



★★★  
**BE SMART**  
HOTELS

Be Smart  
Florida Plaza  
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# ÍNDICE



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# INTRODUCTION

At our establishments in Puerto de la Cruz (Be Live Adults Only Tenerife Hotel, Be Live Experience Orotava y Be Smart Florida Plaza) we have assumed a sustainability compromise with our environment. We have taken preventative measures to allow us to grow balanced and respectful in the local community of Puerto de la Cruz (North of Tenerife). These actions extend to Environment, culture, social actions and economic development, within the local community, in order that our destiny remains as intact as possible throughout the years so that our future generations can continue enjoying our environment the same way we do.

Our efforts have taken us to obtain the certificate according to norms of UNE- EN ISO 14001:2015, which we have had since 2014 and continue working day by day to maintain.

This Environment management system controls the correct segregation of residuals; the energetic consume, and the measures to minimize the environmental impact; the preventative maintenance within the installations, like

refrigerating chambers the atmospheric emissions, etc. Training is also applied to staff for the correct handling of chemical products, amongst other actions.

In 2016 we managed to certify for the Travelife stamp, which not only centers on environment, but also it goes further introducing variables like the contribution of the economic development within the local community of Tenerife; the care for the flora and fauna of our island; the care for our staff and our guests; the social actions and respect for human rights. Is for this reason why we have created our new politics, procedures and registry, in such a way that we guarantee the success in its implementation.

Within these pages, we would like to present the description of the sustainable actions that we have adopted from our Be Live Hotels in Puerto de la Cruz.









## Our destination and surrounding area



Is the largest and most populated island of the seven Canary Islands. It is also the most populated island of Spain, with a land area of 2,034.38 square kilometers (785 sq mi) and 898,680 inhabitants, 43 percent of the total population of the Canary Islands. Tenerife is the largest and most populous island of Macaronesia.

The island is just over 300 km from the African continent and about 1300 km from the mainland. In addition, it has the highest point of Spain and the third largest volcano in the world, from its base in the ocean floor, with its 3718 meters high, the Teide volcano.

Our Hotels are located in Puerto de la Cruz and although this is the smallest municipality in Tenerife, covering just 8.7 km<sup>2</sup> (3.36 sq miles), it has plenty of appeal with its protected historic quarter and its seemingly endless coast, which is perfect for long, leisurely walks. Puerto de la Cruz spans the coastal part of La Orotava Valley in a stunning setting, with the mighty silhouette of Mount Teide rising high in the background. Its wonderful climate made this the first tourist destination in the Canary Islands, ever since the British Medical Society recommended it in the 19th century as an ideal retreat. The temperature here ranges from 15 to 22 °C (59 to 72 °F), meaning the sea, the fresh air and the relaxed atmosphere can be enjoyed all year round.

The combination of its flower gardens, black sandy beaches, seaside shopping area and quaint cobbled streets enthralls visitors straight away and provides them with a wide array of activities for the whole family.

Puerto de la Cruz has been considered a National Tourist Interest Site since 1955 because of its tradition as a centre for rest and recuperation and as a holiday destination. A visit to the traditional fishing district of La Ranilla is particularly recommendable. Since 2014, La Ranilla hosts the Puerto Street Art exhibition, an open-air museum where 13 internationally acclaimed artists have made their mark covering large walls with art.

Puerto de la Cruz is also a wonderful destination for active tourism because it is a great base for visitors to explore the Island's 1000+ miles of trails, with Route 0-4-0 as the ultimate challenge. Its flourishing countryside also makes it the perfect place for paragliding around the slopes of Mount Teide. The sea provides a variety of sports activities, from paddle surf and bodyboarding to scuba diving. Beneath the surface is an underwater volcanic tube known as La Rapadura, which attracts many an expert diver every year.





## Places of Interest



**CASA DE LA ADUANA:** The Casa de la Aduana has been put to a variety of uses. It was originally used to ensure the compliance of rules and regulations of passage; but this was not its only fate. It also housed the British Consulate.

The Casa shared the most passionate moments in the local history of Puerto de la Cruz, featuring at the centre of festivities, political conspiracy, dubious commercial transactions, games, social affairs and gatherings, concerts and scandalous elopements involving ladies of high society.

Its balconies and windows were privy to numerous acts and events beyond its walls, and it eventually became one of the most original specimens of domestic architecture in the Canaries.

A new economic model emerged in Puerto de la Cruz: tourism. This activity had sprouted in the shadow of commercial activity since the early nineteenth century. It gradually transformed the town, but, unfortunately, very little of the magnificent architectural legacy of those times remains.

The Casa de la Aduana survived this metamorphosis thanks to the Baillon family, who purchased it in 1963 to use as their home, opening one part to the public

After its acquisition and restoration by the Cabildo de Tenerife in 1999, the Casa de la Aduana carries out an intense work to conserve the heritage and promote culture. Today it houses the Museum of Contemporary Art Eduardo Westerdahl (MACEW).

### **THE CHURCH OF NUESTRA SEÑORA DE LA PEÑA DE FRANCIA:**

The Church of Nuestra Señora de la Peña de Francia is a Catholic temple where some of the most revered images of Tenerife can be founded, such as the Gran Poder de Dios and the Virgen del Carmen. In July the Virgen del Carmen image have a procession in a boat along the entire coast of the municipality. It was the last and most important sugar mill of the island, feeding on the waters of "Hell's gorge".

### **ARCHAEOLOGY MUSEUM:**

Set inside a 19th century Canarian mansion in the fishing district of La Ranilla, the Archaeology Museum contains a vast collection of aborigine pottery and mummified remains. There is also a considerable collection of 17th century maps and themed exhibitions relating to different historical and cultural aspects of the Canary Islands.

### **LAGO MARTÍÁNEZ:**

Lago Martiáñez is an open-air swimming pool complex with a total area of about 100,000 square meters. Lago Martiáñez includes several islands, gardens, restaurants, bars, and terraces. Architect César Manrique designed the swimming pool complex, which features lots of volcanic rocks. Lago Martiáñez is a mix of Manrique's vision and local elements, such as bartizans, palisades and ocean views. In addition to the architectural structure, it also has a range of Manrique's sculptures. Lago Martiáñez, commonly known as "el Lago", was built in the so-called "Llanos de Martiáñez" area, which was home to several natural pools (such as "la Coronela" and "la Soga"). The first tourists visited Llanos de Martiáñez at the end of the 19th century and at the beginning of the 20th century.



## Places of Interest



### UNESCO

- **Teide National Park National Park "Teide"**, declared World Heritage and well-known by its landscape and geologic value.
- **San Cristóbal de la Laguna**: On December 2, 1999, UNESCO made public its approval of the title of World Heritage Site for the city
- **Anaga Massif**: located in the northeast of the island, the first Reserve of the Tenerife Biosphere hosts very diverse animal species, reptiles in particular, but also birds and fish, as well as some 1,900 kinds of invertebrates, highlighted the UN Organization for Education, Science and Culture (Unesco).

### OTHER PLACES OF INTEREST

- **Parks**: For the authenticity of our natural landscapes: Aloe park (park where they show the benefits of Aloe Vera), Botanic garden (International autochthonous flora), el Palmetum (park destined to the culture, investigation, conservation and exhibition to the public of species of palm trees), Drago Millenarian (the tree symbol of our land).
- **Places of Touristic Interest Culture/Natural**: Pinolere Reserve, Acantilado Los Gigantes, Natural pools of Garachico, Lunar landscape, Nuestra Señora de Africa market in Santa Cruz of Tenerife.

## Help us to conserve our Island!

When out and about:

Pick up all your litter and take it away with you in order to place it in the areas with specific waste containers.

Do not remove any autochthonous items from the mountains or countryside.

When visiting historical, archeological and important building and places please feel free to make donation to contribute to the upkeep of those places

Do not make any noise that could disturb the animals and their habitat

Do not take part in any activity that can harm animals or their habitat

Respect the island's flora and fauna





## *Local and sustainable development of Community*



Our chain respects the environment where its establishments are, so much so that does not sell tickets to parks or zoos that endanger the life of animals, neither its flora. In addition, provided they meet the sanitary measures of safety and hygiene, acquiring regional products to promote its economic development and prioritize hiring local employees.

We also have available in the main Hall of our Be Live Experience Orotava a sale's showcase of local craft items, approved by Canary Islands tourism organism, where it is accredited by means of an official certificate that these items are handmade with local products of the island, using local artisans living in the archipelago (island) and each element of these is also eco-friendly, respects the environment, promotes local culture, arts and traditions.

We introduce in our menu with weekly or biweekly character (depending on the establishment) a themed night "Canary Buffet" where we introduce the benefits of the local gastronomy of the seven islands, where besides the stews such as the watercress, the typical chicken peas, or known potatoes with corn and ribs, have a wide station of Canarian cheeses (smoked, paprika, fresh goat "almogrote" from La

Gomera, roasted leg in our show cooking) dry desserts such as rosquetes, bags of pastries all this with offers of our most distinguished wines at price cost such as "Viña Norte" "Tehyda" "Lomo" "Viñatigo". As anecdote and like most of our guests are British we have adapted the famous "salmorejo rabbit" for "salmorejo sauce chicken" because in England rabbit is not eaten as its considered a pet.

At our Hotels we prioritize the contracting of local suppliers such as:

- Plantation PEPE(local and independent producer of bananas).
- Valentin (local independent producer of vegetables).
- Avicola Morales (eggs)
- Las Arenas Bakery
- Valsequillo (local cheese).
- Celgan (dairy products).
- Egatesa (meat products).







# COMMITMENTS



## *Be human*

We support and respect the protection of universally recognized fundamental Human Rights.



## *Be team*

We encourage freedom of association and recognize the right to collective bargaining both by Trade Unions and by Works Council.



## *Be customer satisfaction*

We guarantee customer satisfaction through continuous improvement.



## *Be children*

We do not employ minors as we uphold the abolition of child labor.



## *Be friendly*

We ensure that no one is discriminated against on the basis of age, sexual orientation, gender, ethnicity, religion, culture or disability.



## *Be eco*

Be Live Hotels is committed to take measures that minimize the negative effects on the environment.



## *Be responsive*

We are committed to promote initiatives that encourage environmental responsibility.



## *Be community*

We are committed to buy raw materials from local producers to ensure sustainable development, thus contributing to emissions reduction.



## *Be co<sup>2</sup> less*

We work to reduce and recycle waste.



## *Be health and safety*

We constantly look after the health and safety of our customers and employees.









## Recommendations to preserve the Environment



Since the implementation of the standard UNE - EN ISO 14001 have been perfecting and gathering the data of different supplies to carry out future comparative of the results whenever possible.

We can also see that there has been a substantial increase in the involvement of the hotel in these matters, although at the level of training the goal is to always educate 100% of the staff.

As for the measurement and monitoring of environmental performance carried out in the Annual Management report the RGMA 12 – Manager report, located in share point as part of the procedure of ISO 14001 environmental management.

Every year and following a structured diary, called “green diary”, we devote time and resources to raise awareness and train our staff as involve public entity, providers, subcontractors.

In the year 2015 was consolidated environmental management system UNE - EN ISO 14001 and especially between the measures and objectives of RGMA 03 implementation of some tablets which reduced to 100% the use of paper for the Cardex (check of customers). This achievement was recognized by our BE News magazine.

During the years 2015-2016 an investment was done, environmental measures were taken, such as aerators and reducers water faucets, we have planned to buy this year condenser batteries for the reduction (when appropriate, by the time is optimized), of the reactive energy, replacement of LED lamps in common areas of the establishment and rooms (midway through the process), installation of air conditioners as well as the installation of solar panels in one of our establishments, presence detectors in the corridors of customers (2018).

With respect to energy consumption indicators in the RGMS 07.02 08-09-10: You can see a continuous drop in the optimization of electric power thanks to the measures taken in the different areas.









## *Description of the Sustainable actions*



**Be Live Hotels** directorate is aware of the commitment that has contracted a few years ago, with the environment through the implementation of the system of environmental management according to the standard UNE - EN ISO 14001:2015, and in the case of our establishments in maintaining this system following years, as well as renew the Travelife certificate this 2018 and beyond. So, we are committed to go further and cover all the fields that include the sustainability of form unified

in the Spanish hotel establishments, i.e. in the participation of its staff, in cooperation with the local community and its economic development, respect for human rights and social action with those less well-off, in customer satisfaction, and above all, in the continuous improvement of all these ambits.





## *The local community and sustainable economic development*



Our chain respects the environments its hotels are located in. In line with this policy, it does not sell tickets for parks or zoos that put animals' lives at risk or threatens their flora. Furthermore, and provided that they comply fully with health and safety regulations, it purchases regional products in order to boost the local economy and gives priority to local residents when hiring staff.

We advertise at the hotel reception all the information on local events and parties in the region that we have received from the Town Hall and the Tourism Region. There is a direct communication with the neighbors of the area, as well as merchants, who daily put a table of sale in different common areas of the establishment (depending on the season) for the sale of local articles, we also collaborate promoting the local craftsmanship realized by Certified

craftsmen together with the Cabildo of Tenerife.

We keep agreements with several high schools to promote internships to students who want to learn and explore more about the industry of hospitality. We maintain also agreements with a local school for the training of students who subsequently have been incorporated into our template. In addition, it has a close relationship with the Ayuntamiento de Puerto de la Cruz to promote employment for the unemployed people in the area.





## Social Action and respect towards Human Rights

Our establishments are committed to supporting projects of solidarity in an altruistic way, collaborating with various associations:

### · Make-A-Wish® Spain Illusions

This Foundation is a nonprofit accredited by Fundación Lealtad ([www.fundacionlealtad.org](http://www.fundacionlealtad.org)) founded in 1999 with the mission to cause illusion in children suffering from a serious illness (hospitalized or related to a qualified healthcare environment). Working systematically to incorporate entities and individuals to join the network of social reinforcement around the beneficiary and his family, in order to build resilience in them.

### · Economic contribution

Through Globalia Corporation, which has a memory with contributions to level tourist group, Be Live Hotels collaborates actively with solidarity-based AEA. Once a week Air Europe staff bring coffee, cakes, croissants, etc made by themselves and sell them for 1 eur in the two buildings of Head office de Lluçmajor (Mallorca). Through the fundraising of these solidarity breakfast we can finance social actions that are made with children of Dominican Republic, Bolivia, etc. Santa Claus at Christmas loaded

with gifts, with weekly donations of food to "The home steps of Jesus" and visits once a week the "Be Live Experience Hamaca Hotel".

### PROBOSCO

Collaborating with donations for its annual street market in order to raise funds for the foundation of people with intellectual disabilities.

### AMATE

Free stays for the association of women with breast cancer of Tenerife.

### MONJAS DE LA CRUZ DE LA OROTAVA

Food offer for the annual collection for the most disadvantaged people





## Care for our employees

**These are our common premises to Be Live Hotels chain:**

- We offer job security, stimulating working conditions in accordance with the legal requirements are applied.
- We are committed to internal promotion and ensure equality of opportunities among all workers, through the equality Plan implemented at each hotel.
- We are committed to respect and comply with all labor laws in the places where we operate and ask our suppliers and subcontractors that join our principles.
- Publish special offers for employees on the intranet for stays at any of the hotels in within the chain.
- Every employee of Globalia has an agreement with Bankinter for loans on advantageous terms.
- A tab in the Globalia intranet to which all employees have access to, will be directed to Social Action, informing and giving the possibility of collaboration.

**The following are the specific premises at our establishments in Puerto de la Cruz:**

- We handover a welcome manual to all new staff so that they get to know us and join our spirit.
- There are posters of staff motivation and good practices in inner areas.
- We offer work integration for people with disability via SIMPROMI o public entities.
- We provide our employees with the adequate training for their professional development.
- We try to reconcile work and family life of our employees.
- The hotel always improves the menu of staff on dates such as Christmas, Labor Day, etc.
- Christmas Gala dinner and Raffles with around 60 to 70 gifts of which 90% of the employees get some sort of detail.



#### Year 2017

| Date       | Name and Surname                         | Action                | Promotion to |
|------------|--|-----------------------|--------------|
| 11/05/2017 | M <sup>a</sup> . Candelaria Llanos López | Cleaning Lady         | Retired      |
| 12/10/2017 | Carmen M <sup>a</sup> . Mederos Estévez  | Eventual to permanent |              |
| 02/11/2017 | Anita Elisabeth Ruffert Nitsche          | Receptionist          | Retired      |

#### Year 2018

| Date       | Name and Surname          | Action                | Promotion to   |
|------------|---------------------------|-----------------------|----------------|
| 01/05/2018 | Miguel Angel Mendez Armas | Maintenance assistant | Early- Retired |





## Be customer satisfaction

The quality is important for our business because it gives an added value to our customers, that is why at Be Live Hotels we strive to offer the best services that meet and exceed your expectations. We have established procedures that ensure quality and provide a standard to follow, that is measurable and is audited to improve our performance. Our quality meters are Reviewpro, Tripadvisor, Booking .com and Holidaycheck. The hotel is excellently positioned in social networks.

We are not only committed to offer quality, but we are involved in our work on sustainable development.

Also, we encourage respect for the environment indicating the precautions to be taken to preserve the flora and fauna, as well as historical elements which deserve to be enjoyed by future generations through this Green Book, which is located at the front desk, we inform customers of the following aspects:

- Our commitments
- Social actions

- Environment and climate change
- Our destination
- Recommendations for preserving the environment
- Be Live hotels policies

We encourage the Cuisine of the Islands as well as local products at the Canarian themed dinner. The day of the Canarian community (at the end of May) we offer activities related to the Islands, offering customers the tasting of typical dishes, as well as demonstrations of crafts, typical music and performances, our staff wear the local costumes.

At Carnival time, we advise customers of all programming at the various points of interest such as Santa Cruz de Tenerife or our Puerto de La Cruz.





## Environmental Impact

The ISO 14001 Environmental Management System enables us to check and monitor the impact our activity can have on the environment. Each year we identify and assess our environmental impact, setting objectives and determining areas for improvement, as well as applying checks to prevent CO2 emissions, as well as other aspects that could harm the environment.

The hotel staff have the tools necessary to segregate the waste, but continue to work on the proper treatment of hazardous and special waste generated in the Hotel, and continue with authorized providers for Special Recycling and registering the generating of all kinds of waste, as well as required by ISO 14001.

Also, this year we are going to adapt to the new rules UNE - EN ISO 14001: 2015, this being much more demanding. The system has undergone structural changes; must be strategic in terms of environmental management taking into account the context of Commonwealth organization; requires total

involvement of senior management by appealing to **the Leadership; Protection of environment** to minimize the damage and degradation that human activities may cause; for this reason, improving **environmental performance**, giving greater presence to the concept of indicator, due to the emphasis added to the continuous improvement of the same; from now we will be forced to expand control and influence on environmental impacts from obtaining the production of raw materials to the treatment of the final product of his life, call the **life cycle analysis; external communication** proactive information relevant to environmental management system; documentation will change its name, to l "Documented information 'instead of "Documents and registries"; **Risks and preventive action**, management will have to identify the risks and opportunities, potential deviations on expected, negative on expected deviations and deviations positive respectively, to finalize the new standard updates the language to be more clear and explanatory.









## Measurement and monitoring of results



Since the implementation of the UNE-EN ISO 14001:2015 standard we have been perfecting and gathering the data of the different supplies to be able to carry out future comparisons of the results whenever possible.

We can also appreciate that there has been a substantial increase in the involvement of the Hotel in these matters, although at the training level the objective is to always raise awareness of 100% of the workforce.

As regards the measurement and monitoring of environmental results are made annually in the Annual Report of Management RGMA 12 - Report by Manager, located in Share Point as part of the procedure of Environmental Management ISO 14001.

Every year and following a structured diary, called "GREEN AGENDA", we allocate time and resources to raise awareness and train both our staff and involve public entities, suppliers, subcontractors ...

In 2015, the Environmental Management System UNE-EN ISO 14001 was consolidated and highlighted among all the measures and objectives of the RGMA 03 the implementation of some Tablets that reduced the use of paper for Cardex to 100% Of customers). This achievement was recognized by our Be News magazine.

During the previous year's 2015-2016, environmental measures such as aerators and water reducers for faucets, energy condenser batteries were invested and taken to optimize and use the reactive or surplus energy of the installations, the installation of two boilers of High-performance condensation and the installation of the "Propane Air" piped gas, which emits lower emissions to the atmosphere, LED lamps for the noble areas of the premises and interior of the rooms (mid-process), installation of the Clear Water system, that minimizes the use of aggressive chemicals in swimming pools.

With regard to the energy consumption indicators embodied in the RGMA 07.02 08-09-10: A continuous decrease in the optimization of electric energy can be seen thanks to the measures taken in the different areas, with respect to the gas we have reduced to almost 50% the consumption of the same thanks to the new boilers. With regard to water we are pending approval by the property of the establishment to be able to repair the glasses of the pools.



# Measurement and monitoring of results



## CONSUMOS PLAZA

| MONTH        | 2014 Water Ratio | 2015 Water Ratio | 2016 Water Ratio | 2017 Water Ratio | 2018 Water Ratio |
|--------------|------------------|------------------|------------------|------------------|------------------|
| January      |                  | 0,14             | 0,12             | 0,12             | 0,13             |
| February     |                  | 0,12             | 0,11             | 0,12             | 0,12             |
| March        |                  | 0,14             | 0,14             | 0,13             |                  |
| April        |                  | 0,19             | 0,17             | 0,15             |                  |
| May          |                  | 0,14             | 0,16             | 0,14             |                  |
| June         | 0,16             | 0,14             | 0,14             | 0,13             |                  |
| July         | 0,17             | 0,16             | 0,15             | 0,14             |                  |
| August       | 0,17             | 0,15             | 0,16             | 0,14             |                  |
| September    | 0,15             | 0,15             | 0,14             | 0,13             |                  |
| October      | 0,15             | 0,15             | 0,15             | 0,13             |                  |
| November     | 0,14             | 0,16             | 0,14             | 0,15             |                  |
| December     | 0,12             | 0,14             | 0,12             | 0,13             |                  |
| <b>Total</b> | <b>0,15</b>      | <b>0,15</b>      | <b>0,14</b>      | <b>0,13</b>      | <b>0,12</b>      |

| MONTH        | 2014 Electricity Ratio | 2015 Electricity Ratio | 2016 Electricity Ratio | 2017 Electricity Ratio | 2018 Electricity Ratio |
|--------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| January      |                        | 6,2                    | 6,2                    | 5,5                    | 6,2                    |
| February     |                        | 6,5                    | 6,5                    | 5,5                    | 5,8                    |
| March        |                        | 8,0                    | 7,3                    | 6,0                    |                        |
| April        |                        | 12,1                   | 11,9                   | 7,2                    |                        |
| May          |                        | 6,5                    | 7,2                    | 5,7                    |                        |
| June         | 6,91                   | 6,4                    | 5,6                    | 5,2                    |                        |
| July         | 5,38                   | 5,8                    | 5,2                    | 4,9                    |                        |
| August       | 4,67                   | 5,6                    | 5,7                    | 4,9                    |                        |
| September    | 5,38                   | 6,1                    | 5,0                    | 4,9                    |                        |
| October      | 5,64                   | 6,2                    | 7,0                    | 5,2                    |                        |
| November     | 6,83                   | 9,0                    | 5,7                    | 5,7                    |                        |
| December     | 6,01                   | 7,9                    | 6,6                    | 6,3                    |                        |
| <b>Total</b> | <b>5,77</b>            | <b>6,8</b>             | <b>6,4</b>             | <b>5,5</b>             | <b>6,0</b>             |

| MONTH        | 2014 Energy Ratio | 2015 Energy Ratio | 2016 Energy Ratio | 2017 Energy Ratio | 2018 Energy Ratio |
|--------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| January      |                   | 6,2               | 6,2               | 5,5               | 6,2               |
| February     |                   | 6,5               | 6,5               | 5,5               | 5,8               |
| March        |                   | 8,0               | 7,3               | 6,0               |                   |
| April        |                   | 12,1              | 11,9              | 7,2               |                   |
| May          |                   | 6,5               | 7,2               | 5,7               |                   |
| June         | 6,91              | 6,4               | 5,6               | 5,2               |                   |
| July         | 5,38              | 5,8               | 5,2               | 4,9               |                   |
| August       | 4,67              | 5,6               | 5,7               | 4,9               |                   |
| September    | 5,38              | 6,1               | 5,0               | 4,9               |                   |
| October      | 5,64              | 6,2               | 7,0               | 5,2               |                   |
| November     | 6,83              | 9,0               | 5,7               | 5,7               |                   |
| December     | 6,01              | 7,9               | 6,6               | 6,3               |                   |
| <b>Total</b> | <b>5,77</b>       | <b>6,8</b>        | <b>6,4</b>        | <b>5,5</b>        | <b>6,0</b>        |









## 7. Objectives and future targets



Our goals for this year are:

improve the system for the control of consumption of the hotel.

- It has already been carried with much more rigor, installing new meters in different parts of the establishment.
- Improve the control and registration of all waste generated.
- Awareness and motivation of personnel: continue to offer training to staff in the field of environment and sustainability.
- Increasing support to the community through the purchase of local products increased and continue working with such Social, cultural or environmental causes.
- Encourage the participation of the staff at the hotel in volunteers of different foundations without profit.

- Support more altruistic charity projects, collaborating with other associations.
- Replacement of flow reducers damaged in all the sinks and shower heads shower rooms.
- We will install more counters inside the hotel to be able to detect consumption as in the SPA, pools, separate the kitchen counters.
- We will do an audit of energy efficiency and water.









## *Progress from the previous report*



Year by year the norm ISO 14001 certification is more consolidated, not only for employees, but also for our customers, who understand that we must contribute among all to develop our goals and objectives.

The growing number of projects involving the group around the world show the progress and firm commitment of top management and the whole organization.

The growing monetary contribution throughout the chain, in favor of the Make-a-Wish foundation cited in this report, fosters the solidarity of our customers and can show the increase year after year.

All the improvements that have been made at the Labor and Social level with our employees, specified in this report regarding the last few years are a firm commitment to the well-being of our employees, that without them we could not achieve the goals that we stipulate each year in our establishments.









# QUALITY POLICY

This year 2016, **Be Live Hotels** has implemented the Quality Assurance Policy in all its Spanish hotels in order to provide an improved and consolidated service not only in terms of accommodation, but also in restaurants, offering a high quality local cuisine, and also improving the range of treatments and Spa facilities.

Quality is important to our business since it gives an added value to our customers. In **Be Live Hotels** we strive to offer our customers the best services that meet and exceed their expectations. We are committed to the continuous improvement system and, therefore, we have established procedures that ensure Quality and provide a standard to follow, which can be measurable and help us to improve our performance.

We have the following procedures and systems established in the whole hotel chain, which help us to achieve our goal of total customer satisfaction:

- > *Family* and close relationship with our customers.
- > *Ensuring* the quality of service and products offered to our customers.
- > *Collection* and monitoring of customers complaints and suggestions.
- > *Regular* monitoring of customer satisfaction and once the comments and/or complaints are identified, we adopt the measures to improve our service.
- > *Promoting* team work and positive work environment.
- > *Training* and professional development for all our employees.
- > *Complying* with the law and rules applicable in each of our hotels.
- > *Measurables* quality objectives, which reflect our service level standards.

The internal procedures, instructions, policies and manuals of **Be Live Hotels** are reviewed on a regular basis and the Quality objectives are released in different ways in order to keep all employees informed: bulletin boards, intranet, team meetings, etc.

Although the Senior Management of Be Live Hotels has the ultimate responsibility for the Quality, all employees are involved in their own areas of work, helping to ensure that quality is embedded in all our facilities.

Llucmajor, February 2016

Signed Javier Blanco  
CEO at Be Live Hotels





# POLICY AGAINST CHILD SEXUAL ABUSE

For **Be Live Hotels**, tourism is an important source of revenues for countries, areas and places and brings undoubted benefits such as economic development, cultural exchange and international promotion of a particular place, among others.

Tourism is increasingly more accessible for everyone and a growing number of people have the opportunity to visit more places. However, in the same proportion that tourism has increased, undesirable situations have arisen, such as sex trafficking of children and adolescents.

The tourist infrastructure that serves to facilitate the accommodation of customers and helps them to enjoy a good vacation can be also, unconsciously, a space to promote and engage in sexual activities with minors.

In this sense, the tourism sector has a great social responsibility to avoid these harmful situations in the communities and, therefore, we must act together to prevent child abuse.

**Be Live Hotels** rejects this type of tourism and therefore:

- > *We maintain* a policy of *opposition to child sexual exploitation*.
- > *We do not allow* the commercialization of sexual exploitation of children and adolescents in our facilities.
- > *We raise awareness among our employees* about the problem, and we also inform them about the existing laws and the risk of not reporting it.
- > *We train all the staff* in order to identify and report suspicious activities.
- > *We work in compliance with* the applicable laws and cooperate with governmental and non-governmental organizations prosecuting these offences.

## Procedure:

If an employee suspects that a child is suffering from abuse of any kind, he/she must notify immediately his/her manager and provide detailed information about what he/she has heard or seen or, failing that, he/she must inform the competent authorities handling gender-based violence or child sexual abuse, by calling 062.

As humans, we are committed to protecting our children and adolescents against exploitation of all kinds, both professionally and personally.

Llucmajor, February 2016

Signed Javier Blanco  
CEO at Be Live Hotels





# EMPLOYEE POLICY AND HUMAN RESOURCES

The social commitment of **Be Live Hotels** is to support and promote positive work environment, the professional fulfillment of each and every employee as well as to respect the employment rights. In addition, our company is committed to respecting and contributing towards the economic development of the local community in which the different hotel establishments are located.

The headquarters are located in Globalia business centre, in Poligono de Son Noguera of Lluçmajor, Mallorca (Spain) and the whole hotel chain employs more than 3,800 people, distributed in 3 different continents.

In **Be Live Hotels**:

- › *We value* our team and treat them fairly and with respect, in order to ensure that no one is discriminated against because of the age, sexual orientation, gender, ethnicity, religion, culture or disability.
- › *We are committed* to providing the necessary training to support our employees in their professional career within our company.
- › *We comply* with the laws and State regulations affecting our employees.
- › *We employ* local people, where possible.
- › *We ensure* that all our employees understand the terms and conditions set forth in their employment contracts.
- › *We recognize* the right to trade union membership.
- › *We offer* a living wage, never below the minimum wage stipulated by law.
- › *We have* a protocol in the event of Sexual Harassment and Harassment on Grounds of Sex, which is available to all employees via the Intranet.
- › *We encourage* our staff to follow the commitments to sustainability supported by the company, in such a way that they understand their respective roles and contribute towards the achievement of the goals and objectives of **Be Live Hotels**.

Our hotel chain sets social objectives annually. This year, the planned objectives are as follows:

- a) **Training**: from January 2016, 100 percent of employees will be trained in order that they understand their responsibilities for sustainability adopted by the company.
- b) **Equality Plan**: the measures of the Equality Plan are being implemented in all Spanish hotels.
- c) **Recruitment**: it is set a target of 5 percent in the recruitment of employees from the local community.

The Senior Management of **Be Live Hotels** supports and signs this policy with the intention of protecting the well-being at work of its employees.

Lluçmajor, February 2016

Signed Javier Blanco  
CEO at Be Live Hotels





# SOCIAL MANAGEMENT POLICY

The senior management of **Be Live Hotels** hotel chain aims to ensure good relations among the establishment, the local community and its businesses.

**Be Live Hotels** ensures that its social and economic impacts are beneficial to the local community, where possible. In this way, the establishment strives to minimize and eliminate any possible negative impact.

The objectives of the Management Policy with the community are as follows:

- › *Certification.* In order to meet the criteria of sustainability, including socio-economic impacts and well-being of the staff, the establishment is putting all its efforts to obtain the Travelife Gold certification during this year.
- › *Promotion of responsible tourism in the area.* **Be Live Hotels** undertakes to maintain a close relationship with the local community, ensuring the respect of the area where our hotels are located, warning our customers about the importance of caring for and protecting the flora and fauna of the place, and also to not participate in the sale of zoo tickets or any place in which animals are the main attraction.

Our hotel chain is committed to local trade of each hotel, and therefore, local theme dinners are organized weekly in our restaurants and buffets in order to promote and make known the local food.

- › *Purchasing policy.* **Be Live Hotels** buys and promotes products that are produced locally, ensuring that they meet the preventive measures of health and safety, in addition to the quality required by our customers. This fact helps to reduce CO2 emissions resulting from the transport of products produced outside the location of our hotels.
- › *Employment.* The establishment recognizes the importance of employing local staff as a preference, in order to collaborate with the local economy. The policy preserves the place of destination, which is the basis for future customers and for those who repeat destination.
- › *Donations and social contributions.* Our hotel chain donates articles such as furniture or bed linen, which are not used anymore in the business, to local organizations that can take advantage of them (Cáritas, schools, hospitals, other NGOs...)

**Be Live Hotels** collaborates with Make a Wish Foundation, which grants wishes to children with serious and terminal illnesses

**Be Live Hotels** collaborates actively in local festivals informing customers and organizing local theme dinners at the hotel. Likewise, the hotel facilities are offered for the use and enjoyment of the local community.

Llucmajor, February 2016

Signed Javier Blanco  
CEO at Be Live Hotels





# SAFETY AND HEALTH POLICY

For **Be Live Hotels**, it is very important to provide a safe and friendly environment to our employees, customers and suppliers in each of our hotels.

For this reason, we have the tools that provide us a preventive control in the following health and safety areas:

- › *Fire protection.* We have fire emergency procedures. All our hotels have an endorsed and updated self-protection Plan. Fire-fighting equipments are reviewed periodically. We provide training to our staff annually.
- › *Food hygiene.* Our staff handling food has the corresponding license. By means of the Hazard Analysis and Critical Control Points (HACCP), control measures are applied in the potential dangers and risks in terms of food hygiene. In addition, every year pest controls are performed.
- › *Pools, Spa and Jacuzzis.* We have placed warning panels informing about the safety standards on the use of the pool and relax areas. There are emergency procedures and guidelines that are strictly followed to keep vessels clean and disinfected.
- › *General safety.* Technical Building Codes are met in order to reduce the possibility of injuries caused by slips, trips and falls.
- › *Fossil fuels, heating, air conditioning and electrical systems installations.* Our maintenance staff receives continuous training to reduce the possibilities of a poor performance in an emergency event due to lack of knowledge of the procedure. Gas appliances, air conditioners, heating and electrical systems are installed, checked and maintained by qualified persons. We have procedures for refrigerant gas leak detection.
- › *Security in the handling of chemicals and hazardous substances.* All the staff handling chemicals receives training. Work Instructions and Best Practices are available and explained by the Environment Manager of the hotel, and they are also placed near the product.
- › *Water management.* We take daily, weekly, monthly and annual measures in order to prevent pollution of the water for human consumption, both hot and cold. In addition, all hotels have authorization for the connection to public sewer systems and analytical testing is carried out regularly.
- › *Occupational Risk Prevention.* The occupational risk prevention team visits our establishments every year to ensure the safety of our employees.

Llucmajor, February 2016

Signed Javier Blanco  
CEO at Be Live Hotels



# ENVIRONMENTAL POLICY

The Senior Management of **Be Live Hotels** tourist accommodation is committed to protecting the environment and strives to reduce the operational impact of our establishments:

- > *We* continuously look for opportunities to minimize waste generation through recycling, reduction and reuse of waste.
- > *We* assess our activities, products and services and monitor their impact on the environment, both present and future, in order to prevent pollution from the outset.
- > *We* effectively and efficiently manage hazardous substances, by training the staff and authorized managers.
- > *We* involve all our stakeholders (shareholders, customers, employees, suppliers, subcontractors and local community) in the management of environmental processes with the aim to promote their support and recognition.
- > *We* appreciate the natural surroundings in which our establishments are located, from the local flora and fauna to the local community, in such a way that we actively collaborate in their preservation and economic growth.
- > *We* establish criteria in the selection of suppliers on the basis of their commitment to the environment, through the prevention and control of carbon emissions generated by the transport of goods.
- > *We* fit out specific areas such as recycling bins in communal areas that enable everyone to recycle waste, as well as recycling points for the management of hazardous and special waste.
- > *We* give recognition to our hotel staff by publishing in Be News their efforts, a magazine that is distributed to agencies, tour operators and end customers during trade fairs.
- > *We* work in compliance with international, national and regional legislation.
- > *We* set targets and goals in order to efficiently manage, and also to not waste, water and energy.
- > *We* involve our staff and younger kids with the aim of raising awareness about the future of our planet.
- > *We* hold and maintain up-to-date this policy, which is available to everyone through all channels (website, Channel TV, tablets and information panels).

Llucmajor, February 2016



Signed Javier Blanco  
CEO at Be Live Hotels











GASTRONOMY

*Tenerife*



The background image shows a rustic wooden table. In the foreground, a large white plate with a yellow and red floral border is filled with roasted lamb chops, potatoes, and a sprig of thyme. In the top left corner, there are more potatoes and a wooden bowl. In the bottom right corner, a small plate with a green and yellow border shows a dish of fish and vegetables.

# TENERIFE AN ISLAND WITH FLAVOUR

Tenerife has managed to combine the traditional with the modern in all things cultural, including its cuisine, which also adopts this approach, offering visitors a wide range of dishes created from top quality ingredients.

The excellent, Spring-like climate that the island enjoys all year round accounts for the wealth and variety of vegetables that grow here: delicious tropical and sub-tropical fruits like bananas, papayas and mangoes; tasty potatoes, grapes and tomatoes are all fine examples of this.

The sea that washes the coasts of Tenerife is another great source of ingredients for island cuisine, in fact it is a larder packed with the most exquisite fish and sea food the Atlantic has to offer.



A collage of traditional Canarian dishes. In the top left, a plate of octopus with a green chili and garlic. Next to it, a small white bowl of black pudding. In the top center, a woven basket. To the right, a glass of red wine and a plate of fresh vegetables including tomatoes, garlic, and a green pepper. In the foreground, a large plate of corn, potatoes, and pork, and a bowl of beans with a hard-boiled egg.

## TRADITIONAL COOKING

The emphasis in traditional cooking has always been on simple dishes prepared with high quality, fresh ingredients. But, there are also fine dishes to be found in the traditional local cuisine, prepared with care and sophistication. Visitors are faced with an endless choice of typical restaurants in which to try the island's wonderful specialities.

Hors d'oeuvres contribute colour, aroma and flavour to a meal, with the popular Blue Jack Mackerel, cooked with pork dripping; black puddings, which are sweet in Tenerife, as they are made with raisins and other dried fruit here; *"carne fiesta"* -small pieces of fried, marinated, lean pork-, fried Blue Jack Mackerel and Sardines, stewed octopus, limpets, shrimps and a long etc.





The first dish that comes off the stove is usually a vegetable broth, normally made from cress, pumpkin or courgettes - which are called “*bubango*” on the island. Lunch may also start with a delicious “*puchero canario*”: this island stew par excellence is a vegetable stew made from the best the vegetable garden has to offer, with corn and good meat.

Another surprising dish that will satisfy the most demanding palate, is “*cazuela de pescado*” a real feast, made from fish, boiled or fried, that is boiled with potatoes, onions, tomato and peppers.



But there are other culinary secrets on the island, just waiting to be discovered, like fried Moray eel, grilled cuttlefish, fish soups and many other attractive dishes.

And to add to all these dishes, “*gofio*”, a flour made from toasted cereal flour that was used by the mythical Guanche people as a staple in their cooking for centuries. One way of eating gofio is as “*escaldón*” which is made by mixing gofio into fish or meat stock. It can also be reinforced by adding green (parsley) or red (chilli) “*mojo*” - the traditional Canary Island sauces.





The fish of Tenerife, which can be easily found by visitors in any of the many fishing villages of the island, deserve a special mention. The Parrot Fish -*Sparisoma cretense*- enjoys an excellent reputation. This is a coastal fish that is usually served in a stew or fried. It has a surprisingly delicate flavour, as does the Sunfish, sea bass, grouper and others that are the basic ingredients of some remarkable fresh-tasting delights.

Tuna - marinated, in carpaccio or served with onions is another good choice for a tasty meal. And salted fish (sunfish, white bream, houndshark, meagre or grouper), “*jarea*”, sun-dried fish and “*tollos*”, barbecued strips of sun-dried shark meat.

When looking at meats, one that can not be forgotten is rabbit, either prepared in “*salmorejo*” sauce, or in an assortment of pieces that are first marinated and then fried, a recipe that also works very well with goat meat.

Pork and beef too, are the leading ingredients in an extensive range of tasty traditional meals that can be found in any one of many different barbecues and grill restaurants to be found in the north of Tenerife.





# CREATIVE CANARY ISLAND CUISINE

Creative Canary Island Cuisine as it is sometimes known, has combined the quality of the most traditional ingredients with a large dose of imagination and a touch of something special.

Many of the restaurants in Tenerife have decided to follow this path, making it possible to find a cosy spot, almost anywhere on the island, where you can enjoy creative cooking of the very best quality, often combined with traditional dishes.







# FRUIT AND VEGETABLES

The fruit and vegetables grown in Tenerife have a vitamin and mineral salt content that, according to studies that have been carried out, are far higher than those normally found at other latitudes, thus providing a rich variety of excellent and natural flavours. The fruit and vegetables of the island are undoubtedly one of Tenerife's gastronomic jewels that are always "discovered" with pleasure. Every year, Tenerife exports more than 120 million kilos of tomatoes, basically to European markets, especially to the United Kingdom, along with cucumbers, courgettes and beans.

The banana is one of the Island's major agricultural resources, with production figures of 200,000 tons a year. It is easily distinguishable from bananas grown in other regions by its unrivalled balance of sugars. Furthermore, the fields of Tenerife also produce a varied range of tropical and sub-tropical fruits: avocado pears, mangos, papaya, pineapple, custard apple, guava, mamey, carambola, lychee and many other varieties that are often rarely seen in Europe.







## GOFIO

Gofio is a direct legacy of the original native population, the Guanches. It is a flour made from toasted grain, mainly barley, wheat and corn, but it can also be made from vegetables like peas and beans.

Gofio is irreplaceable as a complement to add to the local vegetable stew *“potaje”*, meat stew *“puchero”* or fish stew *“cazuela de pescado”*. It is usually kneaded into a ball and eaten as a starter. It is most widely used at breakfast time, where it is an important ingredient, because it is a natural cereal product that is natural and pleasant tasting, with high nutritional value within an increasingly popular healthy and nutritional Mediterranean diet.

It is also used in desserts, mixed with milk, honey, almonds and raisins. In recent years it has started to be used for making spirits, ice cream, nougat and other sweet dishes.

## POTATOES

In Tenerife, as in the other Canary Islands, the potato still goes by the original name it was given when it first arrived on the island from the Andean region of South America, *“papa”*.

Potatoes arrived in the Canaries before continuing their spread throughout Europe. The original contact has left an extensive legacy that can now be seen in nearly three dozen different varieties, most of which come from the Andes region, all falling in the category of what are known as *“coloured potatoes”*.

The humble potato is one of the main allies of the cuisine of Tenerife. It is used in *“potajes”*, *“pucheros”*, *“cazuelas”* (see above) and, above all, served with meat and fish as *“papas arrugadas”*, potatoes boiled in very salty water and served in their jackets. Some of the oldest known varieties of potatoes on the island, the *“papas negras”*, only grown in Tenerife, and the *“papas bonitas”* have a delicious flavour.





# WINE

Vines are part of the landscape in Tenerife, and it is a leading sector of the island's agriculture. Canary Island wines reached the height of their splendour in the XVII and XVIII centuries, which is when Island trade also reached its height.

At one stage, Tenerife was exporting eleven million litres a year. At the time, famous writers like Shakespeare, Gongora, Scott, Kuprin, Goldoni and Spillman made mention of their admiration for the excellent Canary Island wines in their works.

Nowadays, Tenerife has five labels of its own for its wines: Tacoronte-Acentejo, Ycoden-Daute-Isora, Valle de La Orotava, Valle de Güimar and Abona, that, between them bottle more than five million litres a year.

The borough of El Sauzal is the site of the Casa del Vino Baranda, an XVII century mansion in which the authorities have created a valuable museum of the wine-producing tradition of Tenerife.



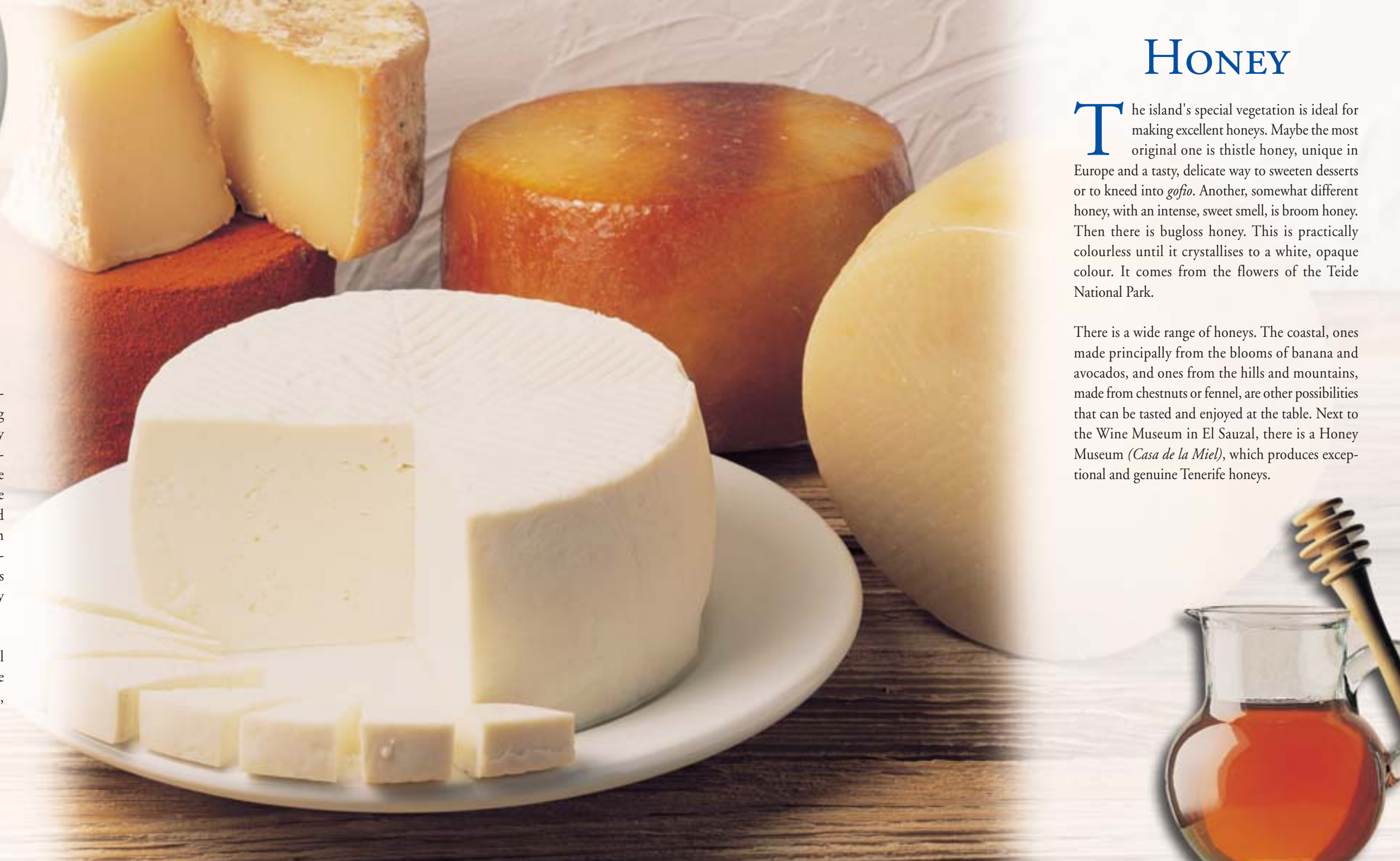




## CHEESES

Another of the jewels of the local gastronomy that visitors discover with satisfying surprise are the cheeses of the Canary Islands. Sheep and goats provided the main livelihood for the Guanche people, which explains the cheese-making tradition of Tenerife. The cheese made in Tenerife, which is of excellent quality and offers complete health guarantees, is generally eaten fresh or matured. One of its most outstanding features is its softness and the particular aroma it gives off to announce its special taste, salty and slightly acid, that is very pleasing on the palate.

There are some local cheeses that deserve special attention, such as the cheeses of El Tanque, mature and slightly picante; and those of Arico-Fasnía, Anaga and Teno.



## HONEY

The island's special vegetation is ideal for making excellent honeys. Maybe the most original one is thistle honey, unique in Europe and a tasty, delicate way to sweeten desserts or to kneed into *gofio*. Another, somewhat different honey, with an intense, sweet smell, is broom honey. Then there is bugloss honey. This is practically colourless until it crystallises to a white, opaque colour. It comes from the flowers of the Teide National Park.

There is a wide range of honeys. The coastal, ones made principally from the blooms of banana and avocados, and ones from the hills and mountains, made from chestnuts or fennel, are other possibilities that can be tasted and enjoyed at the table. Next to the Wine Museum in El Sauzal, there is a Honey Museum (*Casa de la Miel*), which produces exceptional and genuine Tenerife honeys.



# DESSERTS

There are many surprises awaiting visitors who try the dessert cuisine of the island as well. These have survived from the times when sugar cane was the most important crop in the region. In fact, sugar was so important that, at one time, the Canaries were known as The Sugar Islands. The fact that the islands attracted travellers from all over the world also led to a long tradition of dessert cuisine in the islands that can trace its roots back to many different parts of Europe, and elsewhere, leading to a wide variety of desserts nowadays.

Some desserts worthy of the most demanding palate are “*huevos mole*”, made from egg yolks and syrup, and “*frangollo*” originally a Portuguese dish that is made with a masterful combination of ingredients like corn flour and the excellent island honey, especially white broom honey, which is harvested in Las Cañadas del Teide. Fine examples of the wealth and variety of local desserts can be found in “*rosquetes*” from La Laguna or Garachico, cakes from Vilaflor, sweet potato and almond pasties and pies from the Orotava Valley.





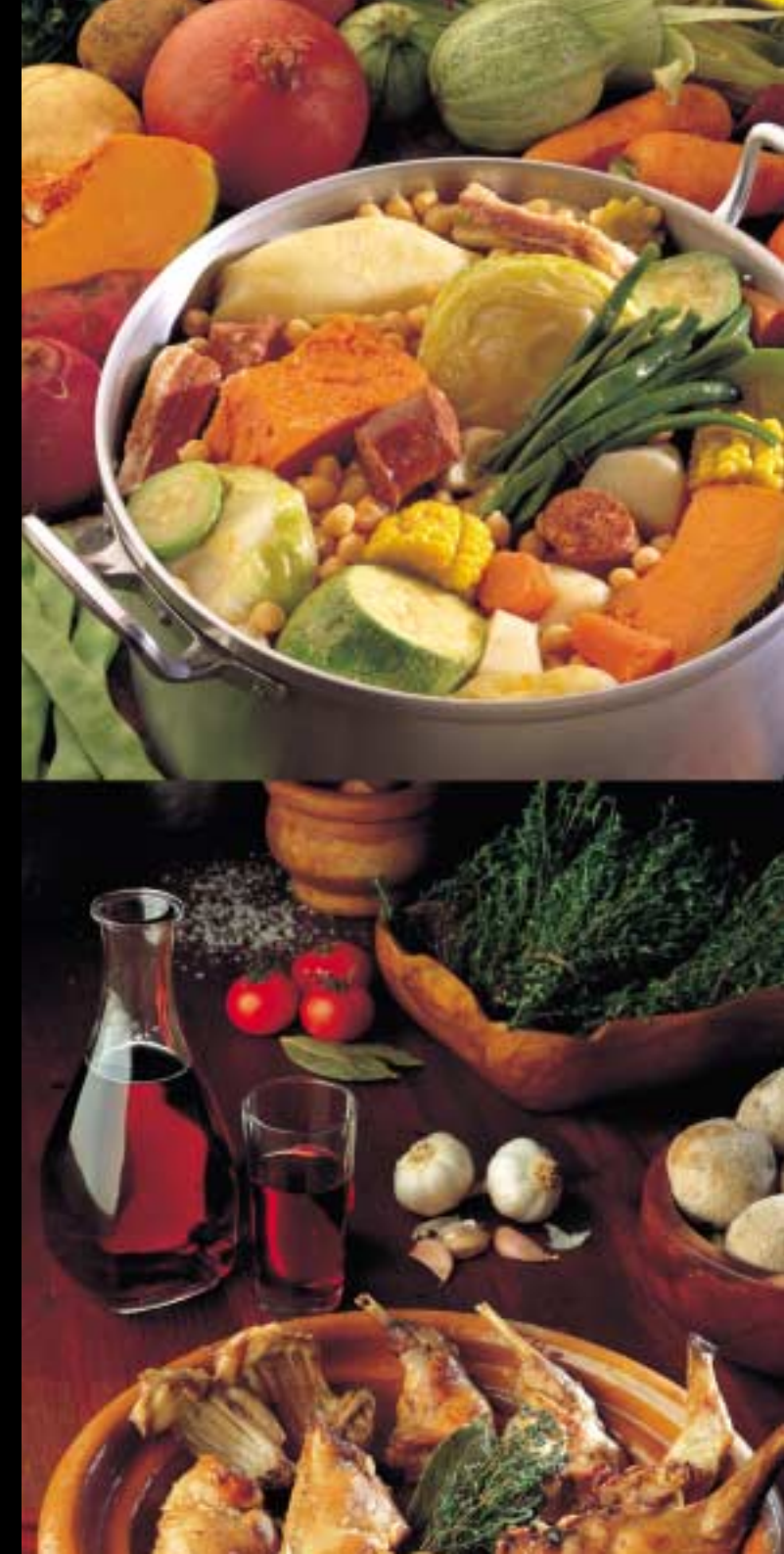
# TOBACCO

Experts know that Canary Island tobacco is one of the best in the world, and the traditions of producing the best tobacco are maintained alive and well in the Islands. Hand made cigars are made that transmit the singularities of times gone by. These are a real luxury, as their aroma awakens the essence of this region.

The close links that the Canary Islands have maintained with Cuba, contributing to its population and the development of its agriculture, both in the growing of tobacco and in its processing, have produced specialists who have passed on their know-how from one generation to another, thus, maintaining their reputation throughout the world.



## GASTRONOMIC ESTABLISHMENTS OF TENERIFE





## TRADITIONAL MARKETS AND WINE CELLARS\*

### NUESTRA SEÑORA DE ÁFRICA MARKET

C/ San Sebastián-Mercado  
38003 Santa Cruz de Tenerife  
Phone: 922 214 743 / Fax: 922 882 233  
larecova.3076@cajarural.com

### LA LAGUNA MARKET

Pza del Adelantado, s/n  
38285 San Cristóbal de La Laguna  
Phone: 922 601 100 / Fax: 922 253 903

### TACORONTE MARKET

Carretera Tacoronte-Tejina, s/n  
Barrio de San Juan  
38350 Tacoronte  
Phone: 922 563 805 / Fax: 922 562 590

### GRANADILLA DE ABONA MARKET

Salida de la Autopista del Sur-El Médano  
38611 San Isidro  
Phone: 922 759 961 / Fax: 922 759 965  
adlgranadilla@terra.es

### BODEGAS INSULARES DE TENERIFE (WINE CELLARS)

C/ Vereda del Medio, 8-B  
38350 Tacoronte  
Phone: 922 570 617 / Fax: 922 570 043  
www.cistia.es/bod.ins.tfe  
bitsa@cistia.es

### BODEGA VALLEORO (WINE CELLARS)

Carretera General La Orotava-Los Realejos  
Km. 4.5. La Perdoma  
38315 La Orotava  
Phone: 922 308 031 / Fax: 922 308 233  
voro.3076@cajarural.com

## RESTAURANTS\*

### RESTAURANTE BARBACOA TACORONTE FIESTA

#### CANARIA CARNAVAL

Las Toscas s/n. Santa Catalina  
38350 Tacoronte  
Phone: 922 382 910 / Fax: 922 378 131  
www.fiestacanariacarnaval.com  
reservas@fiestacanariacarnaval.com

### RESTAURANTE CASA COMIDA LA HIERBITA

C/ El Clavel, 19  
38003 Santa Cruz de Tenerife  
Phone: 922 244 617  
www.lahierbita.com  
lahierbita@guiatenerife.com

### RESTAURANTE CASA DEL MAR

Avda. del Ferry, s/n. Los Cristianos  
38640 Arona  
Phone: 922 751 323 / Fax: 922 788 074

### RESTAURANTE CASA DEL VINO LA BARANDA

Autopista General del Norte, Km. 21  
Finca La Baranda (El Sauzal Exit)  
38360 El Sauzal  
Phone: 922 563 886 / Fax: 922 563 886

### RESTAURANTE CASA PANCHE

Playa La Arena, s/n  
38683 Santiago del Teide  
Phone: 922 861 323 / Fax: 922 861 474  
www.canary-guide.com/pancho

### RESTAURANTE COFRADÍA DE PESCADORES

San Andrés s/n. Zona de Varadero  
Playa de las Teresitas  
38120 Santa Cruz de Tenerife  
Phone: 922 549 024 / Fax: 922 293 028

### RESTAURANTE DE TAPA EN TAPA

Paseo Milicias de Garachico, 1  
Edif. Hamilton  
38002 Santa Cruz de Tenerife  
Phone: 922 151 025 / Fax: 922 574 051  
detapaentapa@yahoo.es

### RESTAURANTE EL BURGADO

Avenida Playa de las Arenas s/n  
38480 Buenavista del Norte  
Phone: 922 127 794

### RESTAURANTE EL COTO DE ANTONIO

C/ General Goded, 13  
38006 Santa Cruz de Tenerife  
Phone: 922 272 105 / Fax: 922 290 922

### RESTAURANTE EL DUENDE

La Higuerita, 41  
38400 Puerto de la Cruz  
Phone: 922 374 517 / Fax: 922 374 517

### RESTAURANTE EL FAISÁN DE LUCAS

Camino de Acentejo, 68  
38370 La Matanza de Acentejo  
Phone: 922 578 249 / Fax: 922 363 127

### RESTAURANTE EL JABLE

C/ Bentejui, 9. San Isidro  
38611 Granadilla de Abona  
Phone: 922 390 698 / Fax: 922 177 444

### RESTAURANTE EL PATIO

C/ Gran Bretaña, s/n. Costa Adeje  
38670 Adeje  
Phone: 922 746 001 / Fax: 922 746 060

### RESTAURANTE IL PAPPAGALLO

Avda. Richard J. Yeoward, 1 Hotel Botánico  
38400 Puerto de la Cruz  
Phone: 922 381 400 / Fax: 922 381 504  
www.hotelbotanico.com  
hotelbotanico@hotelbotanico.com

### RESTAURANTE ISLA BAJA

C/ Esteban de Ponte, 5  
38450 Garachico  
Phone: 922 830 008 / Fax: 922 830 008

### RESTAURANTE LA CAZUELA

C/ Robayna, 34  
38004 Santa Cruz de Tenerife  
Phone: 922 272 300 / Fax: 922 244 524  
www.vanaga.es/cazuela  
bacalao1@navegalia.com

### RESTAURANTE LA PARRILLA

Avda. Richard J. Yeoward, 1. Hotel Botánico  
38400 Puerto de la Cruz  
Phone: 922 381 400 / Fax: 922 381 504  
www.hotelbotanico.com  
hotelbotanico@hotelbotanico.com

### RESTAURANTE LA RANA

Parque Santiago IV. Playa de las Américas  
38660 Arona  
Phone: 922 752 522 / Fax: 922 793 058

### RESTAURANTE LOS MENCEYES

Avda. Doctor José Navieras, 38  
38004 Santa Cruz de Tenerife  
Phone: 922 276 700 / Fax: 922 280 017  
www.luxurycollection.com/mencey  
reservations.hotelmencey@luxurycollection.com

### RESTAURANTE MAGNOLIA

Avda. Marqués de Villanueva del Prado  
38400 Puerto de la Cruz  
Phone: 922 385 614 / Fax: 922 380 127

### RESTAURANTE MESÓN DEL NORTE

Carretera Gral. de Masca, 1. Las Portelas  
38480 Buenavista del Norte  
Phone: 922 128 049  
mesondelnorte@terra.es

### RESTAURANTE MESÓN EL DRAGO

C/ Marques de Celada, 2. El Socorro  
38292 Tegueste  
Phone: 922 543 001 / Fax: 922 544 454  
drago@activanet.es

### RESTAURANTE SABOR CANARIO

C/ Carrera, 17-23  
38300 La Orotava  
Phone: 922 322 793 / Fax: 922 324 459  
www.saborcanario.es  
saborcanario@infonegocio.com

### RESTAURANTE THE ORIENTAL

Avda. Richard J. Yeoward, 1. Hotel Botánico  
38400 Puerto de la Cruz  
Phone: 922 381 400 / Fax: 922 381 504  
www.hotelbotanico.com  
hotelbotanico@hotelbotanico.com

### RESTAURANTE VICTORIA

C/ Hermano Apolinar, 8  
38300 La Orotava  
Phone: 922 331 683 / Fax: 922 320 519  
www.victoria.teneriffa.com  
hotel.victoria@teneriffa.com

## OTHER SPECIALITIES\*

### PASTELERÍA EL ADERNO (CAKE SHOP)

C/ La Alhóndiga, 8  
38480 Buenavista del Norte  
Phone: 922 127 368 / Fax: 922 127 675  
www.eladerno.com  
info@eladerno.com

### PASTELERÍA LA GAÑANÍA (CAKE SHOP)

Camino El Durazno, 11  
38400 Puerto de la Cruz  
Phone / Fax: 922 371 000

### PIEDRAS DEL TEIDE

#### (CHOCOLATE-COVERED ALMONDS)

C/ Rambla Gral. Franco, 83  
38004 Santa Cruz de Tenerife  
Phone: 922 282 119 / Fax: 922 296 192  
www.lopezecheto.com







*Tenerife*  
UNA ISLA CON  
SABOR



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## identification data

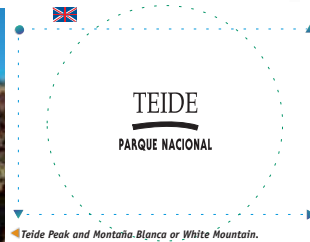
Name  
**TEIDE**  
Protection Category  
**National Park**  
Autonomous Region  
**Canarias**  
Province  
**Santa Cruz de Tenerife**  
Area  
**18,990 hectares**  
Longitude: **16° 29'00" W-16° 44'00" W**  
Latitude: **28° 09'00" N-28° 20'00" N**  
Created  
**22 January 1954**  
Reclassified  
**25 March 1981**

## addresses

**PARQUE NACIONAL  
DEL TEIDE**  
**Park Offices**  
c/ Doctor Sixto Perera González, 25  
38300 La Orotava  
Tel. 922922371 Fax: 922326497  
e-mail: teide.mao@gobiernodecanarias.org  
Web: <http://reddeparquesnacionales.mma.es/  
parques/teide/index.htm>  
http://www.parquesnacionalesdecnarias.es/es/teide/  
"El Portillo" Visitor Centre  
Carretera La Orotava - Granadilla, Km 32.100  
38300 El Portillo, La Orotava (Santa Cruz de Tenerife)  
"Cañada Blanca" Visitor Centre  
Carretera La Orotava - Granadilla, Km 46.400;  
Parador de Turismo de las Cañadas del Teide  
38300 La Orotava (Santa Cruz de Tenerife)

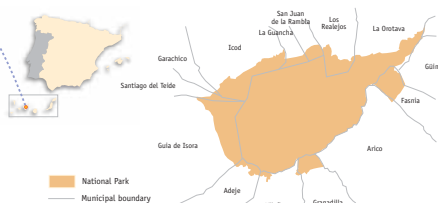
## diplomas

1989 European Diploma for Protected Areas of the Council of Europe. Renewed in 1994, 1999, 2004 and 2009  
1995 Environment Award for Institutions, presented by Tenerife Island Council  
1996 Distinction for Tourist Merit awarded by the Ministry of Trade and Tourism  
1999 "Anales del Turismo y Convivencia Ciudadana" Award, presented by the Santa Cruz de Tenerife Centre for Initiatives and Tourism  
2005 The environmental management system ISO 14001  
2006 Community eco-management and audit scheme (EMAS)  
2007 World Heritage  
Natural habitats (Natura 2000)



Teide Peak and Montaña Blanca or White Mountain.

The Park is located in the centre of the Island of Tenerife, flanked to the north by the Orotava Valley and to the south by the Vilaflores Pine Forest. It is situated on lands belonging to the municipalities of Adeje, Fasnia, Garachico, Granadilla de Abona, Guía de Isora, Icod de los Vinos, La Guancha, La Orotava, Los Realejos, San Juan de la Rambla, Santiago del Teide and Vilaflores.



## establishment

Teide was declared a National Park by Decree of 22 January 1954. Act 5/1981 of 25 March established a special legal regime for the Park in implementation of the Protected Natural Spaces Act. Enlargement of the Park to its present size of 18,990 ha was approved on 2 July 1999.

## man and his imprint on the park and its surroundings



Bee-keeping is a traditional pursuit in the Park.

There has never been much human activity on Teide.

The Observatory buildings – part of the scenery.



**The National Park.** The Park is located in the centre of the Island of Tenerife and is the only subtropical alpine area in Europe. This is a key factor in its biological wealth, and explains why many species found there are exclusive to the Park. The first thing that strikes one is the immense caldera called *Circo de Las Cañadas*. A depression 17 km across, it is bounded to the north-east, east and south by steep escarpments rising as high as 700 m. Above this, mount Teide rears up to over 2,000 m, beyond the influence of the moist trade winds. Climatic conditions are totally different from those prevailing in the rest of the archipelago. Low relative humidity all year round and very little rainfall make Teide uncommonly arid compared with other mountain areas. These peculiarities lend it a completely different appearance depending on the season – totally snow-clad in winter, covered with bright colours in spring and dry and arid in summer.

**Principal ecosystems**  
Systems associated with volcanic processes and associated vegetation.



**Teide, an active volcano.** In the centre of Las Cañadas towers the Teide-Pico Viejo volcanic complex, a stratovolcano formed in the Pleistocene by the accumulation of matter from successive eruptions. It is still active today, as evidenced by the intense fumarole activity in the summit crater. Teide is topped by a light-coloured cone with a crater 80 m in diameter. At 3,717.98 m, this is the highest point in Spain and in any Atlantic archipelago. In Roman times it was lower, lighter in colour and the summit was rounded rather than peaked. There was an eruption in the Middle Ages lasting several decades, in the course of which the black lava of Teide was thrown up and the mountain attained its present height. The last eruption within the Park area occurred in 1798. A series of new mouths opened up in the sides of the Pico Viejo or Old Peak, known as *Las Narices del Teide* or The Nostrils of Teide. For three months these mouths spewed out immense quantities of lava, covering a large area of land and giving birth to the disquieting malpaisés or badlands in the western sector of the Park.

**Cultural aspects.** The first inhabitants of Tenerife were the Guanches, an essentially pastoral people who moved up to the summits in summertime in search of pasture for their herds. They spent the summer in the Cañadas with their sheep and goats. They guarded their flocks with the help of faithful dogs who were actually buried with their masters, a fact confirmed by remains found in the Llano de Maja. Numerous archaeological remains bear witness to seasonal occupation – huts, graves (some containing mummified bodies), funeral furnishings, obsidian utensils and ceramics. For these people Teide was a holy mountain, their 'Axis Mundi' or place that holds up the sky. Following the conquest of the Canaries by the Crown of Castile, all the islands – and particularly Teide – were regularly visited by the scientific expeditions that set off to discover the New World from the 16th century onwards. Attracted by the unique flora and fauna and the volcanic scenery of La Caldera, many scientists have bequeathed tokens of their interest. Examples include Abbot Feuillé, who produced the first scientific measurement of the height of Teide in 1724; Alexander Von Humboldt, who laid the foundations for modern botanical studies, and the Germans Fritsch, Hartung and Reiss, who drew up the first geological map of Tenerife (still generally usable) in 1866. In the last few decades, Tenerife has become one of Europe's chief tourist destinations and the Park is a must for most visitors to the island.

**Human activity.** The famous *Cañadas del Teide* are large, flat valley bottoms created by the accumulation of matter from the erosion of the upper escarpments of the cirque walls. Light yellow in colour, these vales were once used as natural passages and pastures for sheep and goats.

## flora and fauna

**Flora.** The most representative species are two leguminous bushes – Teide white broom, which in spring is clad in white blossom, and the yellow-blossomed *codoso* or sticky broom. There are communities of Teide violets, the emblem and pride of the Park, which grow on scoria and pumice at altitudes over 2,500 m. One of the most spectacular plants is the Teide bugloss, which can grow up to 3 m tall, displaying hundreds of tiny bright red blossoms in springtime. Other interesting species include the carline thistle or the dwarf Teide bugloss, which can only be seen in this area.

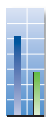


**Fauna.** The catalogue of the Park's invertebrates, compiled in 1997, includes 1,052 species, 409 of which were hitherto unknown in this area. Reptiles include the Canary lizard (*Gallotia galloti eisenbrauti*), the Canary dragon gecko (*Tarentola delalandii delalandii*), popularly associated with good luck, and the Canary skink. Birdlife is relatively plentiful and varied in comparison with other Macaronesian archipelagos, but scarcer than in continental areas. The Canary Island chaffinch, whose strong beak is specially adapted for feeding on Canary Island pine seeds, lives and nests in the belt of pines circling the high mountain area of Tenerife and is a regular visitor to the Park. Other common bird species include the kestrel, the great grey shrike, the buzzard and the canary. Mammal species are scarcer owing to the difficulty of reaching the islands, with the exception of bats, which are able to fly to them. The Park contains five different species of bat – Savi's pipistrelle, the Madeira pipistrelle, the Canary long-eared bat, Leisler's bat and the European free-tailed bat. All other mammal species have been introduced by man over the centuries. Sheep and goats were introduced in aboriginal times and rabbits and rats became acclimatised in the late 15th century. The Corsican mouflon was introduced to Tenerife as a game species thirty years ago.



**FLORA**  
1 Teide bugloss  
2 Teide flaxweed  
3 Teide white broom  
4 Teide daisy  
5 Teide violet

Spectacular volcanic scenery coloured by flaxweed, with Teide in the background.



The summit of Teide: the highest point in Spain.

| DATA                               |
|------------------------------------|
| maximum altitude of Teide: 3,718 m |
| mean altitude of the Park: 2,000 m |



The beauty of blossoming bejeque (*Aeonium smithii*) clinging to the sheer rock.

**FAUNA**  
1 Great grey shrike  
2 Barbary partridge  
3 Canary lizard  
4 Canary Island chaffinch  
5 Berthelot's pipit



Teide violets in bloom. A species exclusive to the Park.



The striking Cinchoda is emblematic of the Park.



El Roque Cinchado: a magnificent example of geological fantasy.



# visiting the park



A sea of clouds at the base of Teide



Spring in the Park



Teide bugloss



Lava beds



View of the Old Peak crater

**General Information.** The Park is served by bus (*guagua*) lines 348 and 342. To reach the north entrance by car, take the TF-21 (Orotava-Granadilla) and the TF-24 (La Laguna-El Portillo). The southern entrance is reached by way of TF-21 or the Boca Tauce-Chio road (TF-38).

**Visitor Centres.** There are two Visitor Centres open daily (except 25 December and 1 January) from 9 a.m. to 4 p.m. **El Portillo Visitor Centre** exhibits the geological history of the Park and the relations and environment of the life forms that inhabit it. The **Cañada Blanca Visitor Centre** offers an exhibition on the interaction and mutual influence of man and the *Cañadas*.

**The origin of the Park.** The origin of the Circo de Las Cañadas is one of the most disputed aspects of volcanism in the Canary Islands today. The most plausible hypothesis is the sliding theory, according to which 170,000 years ago the flanks of the Edificio Cañadas (an immense volcanic complex which some scientists estimate to have been 6,000 m high) were destabilised by an excessive build-up of matter. They slid towards the sea leaving a huge horseshoe-shaped depression, which is now the amphitheatre of Las Cañadas and the Icod-La Guancha valley. Intense volcanic activity subsequently filled in the cavity to produce the Teide stratovolcano.

**Routes**  
**Guided excursions.** Visitors can go on free guided walks. Apply to the Park Office and Centres. **Trail network.** There is a comprehensive network of trails for walkers to enjoy the Park on their own.

#### Other services

**Botanical garden.** Situated next to the Portillo Visitor Centre. This provides the opportunity to view Canary alpine plants (which are difficult to see in their natural environment), many of them endemic to the Park or the island.



## advice and safety

Visitors to the Park are expected to respect the peace of the place and cooperate in its preservation. In high mountain areas any physical effort is exhausting; save your energy to avoid tiring early. A slow, steady pace is best. Use footwear suitable for loose, stony mountain terrain to avoid twisted ankles. Take special precautions in winter, particularly if it has snowed, and remember that in summer the sunlight is extremely intense and can cause serious burns. Be wary of bees in springtime and summer in places where there are hives. In July and November, when shooting expeditions are organised to cull the mammals imported to the Park, never stray from the trails and pay attention to the signs.

## don't miss:

- The famous *Cañadas* are large flat areas where matter from the erosion of the upper escarpments gathers. Light yellow in colour, these vales were once used as natural passages and pastures.
- The Teide violet, growing at altitudes over 2500 m, is emblematic of the Park and a source of pride.
- The most characteristic and abundant plant is the white-flowered "Teide broom".
- One of the species endemic to the Canaries and found in the Park is the Canary Island chaffinch, a large, robust bird with a strong beak, which nests and lives in the pinewoods surrounding Teide.
- To climb up to Teide Peak, you need a permit from the Web <http://www.reservasparquesnacionales.es>

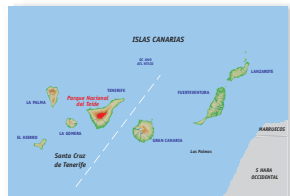
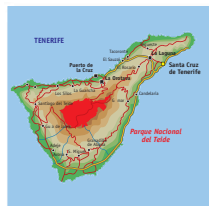
## map of Teide National Park

TEIDE  
PARQUE NACIONAL

Your safety is our concern, but it is your responsibility.



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For any further information related to the paths, ask in the Park Information Centres





If you want to enjoy the  
landscapes of Tenerife,  
you have to  
see them.

Vantage point of Tenerife  
A selection of  
the best vantage points  
that you must see...



#### Information of usuefulnes

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| <b>Security:</b>   | House of Honey<br>922 562 711  |
| Emergencies:   | 112  |
| National Police:   | 091  |
| Local Police:  | 092  |
| Civil Guard:   | 062  |
| <b>Public transport:</b>   | Pinolere Ethnographic Museum:<br>922 336 733                           |
| Information: 922 531 300   | <b>Guided tours:</b>   |
| <b>Airports:</b>   | Cueva del Viento: 922 815 339  |
| Tenerife South: 922 759 000  | Historic Centre of La Laguna:<br>922 601 106                           |
| Tenerife North: 922 635 998  | Parliament of the Canary Islands:<br>922 473 324                       |
| <b>Meteorology:</b>  | Library of Sta. Cruz de Tfe.:<br>922 243 808                           |
| Local Weather forecast: 922 213 222                                  | Auditorio de Tenerife: 922 568 625                                     |
| <b>Museums:</b>  | <b>Cable car station:</b>  |
| Autonomous Organism of Museums<br>and Center: 902 080 070            | 922 010 445 - 922 694 038  |
| Museum of History and Anthropology<br>of Tenerife: 922 825 949       | <b>Visitors' Centre:</b>   |
| Museum of Science and the Cosmos<br>922 315 265                      | Parque Nacional del Teide:<br>922 290 129 / 922 290 183                |
| Museum of Nature and Man:<br>922 535 816                             | Cruz del Carmen Visitors' Centre:<br>922 633 576                       |
| Municipal Museum of Fine Arts of<br>Santa Cruz de Tfe.: 922 244 358. | Agua García Heritage Information<br>Centre: 922 584 560                |
| Museum of Latin American Handicraft:<br>922 321 746                  | Exhibition Centre of the<br>San Cristóbal Castle Ruins:<br>922 285 605 |

**hola!**  
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TERRITORIO Y MEDIO AMBIENTE  
Consejería Delegada de Paisaje y Medio Urbano

Design and development: ACIBENAL. E-commerce: 2010. Translation: Gabriela Romera



**Mirador de El Bailadero**  
TF-123 P.K. 0,200. Santa Cruz de Tenerife

- P** El Bailadero vantage point is a balcony over the fertile valley of Taganana, hemmed in by an arc of jagged peaks. The village of Taganana spills over the lower slopes among cultivated lands and vineyards, a reminder of the former prosperity brought by the wine trade with Europe.
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**Mirador del Pico del Inglés**  
TF-114 P.K.0,144. Santa Cruz de Tenerife

- P** Pico del Inglés vantage point is surrounded by the *monteverde* or broadleaf evergreen forests of Anaga Rural Park. Here you can enjoy spectacular views of the Tahodio's ravine, its reservoir at the bottom, and behind you Afur's ravine. Beyond, you can make out Santa Cruz and La Laguna, the seacoast of Valle de Güimar and Pedro Gil ridge, with Mt. Teide in the distance.
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**Mirador de La Cruz del Carmen**  
TF-12 P.K. 23. San Cristóbal de La Laguna

- P** Engulfed by the laurisilva or laurel forest of Anaga Rural Park, this vantage point affords spectacular views over the meadowlands of San Cristóbal de La Laguna, a world heritage site. In the background, the hilltops of Pedro Gil ridge, crowned by the solemn presence of Mt. Teide. Pay a visit to Mesa Mota, a natural lookout point, for a bird's eye view of the historical layout of the streets of La Laguna.
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**Mirador de San Pedro**  
TF-5 P.K. 41. Los Realejos

- P** This is an ideal spot to enjoy sweeping views of the north coast and the Rambla de Castro Protected Landscape. Palm trees envelope the tell-tale signs of human action down the centuries, including the banana plantations and the Castro family estate, La Gordejuela water elevator, the chapel or ermita de San Pedro and San Fernando fort.
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**Mirador de Mazapé**  
TF-351 P.K.1. San Juan de La Rambla

- P** From here a splendid view of Tenerife's north coast unfolds before your eyes from Isla Baja de Daute to the Acentejo coastline. Three protected natural areas vie with each other to offer the best vistas: Los Acanilados de La Culata Protected Landscape, Barranco de Ruiz Site of Scientific Interest and Campeches, Tigaiga y Ruiz Protected Landscape.
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**Mirador de Altos de Baracán**  
TF-436 P.K. 12. Buenavista del Norte

- P** This vantage point is located on the line that separates the wet and dry sides of the island. Its strategic position allows you to take in the green north-facing valley of El Palmar, and the cavernous ravines facing south. If you decide to pay a visit, you will be rewarded with the two faces of Teno Rural Park, in the westernmost tip of Tenerife.
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**Mirador de La Cruz de Hilda**  
TF-436 P.K. 14. Buenavista del Norte

- From La Cruz de Hilda you can catch sight of the hamlet of Masca, located at the head of the ravine of the same name. This tiny settlement is highly representative of those found in the ancient massif of Teno. Cast your eye around and take in the cultivated terraces, palm tree groves, and expanses of broom and Canary Spurge colonizing the now abandoned vegetable plots higher up the hillside.
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**Mirador de Archipenque**  
TF-454 P.K. 5. Santiago del Teide

- P** This vantage point offers an incomparable view. The ridges of Nifa, Guergues and Abache, in the southwest corner of Teno Rural Park, are transformed into impressive coastal escarpments that tower up to 500 m above the calm waters of the western side of the island. In the foreground, the sports marina and residential areas at Los Gigantes complete the postcard-picture view of this tourist resort. In the background, Teno Point signals the end of the island at its northwest tip.
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**Mirador de Chirche**  
TF-38 P.K. 24. Guía de Isora

- P** This vantage point provides a panoramic view of the seacoast and treeline areas of Guía de Isora, including several gems of the island's natural and rural heritage. The hamlets of Chirche and Aripe are the essence of this Protected Area of Cultural Interest. In the distance, soaring above the landscape, is Montaña de Tejina Natural Monument, an ancient volcanic dome that presides over the borough of Guía de Isora.
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**Mirador de La Centinela**  
TF-28 P.K.85. San Miguel de Abona

- From La Centinela vantage point you can take in a landscape that includes waterside settlements and the shoreline of south Tenerife. The entire scene is dotted with volcanic structures such as Montaña Roja Special Natural Reserve, Montaña de Guaza Natural Monument and the Malpais de Rasca Special Natural Reserve. Crops cultivated under plastic and vegetation, which is gradually creeping over the abandoned fields, lend a final descriptive flourish to the area.
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**Mirador de Los Campitos**  
TF-111 P.K. 2. Santa Cruz de Tenerife

- P** The port and city of Santa Cruz de Tenerife monopolise the view from this vantage point. The metropolis that lays before you extends from the limits of Anaga Rural Park, progresses slowly southwest, where most urban development is centred, and continues up the mountainside to the borough of San Cristóbal de La Laguna.
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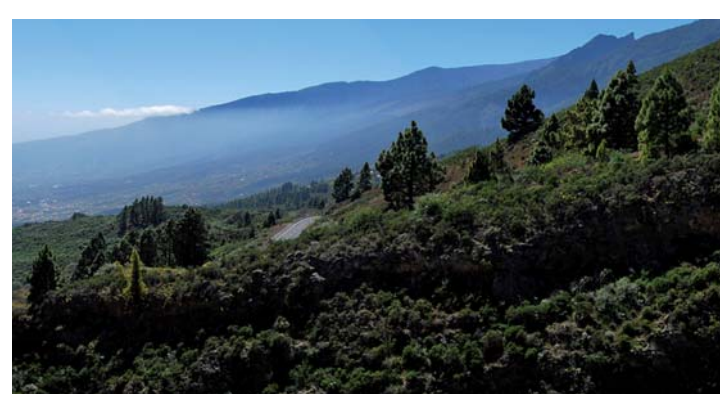
**Mirador de Montaña Grande**  
TF-24 P.K.11. El Rosario

- P** Engulfed by a dense pine forest within Las Lagunetas Protected Landscape, the scenery from Montaña Grande vantage point encompasses the cities of Santa Cruz and La Laguna. From here, you can witness the urban sprawl advancing on the treeline or mid-altitude areas of the town of El Rosario. An agricultural landscape still prevails and serves as a buffer zone between the city and the pine forests of Corona Forestal Natural Park.
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**Mirador de Ortuño**  
TF-24 P.K.19. La Victoria de Acentejo

- P** Ortuño vantage point is located inside Corona Forestal Natural Park, and on fine days, affords wonderful views of Valle de La Orotava from summit to sea. The valley is densely populated, with most urban development clustering around La Orotava and Puerto de La Cruz. The green mantle of the pine forests stretches right up to the foothills of Mt. Teide, where it is replaced by bare ochre slopes.
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**Mirador de Chivisaya**  
TF-523 P.K.10. Candelaria

- P** This vantage point offers you a complete view of Valle de Güimar. The towns of Arafo, Candelaria and Güimar are girdled by former farming plots and modern greenhouses. The region's natural value is endorsed by three protected natural areas: Malpais de Güimar Special Natural Reserve, Las Siete Lomas Protected Landscape, and Corona Forestal Natural Park.
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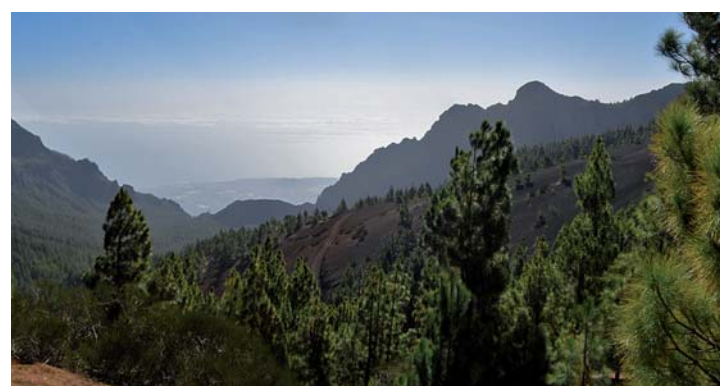
**Mirador de Cumbres del Sur o Chimague**  
TF-24 P.K.26. Arafo

- P** Chimague vantage point is located in the hills of Arafo, from where you can enjoy a spectacular view of Valle de Güimar and the dense pine groves of Corona Forestal Natural Park. On a clear day, you can catch a glimpse of the island of Gran Canaria on the horizon. This panoramic view is greatly enhanced by the array of colours produced by the shadows of clouds gliding over the sea.
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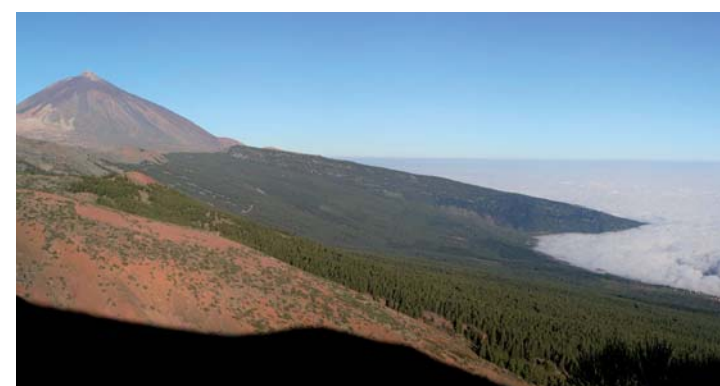
**Mirador de Cumbres del Norte o Chipeque**  
TF-24 P.K.26. Santa Ursula

- P** The sea of clouds permitting, from Chipeque vantage point you can admire panoramic views of Valle de La Orotava and its towns and villages. Presiding over the scene is Mt. Teide. In the background, the blurry massif of Teno and on the horizon, you can make out the island of La Palma, engulfed by the sea of clouds.
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**Mirador de La Crucita**  
TF-24 P.K.30. Arafo

- P** This vantage point forms a natural balcony over La Caldera de Pedro Gil and Las Arenas or Arafo volcano, which last erupted in 1705. Further down, the landscape of Valle de Güimar unfolds, often concealed by the sea of clouds, and, in the distance, the outline of Gran Canaria.
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**Mirador de La Tarta**  
TF-24 P.K.31. La Orotava

- P** This vantage point, located near one of the main entrances to Teide National Park, provides you with excellent close-ups of Tenerife's highest peaks, with Mt. Teide itself soaring in the background. Below, the dense pine forests of Corona Forestal Natural Park and further down the broad valley of La Orotava. Most of the year, however, the valley is hidden under a thick sea of clouds, whipped up by the trade winds, a spectacle that is well worth seeing.
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**Mirador Roques de García**  
TF-24 P.K.46. La Orotava

- P** This vantage points offers panoramic vistas of Llano de Ucanca and the southern wall of the bowl-shaped hollow of Las Cañadas. Lined up along one side of the vantage point are the Roques de García, the rocky remains of an ancient wall that separated the two sides of the enormous caldera that is Las Cañadas. The peculiar forms sculpted by erosion are known as Roque Cinchado, La Catedral, and La Cascada.
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**Mirador de Boca Tauce**  
TF-21 P.K.52. Guía de Isora

- P** From Boca Tauce vantage point, Pico Viejo steals the limelight from Mt. Teide. The black lava flows of the last eruption in 1798 intermingle with the browns and ochres of other volcanic materials. Broom adds a splash of green to this apparently arid landscape.
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| Oficina Arona - Playa de las Vistas       | Paseo las Vistas, s/n<br>Los Cristianos<br>Arona. 38650                         | 922 78 70 11 | <a href="mailto:info-vistas@aronatravel.com">info-vistas@aronatravel.com</a>         | De Lun. a Vie. 08.30-18.00<br>Sab. Y Dom: 08.30-16.00                      | 922 75 04 44  |
| Oficina Arona - Los Cristianos            | Avda. Juan Carlos I. Estación de<br>guaguas de Los Cristianos.<br>38650         | 922 75 71 30 | <a href="mailto:info-cristianos@aronatravel.com">info-cristianos@aronatravel.com</a> | De Lun. a Vie. 08.30-16.00   | 922 75 71 30  |
| Oficina Arona - Playa de las Galletas     | Paseo Marítimo<br>Dionisio González Delgado<br>Arona. 38631                     | 922 73 01 33 | <a href="mailto:info-galletas@aronatravel.com">info-galletas@aronatravel.com</a>     | De Lun. a Vie. 08.30-16.00   | 922 73 55 04  |
| Oficina Buenavista del Norte              | C/ Plaza de los Remedios, s/n.<br>Casa Matula.<br>38480 Buenavista del Norte    | 922 12 80 80 | <a href="mailto:turismo@buenavistadelnorte.com">turismo@buenavistadelnorte.com</a>   | De Lun. a Sab. 09.00 - 14.30   | 922 12 80 93  |
| Oficina Aeropuerto Tenerife Sur           | Aeropuerto Tenerife Sur Reina<br>Sofía. 38610<br>Granadilla de Abona            | 922 39 20 37 | <a href="mailto:aeropuertotur@webtenerife.com">aeropuertotur@webtenerife.com</a>     | De Lun. a Vie. 09.00-21.00<br>Sab. y Dom. 09.00-17.00                      | 922 39 20 37  |
| Oficina Cabildo Aeropuerto Tenerife Norte | Aeropuerto Tenerife Norte Los<br>Rodeos<br>Los Rodeos, s/n. 38297. La<br>Laguna | 922 63 51 92 | <a href="mailto:nurialorenzo@webtenerife.com">nurialorenzo@webtenerife.com</a>       | De Lun. a Dom. 09.00-21.00<br><b>Cerrado:</b> 25 Diciembre, 1 y 6 de enero | 922 25 54 33  |
| Oficina del Cabildo Puerto de la Cruz     | La Casa de la Aduana<br>C/ Las Lonjas, s/n. 38400<br>Puerto de la Cruz          | 922 38 60 00 | <a href="mailto:manuel@tenerife.es">manuel@tenerife.es</a>                           | De Lun. a Vie. 09.00-20.00<br>Sab. y Dom. 09.00-17.00                      | 922 38 47 69  |
| Oficina Cabildo Santa Cruz                | Plaza de España, s/n. 38003<br>Santa Cruz de Tenerife                           | 922 28 12 87 | <a href="mailto:amonteverde@tenerife.es">amonteverde@tenerife.es</a>                 | De Lun. a Vie. 09.00-18.00<br>Sab. Y Dom. 09.30-13.00                      | 922 28 49 65  |
| Oficina Candelaria                        | Avda. de la Constitución, 7<br>38530 Candelaria                                 | 922 03 22 30 | <a href="mailto:oit@candelaria.es">oit@candelaria.es</a>                             | De Lun. a Jue. 09.00-14.00-15.00-17.00. Vie-Sab.:<br>09.00-13.00           | 922 50 08 08  |
| Oficina C.I.T. Candelaria-Caletillas      | Plaza del CIT, s/n<br>38520 Las Caletillas                                      | 922 50 04 15 | <a href="mailto:aranzazumartinalonso@hotmail.es">aranzazumartinalonso@hotmail.es</a> | De Lun. a Vie. 09.00-15.00   | 922 50 26 83  |
| Oficina C.I.T. Garachico                  | Avda. República de Venezuela,<br>s/n<br>38450 Garachico                         | 922 13 34 61 | <a href="mailto:citgara@hotmail.com">citgara@hotmail.com</a>                         | De Lun. a Sab. 10.00-15.00   | 922 13 34 61  |
| Oficina C.I.T. Güimar                     | Avda. Obispo Pérez Cáceres, 18<br>38500 Güimar                                  | 922 51 15 90 | <a href="mailto:citguimar@hotmail.com">citguimar@hotmail.com</a>                     | De Lun. a Vie. 08.30-14.30   |               |



| Nombre de oficina  | Dirección  | Teléfono                      | E-mail   | Horarios   | Número de fax                   |
|--|--|-------------------------------|--|--|---------------------------------|
| Oficina C.I.T. Icod de los Vinos                                   | C/ San Sebastián, 6<br>38430 Icod de los Vinos   | 922 81 21 23                  | citicod@telefonica.net   | De Lun. a Vie. 10.00-13.00   | 922 81 21 23<br>( No operativo) |
| Oficina C.I.T. Nordeste  | Ctra. Gral. Punta del Hidalgo<br>Frente al mirador San Mateo, s/n<br>38240                                     | 922 15 78 32                  | citnordeste@feciten.com  | De Lun. a Vie. 09.00-17.00   | 922 26 30 97                    |
| Oficina C.I.T. Puerto de la Cruz                                   | C/ Puerto Viejo, 13<br>38400 Puerto de la Cruz   | 922 38 87 77                  | info@citpuerto.com   | De Lun. a Vie. 09.00 - 13.00   |                                 |
| Oficina C.I.T. Santa Cruz  | Avda. Francisco Laroche, s/n   | 637 365 429                   | <a href="mailto:livingsc@livingsantacruz.es">livingsc@livingsantacruz.es</a>           | De Lun. a Sab. 09:30 - 13:30 (según cruceros)  |                                 |
| Oficina C.I.T. Sur   | Avda. Rafael Puig, 17<br>38660 Costa Adeje   | 922 79 33 12                  | info@citsur.com  | De Lun. a Vie. 09.00-13.00   | 922 79 33 90                    |
| Oficina Costa - Adeje - Troya                                      | Avda. Rafael Puig, 1<br>38660 Costa Adeje  | 922 75 06 33                  | <a href="http://www.costa-adeje.es">www.costa-adeje.es</a><br>(Formulario de contacto) | De Lun. a Dom. 10.00 - 17.00   | 922 78 89 55                    |
| Oficina Costa - Adeje - Playa Fañabé                               | Avda. Litoral, s/n<br>38660 Costa Adeje  | 922 71 65 39                  | <a href="http://www.costa-adeje.es">www.costa-adeje.es</a><br>(Formulario de contacto) | De Lun. a Vie. 10.00 - 17.00   | 922 71 66 43                    |
| Oficina El Médano  | Plza. de los Príncipes de España<br>38612 Granadilla de Abona  | 922 17 60 02                  | <a href="mailto:turismo@granadilladeabona.org">turismo@granadilladeabona.org</a>       | <b>De Septiembre a Junio:</b> de Lun. a Vie. 09.00-15.00<br>Sab. 09.00-13.00<br><b>De Julio a Agosto:</b> de Lun. a Vie. 09.00-14.00<br>Sab. 09.00-12.00 | 922 17 60 02                    |
| Oficina La Laguna - Casa Alvarado-Bracamonte (Capitanes Generales) | C/ La Carrera, 7 Bajo<br>Casa Alvarado-Bracamonte<br>(Capitanes Generales)<br>38201 San Cristóbal de La Laguna | 922 63 11 94                  | <a href="mailto:turismo.laguna@cabtfe.es">turismo.laguna@cabtfe.es</a>                 | <b>Todos los días:</b> de 09.00-17.00  | 922 60 89 74                    |
| Oficina La Laguna - Punto de Información Aeropuerto Tenerife Norte | Aeropuerto de Tenerife Norte<br>Los Rodeos<br>38297 San Cristóbal de La Laguna                                 | 922 82 50 46                  | <a href="mailto:turismo.laguna@cabtfe.es">turismo.laguna@cabtfe.es</a>                 | <b>Todos los días:</b> 09.00-17.00   |                                 |
| Oficina La Orotava   | C/ Calvario, 4<br>38300 Villa de La Orotava  | 922 32 30 41                  | <a href="mailto:turismo@villadelaorotava.org">turismo@villadelaorotava.org</a>         | De Lun. a Vie. 08.00-18.00. Sab.-Dom.: 09.00-14.30   | 922 32 43 67                    |
| Oficina Los Realejos   | Plaza de la Unión, s/n<br>38410 Los Realejos   | 922 34 61 81                  | <a href="mailto:info@losrealejos.travel">info@losrealejos.travel</a>                   | De Lun. a Vie. 09.30-13.30   | 922 34 66 03                    |
| Oficina San Miguel de Abona  | Oficina de turismo "El Caracol"<br>Avda. Galván Bello, s/n<br>Golf del Sur<br>38620 San Miguel de Abona        | 922 73 86 64                  | <a href="mailto:turismo@sanmigueldeabona.org">turismo@sanmigueldeabona.org</a>         | De Lun. a Vie. 08.00-15.00   | 922 72 75 01                    |
| Oficina Santa Cruz de Tenerife                                     | C/ Castillo esq. C/ Cruz Verde<br>38003 Santa Cruz de Tenerife   | 922 28 95 36 /<br>607 830 068 | <a href="mailto:cityexpertcastillo@gmail.com">cityexpertcastillo@gmail.com</a>         | De Lun. a Vie: de 09:00 a 17:00 horas. Sab. Y Dom.<br>09.00-14.00.   | 922 28 95 36                    |
| Oficina Santa Cruz de Tenerife Intercambiador                      | Área de Llegada de Guaguas Interurbanas del Intercambiador de Santa Cruz de Tenerife.38005                     | 922 28 95 36 /<br>607 830 104 | <a href="mailto:cityexpertcastillo@gmail.com">cityexpertcastillo@gmail.com</a>         | De Lun. a Vie: de 09:00 a 17:00 horas. Sab. Y Dom.<br>09.00-14.00.   | 922 28 95 36                    |



| Nombre de oficina                         | Dirección  | Teléfono     | E-mail   | Horarios   | Número de fax |
|---|--|--------------|--|--|---------------|
| Oficina Santiago del Teide                | Avda. Marítima Ctro. Com. Seguro de Sol Local 34<br>Playa de la Arena<br>38683 Puerto Santiago | 922 86 03 48 | santiagodelteide@yahoo.es  | De Lun. a Vie. 07.30 - 15.00   | 922 86 03 48  |
| Oficina Tacoronte                         | Ctra. General Tacoronte-Tejina (La Estación)<br>38350 Tacoronte                                | 922 57 00 15 | <a href="mailto:turismo@aytotacoronte.org">turismo@aytotacoronte.org</a>                       | De Lun. a Vie. 09.00-13.00   | 922 57 00 15  |
| Centro de Visitantes Cruz del Carmen      | Ctra. Las Mercedes, Km. 6<br>38294 San Cristóbal de La Laguna                                  | 922 63 35 76 | cvisitantes@cabtfe.es  | De Lun. a Dom. 09.30-16.00   | 922 63 35 76  |
| Centro de Visitantes Parque Rural de Teno | Finca los Pedregales<br>El Palmar<br>38480 Buenavista del Norte                                | 922 44 79 70 | <a href="mailto:acabrerag@tenerife.es">acabrerag@tenerife.es</a>                               | De Lun. a Vie. 09.00-14.00.  | 922 12 80 43  |
| Centro de Visitantes Los Silos            | Plaza de la Luz, 9. 38470 Los Silos  | 922 84 10 86 | <a href="mailto:cipa@lossilos.es">cipa@lossilos.es</a>   | De Lun. a Vie. 08:00 - 15:00 Sab. 09:00 -11:30.                                  |               |
| Oficina Santiago del Teide (casco)        | C/La Iglesia, 64. 38690 Santiago del Teide   | 922 83 92 20 | <a href="mailto:santiago.turismo@santiagodelteide.es">santiago.turismo@santiagodelteide.es</a> | De Mar. a Sab. 09.00 - 16.00   |               |
| Oficina Guía de Isora Casco               | Avenida Isora s/n. 38680 Guía de Isora   | 922 85 12 22 | info.guia@guiadeisora.org  | De Lun. a Vie. 10.00 - 14.00   |               |
| Oficina Playa de San Juan                 | Avda. Juan Carlos I, s/n Playa San Juan, 38687 Guía de Isora                                   | 922 13 89 87 | <a href="mailto:info.playasanjuan@guiadeisora.org">info.playasanjuan@guiadeisora.org</a>       | De Lun. a Dom.10.00 -16.00   |               |
| Oficina Playa Álcala                      | Paseo Las Jaquita, s/n Playa Álcala, 38687 Guía de Isora                                       | 922 86 51 51 | <a href="mailto:info.alcala@guiadeisora.org">info.alcala@guiadeisora.org</a>                   | De Lun. a Vie. 09.00-15.00   |               |
| Oficina Tegueste                          | Plaza de San Marcos, 20 38230 Tegueste   | 922 31 61 02 | <a href="mailto:turismo@tegueste.es">turismo@tegueste.es</a>                                   | De Ma. a Sab. 07.30 - 15.00 (invierno) 08.00-15.30 (verano) Domingo 08.00-13.00. |               |
| Oficina El Tanque                         | Avda. Príncipes de España, 22. 38435. El Tanque  | 922 13 65 64 | <a href="mailto:oficinadeturismoeltanque@gmail.com">oficinadeturismoeltanque@gmail.com</a>     | Mie. & Vie 8:00 - 13:00  | CERRADA       |
| Oficina Vilaflor                          | Plaza de San Pedro Apóstol, s/n 38613 Vilaflor   | 922 70 98 02 | <a href="mailto:aedl@vilafloredchasna.es">aedl@vilafloredchasna.es</a>                         |  |               |