

ROMANTIC JOURNEYS TO THE NORTH

To Puerto with Love

Romanticism, love and marriage - this is how Puerto de La Cruz wants to score points in the next three years

Now that the city of Puerto de La Cruz has recovered on the national travel market and can look back on positive developments, the council's tourism office, headed by Dimple Melwani, wants to open up new market niches.

Together with Mayor Lope Afonso, she recently presented the latest initiative, which will be presented at the Fitur travel fair in Madrid. The slogan is Puerto de La Cruz Love, and

it means that the number of romantic trips to Puerto de La Cruz is to be increased. Couples will be able to get married in the city and also spend their honeymoon in the northern metropolis. More than ten hotels in the four and five star range, have suitable premises, suites and a romantic ambience. Three of them have been awarded the TUI Holly 2019 and the five-star luxury Hotel Botánico has even been voted

one of the 100 best hotels in the world.

Comfort and beauty for outside settings, plus the sea, palm trees, oceans of flowers and warm temperatures, provide the perfect composition for a dream wedding. Currently around 90 marriages are solemnised each year in the Puerto de La Cruz town hall, and most of the couples who say yes in the city live in the Canary Islands. Although

the number has doubled in the last four years, the aim of the area's tourism office is for the current figure to double in the next three years to 2022 and for around ten per cent of them to be residents from the Peninsula travelling specifically for this purpose. Non-resident foreign citizens cannot be officially married in Spain, but they can celebrate a ceremony following a marriage in their home coun-

try. Currently, 80 per cent of weddings are celebrated in the months from April to October. The inclusion of the Peninsula, where it is much colder in the winter months, could ensure a year-round occupancy of the registry office in Puerto de La Cruz. The main goal, according to a market study, is to attract older couples, aged 45 to 50 years old, who are marrying for the second time, or celebrating a marriage anniversary,

a direct connection to Tenerife, who do not necessarily marry in Tenerife but spend their honeymoon here, celebrate an anniversary or simply take a break from everyday life. This target group is hopefully to be inspired by the city's cultural, sporting and active leisure programme. Through the city's presence at targeted bridal fairs, such as the 1001 Bodas Madrid, Expoboda in Barcelona, Sevilla de Boda or Expobodas Bilbao, as



Hotels, such as the Botánico pictured here, offer an excellent setting for any wedding celebration

couples who rank in the middle to high income bracket and come from other parts of Spain with a direct flight connection to Tenerife. A second large group to be addressed by the campaign is younger couples between 25 and 35 years of age with medium incomes and

well as through contacts with travel agencies and influencers, the desire for a love marriage or time out in Puerto de La Cruz is to be awakened. The northern metropolis is recommended as a romantic backdrop to celebrate love in all its forms. ■

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