

Highlights of Tenerife's First Walking Festival Revealed

**-15 routes now confirmed - free nightly entertainment -
entry to Puerto de la Cruz's main attractions - plus discounted local
accommodation and airfares-**



16th October 2014 – For those who wish to venture to the rugged and beautiful north of the island, now is the time, as organisers of the first **Tenerife Walking Festival** announce highlights of the four day event. Taking place in Puerto de la Cruz from **10th – 14th March 2015**, families, groups of friends, couples and individuals who have an interest in walking and a good sense of adventure, are all encouraged to register for the festival and join in the fun. www.tenerifewalkingfestival.com

Participants pay a joining fee of €20 which includes a welcome pack, daily transport to each trail, a wristband that gives discounts in local stores, restaurants and museums and the services of a professional mountain guide on every walk. During registration participants are required to select four walks from a total of 15, ranging in price from €15- €20 each.

Nestled in the lush Orotava Valley, Puerto de la Cruz will be the nerve centre of the Tenerife Walking Festival and where participants can benefit from free entry to the city's main attractions, including, the *Botanical Gardens*, *Sacred Art Museum in the Church of Nuestra Señora de la Peña de Francia* and the *Lago Martiánez Leisure Park*; a stunning outdoor lido designed by César Manrique, a famous artist from the Canary Islands.

The "Plaza del Charco" is the festival's official meeting point, bar and event space, where walkers can congregate after a hard day's exercise to enjoy discounted drink prices and a line up of free entertainment.

Special hotel rates have also been negotiated, enabling walkers to stay locally and enjoy the festival's atmosphere, with prices starting from as little as €44 per night for a double room. To book visitors should visit www.tenerifewalkingfestival.com and click on the "Accommodation" page.

In addition, Iberia Airlines is offering a **15% discount** on flights to Tenerife during the period of the festival and tickets can be booked by following this link: www.iberia.com/WALKING/en/

As expected, walking remains centre stage with details of 15 different trails now confirmed, which are classified into three categories: volcanic, coastal and green tracks. Within the Coastal walks category the trail of *Malpais de Güüimar* takes participants to the ancient pyramids and to the area's volcanic badlands, whilst the trail of *Las Aguas-Rambla de Castro - Puerto de La Cruz* weaves through a fishing village and stops at a working banana plantation.

The Volcanic walks include a night-trail, *Roques de Garcia*, which begins with the discovery of Mount Teide's famous flora and fauna and finishes with stargazing, and the *Chinyero from La Montañeta* trail which takes visitors across the "ash" of volcano Arenas Negras, surrounded by stunning pine trees, and along the pretty streets of Garachico.

The Green walks include the *Bailadero-Las Vueltas de Taganana*, which follows through the Anaga Rural Park and the ancient laurel forests and finishes in the old capital of La Laguna, and *La Ensillada-Tafada-Chamorga* walk, which all takes place within the boundaries of El Pijaral Special Integrated Nature Reserve.

For those looking to further explore, there is plenty to see and do on the city's doorstep. There is the epic Teide National Park and nearby beautiful beaches, excellent surf breaks, golf courses, diving spots and the award-winning theme park, Loro Parque, with its impressive collection of orcas, dolphins, penguins, Bengal tigers and parrots.

Tenerife Walking Festival is organised by Cabildo Insular de Tenerife (the Council of Tenerife) through Turismo de Tenerife (Council of Tourism of Tenerife), the European Ramblers' Association (ERA), Federación Española de Deporte y Montaña de Escalada (Spanish Mountain Sports and Climbing Federation, FEDME) and FECAMON (Canary Islands Mountaineering Federation).

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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.
2. For further information on the Tenerife Walking Festival please visit: www.tenerifewalkingfestival.com or view the newsletter at <http://tinyurl.com/ncbrtlv>
3. For general tourism information on Tenerife please visit: www.webtenerife.co.uk.
4. For media enquiries, please contact Polly Martin or Enrique Martin at Hume Whitehead: polly@humewhitehead.co.uk / 0845 498 9985; enrique@humewhitehead.co.uk / 0845 498 9984.