



Carretera General TF-47, Km 9  
Guía De Isora, Tenerife  
Tel: 922 126 697

### **THE RITZ-CARLTON, ABAMA, LAUNCHES ANNABEL CROFT TENNIS ACADEMY**

Tenerife –13 June, 2016 – As attentions turn to the world’s most prestigious tennis tournament, The Ritz-Carlton, Abama, tucked away on the south west coast of Tenerife in Guía de Isora, is collaborating with one of the leading UK tennis coaching institutions this Summer, launching a Canary Island outpost of the Annabel Croft Tennis Academy. Launching on the 1<sup>st</sup> July 2016, the elegant European resort, renowned for its exceptional sporting facilities, will offer guests, from beginners to experienced players, an exceptional new coaching facility.

Taking residency at the resort’s world-class tennis facilities, the Annabel Croft Academy will provide the ultimate tennis break. Working with Annabel Croft’s signature on-court philosophy of ‘movement and repetition’, a team of largely British tennis coaches will deliver courses and lessons that are easy to follow and offer quick improvements to every player. The Academy will host year-round programmes based on the coaching model created by Annabel at the academy’s National Tennis Centre headquarters in London.

The resort’s new programme will offer coaching for adults and children of all ages and abilities, with a choice of tennis camps, holidays or grand slams. Group coaching will offer small groups of no more than four players and will vary in intensity from a 10-hour weekly course, daily drop in, or for those who mean business a 20-hour grand slam, with four hours coaching a day. Other training includes ‘The ‘Dynamic Duo’ offering a five-hour private coaching package for two players and private one to one lessons. A high-energy approach will ensure a holistic workout for all players.

Featuring seven tennis courts directly overlooking the Atlantic Ocean, the resort’s tennis facilities are of exceptional standards and have frequently hosted professional tournaments. With court lights and flexi-pave surfaces in the style of the US and Australian Open courts, The Ritz-Carlton Abama’s centre court has capacity for 600 spectators, and its six additional courts all feature spectator stands. Guests will also have access to four illuminated paddle tennis courts with Astroturf surfaces.

Annabel Croft, Founder, Annabel Croft Tennis Academy comments: “Our tennis academy has grown from strength to strength since its launch in 2009. We always wanted to have a Spanish destination and I am delighted to be partnering with The Ritz-Carlton, Abama in Tenerife, one of the best family resorts in Europe where the all year round climate perfectly lends itself to playing Tennis.”

The new academy at The Ritz-Carlton, Abama, will not only improve tennis skills but will set the scene for a truly exclusive tennis break incorporating; luxurious accommodation, a gastronomic treat at the resort’s eleven restaurants including two Michelin-starred at its M.B. and Kabuki restaurants, award-winning spa therapies, a secluded beach, seven swimming pools, a championship golf course and one of Europe’s top kids’ clubs at Ritz-Kids.

**Adult private lessons at The Annabel Croft Academy at The Ritz-Carlton, Abama start from 65 euro per hour per person.**

**Five day coaching courses start from 350 euro and include:**

- **10 hours coaching per week with Annabel Croft Academy LTA qualified coaches**
- **Goal setting and game analysis**
- **1:4 coaching ratio**
- **Includes rackets, paddles, balls, water and towel.**

**Ocean View Deluxe Rooms at The Ritz-Carlton, Abama start from 350 euro per night on a bed and breakfast basis**

**For more information visit [www.ritzcarlton.com/abama](http://www.ritzcarlton.com/abama) or call (+34) 902 105 600.**

**For further press information contact:**



**GALLIVANT**

Kate Hall  
Gallivant PR  
07917 251604  
kate@gallivantpr.com

**ENDS**

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

*The Ritz-Carlton, Abama* is an exclusive five-star operated by The Ritz-Carlton Hotel Company L.L.C. Set in Guía de Isora, a peaceful, gem of a destination on the South West coast of the island, the resort is located in a stunning ‘finca’ setting surrounded by lush and vibrant vegetation, volcanic landscapes and panoramic views of the Atlantic Ocean. Offering the perfect ultra-luxurious European holiday experience, *The Ritz-Carlton, Abama* features fabulous Moorish-inspired rooms and suites, a perfectly pampering spa, 11 dining options including M.B, and Kabuki the only Michelin starred restaurants in the Canary Islands, four bars, a Dave Thomas designed championship golf course and Academy, Annabel Croft Tennis Academy, seven swimming pools, The Ritz-Kids children’s club, two natural pools and a secluded golden sand beach.

**About The Ritz-Carlton Hotel Company, L.L.C.**

The Ritz-Carlton Hotel Company, L.L.C. of Chevy Chase, Md., currently operates 86 hotels in the Americas, Europe, Asia, the Middle East, Africa, and the Caribbean. More than 30 hotel and residential projects are under development around the globe. The Ritz-Carlton is the only service company to have twice earned the prestigious Malcolm Baldrige National Quality Award which recognizes outstanding customer service. For more information, or reservations, contact a travel professional, or visit the company website at [www.ritzcarlton.com](http://www.ritzcarlton.com). The Ritz-Carlton Hotel Company, L.L.C. is a wholly owned subsidiary of Marriott International, Inc. [www.marriott.com](http://www.marriott.com) / [www.news.marriott.com](http://www.news.marriott.com)  
(NASDAQ: MAR)