

Precise Resort Tenerife Opens on the Atlantic's Edge

Now open

Precise Resort Tenerife has just opened in Puerto de la Cruz following a two-year, €10 million renovation. Set on a cliff above the Atlantic and surrounded by 40,000 m² of botanical gardens, the 4-star resort is a refined and accessible oceanfront retreat on the island's unspoiled northern coast. This arrival marks the latest addition to Precise Hotels & Resorts by founder Ron Ben Haim.

Built in the late 1970s as the Maritim Hotel Tenerife, one of the era's grand dames, the resort has been fully reworked while keeping its distinctive vertical silhouette above the shoreline. Heated pools, sports and dive facilities are among the spaces created for long stays and full days, making it ideal for couples and families. Playful evening rituals and a soundtrack tied to the sea give the stay its own quiet rhythm. That fits the Precise brand approach: root each place in its setting, keep the experience open and unhurried. Each property is shaped by its history, geography, and the cultures that have passed through it. The group operates hotels and resorts across Germany, Italy, and Spain, all united by a spirit of cultural pluralism.

The expansive gardens have been redesigned as a botanical journey inspired by Alexander von Humboldt and his historic connection to Tenerife. In 1799, Humboldt spent six days on the island. He climbed Teide and recorded how vegetation changed from coast to summit, work that helped establish biogeography as a science. Palms, flowering plants, pathways and bridges weave through the grounds and link the buildings to the water's edge. As part of the renovation, every plant species has been mapped and catalogued. The majority are endemic, a living record of the archipelago's botanical richness.

"Tenerife gathers landscape, light, and layered history in a way that is inherently cinematic," says **Ron Ben Haim**, CEO & Founder, Precise Hotels & Resorts. "It's a destination formed by crossings and encounters – explorers, artists, romantics. We wanted the resort to feel grounded in that energy, not imposed upon it."

A Botanical Estate by the Sea

Creative Director **Dikla Gal** approached the renovation as an exercise in texture rather than spectacle. The arrival unfolds into a central atrium open to the sky, drawing from Spanish courtyards and Moroccan riads. Kentia palms add height and shade, slow wooden ceiling fans set the pace, and large windows frame the ocean. Outside, a terrace lined with teak loungers faces the water.

The hotel's 153 guest rooms, spanning sea-view and valley-view rooms, family rooms, and suites, are finished in a palette of sand tones, soft whites, and muted blues. Wood, rattan, linen, and ceramic provide warmth. Oriental carpets, North African artisanal pieces, and historic maps and engravings reflect the island's layered, multicultural past. Most rooms step out to private balconies facing either the Atlantic, the Orotava Valley and Mount Teide, or the resort's lush surroundings. Suites add separate living areas, as the light shifts between coast and mountain throughout the day.

Throughout the property, guests encounter a collection of limited-edition, hand-signed mid-century watercolours by Spanish artist Tomás Galán Ulla, depicting plantation workers, fishermen, and scenes of everyday island life.

"My work has always been about creating environments that exist slightly outside of time and geography," says Gal. "I wanted the spaces to feel like they'd been collected over time, not designed all at once."

Eat, Swim, Dive, Explore

Chef **Ronen Dovrat Bloch**, trained at Le Cordon Bleu, brings a French foundation and Moroccan heritage to the kitchen. The cuisine follows the island's position between three continents: Canarian produce, North African spices, and the maritime cooking traditions of Portugal and Madeira shape the menu. His cooking pairs precision with bold, sun-warmed flavours. **Mar Océano**, the main restaurant, overlooks the shore, with full-height windows that let in the sea air. Inside, teak tables and blue mahogany director chairs are arranged beneath handwoven plates. **La Bodega**, the resort's à la carte dining room, draws on the same culinary foundations with a more focused menu.

Two freshwater pools sit within the gardens, both heated year-round. Pool Humboldt is set among tall palms with wide views toward the horizon, while a children's pool and sun terrace sit beside the main building. Between dips, the pool bar **ColoLoco** serves cocktails against the Atlantic breeze.

Tennis and padel courts, yoga and Pilates sessions, an 18-hole mini-golf course, and a fitness studio fill the rest of the grounds. The dive centre takes guests straight from the resort's doorstep into Tenerife's volcanic rock formations and marine life.

The spa is cut into the cliff edge, finished in micro-cement, black basalt, and rustic wood. The space gives way to salt air and the greenery below. An outdoor jacuzzi hangs directly above the water, with sauna cabins alongside. Treatments use Sodashi, an Australian line handcrafted from 100% natural ingredients since 1999, found in luxury spas in over 25 countries.

Beyond the resort, Loro Parque is an eight-minute walk. The historic centre of Puerto de la Cruz, a port town built on centuries of trade, is a short drive away. Teide National Park and its volcanic landscapes are within easy reach.

Precise Resort Tenerife is now open, returning one of Tenerife's original seaside hotels to the northern coastline it was built for.

Rates start from €138 per night.

About Precise Hotels & Resorts

Precise Hotels & Resorts is a privately held hospitality group founded in 2005 by Ron Ben Haim. The group operates nine hotels and resorts across Germany, Italy, and Spain, each shaped by its location, history, and the cultures around it.

Precise combines operational expertise with narrative-driven design, transforming established properties into distinctive destinations. From development and construction through to daily operations, the group takes a hands-on approach at every stage.