Updating established tourist areas

Improving the island for pedestrians
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Improvement of the area
Stimulating key areas of interest
Creation and revitalisation of tourism products
1. Agreement to renovate tourist areas in Tenerife

- **Goal:** To improve the quality of the island’s tourist areas, their conservation and renovation in order to maintain their competitiveness and leadership.

- The main objective is to improve the island’s main tourist areas:
  - ADEJE
  - PUERTO DE LA CRUZ
  - SANTIAGO DEL TEIDE
  - ARONA

- **230 upgrades (2007-2015)**
- **70 million €**
1. Agreement to renovate tourist areas in Tenerife

Taking place in the main tourist areas on the island: Adeje, Arona, Puerto de la Cruz and Santiago del Teide.

86% of existing tourist beds
Goal

To improve the quality of the island’s tourist areas, their conservation and renovation in order to maintain their competitiveness and leadership.

OPERATING SINCE JULY 2007

· Tenerife Island Council
· Adeje Town Council
· Arona Town Council
· Puerto de la Cruz City Council and Consortium
· Santiago del Teide City Council
· Ashotel
· Canary Islands Government Tourist Board
· Gestur Tenerife
· Gesplan
· Provincial Coastal Boundary Department
· Department of Employment and Commerce Tourist Board
2. Renovation criteria

How does the agreement work?

**Improving public services**
(maintenance, conservation, cleaning, signage, street furniture, waste collection, etc.)

**Improving the urbanisation of tourist areas**
(connections, open spaces, private areas, etc.)

**Boosting pedestrian areas**
(restricting parking spaces, extending pavements, improving public transport, etc.)
Agreement to **renovate** tourist areas

<table>
<thead>
<tr>
<th>Current situation</th>
<th>Proposed situation</th>
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<tbody>
<tr>
<td>Pedestrian areas</td>
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<tr>
<td><img src="image1" alt="Pedestrians" /></td>
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<tr>
<td>Road traffic</td>
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<td><img src="image3" alt="Cars" /></td>
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<td>Vegetation</td>
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<td><img src="image5" alt="Trees" /></td>
<td><img src="image6" alt="Trees" /></td>
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Agreement to renovate tourist areas

Who is it aimed at?
Our visitors
3. Key accessibility issues
4. Main Goal

To create a network of accessible routes to connect the island’s main tourist areas.
Renovation of the island’s tourist areas

Improvement of the area’s pedestrian zones
Renovation of the island’s tourist areas

Improvement of the area’s pedestrian zones
Renovation of the island’s tourist areas

Improvement of the pedestrian zone opposite the football pitch

Before

TENERIFE
100% LIFE
Renovation of the island’s tourist areas

Improvement of the pedestrian zone opposite the football pitch
Renovation of the island’s tourist areas

Improvement of the promenade along Plaza del Duque Square and Unterhaching Street
Renovation of the island’s tourist areas

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Improvement of the promenade along Plaza del Duque Square and Unterhaching Street

After
Renovation of the island’s tourist areas

Londres Street

Before
Renovation of the island’s tourist areas

Londres Street
Renovation of the island’s tourist areas

Los Pueblos Avenue

Before
Renovation of the island’s tourist areas

Los Pueblos Avenue

After
Renovation of the island’s tourist areas

Los Pueblos Avenue
Renovation of the island’s tourist areas

Los Pueblos Avenue
Renovation of the island’s tourist areas

Los Pueblos Avenue
Renovation of the island’s tourist areas

Los Pueblos Avenue

After
Renovation of the island’s tourist areas

Los Pueblos Avenue

Separate lanes for pedestrians, bicycles and road traffic

After
Renovation of the island’s tourist areas

Puerto de La Cruz
San Telmo Avenue

Before
Renovation of the island’s tourist areas

Puerto de La Cruz
San Telmo Avenue

After
Renovation of the island’s tourist areas

Puerto de La Cruz
San Telmo Avenue
Renovation of the island’s tourist areas

Santiago del Teide
Los Gigantes Viewpoint
Renovation of the island’s tourist areas

Santiago del Teide
Los Gigantes Viewpoint
5. Arona, a successful story

A destination for everyone
Arona, a successful story

- 5 km of barrier-free seafront promenade
- Accessible beach
- Pedestrians are the stars of the urban renovation
- Adaptation of accommodation options
- Host of themed events
Arona, a successful story
A destination for everyone

Host of specialised events
Agreement to renovate tourist areas

**Accesible beach**

5 Km of barrier-free promenade = key renovation

(accessible beach, wooden walkways, adapted toilets, facilities to make bathing easier such as amphibious chairs and life jackets)
Agreement to renovate tourist areas

Hotels

The area has accessible hotels for clients with reduced mobility

Arona
Agreement to **renovate** tourist areas

Arona

Las Américas Avenue – Example of agreement between public and private sectors
Agreement to **renovate** tourist areas

Arona

Las Américas Avenue - Example of agreement between public and private sectors
Agreement to renovate tourist areas

Arona
Las Américas Avenue – Example of agreement between public and private sectors
Arona
Las Américas Avenue – Example of agreement between public and private sectors

Support from public sector: 92.58%
Support from private sector: 7.42%
Budget: 4.636.432,25 €
Arona
Las Américas Avenue – Example of agreement between public and private sectors

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<tr>
<td><strong>Public parking spaces</strong></td>
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<tr>
<td><strong>Private parking spaces</strong></td>
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Thank you!