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TRAVEL

Virus-Reducing Ionized Air Is The New Luxe Amenity At This Ritz-Carlton Hotel

BY NICOLE TRILIVAS
CONTRIBUTOR

Scottsdale Arizona’s forthcoming [Ritz-Carlton Paradise Valley](#) will feature the cutting-edge [Plasma Air](#) ionizer system, which—according to independent testing—has been proven to reduce airborne viruses and bacteria, including MS2 bacteriophage, a surrogate for COVID-19.

Ionized Air: A First For The Ritz-Carlton Brand

The Ritz-Carlton Paradise Valley is making guest safety a top priority ahead of its opening at the end of 2020. Part of the 122-acre, \$2 billion luxury mega-development [The Palmeraie](#), the 215-room Ritz-Carlton Paradise Valley resort and all 81 of its residential villas will be the first property in the brand’s portfolio to boast ionized air throughout. Owner and developer [Five Star Development](#) purchased over a thousand purifying systems from Plasma Air, which—according to a recent independent Spanish [study](#) carried out by [Tayra](#) and supported by the Spanish Ministry of Defense Biological Laboratory—has been proven to reduce MS2 bacteriophage, a surrogate for SARS-CoV-2 (the virus causing COVID-19), in indoor environments.

The [independent research](#) demonstrates that with Plasma Air’s bipolar ionization system, over 99-percent of airborne MS2 bacteriophage is reduced from indoor air after only 10 minutes



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of exposure to ionization. The air ionization occurs through negatively and positively charged ions, which attach and deactivate airborne pathogens, such as viruses.

Along with the state-of-the-art air ionization system, the village-like Ritz-Carlton Paradise Valley will also include plenty of indoor/outdoor spaces including courtyard gardens and pathways, along with a 16,000 square-foot spa with outdoor treatment areas and a 2,500 square-foot health and fitness center with walking trails. The ultra-swanky Palmeraie development will also include 60 luxury boutiques, dining destinations, offices, and 41 bespoke FENDI



Private Residences, expected by the end of 2022.

Nicole Trivilav

Author of *GIRLS WHO TRAVEL*

I write about luxury travel and high end food and drink

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