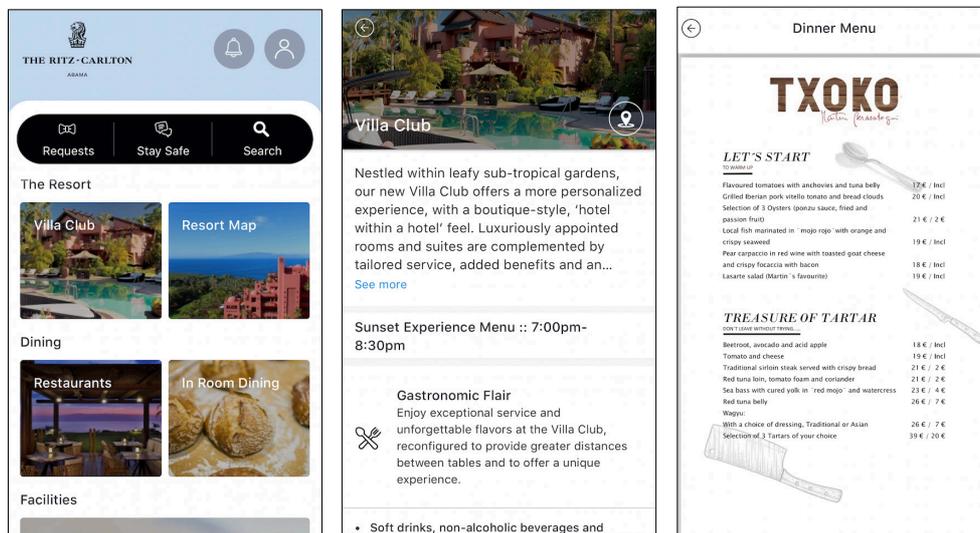




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## THE RITZ-CARLTON, ABAMA LAUNCHES NEW APP *Web-based STAY app for an effortless and contactless experience*

Tenerife – September, 2020 – [The Ritz-Carlton, Abama](#) has launched STAY, a new web-based app to improve every aspect of a guest’s experience. Guests who use the web-based app will be able to effortlessly and contactlessly, make dining and spa reservations, access digital menus and explore the Resort at the touch of a button.



The [web-based STAY app](#) will provide guests with real-time connectivity, revealing the daily programming and activities calendar, highlighting any special events and a destination guide as well as an interactive resort map. The STAY web-based app can be used during every stage of the guest experience journey, from reserving a place in the fitness centre, choosing from a selection of treatments in the spa and offering a channel for room service requests. Guests can peruse the menus for all the fine dining and poolside restaurants and view the specials straight from a mobile device.

As guest expectations and interactions have transformed over the past few months The Ritz-Carlton, Abama STAY web-based app allows for the same unforgettable visit with added convenience. Digitising interactions and introducing paperless options reduces contact with high-touch materials and simplifies a range of everyday activities, allowing for a safer experience while providing real time information - and reducing paper waste.

Also new for 2020, the timeless island retreat on the south west coast of Tenerife has unveiled a semi-private ‘villa club’ concept ensuring guests have all the space they crave indoors and poolside too. Guests staying in the Villa Club will be assigned a sea or garden view room or suite in the two-floor, terracotta hued Casitas. Each lane of Villas has its own pool for use by the limited number of residents. There are adult-only villas and dedicated family villa sections so guests can escape and relax in a style

that suits them best. Digital newspapers and magazines are also made available to all villa club guests, again reducing paper waste and reducing shared contact points.

The Ritz-Carlton, Abama has long been recognised as a gastronomic destination, with Michelin-star options from M.B. amongst its endless possibilities. Guests can select from the breakfast menu from the comfort of their own room or suite via the web-based app, and order dinner in-room from restaurants including Michelin-starred options. A further selection of in-room dining options are also available 24/7 directly via STAY.

Visit [ritzcarlton.com/abama](http://ritzcarlton.com/abama) for more information

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### **About The Ritz-Carlton, Abama**

Located in Guía de Isora, a peaceful gem of a destination on the South West coast of Tenerife, this exclusive five-star resort is operated by The Ritz-Carlton Hotel Company L.L.C., and exists in a stunning ‘finca’ setting of natural beauty, surrounded by lush and vibrant vegetation, volcanic landscapes and panoramic views of the Atlantic Ocean. Designed by Melvin Villarroel and with romantic Moorish references to an Arab citadel, the resort includes seven swimming pools, access to a secluded beach, waterfalls and exuberant subtropical vegetation, composed of 90,000 trees with 300 different species of palms and shrubs. The timeless retreat provides a wide choice of accommodation, all with The Ritz-Carlton seal. Guests staying in the new Villa Club will be treated to an exclusive and bespoke service in the luxuriously appointed rooms and suites, nestled amongst the lush tropical garden with access to a semi-private pool. An entire lane of villas is reserved exclusively for adults, where guests can truly enjoy a relaxing stay. Bespoke family villas include interconnecting deluxe rooms and one-bedroom suites, ideal for large family groups to stay together while enjoying an exclusive menu of amenities. A perfectly pampering spa of 2,500 m2 offers an indulgent menu using Espa, Spanish brand Sepai, and native island ingredients. The Ritz-Carlton, Abama is also home to enviable facilities including Ritz Kids – an immersive children's club with a programme designed by the renowned Oceanographer, Jean-Michel Cousteau. A gourmet paradise and a culinary journey, restaurants include El Mirador by César González, Beach Club, Txoko by Martin Berasategui and a Japanese fusion restaurant, which has been awarded a Michelin star. Guests also enjoy close access to the Dave Thomas-designed championship golf course and Academy, one of the most challenging 18-hole golf courses in Spain, as well as seven tennis courts and four paddle tennis courts.

### **About The Ritz-Carlton Hotel Company, LLC**

The Ritz-Carlton Hotel Company, L.L.C., of Chevy Chase, MD., part of Marriott International, Inc., currently operates more than 100 hotels and over 45 residential properties in 30 countries and territories. For more information or reservations, visit the company web site at [www.ritzcarlton.com](http://www.ritzcarlton.com), for the latest company updates, visit [news.ritzcarlton.com](http://news.ritzcarlton.com) and to join the live conversation, use #RCMemories and follow along on [Facebook](#), [Twitter](#), and [Instagram](#). The Ritz-Carlton Hotel Company, L.L.C. is a wholly-owned subsidiary of Marriott International, Inc. (NASDAQ:MAR). The Ritz-Carlton is proud to participate in Marriott Bonvoy, the new name of Marriott's travel program replacing Marriott Rewards®, The Ritz-Carlton Rewards®, and Starwood Preferred Guest® (SPG). The program offers members an extraordinary portfolio of global brands, experiences on Marriott Bonvoy Moments and unparalleled benefits including earning points toward free hotel stays and nights toward Elite status recognition. To enroll for free or for more information about the program, visit [MarriottBonvoy.marriott.com](http://MarriottBonvoy.marriott.com).