

# DISCOVER La Laguna

Another way to be

TOURISM PRESS KIT 2023  
San Cristóbal de La Laguna

[www.descubrelalaguna.com](http://www.descubrelalaguna.com)



# La Laguna

If you want to create content on travel, experiences and everything that offers visitors a destination like San Cristobal de La Laguna, here you will find the information you need to work with.

If you have any doubts, any questions, need to meet with those who manage the destination or want more information on a particular topic, do not hesitate! We love to talk about La Laguna.

You can contact us by writing an email to

[comunicacion@descubrelalaguna.com](mailto:comunicacion@descubrelalaguna.com)







## San Cristóbal de La Laguna defends another way to be and of understanding tourism

The city of the "advanced" aspires to become the capital of discovery tourism in Tenerife, promoting slow travel and 0 kilometer gastronomy.

San Cristobal de La Laguna presents at Fitur the keys to its new positioning as a tourist destination. With the campaign **Discover La Laguna, another way to be**, the Tenerife municipality wants to communicate a new vision and a position itself in the tourist offer of the island of Tenerife with its own voice, promoting the Northeast Region and the Rural Park of Anaga as the setting for unique experiences without renouncing its attractiveness as a **World Heritage City**.

La Laguna aspires to become a center of attraction for people who enjoy traveling in a different way, who seek the authenticity of the places, the connection with the local culture and escape from the conventional circuits of tourism. In this way, it claims to be the capital of discovery tourism on the island of Tenerife by aligning itself with the philosophy of slow travel.

La Laguna wants to demonstrate that there is another way of **understanding tourism**, moving away from macro-projects or intrusive actions in the natural environment.

**Sustainability** is not only taking care of the environment, it is also taking care of the people who live in the territory who benefit from the tourist activity, generating direct income that translates into authentic local and **community development**.



The greatest assets of La Laguna as a destination are its historic center, a World Heritage Site, an uncrowded coastline with a Blue Flag and a surfer's paradise, a rural park that is a Biosphere Reserve, and agricultural areas with excellent local products. Zero kilometer gastronomy is conceived as a transversal axis that highlights the value of the municipality's agricultural, livestock and fishing wealth.

With the campaign **Discover La Laguna, another way to be**, the Department of Tourism of the municipality, led by **Idaira Afonso**, aims to generate a sustainable, realistic, distinctive and relevant value proposition for San Cristóbal de La Laguna, which, besides specific actions, puts the focus on the tourism offer available with clear and well segmented messages, aligning all stakeholders around a common purpose.

The campaign revolves around three main lines of action:

**Optimize the communication** and image of the destination in all its channels.

**To publicize the main lines of tourism products** offered by the municipality.

**To capture the attention of specialized media** on the unique tourist proposal of La Laguna.

As ambassadors of the destination, the blog **www.descubrelalaguna.com** will feature 5 stories in audiovisual form starring people who embody the values of the destination and that other form of being and living in the world.

Far from the artificial discourse of conventional advertising, La Laguna wants to develop a branded content campaign in which the protagonists are real people with worth knowing stories.







**DISCOVER**  
**La Laguna**

Another way to be



## No one likes to miss La Laguna

San Cristóbal de La Laguna is a well established destination within the touristic offer of the island of Tenerife. The data from the different touristic offices and customer service points prove it.

The year 2022 has meant a remarkable recovery of the activity of these centers after the **pandemic hiatus** with a total of **32,122 tourists attended in the historic centre** and more than 3000 between the offices of Bajamar and Punta del Hidalgo.

The tourist who choose La Laguna to spend their stay on the island is **mostly Spanish, followed by British, German and French**. French tourism has shown a growing trend since the previous year.

The average time spent by tourists in hotel and hostel establishments in the municipality is also undergoing significant growth. In the past two years it has gone from an average stay that barely exceeded 2 days to reach in the last period studied (first half of 2022) to almost 3 days of staying.

The highest percentage of visitors who come to La Laguna choose the historic center for their visit, due to the attraction of being considered a **World Heritage Site by UNESCO**.

In addition, the motivation of tourists who come to La Laguna for the culture and heritage axis and for the **shopping and gastronomy binomial** also stands out.

Every day, the city centre welcomes groups of visitors who are offered **free guided tours**.

There are also **guided tours to Punta del Hidalgo and three Ecotours that cover the areas of Tejina, Jöver/La Barranquera and Valle de Guerra** on foot.

To **reinforce the municipal tourism strategy** of reaching out to all people, La Laguna has a programme of accessible routes for people with disabilities.



## Get to know the essentials of La Laguna

San Cristóbal de La Laguna was declared a World Heritage City in 1999. Among the many merits that La Laguna possesses to hold this title is the fact that it is an example for the design of new world cities such as Lima, Havana, Cartagena de Indias and San Juan de Puerto Rico.

La Laguna is considered to be a **laboratory of the urban planning** that the conquistadors took to America to design Latin American cities.

**La Laguna was the first city built without walls in the Kingdom of Castile and Aragon**. The founders of the city considered that, due to its location and design, it was not necessary to build a wall around the limits of the new city, and with this decision they marked a milestone in modern urban planning.

Until the 19th century, La Laguna was **the economic and administrative capital of Tenerife**. Today it is still the religious and cultural capital of the island.

La Laguna has also been known as the **city of the "adelantados"** since the 16th century. because it was the capital of Tenerife, where the governors of the island, known as "adelantados", lived. The first of these, **Alonso Fernández de Lugo**, laid the foundations of the city, which today is considered to be one of the best examples of the city planning of that new era that was just awakening.

When it was founded, La Laguna was divided into the Villa de Arriba, around the Iglesia de la Concepción, where the artisans and bourgeoisie resided;

and the Villa de Abajo, with its center at the Plaza del Adelantado, and where military and civil power resided.

The city has a wide and varied range of leisure and cultural activities. In the centre of La Laguna there are more than a dozen art galleries and the municipality has three of the island's great museums, the **Museum of Science and the Cosmos, the Museum of Anthropology of Tenerife and the Museum of History** of the island, the latter located in the stately **Casa Lercaro**, a building that is itself part of the museum's collection.

Other cultural sites complete the varied museum panorama of the city. This is the case of the **Cristino de Vera Foundation**, dedicated to contemporary art, or the **Cayetano Gómez Felipe House Museum**, which exhibits a large collection of antiques related to art, daily life and traditions in the Canary Islands.

The old town of La Laguna has become an authentic **open-air shopping centre** where the most renowned and modern firms coexist with those traditional shops that perfectly preserve the essence of the local commerce. In fact, there are several local shops that have been open to the public for 100 years. Every corner of La Laguna surprises you with a shop that invites you to enter and breathe in centuries of history.

San Cristóbal de La Laguna is **the home of the first university founded in the Canary Islands** more than two hundred years ago and which, with almost 10,000 students, now bears his name.



## Beyond the historic city centre

**Agriculture as a bastion of an ancestral culture.**

The towns of **Tejina and Valle de Guerra**, in the north-eastern region, are known for their excellent production of ornamental plants and flowers, which are exported all over the world and all year round thanks to the mild climate of this area. Sterlitzias, dahlias, protheas and chrysanthemums are just some of the most widespread flower varieties in this fertile region of La Laguna.

Apart from the cultivation of flowers, the north-eastern region is an immense orchard where fruit and vegetables are produced. The care given to each product results in unique flavours. There is also a growing interest in organic farming.



### A Blue Flag coastline

Bajamar and Punta del Hidalgo are two of the most important coastal towns in the municipality.

**Bajamar** became a touristic and holiday resort after the second half of the 20th century.

**Punta del Hidalgo** maintains its seafaring and popular roots, with a strong local identity and the feeling of belonging of its inhabitants.

If there is one thing that characterises these two coastal towns, it is their natural saltwater swimming pools, where bathing while contemplating the ocean and the island's landscape becomes an experience for the senses.

### A Surfing paradise

The first surfers in Bajamar and La Punta **were North Americans** who arrived here fleeing -or deserting- from the Vietnam War.

On La Laguna's coast they found an ideal place to relax and enjoy practising their favourite sport on boards that at that time were only made of wood.

From that moment on, many locals embraced the new sport, thus giving birth to one of the **most unique and traditional surf spots** in the Canary Islands.





## Biosphere Reserve

The Anaga Massif was declared a **World Biosphere Reserve by Unesco** on 9 June 2015, largely due to the enormous richness of the Laurisilva, which is the name given to the jungle forest that envelops its slopes and ravines.

Its vegetation is endemic to the Macaronesia area, which includes the archipelagos of the **Azores, Madeira, Cape Verde** and the **Canary Islands**.

Anaga has species that have existed since the Tertiary period, 20 million years ago.

Anaga is also one of the lungs of the island of Tenerife. It is considered a rural park and has more than a hundred kilometres of trails for the enjoyment of nature lovers.


Among the species found in Anaga are **ferns, laurels, mocanes or viñátigos**; and all of them are particularly surprising for the humidity that their trunks conserve, many of them wrapped in the green of the mosses that embrace them.

The Anaga Rural Park is also a Special Protection Area for Birds, inhabited and/or nesting by species such as the Bulwer's Petrel, Little Shearwater, Cory's Shearwater, Madeira Storm Petrel, Sparrowhawk, Rabiche Pigeon or Turquoise Pigeon.

**If you want to know more, visit**  
<https://reservabiosfera.tenerife.es/>







# DESCUBRE La Laguna

Otra forma de ser

## The perfect plan

We recommend you to experience *slow travel*. Do it at your own pace.

**Wake up in some of La Laguna's ancient buildings**, which have been converted into comfortable and charming hotels in the shadow of the centuries of history enclosed in their walls.

**Have breakfast** on any terrace or café in the old town of La Laguna, such as the ones at the foot of the Iglesia de la Concepción, a building dating from the end of 1511 whose architecture is very similar to the Cathedral of Turin (Italy).

**Stroll through the streets** of the old town and be amazed by the traditional Canarian architecture that fills every corner of this city. Don't be afraid to enter convents such as Santa Clara de Asís or Santa Catalina de Siena.

Take a trip to the north-eastern region, known as "the orchard of Tenerife", and enjoy the agricultural landscapes of **Valle de Guerra**, dotted with banana trees, ornamental flowers and tropical trees like papaya, mango and avocado. Visit the church of San Bartolomé, in the centre of **Tejina**, an Asset of Cultural Interest, and discover its imposing Tuscan-style arches and its traditional coffered ceiling covering the vault.

Enjoy a swim in the **natural pools of Bajamar** or in the **volcanic pools of La Punta del Hidalgo**. The blue flag that flies over both bathing areas is proof of the quality of their waters. If you dare, rent a surfboard or bodyboard.

Taste the delicious and surprising traditional Canarian gastronomy in guachinches and restaurants. **Gofio, Puchero, potatoes, ears of maize and ribs** or fish from the coast of La Laguna are an explosion of sensations within everyone's reach.

**Let yourself be surprised** by the lush vegetation of the **Anaga massif**, a millenary forest that is a Biosphere Reserve, and lose yourself in its paths to find the peace that inspires each of its nooks and crannies.

**Contemplate** the incredible sunset at the **Jardina** or **Cruz del Carmen** viewpoints and look for the perfect photo playing with the infinite palette of colours offered by the dusk in La Laguna. End the day by indulging your palate in one of the many *tascas* that dot the municipality and discover the pleasure of **0-kilometre gastronomy** in every tapa or portion.



## Km0 Gastronomy

San Cristóbal de La Laguna has a **wide range of gastronomic** offerings to suit all tastes and budgets.

From the restaurants and gastrobars in the centre, **with interesting and sophisticated proposals**, to the eating houses in rural areas where traditional cuisine reaches its maximum expression.

The coast is fundamental to understand this unique gastronomic destination on the island of Tenerife. In areas of La Laguna's coastline such as **Bajamar** or **Punta del Hidalgo**, the restaurants offer an interesting variety of seafood products that have been caught just a few hours before being served at the table and come from artisanal and sustainable fishing.

### Local products

The **Northeast region**, especially Valle Guerra and Tejina, is Tenerife's market garden. An enormous variety of fruit and vegetables are produced here, with a growing trend towards organic farming.

The Anaga Rural Park, a Biosphere Reserve, hides **authentic gastronomic treasures**, such as the borralla potato and the liria, the sweet potato and the yam. In Anaga, the land is worked as it used to be, with a lot of manual labour and little mechanisation. The steepness of the terrain and the **cultivation in small terraces** or bancales mean that these practices are known as "heroic agriculture".

**La Vega lagunera** and **Las Mercedes** have been the island's granary. There you can find varieties such as the country's red wheat and millet (corn), which are the ingredients used to make gofio, a traditional product that cannot be missing from a Canarian table.

The local **gofio mills** are doing vital work to ensure that cereal cultivation is not abandoned, using locally produced grain whenever it is available.

**The wines of La Laguna** belong to the Tacoronte-Acentejo Designation of Origin. They are mostly red wines of high quality and limited production, made with unique varieties such as listán negro and negra-moll.

The Cuevas del Lino winery is located in the Anaga Rural Park, in El Batán Bajo. From the farmhouse to the vineyard there are 500 steps. This shows the difficulty and arduous work involved in farming in the area. **This winery can be visited** and is part of the wine tourism proposals of the municipality.

Other wineries: Mallar tinto (Camino La Villa), Máncora (Garimba area), Viña El Drago (Valle Guerra), Vinos en Tándem (Los Baldíos).

There are also traditional wineries that serve their own wine in the famous **guachinches**, family-run establishments that open to the public to sell their wines and offer some of the most typical dishes to accompany them: garbanzas, carne fiesta, escaldón de gofio, bacalao encebollado, tollos in sauce, etc.

La Laguna is a municipality with a **long tradition of livestock** farming. The municipality produces meat and dairy products. In the upper area of Punta del Hidalgo and in other villages in Anaga, there are several **cheese dairies** dedicated mainly to the production of fresh cheese. In many of them, the cattle are fed on natural pasture.











## Top sites

### Nuestra Señora de los Remedios Cathedral

Neo-Gothic in its main structure and neoclassical in its façade, **the Cathedral of La Laguna** is built on the foundations of an ancient temple located on the same site.

Its façade of Canarian stonework, built according to the plans of the Cathedral of Pamplona, dates from the 19th century, when La Laguna was the capital of the island.

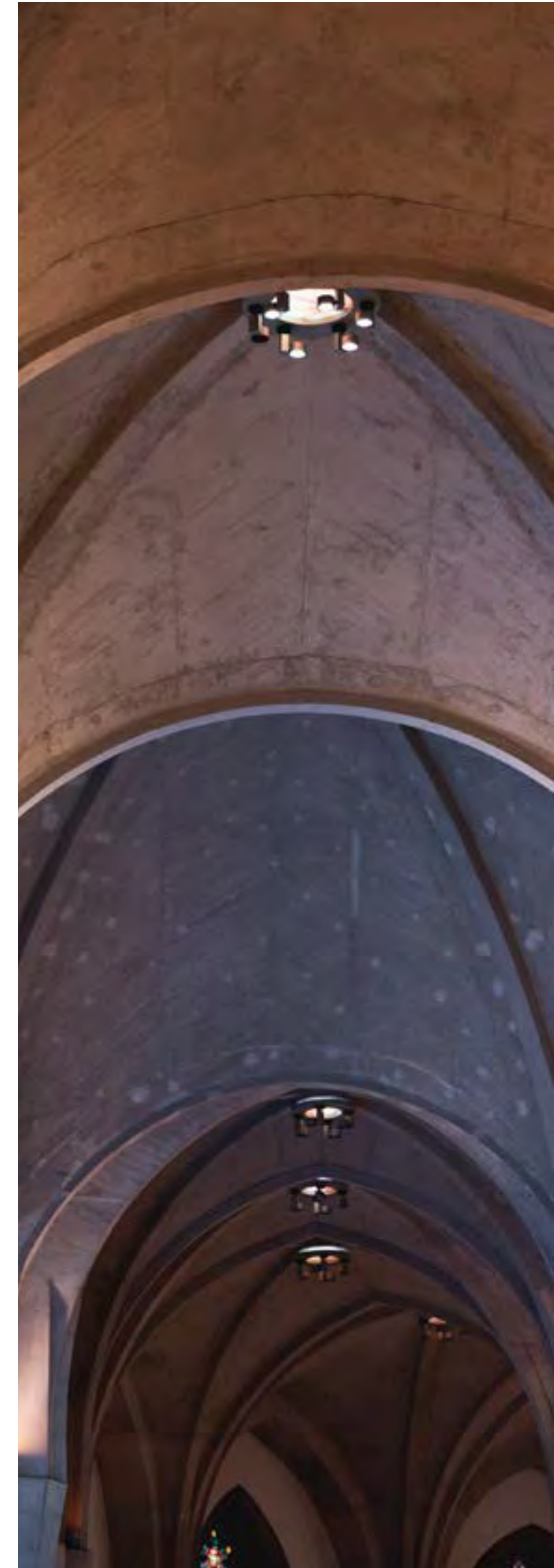
The basilica was declared a National Historic-Artistic Monument in 1983 and houses relics of the two Canarian saints, San José de Anchieta and San Pedro de San Jose Betancur, better known as **Hermano Pedro**.

### Iglesia de la Concepción

Construida en 1511, es la parroquia ma-triz de Tenerife, pues a partir de ella se fundaron todas las demás parroquias de la isla.

The church is located in what was once the Villa de Arriba, where the artisans and bourgeoisie, among others, lived. The church's bell tower is particularly remarkable, reminiscent of the churches of Tuscany, and can be seen from almost any point in the historic centre of La Laguna.

Inside, the meticulously crafted wooden coffered ceiling and the delicate retable of the main altar are well worth a visit.







### Casa de los Capitanes Generales

Currently the headquarters of the Town Hall, it is a building of exceptional construction from which the social status of its former dwellers can be seen, and contemporary alterations and extensions have not detracted from it, making it one of the clearest examples of the domestic architecture of the first half of the 17th century in the Canary Islands.

The house, also known as the Alvarado-Bracamonte house, was built by the Governor, Corregidor and Captain of War of the Islands, Diego Alvarado de Bracamonte, who settled on the island in the 17th century.

On the façade, the red volcanic tuff stone finishings are particularly noteworthy, providing it with a different and stately appearance.

### Casa Lercaro. Museo de Historia

This building, located in the heart of the old quarter of La Laguna, dates back to the end of the 16th century, when the Lercaro dynasty, a family of Genoese merchants who arrived on the island after the Conquest, began its construction.

After a thorough and respectful renovation, the Museum of the History of Tenerife was officially opened in the Casa Lercaro in 1993.

This exhibition project was created with the aim of disseminating the historical development of Tenerife, offering a vision of the institutional, social, economic and cultural progress of the island between the 15th and 20th centuries.

### Casa Salazar. Obispado de Tenerife

Baroque in style, it is one of the most outstanding examples of the archipelago's typical architecture, which also combines Mannerist and neo-classical elements.

On the façade of the palace, the home of the diocese of Tenerife, stand out in particular the striking gargoyles in the shape of animals, reminiscent of the pre-Hispanic American style. The front is crowned with the marble coat of arms of the Salazar family, its first owners.

### Palacio de Nava

With an architectural style very similar to that of the Casa Salazar, the Palacio de Nava is located on one of the corners of the Plaza del Adelantado, yet its monumentality makes it stand out from the rest of the buildings on the site. The two-storey main façade is entirely made of grey volcanic stone, abundantly carved. The interior design corresponds to a traditional Canarian house with a perfectly preserved central courtyard that divides each of the rooms.

### Teatro Leal

Venue of the most outstanding cultural events held in La Laguna, this stage has seen some of the greatest artists of the Spanish cultural panorama parade behind the scenery.

Nowadays, it has a wide-ranging programme whose quality makes it an obligatory place to enjoy culture on the island.







### Plaza del Adelantado

Flanked by the chapel of San Miguel, the Palace of Nava, the Convent of Santa Catalina de Siena and the Casa de los Capitanes Generales, the Plaza del Adelantado is the starting point and finishing place for the routes through the old part of the town.

Until the last century, the city's most important public events were held here, including fairs, markets, processions and even the execution of penalties.

Its fountain, made of white marble and built in Marseilles, has been a meeting place for the people of La Laguna for centuries.

### Bajamar pools

The Blue Flag, which honours the quality of the water and facilities of the Bajamar pools, flies summer after summer over these swimming areas.

Perfectly adapted to all age groups, the natural pools of Bajamar, which renew their waters every day to the sound of the tides, have become one of the favourite places for locals and tourists alike to enjoy the sea.

A stroll along the pier of the small sandy cove, next to the town's small lighthouse, or along the promenade that surrounds this coastal area is an almost essential activity.

### Volcanic ponds of Punta del Hidalgo

Punta del Hidalgo is famous for its whimsical tidal pools in contact with the sea. Along the beach, visitors can play at discovering this virgin pool where they can enjoy a refreshing and restorative swim in the ocean waters.

### Cruz del Carmen. Pathway of the Senses

The starting point for a large number of hiking routes in the Anaga Biosphere Reserve, the Cruz del Carmen viewpoint allows visitors to contemplate unique vistas of the whole vega of La Laguna and the city of the Adelantados.

One of the many trails that originate at this point is the path of "the senses" which, in an integral experience, allows those who walk along it to see, smell, touch, hear and even taste the thousand-year-old Laurisilva forest that surrounds the Anaga massif.

### Forest and hamlets of Anaga

Stepping into the Anaga forest is like entering a subtropical jungle millions of years ago. This vegetation already existed when humans were not yet on the face of the Earth, and for this reason alone it is worthwhile to immerse yourself among the laburnum, vinatigos, ferns and mosses that dye every corner of Anaga in every possible shade of green.

### Casa de Carta. Valle de Guerra

It is one of the headquarters of the Museum of History and Anthropology. This building is considered a significant example of the ancestral residences built in the Canary Islands in the 18th century.

A visit is a unique opportunity to learn about the area's past through the museum's interpretation.







EXCMO. AYUNTAMIENTO DE  
SAN CRISTÓBAL DE  
LA LAGUNA



turismo  
LA LAGUNA



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San Cristóbal de La Laguna  
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desde 1999