

The true luxury of travel is time: Germans prioritise rest and relief when travelling in 2026

- **Time outranks Status: Luxury is being redefined in 2026**
- **One in two people want maximum relief from everyday responsibilities while on holiday**
- **Comprehensive service enhances the feeling of freedom and relaxation**

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Hanover, 31 July 2026. What does luxury mean when it comes to holidays? For many Germans, the answer this year is no longer simply more stars, comfort and exclusivity. Instead, time, relaxation and the opportunity to temporarily hand over responsibilities are taking centre stage. This is the key finding of a representative YouGov survey* commissioned by Robinson Club GmbH.

For 30 per cent of respondents, luxury on holiday primarily means having time to relax and slow down. This places the concept well ahead of high levels of comfort (17 per cent). The shift becomes even more apparent when looking at what people consider to be genuine luxury while travelling: more than half of those surveyed (53 per cent) say that not having to worry about anything is the ultimate luxury. A further 40 per cent enjoy not having to cook while on holiday, and 28 per cent regard being able to leave most of the planning and organisation to others as a luxury.

Germans long for more time for what really matters

The findings highlight that luxury is increasingly defined by what is often lacking in everyday life: time and mental relief. Traditional luxury goods now play a lesser role. Instead, the focus is on the reassuring feeling of being able to step away from responsibilities for a while.

This does not mean that comfort and high-quality holiday experiences have lost their importance. Rather, they now serve a different purpose: creating space and freedom for travellers to spend their time according to their own needs and preferences.

Comprehensive service plays a key role in the holiday experience

The results confirm a trend that ROBINSON and TUI MAGIC LIFE have been observing for years: holidaymakers are no longer looking solely for relaxation, but also for holiday concepts that take everyday pressures off their shoulders as comprehensively as possible. Whether through varied dining options, sports and leisure activities, childcare services or entertainment in one location, a high-quality club holiday concept reduces the burden of organisation and creates exactly the sense of freedom that so many people now seek

when travelling. Guests can decide for themselves how active or relaxed they want their holiday to be, without constantly having to think about planning or logistics.

"The study clearly shows that, for many people, luxury in travel is increasingly becoming the opposite of an often tightly scheduled daily routine. Time for oneself, shared experiences with family and friends, and the opportunity to temporarily hand over responsibility are becoming more important. That is why it remains a priority for us not only to deliver first-class clubholiday experiences, but also to provide services that give our guests the gift of time and make their holidays as effortless as possible," said Bernd Mäser, Managing Director of Robinson Club GmbH.

As a result, the understanding of luxury is also changing in 2026. The focus is no longer solely on the exceptional, but increasingly on the quality of time itself.

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About the study

On behalf of Robinson Club GmbH, YouGov conducted a representative online survey among 2,016 adults aged 18 and over in Germany between 3 and 6 July 2026. The study examined what people in 2026 understand by luxury when on holiday and which aspects they perceive as particularly luxurious.

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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.