

News in Brief

Traffic police No bulbs

The official State bulletin (BOE) is about to publish a modification to the traffic law which obliges drivers to carry a spare set of bulbs in their vehicles.

Up until now, failure to carry them constituted an offence which attracted a fine of €150. Each year, some 13,000 drivers have been fined for this, according to the traffic department.

In practice, the Guardia Civil no longer fines drivers who are not carrying a spare set of bulbs because it is considered that modern vehicles have lamps which are very difficult to access and replace on the roadside, and that some of them require special tools to do so. The majority of main dealers recommend their clients to take their vehicle to one of their workshops if a lamp fails, so that a trained mechanic with the appropriate tools can do the job.

Arico Food fair Bake in

The organisers of the annual world bread samples are asking all professional and amateur chefs from all over the world to take part in the event.

Each year they have displays of bread from various countries and are hoping to extend the variety on offer by a public appeal. You will need to speak to Toni in the Arico town hall to register (922 768 177) and each bread sample should be enough for 15 to 20 people. So, 20 cobs or two loaves, depending on the recipe you decide to submit. All entries will be presented in Arico Nuevo on February 13.



Regional and local politicians met with travel chiefs



Cautious optimism for 2010

If proof be needed that trade fairs do indeed generate good news you only have to listen to the positive noises that were being made by Canarian tourism chiefs and national and international tour operators during FITUR, the annual Spanish tourism trade fair held recently in Madrid.

Certainly there seemed to be a general air of cautious optimism about the summer ahead, with Costa Adeje's Miguel Ángel Santos, among other tourism councillors, working day and night to secure new deals for the island, particularly the south. Among the new potential deals announced during the high profile event were the ongoing negotiations between the Tenerife Cabildo, Ashotel (the provincial hoteliers' federation) and Adeje and Travelplan to introduce a direct flight from Tenerife to Paris. The move

is seen as very important in recapturing a very worthwhile market for Tenerife, and opening the way to increasing the number of French tourists coming here on a regular basis.

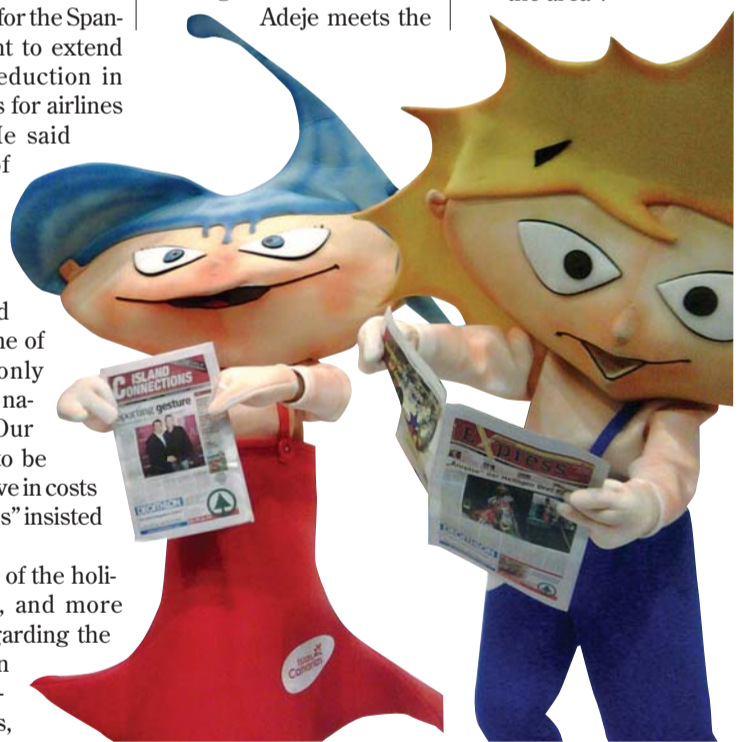
Jet2.com the low-cost UK airline is also opening new routes including to and from Scotland, and there are also talks to open up a direct line to Canada from Tenerife expanding the American connections. Major tour operator TUI was also upbeat, predicting a rise in visitor numbers to Costa Adeje of up to 15 per cent in the summer and 18 per cent in winter. Air Europa, under the Grupo Globalia group also announced an increase of 25 per cent in the number of package holidays to the south of Tenerife from mainland Spain, and the director of Viajes El Corte Inglés, Jesús Nuño de la Rosa, another major player in the market, said it would be "a good year for tourism

for Costa Adeje", adding that they have contracted an extra 40,000 air seats from Madrid to the Canaries for 2010.

Regional president Paulino Rivero also used the event to call once again for the Spanish government to extend the current reduction in airport charges for airlines flying here. He said the way out of the recession suffered by the holiday industry necessarily included incentives, some of which could only be decided at national level. "Our airports need to be more competitive in costs to attract airlines" insisted the president.

On the issue of the holiday price war, and more specifically regarding the competition from the emerging destinations,

Nuño de la Rosa said "our clients look for value for money but it's not the only condition they factor in when choosing to travel, they are also looking for quality and good service. Costa Adeje meets the



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high standards of quality, excellent service as well as security, which is why we continue to opt for this destination..."

All of the islands were well represented at the fair, during which the Canary Islands received the award for best stand, with excellent design and good interactive use of new technology. Arona introduced their new Braille maps for visitors with reduced sight capabilities, and also picked up their second Q for Quality award. Puerto de la Cruz presented their new image at FITUR under the slogan 'Springland Perfecta Primavera', and their strategic plan, 'Reinventing the tourist destination, Puerto de la Cruz'. As local tourism councillor Carmen Dolores Padilla pointed out, "the north of our island (Tenerife) has over 15,000 tourist beds, four natural parks, one national park, 48 natural monuments, 44 museums and exhibitions, 174 historic monuments, 60 beaches and four theme parks among many other attractions...but we can still improve our offer". The plan hopes to encourage the creation of a conference centre, training centres, a tourist train for the Orotava Valley, a top class sports training centre as well as encouraging more special events in the area".