

Tenerife continues to develop its plan to strengthen the destination

The island's tourism representatives maintain continuous contact with the sector in light of the current global situation

Tenerife continues to implement its contingency plan, presented this week, in response to the coronavirus outbreak detected last week here on the island, in addition to carrying out an intense schedule of meetings with local organisations and tourist companies (the most recent took place yesterday), in order to keep them informed and answer any queries or doubts they may have.

The cross-sectional contingency plan, drawn up by the public company, includes both communications overseas and here in the destination itself. In relation to the latter, aside from meetings with tour operators as well as activity organisations, centres for tourist initiatives, tour guide companies, car hire companies, travel agencies and entrepreneur associations within the sector, among others, to show them the details of the plan, a Turismo de Tenerife board meeting has also taken place, which was attended by representatives from the worlds of business, hospitality, local councils, AENA, the local port authorities and the University of La Laguna.

Overseas, Tenerife is working hard via its representative offices in the United Kingdom, France, Germany, the Benelux countries, Russia and the United States of America, which provide daily updates regarding the state of their markets, in addition to regular communication with the Spanish tourist offices. The tourism board, controlled by Tenerife's cabildo, is also gathering information from the main tour operators and airlines that work with the island where, we can confirm, the general mood among companies is that they have neither changed their routes to the island nor have any intention of doing so.

The plan, developed by Turismo de Tenerife, also includes the provision of an ambitious on- and offline communications campaign that will strengthen the relaunch of the destination in its primary tourist markets, and which will be followed by the new marketing plan that is currently being developed. The outline for the plan was also transmitted to the different industry representatives during recent meetings.

Almost 500 people have now left the hotel

With regards to the hotel kept under tight health controls since February 24th, the regional health authorities have informed that the departure of guests continues as planned, with a total of 484 people having left the hotel by 12:00 this lunchtime, all meeting the conditions set out by the Spanish Ministry of Health.

Of the 6 Italians who tested positive for coronavirus, all from the same group, five are completely asymptomatic and all remain isolated in hospital. The British citizen who tested positive from the same hotel has now been discharged from hospital.

Given the fact that the guests are leaving the hotel as planned without incident and the state of absolute normality to be found around the island, the Tenerife Tourism Board will not be sending out further press releases over the weekend.

The Canarian Government is continuing to provide regular updates on its website <https://www.gobiernodecanarias.org/sanidad/> and also via its Twitter accounts @SanidadGobcan y @CuidadosSCS.