together towards competitions and motivate each other.

The ROBINSON HYROX TRAINING CAMP offers an intensive training week with structured workouts and targeted technique sessions led by experienced HYROX coaches. Tim Wenisch, one of Germany's most successful HYROX athletes, will also be part of the ROBINSON HYROX TRAINING CAMP. The programme covers HYROX's core performance components holistically, including running, functional strength and hybrid sessions, as well as competition-oriented training content. It is complemented by content on nutrition, recovery and sustainable performance development. The offering is aimed equally at beginners, cross-discipline athletes, and experienced athletes from various sporting disciplines and performance levels. Participation in the ROBINSON HYROX TRAINING CAMP is exclusively available to club guests and costs €250 per person.

"Sport as a shared experience has always been part of ROBINSON," says Bernd Mäser, Managing Director of ROBINSON. "With HYROX, we are now bringing the world's fastest-growing fitness format to club holidays – as the first club holiday provider to do so. We embrace what moves people today and make it part of their holiday."

Further information: robinson.com

Media contact:

Lena Edeler, Communications Manager

E-Mail: Lena.Edeler@Robinson.com

Robinson Club GmbH, headquartered in Hannover 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, Af-

Robinson Club GmbH
Communications
Karl-Wiechert-Allee 23
30625 Hannover
Germany

Communications@robinson.com

www.robinson.com

Facebook : [@robinsonclub](https://www.facebook.com/@robinsonclub)
Instagram : [@robinsonclub](https://www.instagram.com/@robinsonclub)

rica 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.

Robinson Club GmbH
Communications
Karl-Wiechert-Allee 23
30625 Hannover
Germany

Communications@robinson.com

www.robinson.com

Facebook : [@robinsonclub](https://www.facebook.com/@robinsonclub)
Instagram : [@robinsonclub](https://www.instagram.com/@robinsonclub)

HYROX is a global ecosystem of events, training, and coaching designed to inspire and impact 100 million lives. Built around a unique race format of 8 x 1 km runs and 8 workout stations, HYROX has established the gold standard in fitness racing and is driving toward Olympic recognition. By connecting the world's gym communities through the transformative power of training and competition, HYROX is the cultural heartbeat of fitness.