



Isla de la Eterna Primavera
TENERIFE

Basking in the balmy waters of the Atlantic Ocean off the western coast of Africa, the island paradise of Tenerife has been attracting international traders and expanding businesses since the 15th century.

Known traditionally as the Isla de la Eterna Primavera – the Island of Eternal Spring – Tenerife was a spellbinding stop-off point for explorers setting off from Europe to make their fortunes in the New World. With enduring cultural and commercial links to Europe, America and Africa, this largest and most charming of the Canary Islands is now luring international business travellers and conferences to its magical shores as never before.

For more than four hundred years, the Spanish settlers cultivated the fertile pastures of this volcanic island to refine its reputation as a significant winegrowing locality, and its seasoned vineyards may help to explain why Tenerife excels at its key industry – hospitality. For the international event organiser, Tenerife possesses an abundance of supplementary attractions to ensure that every corporate convention hosted here is rich with experience – both in the boardroom and beyond.

Tenerife’s world-famous hospitality extends much further than the touristic bars, clubs, luxuriant

spas and sunbathing beaches of Playa de las Americas in the south. With a free afternoon to spare, the business traveller can discover the warm welcome at the heart of this truly Spanish island in the bustling capital of Santa Cruz de Tenerife, with its brightly-coloured period buildings, sophisticated bars and cafes, and substantial collection of museums and galleries, including the Municipal Museum of Fine Arts and the Museum of Nature and Man – which exhibits the remarkable natural diversity of the island’s flora and fauna.

Schedule permitting, conference delegates can also explore the untouched treasures of this tropical Eden: from the vertical precipices of the Acanitlados de Los Gigantes (Cliffs of the Giants) rising 500 metres out of the ocean, to the awesome lunar landscape of the third largest volcano in the world, the Pico del Teide, to the vast laurel, myrtle and pine forests that teem with exotic wildlife.

But the natural enchantments of this breathtaking isle should not eclipse the real business of conferencing, and to this end Tenerife offers



a colossal range of convention facilities and business-class hotels to suit every function. The luxury Gran Bahia Del Duque Resort in Costa Adeje on the western coast of the island is a case in point. Architecturally designed as a classic Spanish village, the Gran Bahia offers 3,000 square metres of conference space distributed between 26 meeting rooms, an impressive 482 hotel rooms, and ten distinctive restaurants serving a wide range of world cuisines.

Similarly, the Mare Nostrum Resort in Arona is a first-class venue for a business incentive trip or conference, situated on the white sandy beaches of Playa del Camisón. With a convention auditorium that caters for more than 2,000 delegates and excellent facilities for presentations, meetings and networking activities, the Mare Nostrum – like many of the business-class resorts in Tenerife – is also situated just minutes from some of Spain’s most prestigious golf courses.

Accessing the Island of Eternal Spring could not be simpler as Tenerife is the only Canary Island that boasts two international airports: the thoroughly modern Reina Sofia Airport in the south and the Los Roderos Airport in the north – both of which receive frequent intercontinental arrivals. As one of the world’s most accessible tropical destinations and with a remarkable array of delights to offer the business traveller, Tenerife is truly the island paradise for every occasion.



Clockwise from left: Garachico at night; Teide Hill and Orotava Valley; Stamford Grand Adelaide; Tenerife’s Opera Auditorium ; Bougainvillea grows in abundance in the Canary Islands; Tenerife has an abundance of top class hotels to host MICE events.

