ROBINSON

Press Release

Expansion in Egypt: ROBINSON plans new resort and extensive modernisation in Soma Bay

- **New adults-only club resort to complement the existing ROBINSON portfolio**
- **Existing ROBINSON SOMA BAY to undergo major refurbishment**
- **Two resorts with distinct propositions to strengthen ROBINSON's offering in Egypt**

Press Department ROBINSON and
TUI MAGIC LIFE
Karl-Wiechert-Allee 23
30625 Hanover

Communications@robinson.com

www.robinson.com
Facebook : @robinsonclub
Instagram : @robinsonclub

Hanover/London, 5 November 2026. ROBINSON, the premium club brand of TUI Hotels & Resorts, is further expanding its presence in Egypt and will operate two clubs in Soma Bay in the future. At the World Travel Market (WTM) in London, ROBINSON and Club Ras Soma Hotel Company extended the contract for the existing ROBINSON SOMA BAY. At the same time, the partners are developing a second ROBINSON club around two kilometers away. The new resort, with around 250 rooms, will be designed as an adults-only resort and is scheduled to open in 2029.

Two club resorts with distinct profiles

Going forward , two clearly positioned ROBINSON concepts in Soma Bay will cater to different holiday preferences: the existing ROBINSON SOMA BAY will retain its FOR ALL positioning and will undergo major refurbishment following the opening of the new club. The new resort will have an adults-only concept, with a focus on sport, culinary experiences, entertainment and chill-out. Current plans envisage around 250 rooms.

"Soma Bay is an established and highly successful destination for ROBINSON. With a second club, we are creating an additional, clearly differentiated offering and reaching new customer groups. At the same time, we are making substantial investments in our existing club. This combination of growth, differentiation and the long-term development of our destinations is an important pillar of our strategy," says Bernd Mäser, CEO TUI Hotels & Resorts.

The investment supports the growth plans of TUI Hotels & Resorts: through differentiated hotel and club brands, TUI is expanding its offering in both existing and new destinations and reaching additional customer groups.

Growth in a popular destination

ROBINSON already pursues its concept of operating at least two clubs with different concepts in a single destination in Fuerteventura, the Maldives, Cape Verde and Türkiye. In Soma Bay, the two clubs will be located only around two kilometres apart. Strong demand for the destination and the long-standing partnership with the owner company provide the foundation for further expansion. The development of the location is also intended to support the TUI Group's sustainability ambitions.

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"The extension of our partnership and the development of a second ROBINSON club represent a strong commitment to the future of Soma Bay. It is the combination of nature, the wide range of holiday experiences and the warm hospitality of the people that keeps guests coming back. We are delighted to be opening another chapter for this special destination together with ROBINSON," says Ibrahim El Missiri, Group CEO Soma Bay.

As part of the contract extension, the existing ROBINSON SOMA BAY will undergo comprehensive renovation. Plans include the refurbishment of the guest rooms as well as the reception and lobby, pool, spa and fitness areas, bars and theatre. A new sports pool and ROBY CLUB will also be added, alongside further upgrades across the resort. ROBINSON currently operates 27 clubs in 16 countries. In addition to the new development in Egypt, further projects are planned in Cape Verde, China and Zanzibar.

Contact information:

Stephanie Holweg, stephanie.holweg@robinson.com

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 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.

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