

ROBINSON NOVA takes off: ROBINSON launches its own hot-air balloon

- ROBINSON NOVA launches at the end of June in Germany and Austria
- Exclusive for club guests: balloon preparation, flight and traditional ceremony from €199
- Private flights available for proposals or small groups

Hanover, 6 March 2026 – When ROBINSON NOVA rises into the sky, a holiday becomes an unforgettable experience. Club holiday provider ROBINSON is expanding its portfolio of experiences with a unique highlight, allowing guests to take to the skies in its own hot-air balloon from summer 2026. The new event ROBINSON NOVA: TOUCH THE SKY launches at the end of June in four selected clubs in Germany and Austria, offering guests a unique perspective on the natural landscapes surrounding the resorts.

Robinson Club GmbH
Communications
Karl-Wiechert-Allee 23
30625 Hannover
Germany

Communications@robinson.com

www.robinson.com

Facebook : @robinsonclub
Instagram : @robinsonclub

Taking flight with ROBINSON

ROBINSON NOVA is more than just a balloon flight. The approximately four-hour experience begins on the ground, where guests help the crew prepare the balloon for take-off and witness the inflation process up close. After around 1.5 hours in the air above stunning landscapes, the experience concludes with a traditional ballooning ceremony, including a certificate and return transfer to the club.

"ROBINSON NOVA creates moments that stay with our guests long after their holiday has ended," says Bernd Mäser, Managing Director of ROBINSON. "Our aim is to offer special holiday experiences that enrich a stay at our clubs in a truly unique way."

ROBINSON NOVA on tour across four clubs

During its premiere season in 2026, ROBINSON NOVA will operate at the following locations:

- ROBINSON FLEESensee: 28 June – 24 July 2026
- ROBINSON FIEBERBRUNN: 2 – 14 August 2026
- ROBINSON AMADÉ: 16 – 28 August 2026
- ROBINSON LANDSKRON: 30 August – 11 September 2026

Flights take off near the respective club, with landing locations depending on wind conditions. A support vehicle ensures comfortable transport back to the club.

Exclusively bookable for special moments

ROBINSON NOVA can be booked for €199 per person, with a maximum of six participants per flight. The experience is available exclusively to club guests. Guests planning a proposal at altitude or wishing to enjoy the flight privately with friends can also book the entire balloon. Individual packages can be requested via email at events@robinson.com.

Safety and expertise in experienced hands

ROBINSON NOVA is piloted by Lukas Wimmer, an experienced hot-air balloon pilot from the Balloon Harbour in Bad Griesbach with around 1,000 flight hours and international expertise. With the highest standards of safety and precision, he ensures a smooth and memorable experience. Balloon flights are weather-dependent and operate only under suitable conditions.

The blue-and-white balloon in the distinctive ROBINSON design is currently in production. Flights can now be booked via the ROBINSON website.

Robinson Club GmbH
Communications
Karl-Wiechert-Allee 23
30625 Hannover
Germany

Communications@robinson.com

www.robinson.com

Facebook : @robinsonclub
Instagram : @robinsonclub

Media contact:

Lena Edeler, Manager Communications

E-Mail: Lena.Edeler@Robinson.com

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.