

40 Years of Dolce Vita – ROBINSON APULIA Celebrates Anniversary

- ROBINSON APULIA has been part of the club brand continuously since 1985
- Celebrity guests, sporting highlights, and daily birthday cakes
- 'A piece of living ROBINSON history'

Hanover, 10 July 2025 - With a week full of emotions, culinary highlights, and unforgettable moments, ROBINSON APULIA celebrated its 40th anniversary. Nestled in the picturesque landscape of southern Italy and surrounded by the scent of pine forests, the club on the Ionian Coast has been delighting its guests since 1985 with Italian joie de vivre, warm hospitality, and high-quality offerings.

Among the honorary guests during the anniversary week were Michelin-starred chef Otto Koch, Henning Aldag (Bavarie by Käfer), top chef Fabian Alexander from ROBINSON ALPENROSE ZÜRS, yoga expert Britta Heber, fitness and mobility trainer Aline Hondo, and professional volleyball player Lukas Kampa. Together with the ROBINSON team, they created unique experiences for the guests — from culinary highlights and relaxing wellness offers to sporting activities right on the beach.

A special highlight was the legendary pool party with DJ Andrea Belli, which transformed the club grounds into a vibrant open-air dance floor. Culinary delights included exclusive Chef's Plate evenings with Otto Koch and Henning Aldag. The birthday cakes were particularly creative and delicious: every day, a cake was served featuring the ROBINSON logo from four decades. These 'time travel cakes' sparked many memories and encouraged exchanges between guests and staff.

The active sports program was also well represented: while Lukas Kampa shared his volleyball expertise on the sand, Britta Heber and Aline Hondo ensured movement and inner balance. The week concluded with a glamorous ROBCarpet night, where long-serving employees were honored — including some who have shaped the club since its opening in 1985.

'ROBINSON APULIA has been a true cornerstone of our portfolio for four decades. It stands for genuine warmth, high quality, and authentic holiday experiences. With its unique appeal, dream location, and strong local team, it charms German, Italian, and international guests alike— and has long become a piece of living ROBINSON history,' emphasises Bernd Mäser, Managing Director of ROBINSON and TUI MAGIC LIFE.

Lars Kretschmer, General Manager at ROBINSON APULIA, adds: 'It was a great honor for us to celebrate this special occasion with our guests and many longtime companions. The energy radiated throughout the week shows what makes ROBINSON APULIA so unique: togetherness, warmth, and unforgettable moments.'

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ROBINSON APULIA at a glance

- ROBINSON APULIA has been part of the club family continuously since its opening in 1985.
- The club is situated in a protected pine forest, only 25 km from the charming coastal towns of Gallipoli and Santa Maria di Leuca.
- Today, the club offers 464 rooms spread across nine residential buildings.
- Especially popular with families as a FOR FAMILY resort, yet perfect for couples or solo travellers thanks to varied activities and tailored leisure programmes.
- The ROBY CLUB is open seven days a week with age-appropriate play and childcare programmes.
- Equipped with one of the largest photovoltaic systems in the hotel sector in Europe, the club actively contributes to environmentally conscious energy production.

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Robinson Club GmbH, a subsidiary of the TUI Group, is headquartered in Hanover, Germany. As a leading brand in the premium club holiday segment, the company is recognized for its exceptional quality and service. Its portfolio includes 26 ROBINSON clubs and 16 TUI MAGIC LIFE clubs across 15 countries, offering guests outstanding vacation experiences worldwide.