



THE RITZ-CARLTON

ABAMA

NEWS

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THE RITZ-CARLTON, ABAMA UNVEILS NEW VILLA CLUB CONCEPT FOR 2020

Tenerife – July, 2020 – [The Ritz-Carlton, Abama](#), is delighted to welcome back guests from July 24th. New for 2020, the timeless island retreat on the south west coast of Tenerife has unveiled a semi-private ‘villa club’ concept, a casual beach restaurant for summer and a wide range of outdoor activities that allow guests to discover even more of the natural beauty the island has to reveal.



Set in a magnificent 400-acre estate fronting the ocean, The Ritz-Carlton, Abama offers an oasis of verdant subtropical space that guests can lose themselves in. Ensuring guests have all the space they crave indoors and poolside too, the leading luxury resort has developed its ‘villa club’ concept. When checking-in, contactlessly if preferred, guests will be assigned a sea or garden room or suite in a standalone, two-floor, terracotta hued ‘villa’ building – each with its own pool for exclusive use by the villa’s limited number of residents. Lounging poolside in the year-round Tenerife sun is made all the more enjoyable with complimentary drinks, canapés, smoothies and juices served as part of the villa club package.

There are adult-only villas and dedicated family villas, so guests can escape and relax in a style that suits them best. Comprised of connecting double or triple rooms, families and groups of all sizes can be luxuriously accommodated, and single bedroom suites are also on offer for the solo traveller. The adult-only villas, called Tagor – taken from the native Canary Guanche language, and meaning leader gatherings – additionally benefit from their own private outdoor gym and a dedicated chip & putt area. The family-only villas, named Palmeras, after the 25,000 palm trees that fill the estate, are conveniently located for the outdoor playground and closest to the largest Ritz Kids club in Europe.

Each villa comes with a dedicated team of ambassadors to look after all guest needs. All Villa Club reservations include a la carte breakfast at the spectacular clifftop El Mirador Restaurant, and El Mirador Club Lounge access with complimentary aperitifs daily at sunset. Each reservation will receive two complimentary wellness passes for the spa, and a welcome amenity from the General Manager as well as a departure gift to keep The Ritz-Carlton, Abama memories alive.

This year enjoy real-time connectivity through a newly launched web-based app called STAY. With an interactive, paperless resort map, daily programming and activities can be viewed and booked – and restaurant and spa reservations are all available at the touch of a button. It will offer access to digital menus for all restaurants across the resort, minimising the use of paper materials in-room and in the resort. 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. However, this is the first-year that guests will be able to savour dishes from all resort restaurants from the comfort of their own suite thanks to an increased in-room dining offer, available 24/7.

In addition to the numerous local Canarian and international flavours that leave guests spoilt for choice, a new informal Beach Club Restaurant, in the typical Spanish chiringuito style, will serve lunch and offer beach service – and is the perfect early evening retreat to soak up the island beauty and expansive Atlantic views.

Keeping active has always been an integral part of The Ritz-Carlton, Abama and in addition to the fully equipped, on-site fitness centre, the setting on the South West coast of Tenerife provides ample opportunity for guests take part in a wide variety of sports. The cycling experiences have been endorsed with a Cycling Friendly® gold certificate of approval and the hotel's location, close to Mount Teide also allows guests to go trekking and canyoning with running route maps provided for active explorers. For this summer season, an ocean focus sets the tone, escape with a new sailing summer camp, diving excursions, catamaran rental and more all available effortlessly from the beach, just steps away from The Ritz-Carlton, Abama.

Visit 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, for the latest company updates, visit 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.