



THE RITZ-CARLTON

ABAMA

NEWS

Contact: Lorna Taaffe & Kate Alexander
RCAbama@huecryagency.com
Media & Content Consultants, Hue & Cry
020 3829 5690

THE RITZ-CARLTON, ABAMA WELCOMES UK TRAVELLERS FOR SHORT-HAUL WINTER SUN

Visit The Timeless Island Retreat On The South West Coast Of Tenerife

Tenerife – July, 2021 – Following the latest government announcement that Tenerife and the Canary Islands are exempt from UK travel restrictions, [The Ritz-Carlton, Abama](#), looks forward to welcoming UK travellers once again.



The timeless island retreat of The Ritz-Carlton Abama, on the south west coast of Tenerife benefits from year-round sun and average winter temperatures at 23°C, due to its location just 200 miles from the west African coast. So, the warmth and relaxation of a winter sun break is easily achievable without a long-haul flight.

Set in a magnificent 400-acre estate fronting the ocean, The Ritz-Carlton, Abama offers an oasis of verdant subtropical space at the heart of a stunning ‘finca’ setting of natural beauty, volcanic landscapes and panoramic views of the Atlantic Ocean.

Guests can start the day with breakfast at the spectacular cliff-top El Mirador Restaurant, followed by a morning hike to the top of Mount Teide, or lounge poolside during the sun-drenched days. The golden sandy beach is just steps away for guests to join the diving excursions or catamaran rental in the crystal clear waters. Abama Beach is one of the best spots to watch the sunset in Tenerife, with the Atlantic Ocean as the main stage and La Gomera Island on the horizon.

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. Each villa comes with a dedicated team of ambassadors to look after all guest needs with complimentary drinks, canapés, smoothies and juices served as part of the Villa Club package.

The Ritz-Carlton, Abama has long been recognised as a gastronomic destination, with Michelin-star options from M.B. amongst its endless possibilities. A choice of venues includes both casual and formal dining spaces, from sun-drenched beach lunches, pool treats to exceptional tasting menus at dusk, ensuring a style of gastronomy to suit all tastes. Activities and experiences at the resort include the unique opportunity to see the night sky as never before while dining on a gourmet picnic, whale and dolphin watching on the Atlantic Ocean and Cycling Friendly® routes straight from the resort.

The Ritz-Carlton Spa offers a chance of rest and relaxation with truly luxury pampering. Incorporating The Ritz-Carlton's massage mastery, treatments harness endemic island elements and are inspired by the island's El Teide Volcano. The 11-suite pampering oasis features signature Roman Thermal Spa Circuit, Turkish Hammam as well as a fitness centre with cardiovascular exercise machines and spinning bikes on the outdoor terrace.

Visit ritzcarlton.com/abama for more information

###

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.

