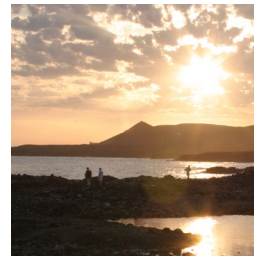
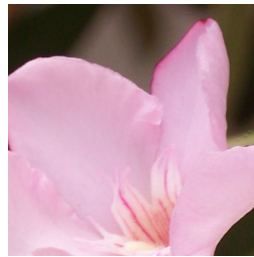


Welcome to Tenerife - An Insider's Guide



AN INSIDER'S GUIDE TO TENERIFE



WELCOME TO THE ISLAND

A rugged volcanic island and the largest of the seven Canary Islands, Tenerife is diverse in both landscape and history. The earliest known settlement on the island dates to 200BC and, following the Spanish Conquest in the late 15th century, is home to a multi-cultural population of Latin American and Spanish ancestry. Tenerife locals are known as Tinerfeños and there is a saying from a folk song that “Canarians are like the Giant Teide, snowy quietness on the outside and fire in the heart...”

The insider's guide to Tenerife is designed to help you get the most out of your holiday, inspire you to try new things and get a feel for this island's rich heritage.

WHERE THE SUN ALWAYS SHINES

Locally known as “the island of eternal spring”, Tenerife is blessed with 365 days of sunshine. In peak summer season temperatures regularly hit 30 degrees Celsius.

Although Tenerife and the surrounding islands belong to Spain, they are geographically closer to Africa than anywhere else. Lying in the Atlantic sea, sitting a mere 200 kilometres from the North West coast, Tenerife enjoys a sub-tropical climate with cooling winds blowing over from the African deserts.

1. Welcome to Tenerife & know your Castilian
2. Getting around
3. Viva la fiesta all year round
4. Where to stay & eat local
5. Must see landmarks

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LANGUAGE

Know your Castilian

The language of the Canaries is Castilian Spanish, but their accent is more like the Spanish spoken in the Caribbean, Cuba, Venezuela and Puerto Rico, unlike the Spanish spoken on mainland Spain.

Hello - ¡Hola!

Good morning - Buenas dias

Good evening - Buenas noches

Yes - Si

No - No

You're welcome - De nada

Please – Por favor

Thank you – Gracias

Excuse me – Perdón

I don't know – No lo sé

How much (something costs) – Cuanto cuesta

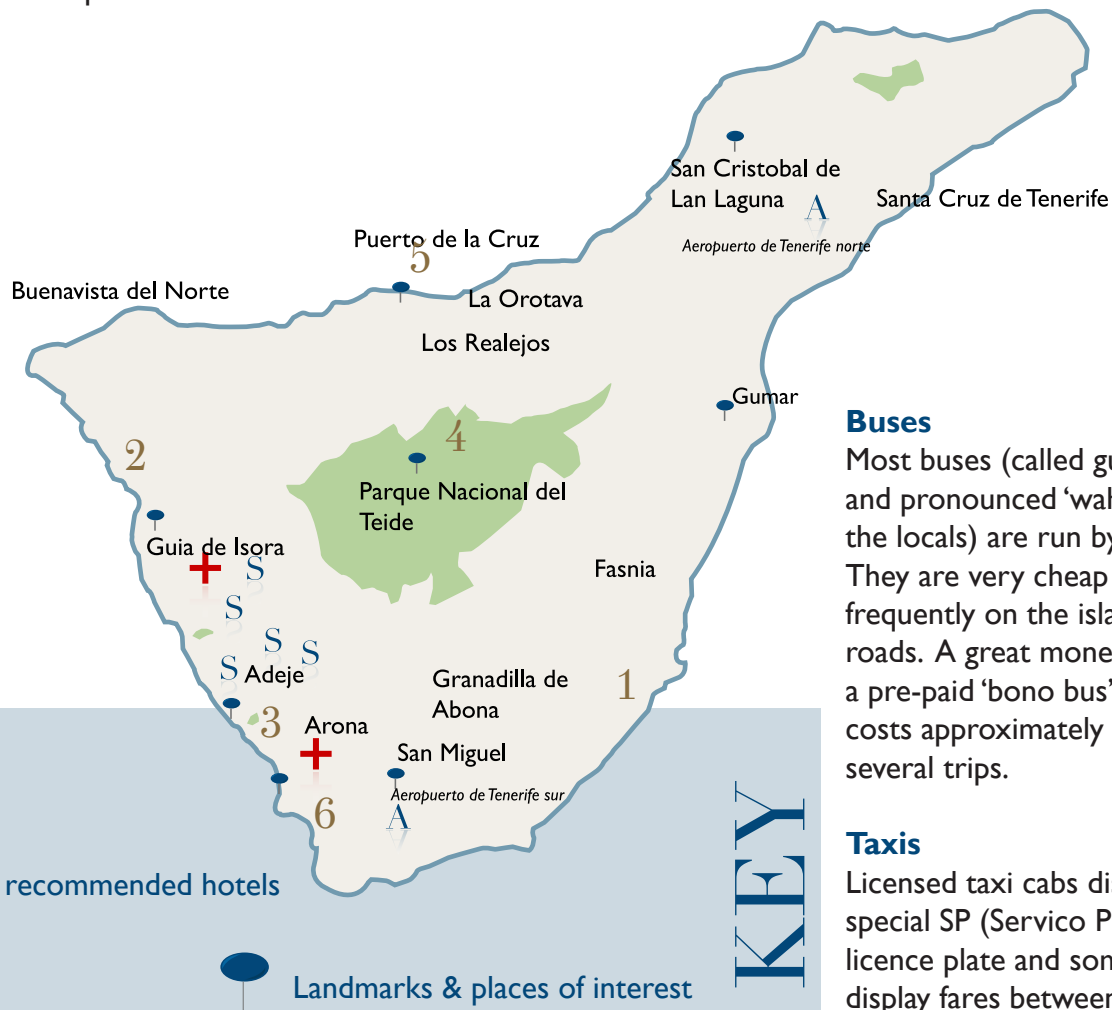
Where – ¿Dónde?

GETTING AROUND

Cars

One of the best ways to see Tenerife is to rent a car and discover your own favourite spots on the island. A couple of things worth noting are:

- You drive on the right hand side of the road.
- Unleaded petrol is known as 'Sin Plomo'.



Buses

Most buses (called guaguas and pronounced 'wah wahs' by the locals) are run by TITSA. They are very cheap and run frequently on the island's main roads. A great money saver is a pre-paid 'bono bus' ticket and costs approximately €12 for several trips.

Taxis

Licensed taxi cabs display a special SP (Servicio Público) licence plate and some taxi ranks display fares between the main destinations.

Sand, Sea & Surf

The volcanic nature of the island means the land has few natural beaches. But those that exist are characterised by black sand created from the island's volcanic rocks and are widely known for their beauty.

El Médano Beach 1

El Médano Beach is the longest, natural sandy beach in Tenerife, a two-kilometre stretch of fine golden sand that ends at a volcanic cone called "Montaña Rojo" (Red Mountain). There are lots of good fish restaurants here due to the village's fishing heritage. The calm waters make it ideal for windsurfing novices.

Playa de Los Gigantes 2

Los Gigantes, or 'The Cliffs of the Giants', is located on the western coast of Tenerife and is home to a very small sandy beach and a busy yacht marina. At the foot of the cliffs lies the small beach made of black volcanic sand. The beach here doesn't get too crowded and is perfect if you want some privacy.

Torviscas and Fañabé 3

These two golden beaches are located in the south of Tenerife and are connected by a long promenade that runs along a beautiful azure beach.

VIVA LA FIESTA ALL YEAR ROUND

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Jan 7th – Feb 14th: Canary Islands Music Festival – Santa Cruz

Tenerife is hosting the 27th Canary Islands' Music Festival in 2011. An annual event which brings the best musicians and orchestras in the world to the island and a gathering of hundreds of classical music lovers.

Concert performances are of the highest order and in past years have featured established names such as Claudio Abbado, Riccardo Muti, Carlo Maria Giulini, Daniel Barenboim, Sir Colin Davis, John Eliot Gardiner, Frans Bruggen and Andre Previn.

February 1st -27th: Carnival of Santa Cruz de Tenerife

Tenerife's carnival is considered the best after Rio de Janeiro. All the islanders take part in fiesta revelry, but the port area of Santa Cruz is where most of the action is - bursting with salsa dancing, music and carnival processions for twenty seven days.

The first spectacle of the week is the Gala Reina, an exotic Carnival Queens Parade of feathers, sequins and satin. The most impressive parade is the Cavalcade that blends "Caribbean" and "European" into a garland of colour and spectacle.

Plan ahead and get tickets early, and be prepared to stay up late! The 'Mogollones' (open-air carnival parties) feature live entertainment and Latin and salsa music. With tens of thousands of attendees, it's certainly a party to remember!



June: Corpus Christi – La Orotava

Corpus Christi is marked in La Orotava (north of the island) by carpeting its main streets with intricate designs made from flowers, salt and sand. The most spectacular pavement art is in the Plaza del Ayuntamiento. Music, dancing and general merriment complete the celebrations.

August 14th-15th: Nuestra Señora de La Candelaria Festival - Candelaria

The Festival of 'Patron Saint of the Island' is held in Candelaria. The ornate 1950s Basílica de Nuestra Señora de Candelaria sits at the edge of the town centre, overlooking a rocky beach and flanked by a plaza where nine huge statues of Guanche warriors stand guard.

November 30th: Fiesta of San Andrés - Puerto de la Cruz.

For wine enthusiasts this is a festival not to be missed, as it marks the day when all the wine cellars throw open their doors for a tasting of the new wines.

St Andres feast day falls in line with the year's wine harvest and is a more practical explanation for the tradition of 'Arrastre los Cacharros' - rolling barrels down to the sea to wash them. Once the 'must' or fermented grape juice has rested in the barrels for ten days, the wine is transferred to clean barrels and the dirty ones are rolled down to the harbour to be washed. The sound of the metal rims of the barrels against the cobbles marks an audible signal that the new wines are ready and the feasting can begin.

COCKTAILS

Know your Cocktails

Tenerife's close cultural connections to Central and South America make rum-based cocktails a favourite amongst the Latinos, particularly in the north of the island where Cuban bars and fiesta kiosks like to infuse their alcohol with sugar and salsa.

Mojito (moh-HEE-toe) – mint and rum based cocktail

Caipirinha (kie-purr-REEN-yah) – lime and rum based cocktail

Mistela - a potent mix of wine, sugar, rum and occasionally honey

Mai Tai- a dark rum cocktail with pineapple, orange and triplesec



WHERE TO STAY

A pick of some of the most luxurious hotels...

Iberostar Hotel Anthelia, Costa Adeje

Located between the two main beaches of Costa Adeje, the Iberostar Hotel Anthelia is in a privileged location taking in panoramic ocean views. The six small buildings are set amid 60,000 square metres of landscaped gardens and provide a sense of privacy. A dedicated family area boasts enviable facilities with a children's club and dedicated activity programme.

Iberostar Grand Hotel El Mirador, Costa Adeje

Opposite the glorious sands of the Playa del Duque beach, the Iberostar Grand Hotel El Mirador is designed to reflect a traditional village, with warm pastel façades, green palms and winding pathways that lead down to the vast lagoon.

Abama Golf & Spa Resort, Guia de Isora

Situated on a cliff-top with splendid sea views, the luxurious Abama Golf & Spa Resort offers an idyllic setting close to the village of Playa San Juan. The area boasts some of the best preserved flora and fauna on the island, with gardens, lakes and waterfalls surrounding Moorish-style architecture.

Gran Hotel Bahia del Duque, Costa Adeje

Inspired by a traditional Canarian village, the Gran Hotel Bahia del Duque features hacienda-style architecture in soft pastel colours. The hotel is surrounded by exotic gardens and pools, which lead down to the beautiful beach of del Duque.

Gran Hotel Roca Nivaria

Situated in the tranquil area of Playa Paraíso, the Gran Hotel Roca Nivaria has breathtaking views of the Atlantic Ocean and La Gomera. The spectacular lagoon-style pools are surrounded by tropical palms and a cascading waterfall.

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Costa Adeje, El Molino Blanco

El Molino Blanco is a lovely restaurant set in the middle of a Mediterranean style garden in the Costa Adeje/El Duque area. With excellent Mediterranean cuisine and live music most nights, this restaurant has a great atmosphere and magical ambience. (Booking is recommended as it gets busy - Tel: +00 922 796 282)

La Caleta, Rosso Sul Mare

Close to a small former fishing village, situated just past Costa Adeje at the end of Geranium Walk, there's a tranquil spot where many of the restaurants look out over the sea and Rosso Sul Mare is one of the great Italian restaurants there. There's exceptional service and a great modern terrace, providing the option to sit outside (Tel: +00 922 782 155)

CONCIERGE TIP

EAT LOCAL

Canary Island cuisine originates from a mix of traditional Spanish with African and Latin American influences. The usual international dishes are available, but to experience local cuisine opt for the following dishes:

Vegetable dishes

Gofio - a flour made from toasted cereals, often a substitute for bread.

Papas Arrugadas (wrinkled potatoes) - potatoes boiled and salted with their skin and covered in a pepper sauce called mojo. (olive based sauce), traditionally the mojo picón (spicy sauce) and the mojo verde (green sauce)

Potaje de Berros - a hot pot of chickpeas

Potaje de Verduras - vegetable stew

Potaje de Berros - watercress stew

Extinct Volcanoes 4

Declared a national park in 1954, the Parque Nacional de las Cañadas del Teide (Teide National Park) has an enormous volcanic crater 48 kilometres in circumference. Out of this rises Mount Teide (pronounced the same as Lady) at a staggering 3,718 metres, making it the highest mountain in Spain. Reach the extinct volcano by foot or cable car for breathtaking views of Gran Canaria, La Palma, La Gomera and El Hierro.

Parrots & Penguins 5

The Loro Parque is a Spanish zoo located on the outskirts of Puerto de la Cruz and home to the largest parrot collection in the world! It is also the most diverse, with more than 300 species of parrots. You can also visit the gorillas, chimpanzees, tigers, jaguars, flamingos, alligators and tortoises. Thrill-seekers will enjoy the Aquarium with shark tunnel and world's largest penguinarium that mimics the Antarctic climate with 12 tons of (real) snow fall a day!

Out to sea 6

Ocean enthusiasts should take a boat trip around the island as this is a great opportunity to see dolphins and whales in the wild. A large number of companies offer boat trips, which start from either Puerto Colon in Playa de las Americas, or from the port at Los Cristianos. Most operators also offer a free bus service from the larger hotels in the main resorts.

Fish

Surrounded by the Atlantic Ocean, Tenerife's choice of fish is wonderful and is best eaten in the local style - simply baked or grilled and dressed in sea salt, garlic or lemon:

- Sama (Sea bream)
- Bocinegro (Red porgy)
- Salema (Gold lined bream)
- Mero (Grouper)
- Atún (Tuna)
- Caballa (Atlantic mackerel)
- Sardinas (Sardine)

Pulpo Gallego – Octopus boiled and sprinkled with paprika, or served cold with an onion and pepper salad.

Sancocho canario - A popular fish dish with potatoes and yams, accompanied by mojo picón and gofio canario.

Cazuela de Pescado - Fresh fish casserole with potatoes, onions, tomatoes and peppers.

Dessert

Bienmesabe - mixture of honey, almond cream, eggs and rum.

Platanos Fritos - fried bananas

Truchas de batata - Puff pastry filled with sweet yams, almonds and cinnamon

Huevos mole - Pudding-like dessert made from egg yolks, sugar and cinnamon

Rosquetes - Pastries typical of La Laguna

MUST-SEE LANDMARKS**Güimar Black Pyramids**

The Black Pyramids are one of the island's mysteries, with six angular stone steps they resemble similar structures found in Mexico and Peru. Offering a real insight into the ancient civilisations that once inhabited the area, the Ethnographic Park 'Pirámides de Güimar' are situated in the town of Güimar, with a museum, café and gift shop nearby.

AN INSIDER'S GUIDE TO TENERIFE**Barranco del Infierno (Hells Gorge)**

A magnificent gorge in the Adeje area of Tenerife, Barranco del Infierno features steep sides, impressive views and a number of historic burial caves. Also known as Hells Gorge, it offers an extremely popular walking trail, which lasts just over two hours taking in some of the island's most beautiful natural scenery en route.

Acantilados de los Gigantes (Cliffs of the Giants)

One of the most striking natural landmarks on the whole island, the Cliffs of the Giants are known locally as the Acantilados de los Gigantes and are a sheer rock wall that plunges into the ocean a quarter of the way down the west coast of Tenerife. A boat trip is the only way to appreciate the gigantic scale of the cliffs, believed once to be sacred.

San Cristóbal de La Laguna (La Laguna city)

Enjoy meandering through La Laguna historical centre, once the ancient capital of the Canary Islands, and was declared a World Heritage Site by UNESCO in 1999. In 2003 the municipality started an ambitious urban plan to renew this area.

**Drink Local**

Tenerife has five wine producing regions: Abona, Tacoronte-Acentejo, Valle de La Orotava, Valle de Guimar and Yconden Daute Isora. Each of which has its own Denominacion de Origen (Mark of Origin) status vines are grown at altitudes of 200-1600m and, due to the variety of grapes grown and diversity of terroir, Tenerife produces a lot of distinct and diverse wines.

WINE TIP: If you want to do some serious wine tasting head to La Baranda Wine Museum, which is housed in a 17th century hacienda in El Sauzal, North Tenerife. There's a tasting room and a programme of cultural events including classical concerts and talks on wine.

The La Baranda wine museum is usually open Tuesday to Saturday 11am – 8pm and Sundays and Bank Holidays 11am – 6pm (Closed Mondays)