

“Tenerife Nice People” campaign celebrates innate friendliness of islanders



17th June 2014 – Building on its reputation as one of Europe’s most friendly holiday destinations, Tenerife Tourism Corporation, in association with the Council of Tenerife, has launched a campaign calling for locals, business owners and the tourism industry to go the extra mile and impress visitors with their innate kindness.

The campaign “Tenerife Buena Gente”, which when literally translated means “Tenerife Nice People”, aims to ensure the five million visitors, of which 1,590,907 are British holidaymakers, never forget the kindness, good manners and generosity of the islanders.

Pia Louw, Director of Travel Industry & Promotion for the Tenerife Tourism Corporation, explains, “What makes Tenerife people special is their naturally kind, patient and welcoming nature and their ability to make visitors feel at home on foreign soil. We want visitors to connect with our people and experience these personality traits first hand so we inspire them to return time and again to Tenerife.”

With tourism providing the island’s main source of income, the campaign offers training to the tourism community so that visitors not only associate Tenerife with its beaches, natural wonders, cultural diversity and vibrant gastronomy, but also with the service the locals provide. The campaign’s website contains tips on how to be a “nicer person” and Ashotel (Tenerife’s Hotel Association) has created specific courses that will be included in training sessions for their members and staff.

The campaign also aims to engage with a wider audience of business owners, students and the general public and is being promoted across local newspapers and radio stations. There is also an “astrovolcanic” photography contest on the campaign’s [Facebook page](#) encouraging locals to submit their best pictures of the volcanic landscape, stars or skies to win an iPad mini. The initiative has its own song too, called [“Lo que llevo dentro”](#), which is sung by the Tenerife group “Nada en los bolsillos.”



Just four hours away from the UK, Tenerife has become one of the UK's favourite holiday destinations. The island, as well as boasting a mild spring-like temperature all year round, offers visitors excellent hotel and leisure facilities; plenty of outdoor activities such as stargazing, cycling and hiking; fully-equipped beaches; rich gastronomy and a wide range of events throughout the year to cater for all tastes.

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Notes for Editors:

1. The Tenerife Tourism Corporation is a membership led independent body, supported by the public and private sectors, which markets Tenerife overseas as a tourist destination. A portfolio of five specific brands has been created: Golf, Nature, Select, Convention Bureau and Film Commission.
2. For general tourism information on Tenerife please visit: www.webtenerife.co.uk.
3. For further information on Tenerife Buena Gente" please visit: www.tenerifebuenagente.com.
4. For media enquiries, please contact Polly Martin or Richard Hume at Hume Whitehead: polly@humewhitehead.co.uk / 0845 498 9985; richard@humewhitehead.co.uk / 0845 498 9981.