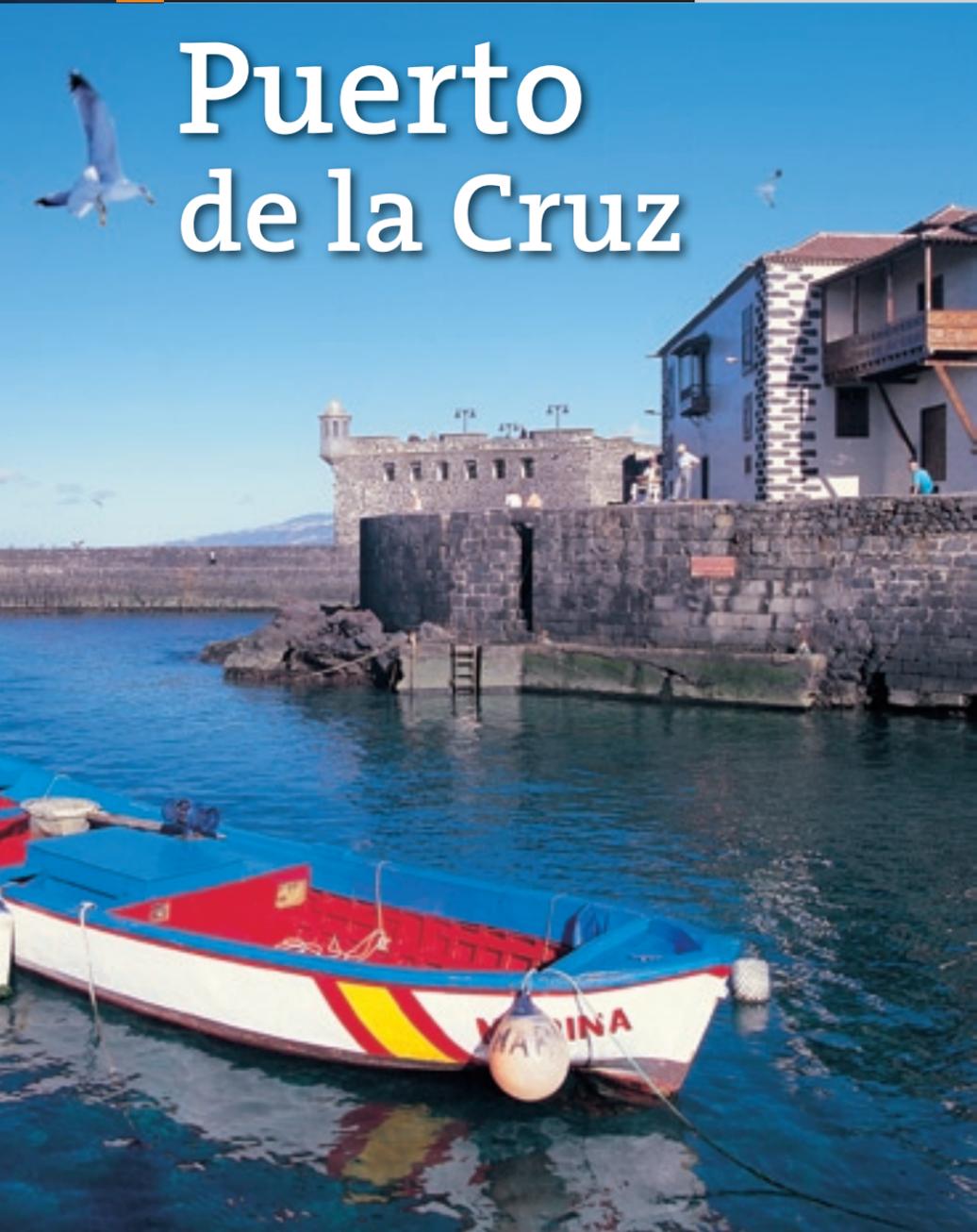




TOURIST INFORMATION GUIDE



Puerto de la Cruz



One of the 18th and 19th century artillery pieces located in Plaza de Europa.

Puerto de la Cruz is a small, quiet borough of almost 9 km², situated on the north west coast of **Tenerife**, within the grand natural amphitheatre of La Orotava Valley.

- Overlooked by the spectacular Teide summit, with its unique climate and rich landscapes this miniature continent was already attracting the attention of explorers and scientists hundreds of years before the advent of tourism.

The product of a converging series of natural factors thanks to its proximity to the Tropic of Cancer, Puerto de la Cruz enjoys a unique microclimate and a beautiful landscape that have attracted visitors from all over Europe since the early 19th century transforming the city into the **birthplace of tourism in the Canary Islands**.

TENERIFE



- The pleasant spring climate and the beautiful landscape are the main attractions of Puerto de la Cruz to this day.



View of the fishing wharf and the Customs House.

A walk through history

Archaeological maps of Tenerife indicate the existence of a settlement with a necropolis in Martiánez and sepulchral caves in the malpais (volcanic badlands) of Taoro and Punta Brava, bearing witness to human occupation of Puerto de la Cruz since prehispanic times. It has always been **an idyllic place to live**.

The old Puerto de La Orotava slowly changed its appearance to become an area of economic, social and cultural interest thanks to the growth in trade brought about mainly by the **exportation of wine**.

- ▶ A legacy of these prosperous times are buildings like Casa de la Real Aduana, the churches of Nuestra Señora de la Peña de Francia and San Francisco, la Casa Miranda, etc.

The economic boom of this era triggered an incipient confrontation between the aristocracy of Orotava and the merchant bourgeoisie of the port which culminated in Puerto de la Cruz being proclaimed a distinguished local entity of La Orotava in 1651.

Its strategic location favoured a symbiotic relationship between the **seafaring population** and merchant traders from various different countries



Built in the mid 18th Century, Torreón Ventoso is the best preserved square tower in the Canary Islands.





1. Ermita de San Telmo
2. Town hall
3. Casa Miranda
4. Plaza de Europa
5. Casa de la Real Aduana
6. Archaeological Museum
7. Plaza del Charco
8. Torreón Ventoso
9. Plaza Concejil
10. Casa Iriarte
11. Church of San Francisco
12. Ermita de San Juan
13. Church of Nuestra Señora de la Peña de Francia

that arrived at our coasts eventually settling here to lend the region a somewhat **cosmopolitan air** that still characterises it today.

From the later half of the 19th Century health propaganda promoted by the **British Medical association** caused fruit companies operating in the Canary Islands to convert their cargo ships to tourist lines giving rise to what were known as the tourist fruit cruisers heralding a new age of tourism in the city.

The fishermen who still go out in the early hours of the morning to fish in small **handcrafted feluccas** liven up the day in the city as they bring in fresh fish to sell in small stalls inside the port.



The tourist tradition treasured in Puerto de la Cruz perceives this activity as another element of everyday life as it has been for generations, enabling tourists to easily integrate into the community.



The square of the Church of Nuestra Señora de la Peña de Francia Church

Proms, Plazas and Parks to lose yourself in



• The Martiánez district maintains the character of an era that represents the dawn of tourism in the area.

Avenida de Colón is a busy boulevard both during the day and at night time.

A walk along some eight kilometres of pedestrian streets reveals some of the architectural and monumental jewels of the city. With the gentle caress of the sea breeze discover its **parks, gardens and plazas**.

One of the many options that these walks offer us starts at the Martiánez beach, next to the Lake of the same name, continuing along Avenida de Colón, which has won awards from a range of international agencies for its innovative lighting.

Continuing along this avenue you come across **San Telmo** chapel which was founded in 1870 by sea merchants and houses a statute of San Pedro González Telmo. This statue is brought out on processions along with that of Virgen del Carmen in the July Fiestas.



With the sea always to the right, continue walking until you arrive at the **Punta del Viento** viewing point and, further ahead, **Plaza de Europa**, an authentic architectural monument in the form of a balcony fortress over the sea.



Plaza de Europa offers lovely views of the north coast of the island.

Beside **Plaza de Europa** you will find some buildings of interesting design: The town hall and **Casa Miranda**, now a restaurant, which was the birthplace of the Venezuelan national hero of the struggle for independence, Francisco Miranda.

Continuing along Las Lonjas street to the fishing port you come across **Casa de la Real Aduana (Customs House)**, a magnificent example of 17th century civil architecture which is currently used as an exhibition hall and headquarters of the tourist information office.

Finally we come to **Plaza del Charco**, which owes its name to the pool of seawater (charco) which formed in its centre.

- ▶ This plaza has been a meeting place since time immemorial and even today still maintains its main features such as the central fountain with the yam tree inside.

Within easy reach, **Plaza Concejil** surrounded by an interesting selection of examples of traditional Canarian architecture such as the house in which the writer Tomás de Iriarte was born transport us back to the era of the Spanish Enlightenment.



All of the pedestrian streets are peaceful places to spend some free time.





The San Francisco church is used for various foreign Christian confessions.



• Church of Nuestra Señora de la Peña de Francia.

Continuing along San Juan street take a look at the **San Francisco church** and the **San Juan chapel** which houses an important artistic legacy comprising pieces of different styles from the 15th century to modern day. The nearby peaceful **Plaza Víctor Pérez** is especially reminiscent of Puerto de la Cruz when it was first founded.

Quintana street brings us to **Plaza de La Iglesia**, a tranquil square surrounded by gardens and overlooked by **Nuestra Señora de la Peña de Francia**, a church which houses the statutes most venerated by the local people, **Señor del Gran Poder de Dios** (anonymous from the 17th-18th century) and **Virgen del Carmen** by the local artist Angel Acosta, amongst other treasures including paintings by local artists Luis de la Cruz y Ríos and Manuel de Cruz.

Inside, the remarkable chapel of **San Patricio de la Verde Eire** is a clear indication of the significance of the Irish families that arrived to Puerto de la Cruz.



Walk leading towards Playa Jardín with **San Felipe Castle** as a witness.

From the fishing port we could also continue our walk along the seafront taking in the fishing district of **La Ranilla**, with the square of **Plaza Pérez Galdós** in its centre.



Plaza Pérez Galdós is known by the local people as “La Placeta”. Peñón del Fraile is one of the symbols of the city.

Further along Mequinez Street, we encounter **Peñón del Fraile**, a small shrine situated on top of a rock which offers an interesting view of Playa Jardín.

Just a few meters later is **Castillo San Felipe**, a 17th Century fortress built to defend the city against pirate attacks.

It is now a splendid cultural space that hosts music concerts, conferences and art exhibitions.





Plaza Concejil



Simple strokes for traditional houses

Puerto de la Cruz preserves important examples of **traditional Canarian architecture**, with little carved wooden balconies and interior patios transformed into authentic gardens. Buildings such as Herma-



Interesting examples of traditional Canarian architecture can be found in Puerto de la Cruz.

nos de la Cruz Blanca house or Los Agustinos in Plaza Concejil are fine examples of these.

Special mention should be made of the building which is home to the city's archaeological museum **Museo Arqueológico** in Lomo Street. This 19th century house is home to an interesting collection of pre-hispanic ceramics and other highly valued utensils, Guanche mummies, 17th century maps etc.





Loro Parque



Since it opened as a parrot park in 1972, **Loro Parque** has expanded its flora and fauna to become one of the most important zoos in the world and the most frequently visited zoo in Spain. It is located on an area of more than 130,000 m² and its exuberant gardens are home to animals from all over the planet.

The park is known worldwide for its **parrot** collection which is the largest in the world and for its other attractions like the largest group of Californian **sea lions** in Europe, the impressive **shark** tunnel, the largest Thai village outside Thailand or the largest **dolphinarium** in Europe. Worthy of special mention is "**Planet Penguin**", the most modern penguinarium in the world, with precious penguins in an Antarctic ecosystem that closely recreates its natural habitat.



The Park is recognised by international organisations thanks to Loro Parque foundation that promotes the protection of animals, nature and the environment.

In February 2006, Loro Parque was once again on the international stage with the inauguration of "**OrcaOcean**", one of the most modern orca installations in the world, in a huge show with four orcas from SeaWorld, USA.



The **botanical gardens** have one of the most important plant collections in Europe.



Showcase of plant life

Jardín Botánico botanical gardens since its creation in 1788, has preserved a magnificent collection of tropical and sub-tropical plants of economic and ornamental value, with beautiful trees of amazing dimensions, age, rarity or remote origins.

▶ **Countless gardens fill the city with colour all year long.**

Parque de Taoro is a promontory with an excellent panoramic view of the city equipped with gardens, promenades, viewing points, fountains and cascades, a children's park and a restaurant with a patio. The park is overlooked by the venerable **Hotel Taoro**- a symbol of the tourist tradition of Puerto de la Cruz.

Puerto de la Cruz is also home to **Sitio Litre**. These gardens are more than 220 years old- the oldest gardens in Tenerife- and have the largest collection of orchids on the island.

◀ **Parque Taoro, which continues to be the green lung of the city, is home to the International Congress Centre.**





In **Playa Jardín**, the characteristic black sand shares the habitat with lush vegetation.

Sandy beaches on a volcanic coastline



▲ The small beach of San Telmo is one of the most frequented by the local people.

The unique **black coloured sand** of the beaches of north Tenerife are its most outstanding feature. Their well known therapeutic properties and the quality of the crystal clear water complement the rugged landscape.

► Jewels include **Playa Jardín**, a kilometre of coast designed and created by the Canarian artist César Manrique with 17,000 square metres of gardens and with all the necessary complementary services... avenues, bars, restaurants, buffet, sun lounge and parasol rental, children's park etc.

At the other end of the city is **Playa Martiáñez**, beside the swimming pool complex and lake of the same name, which includes an area that is suitable for surfing and another swimming area sheltered from the waves.



Playa Jardín is one of the last works of the artist César Manrique.

Playa de San Telmo is the smallest of these. It is an old disused jetty with numerous pools that are used as natural swimming pools. It has a large sunbathing area and a restaurant.



Lago Martiánez was designed by well known Canary Island artists, Cesar Manrique.

Lago Martiánez, a treasure stolen from the sea



The well known Municipal Tourist Complex “**Cos-ta Martiánez**”, the **Lido**, designed by the Canarian artist César Manrique, is an exceptional work of engineering and integrated architecture which receives a million visitors each year. It has all kinds of services, gardens, fountains, sculptures and the large 30,000 cubic metre **Artificial Lake**.

These comfortable, quality and beautiful installations have become one of the **tourist symbols of the Canary Islands**.

- ▶ **Casino Puerto de la Cruz** in the centre of the island is underwater and has a magnificent restaurant offering traditional Canarian cuisine and international fare in magical surroundings.

Lago Martiánez - the Lido, is a work of art created both for day and night time entertainment with the Puerto de la Cruz casino.



Seven seawater pools (one of which is heated), a large artificial lake and an open air jacuzzi form a work of art created for both day and night time recreation with **spectacular lights** which have earned it considerable international renown.



Charming corners full of flavour

The gastronomical variety found in Puerto de la Cruz includes authentic delicacies of **traditional Canarian cuisine** and establishments that serve the most varied selection of **international cuisine**.

- ▶ Almost all the cooking styles in the world are represented in the city's restaurants. The quality of Canarian products and cooking is unquestionable. Fresh products, straight from source to table fill the restaurant and bar tables of the city.

In a place with such a close relationship with the sea, fish in all its different forms, roast or served with mojo sauce and papas arrugadas is a great choice. The different meats, soft cheeses, gofio or the rich pastries have to be sampled too. The streets of the port are full of restaurants **with a wide and varied range of cuisine**. A casual stroll through the city is a good way to discover many of its **tastiest corners**.

- ◆ The area around plaza del Charco is a good place to start a gastronomical adventure along the streets of the port.





Calle Quintana offers a pleasant walk for your shopping.

A huge open air shopping centre



Whether staying in or merely passing through, with its shop filled streets the city is a shopper's haven.

The numerous pedestrian streets are dotted, on either side, with shops offering a wide range of products. The layout of the port brings everything together to form a **huge open air shopping centre**.

- ▶ The streets of the old quarter offer unforgettable sights in this commercial city full of vitality and impressive corners.



Going shopping in the port is as easy as taking a stroll along its streets and checking out the variety and quality of its shops.

Souvenir shops, textiles and establishments specializing in electronic goods liven up the pedestrian streets of the city with a multitude of different types of business and services. It is also a good chance to buy those luxury items in any of the shops dedicated to this sector.

The ice-cream parlours, cafes or cocktail bars complete the picture. You can truly immerse yourself in this small city with its great atmosphere and booming trade.



The historic town centre is a main centre for a range of night spots.



▶ Night life

The magnificent sunset gives way to the Puerto de la Cruz night, offering a new range of leisure options to enjoy.

The city offers **live music** with atmospheres to suit all tastes, with bars, international pubs and clubs that cover a wide spectrum of entertainment.

- ▶ The open air terraces where you can chat and enjoy the peace and quiet of the city round off an ample range of night life activities that will ensure that you have a good time well into the night.

All of these activities combine with folklore shows of all kinds that are frequently organised in several places in the city, although we can also watch, or event take part in the fiestas that are celebrated practically every month of the year.

- ▶ Nighttime in the Puerto offers different types of entertainment.





Thousands of people congregate in the fishing port to witness the spectacular **embarkation of the statue**.

A great festive tradition



◆ The foundational fiestas of May are an expression of one of the deepest rooted traditions among the local population.

Easter Week converts the streets of Puerto de la Cruz into an attractive exhibition of art and tradition.

The traditional fiestas of Puerto de la Cruz are highly popular and the ordinary life of the city and its inhabitants grinds to a halt to enjoy them.

The **Carnival**, in February, is undoubtedly the most famous of the fiestas, with their international reputation, but you will find some kind of local celebration almost every month of the year.

The city's main fiestas, held in the first half of July, are devoted to El Señor del Gran Poder de Dios and the **Virgen del Carmen**, which are carried shoulder high down to the fishing wharf, where they are taken on board the small boats that the local mariners usually use for fishing.

The most curious of the fiestas are probably the ones based on older, Guanche rituals, like the fiestas held in June in honour of **San Juan**, or the fiestas that celebrate the opening of the wine cellars in November with the "**Fiesta de los cacharos**" a tribute to San Andres.



The fiestas celebrating the foundation of the city, or Easter Week, are reliable indications that the city has managed to make its traditions totally compatible with its cosmopolitan nature.



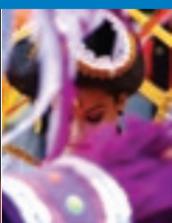
Fiesta all year long!

Any time of the year is a good time to enjoy the multiple festivities and traditions celebrated by the inhabitants of Puerto de la Cruz.



January Reyes Magos

(Three Wise Men) On the eve of the 5th the little ones take to the streets to enjoy the Cabalgata parade.



February Carnaval

Masks and costumes conjure up a splendid display of fantasy and colour.



March Festival Mueca

The International Art on the Street Festival, an event with more than twenty acts.



April Semana Santa

(Easter Week) The month of April fills the streets of the port with devotion and religious culture.



May Fiesta de la Cruz

Celebrated on 3 May, the countless crosses on the facades and chapels of the city are decorated with flowers.



June Fiesta de San Juan

The summer solstice and traditional bonfires stand testament to the ritual bathing of goats.



July Fiestas Mayores

The embarkation of the Virgen del Carmen is a heartfelt celebration for the people of the port.



August Living the summer

A time to enjoy the fresh air and peace on the streets and coast of the port.



September Fiesta Bavara

This Hispanic-German festivity is living proof of the link between these two lands.



October Cultural events

People come from all over the island for various cultural events.



November Fiesta de San Andrés

In these fiestas the little ones drag rows of pots through the city streets.



December Christmas

Decorated streets, musical acts and party lights adorn the city.

Important information and telephone numbers

- **Tourism Information office**
Casa de la Aduana
☎ 922 38 60 00
- **Councillor office of Tourism**
Plaza de Europa
☎ 922 37 84 77
- **Town Hall**
Plaza de Europa
☎ 922 37 84 00
- **Post Office**
C/. Del Pozo
☎ 922 38 58 05
- **Emergency Co-ordination Centre**
C/. Del Pozo
☎ 112
- **Bellevue clinic**
Urb. San Fernando
☎ 922 38 35 51
- **Tamaragua clinic**
C/. Valois
☎ 922 38 05 12
- **Municipal police**
Plaza de Europa
☎ 922 37 84 48
- **National police**
Avda. José María del Campo Llarena
☎ 922 38 10 00
- **Civil guard**
Avda. Blas Pérez Glez.
☎ 922 38 38 25
- **Fire services**
La Orotava
☎ 922 33 00 80
- **Bus station**
C/. Del Pozo
☎ 922 38 18 07
- **Tenerife North airport Los Rodeos**
☎ 922 63 59 98
- **Tenerife South airport Reina Sofía**
☎ 922 75 90 00
- **Consumer Information Office (OMIC)**
C/. Luis de la Cruz
☎ 922 38 70 60
- **Municipal market**
Avda. Blas Pérez Glez.
☎ 922 38 61 58
- **Loro Parque**
Punta Brava
☎ 922 37 40 81
- **Lago Martiánez**
Avda. Colón
☎ 922 38 59 55
- **Jardín Botánico**
Avda. Marqués Villanueva del Prado
☎ 922 38 35 72
- **Casino Puerto de la Cruz**
Lago Martiánez
☎ 922 38 05 50
- **Iglesia de la Peña de Francia**
Plaza de la Iglesia
☎ 922 38 00 51
- **Archaeological museum**
C/. Del Lomo
☎ 922 37 14 65
- **Parque San Francisco**
C/. Agustín Bethencourt
☎ 922 38 40 79
- **Municipal office of Parks and Gardens**
Plaza de Europa
☎ 922 37 84 21
- **Municipal sports pools**
Paseo Luis Lavaggi
☎ 922 38 03 82
- **Municipal sports complex**
Avda. Melchor Luz
☎ 922 38 07 55
- **Municipal water service**
C/. Manuel Yanes Barreto
☎ 922 37 19 22
- **Municipal cleaning service**
Plaza de Europa
☎ 922 37 84 21
- **Public lighting**
Ctra. Botánico
☎ 922 38 46 12
- **Unelco**
C.C. La Cúpula
☎ 922 37 34 08
- **Municipal Popular University**
C/. Mazaroco
☎ 922 37 32 90
- **Councillor office of fiesta event**
C/. Agustín Bethencourt
☎ 922 38 40 79
- **Youth information centre**
C/. Agustín Bethencourt
☎ 922 38 46 87



Diseño / Design

- Pointer comunicación y diseño
www.pointer.es

Impresión/Print/Druck

- Litografía Gráficas Sabater

Depósito legal/Publication number/Ablieferung

- TF-XXXX-2006

Fotografía/Photography/Fotografie

- Juan Angel de Corral
- Banco de imágenes del Ayuntamiento de Puerto de la Cruz, Concejalía de Turismo.

Textos/Texts/Texte

- Félix Díaz Hernández
- Concejalía de Turismo de Puerto de la Cruz



Excmo. Ayuntamiento
del Puerto de la Cruz



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