

Tourism

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Britons continue to choose Tenerife

● **Tourism related industry and the islands in general are hoping that 2010 will see the economic recovery that is being talked up reflected in visitor numbers.**

Prior to the end of the year the word was that at least among British visitors Tenerife continued to hold a high ranking as a favourite destination and was, according to the Skyscanner travel site, the second highest destination for Britons for travelling to celebrate the New Year after New York. The island

was also listed as third favourite among those booking holidays for 2010 with ebookers.com just behind Perth and Hong Kong. Tourism councillor José Manuel Bermúdez, welcomed the statistics, saying it was "good news which indicated that despite economic difficulties and the competition from emerging markets Tenerife continues to perform competitively".

In 2008 Britons represented the highest number of tourists arriving in Tenerife, with 31.5 per cent of visitors coming from the UK.

Grupo Jésuman

Elías Jesús Hernández

Goodbye good man

● **The beautifully decorated main shopping street in Icod was crowded with mourners on 10th December last as people from all over the island flocked to pay respects to a good man.**

Elías Jesús Hernández, a well known and admired entrepreneur had passed away. The 88 year old, unassuming gentleman was the creator of the Jésuman group of food industries, the Altesa chain of island supermarkets, as well as La Hucha and Supertrebol. But what most

people will remember him for was perhaps not for the industries he helped to build but for the way he was. During his funeral mass the priest referred to him as a good man, a friend of his friends, and as a family man who was always concerned for people in need. Tenerife's leading politicians agreed that he was a magnificent businessman and an example to all in terms of his work for the good of others. Examples include solidarity with people in Guatemala and Guinea where he provided water supplies, a centre for children and apprenticeships.



KIESSLING HONOURED

Loro awards!

The Spanish Ministry for Industry, Tourism and Commerce has presented its medal for tourism excellence in recognition to Wolfgang Kiessling for 40 years of hard work dedicated to sustainable tourism.

The founder of Loro Parque went to Madrid to receive the award from the Secretary of State for Tourism, Joan Mesquida and he was accompanied by Rita Martín, regional tourism minister and other authorities. During the presenta-

tion ceremony Martín said the Canary Islands were privileged to count on a number of excellent professionals in the tourism industry and that Kiessling was an example to follow. There is no doubt that his efforts in terms of quality and innovation and his rigid defence of the natural environment has earned him respect, not just in Tenerife but throughout the world.

Seventy two year old Wolfgang Kiessling created Loro Parque, the Loro Parque Foundation which does so much for endangered spe-

Kiessling is the founder of many excellent institutions in Tenerife

cies, Siam Park and the five-star Botánico Hotel in Puerto de la Cruz. All institutions have a mark of excellence about them. He recently received the Prince Felipe prize for Excellence in business management and the entrepreneur of the year award from Ernst and Young.



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