

Two Markets, Two Approaches: ROBINSON Launches Targeted Brand Campaigns in Vietnam and South Korea

- German premium brand ROBINSON launches first brand campaigns in Vietnam and South Korea
- Locally tailored strategies address distinct travel needs in both markets
- Both campaigns focus on ROBINSON NAM HOI AN resort in Vietnam

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Hanover, 22 October 2026. ROBINSON, the German premium club resort brand within TUI Group, has launched targeted brand campaigns in Vietnam and South Korea. Building on its established presence in Asia – with resorts in the Maldives, Thailand and Vietnam – the company is now focusing on brand awareness among local travellers in two key markets.

"ROBINSON has been operating successfully in Asia for over 15 years. With these campaigns, we're bringing our brand directly to Vietnamese and South Korean travellers – showing them what makes a ROBINSON holiday distinctive. The response so far validates our approach: locally tailored communication that speaks to specific travel motivations." – Friso Janmaat, Marketing Director at ROBINSON.

ROBINSON developed two distinct campaigns with agency Ogilvy, each shaped by local travel behaviours and preferences. Both campaigns focus specifically on ROBINSON NAM HOI AN, the brand's resort in Vietnam's Da Nang region, which opened in 2024.

In Vietnam, where many travellers already know the Da Nang and Hoi An region, the campaign offers a fresh perspective on a familiar destination: the ROBINSON FIRST TIME Passport encourages guests to try new experiences at the resort, combining on-site activities with digital storytelling and influencer partnerships.

In South Korea, the campaign positions ROBINSON NAM HOI AN as a premium retreat, emphasizing its natural setting, relaxation focus and comprehensive all-inclusive concept – introducing the resort as a relaxing experience away from the more crowded areas of Da Nang.

The campaigns combine locally developed assets, digital media and collaborations with 13 influencers across both markets. Since July 2026, they have been running across locally relevant digital channels, including YouTube, Facebook, Instagram and TikTok, as

well as market-specific platforms such as Traveloka (Vietnam) and MyRealTrip and Naver (South Korea).

Early results show strong performance: In Vietnam, influencer content has generated over 40 million views, while campaign assets have exceeded key performance targets. In South Korea, guests have reported booking ROBINSON NAM HOI AN after seeing travel creator Sherlock HJ's YouTube feature on the resort.

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 43 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 27 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.