



## Abama Garden, a new, outdoor space for unique events on Tenerife

- **Hotel firm Abama Hotels, managed by My Way Hotels & Resorts, has opened a new multi-use space for outdoor events: a 3,800-square metre open-plan area suitable for multiple purposes, with a maximum capacity of 1,800 people**

The exceptional climate in Guía de Isora makes Abama Garden – the newest addition to the offerings of [Abama Hotels](#), parent brand of Las Terrazas de Abama Suites and Los Jardines de Abama Suites – the ideal space for a wide variety of events: corporate, social, cultural, educational, sport and leisure. The location also boasts a gorgeous setting, with views of La Gomera and the Atlantic Ocean, and offers a full range of facilities in terms of infrastructure.



Organizing outdoor events and celebrations has become a very popular option in Spain, allowing people to enjoy fine weather, scenery and great company. The Canary Islands is without a doubt the Spanish autonomous community possessing the most benefits in this regard, enjoying perfect temperatures year-round. And Abama Resort Tenerife, which

occupies 160 hectares and is home to over 25,000 palm trees, offers a tropical garden suitable for any event that aims to be unique and special.

The pandemic has taught us to enjoy the outdoors and the present moment. For example, couples seek out personalization and creativity to make their special day memorable, adding their unique and personal touch. But it is not just social events that have been freed from their strictures. For the first time, corporate events are emerging from auditoriums and conference centres, opting for other, more relaxed spaces where attendees can enjoy the context as well as the content.

‘Technology is a key element of this change,’ notes Jorge Monje, director of operations for [My Way Hotels & Resorts](#). ‘In the wake of the pandemic, I think society is now looking to make any event an experience, and this is something that outdoor spaces naturally provide. Innovation will gradually pave the way for more corporate and professional events in an outdoor setting – not just social or cultural, which has been the trend up to now.’



Abama Garden – located just opposite Abama Golf, in the municipality of Guía de Isora – recently welcomed the first edition of the Canary Islands Property and Construction Forum, jointly organized by Arum Group and Abama Luxury Residences. And on Tuesday, 27th June, it will host the Great Hotel Debate, presented by Grupo Vía.

Jorge Monje explains: ‘The space was created with the aim of covering the MICE (meetings, incentives, conferences, and exhibitions) segment for Abama Resort Tenerife. And having

organized a range of celebrations such as anniversaries, corporate parties and weddings, we are now ready to promote it. We have done our homework, and everything is operating perfectly.' The My Way Hotels & Resorts director notes that the grounds have a sewer system, water supply, bathroom facilities, power mains connections and all the other facilities to make any event the perfect gathering.

Depending on the set-up, capacity ranges from 1,800 people for a cocktail party or a music or theatre festival, and up to 1,000 people for banquets or barbecues.

'The nice thing about using outdoor spaces is that you can turn any event into something magical and pure fantasy, where dreams become reality. And Abama Garden has a special energy which we are confident will make it one of the most popular spaces on the islands.'

