

TENERIFE INTENSIFIES ITS PROMOTION IN GERMANY



Tenerife Tourism has intensified its promotion in Germany with presentations of the attractions of the island in different cities, attending fairs, or organizing street events to draw attention of potential travelers.

The financial vice-president and Minister of Tourism of the City Hall, Carlos Alonso, recalled that **Germany is the third largest source market for Tenerife, with 570,000 travelers received last year**, and explained that these actions are to consolidate and increase the arrival of Germans to the island.

Among the upcoming actions is the presentation of the attractions of Tenerife to a total of 120 travel agents, journalists, and representatives of tour operation in the cities of Munich, Frankfurt, Cologne, and Hamburg.

The Tenerife delegation will be headed by the CEO of Tourism from Tenerife, Miguel Angel Santos, who will be joined by experts from the entity under the city hall and Felipe Moje, from Bodegas Monje, who may present its product 'Wine & Sex'.

The overall goal of these presentations is to create demand and to strengthen contacts and collaborations with the German tourism industry and the press specializing in travel and tourism.

In August, the island will be the star of the event 'Spanien am Main', organized in collaboration with OTS Frankfurt. It will be developed in the Main riverbank in the city center where Tenerife has a stand in which information is provided about the island's attractions for leisure tourists.

The island has had a significant presence this year on the online travel channel 'The Travel Channel' in the German version, which issued two videos of Tenerife. The channel has 10 million users in Germany.

Other actions in the German country consist of the prominent presence of the island throughout the year in the guide 'Srt Handbuch'. The press uses this guide to obtain information for their publications. Other actions include attending fairs, such as CMT in Stuttgart, Reisen, Free Munich, or Berlin's ITB, and presenting the destination to travel agents.

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