

25 Years of ROBINSON ALPENROSE ZÜRS – A Winter Full of Anniversary Moments

- Every Friday becomes a glamorous birthday celebration
 - Ski heritage since 1906 meets contemporary alpine lifestyle
- Culinary highlight: Signature dishes by Michelin-starred chef Otto Koch**

Hannover, 16 December 2025 – As the winter season opened on 12 December, ROBINSON ALPENROSE ZÜRS embarked on its anniversary year. A quarter-century of alpine hospitality calls for celebration – and this winter delivers. Every Friday, guests experience a thoughtfully crafted celebration that honours the club's heritage and unique spirit.

Zürs is considered the cradle of alpine skiing: in 1906, the world's first ski course took place here, and from Arlberg, the success story of skiing began. Today, ROBINSON ALPENROSE ZÜRS combines this historic significance with modern lifestyle, a strong culinary identity, and innovative entertainment formats.

"ROBINSON ALPENROSE ZÜRS has long been one of our most characterful clubs, defined by alpine charm, outstanding quality and a unique atmosphere," says Bernd Mäser, Managing Director of ROBINSON and TUI MAGIC LIFE. "This anniversary shows how successfully tradition and contemporary club culture come together here."

The festive Fridays are themed around an elegant black-and-gold concept, reflected in the room design, signature cocktails, lighting displays, and stylish details. Guests can expect special culinary moments, including a sparkling wine breakfast and an afternoon treat featuring freshly prepared regional delicacies such as Kaiserschmarrn. A stylishly staged aperitif with DJ or live music then leads into the celebratory ROBCarpet evening.

Another highlight is the festive buffet, featuring two dishes by Michelin-starred chef Otto Koch: his "Seafood Weißwurst" and the "False Prinzregententorte", both paying homage to his eight-year tenure at the gourmet restaurant "KochArt". On 26 December, Otto Koch will personally visit the club to prepare these dishes for guests. This festive visit is a culinary highlight during the Christmas period. Each Friday concludes with a specially choreographed show featuring multimedia elements in the bar area.

"For 25 years, Alpenrose Zürs has stood for warm hospitality, deep regional roots and a distinctive club culture," adds Club Director Thomas Fahl. "Our anniversary Fridays bring these values to life and create moments guests will remember long after their stay."

ROBINSON ALPENROSE ZÜRS at a glance

- ROBINSON ALPENROSE ZÜRS has been part of the club family for 25 years.
- 118 rooms in alpine design with views of the Arlberg mountains.
- Direct club location at the ski lifts, largest ski area in the ROBINSON portfolio.

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- 305 km of ski slopes and 210 km of off-piste terrain, served by 85 modern lifts and cable cars in the legendary Arlberg ski area
- WellFit Spa with Finnish sauna, bio sauna, steam bath, infrared cabin and indoor pool.
- The ROBY CLUB offers age-appropriate childcare for young guests from the age of three.

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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, 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.