



RETURN TO TENDER

Back to the future for Taoro

The former Hotel Taoro in Puerto de La Cruz, located in the Taoro Park next to the Convention Centre, is undoubtedly one of the most striking buildings in the town.

If you look south from the port you will be able to admire its 19th century grandeur. The once luxury hotel is even to be admired on old postcards.

Hotel Taoro was inaugurated on November 22 1890, and became one of the pioneering establishments in the development of tourism in Tenerife and a great influence on the island's social life. Overlooking the town, with a privileged view of the sea and Mount Teide, the hotel became a favourite holiday destination for Europeans in the upper social classes in the 20th century.



Even the successful British author Agatha Christie was one of the hotel's honourable guests in February 1927, when

she visited with her daughter. Two years later in 1929, a great fire devastated part of the hotel. From 1950 to July 1975

it was managed by the company Hoteles Unidos (HUSA). After the hotel was closed, the building was purchased by the

Tenerife Council and following refurbishment, it was reopened as a casino in 1979.

It remained a luxurious casino with a restaurant and dance hall until 2006. For 11 years now, the casino has been integrated into the Martiánez complex and the building fell into a deep sleep from which, according to the Island Council, it is now to be "awakened".

President Carlos Alonso announced an invitation to tender for the hotel in mid-May, seeking a tenant who can transform the building into a five-star luxury hotel. Alonso explained: "We imagine a similar model as we have already practiced with Hotel Mencey in Santa Cruz. The hotel is to be revitalised and will give a new impetus to Puerto de La Cruz."

The former Hotel Taoro covers 3,340 square metres and is currently estimated to be worth €9.5 million. Based on the latest expert opinions, the condition of the building is very good.

In order to repair some of the damage caused by the effects of time, an estimated investment of around €1.8 million is required. Further investments must be made in modernisation and new equipment to bring it to five star level.

Around 80 per cent of the investment can be offset by the annual lease for €9.5 million. The luxury hotel is to have a maximum capacity of 504 beds. The project may also be compatible with sports, cultural, social or educational ideas. Tourism councillor Alberto Bernabé announced that it is a "great opportunity for investors." ■

MISSING PERSONS

Santa Cruz the first to sign up

Santa Cruz de Tenerife recently became the first city in Spain to sign an agreement with the non-profit making organisation SOS Desaparecidos.

In the case of missing person reports, the association immediately starts to work on contacting public and private administrations regarding the search for the person as well as distributing information about the individual.

The search for a missing person needs to begin as soon as possible and the public is informed via social networks. Precautionary measures, reconnaissance, risk assessment, care of family members, contact with official bodies and the activation of addiction groups are part of the organisation's mission.

In cases involving confused elderly people or patients who are in urgent need of medica-

tion, no time should be lost. For example, Carmelo Antonio DP has been missing from Adeje since November 9 last year. This man suffers from a degenerative eye disease. The faster a sick or senile person is found, the greater their chances of survival.

The services of the association are immediately available to affected families. More information is available at: www.sosdesaparecidos.es. ■



↑ Santa Cruz Mayor José Manuel Bermúdez signed an agreement

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