

## DESCRIPTION AND GENERAL CHARACTERISTICS

### Location:

It is located in the municipality of La Orotava. Coordinates 28°15' North and 16°37' West.

### Description:

It occupies the highest part of the island and was declared a National Park in 1954, besides being appointed a UNESCO World Heritage Site in 2007 and awarded the title of Starlight tourist destination and the Tenerife mountain tops that of Starlight reserve in 2013.



The Teide Volcano is located in this area and it is an exceptional place for observing the universe.

It is the most visited National Park in the Canary Islands, Spain and Europe, and the ninth in the world.

It is very important due to its biodiversity, as it has 168 different species of higher plants, 58 of which are endemic to the Canaries. It also has great diversity of fauna that live permanently and temporarily in the park.

It is a place of scientific interest due to its weather and geological conditions that coincide with those on the planet Mars.

### Protection category:

Protected as a protected natural area due to being a National Park.

## TOURIST VALUATION THE RESOURCE

### 1. Hierarchical level of the resource

• Level 3 Exceptional appeal and of great significance for the international tourist market, able to motivate an important (current or potential) visitor flow by itself.

### 2. Tourist demand

2.5 million tourists a year. It is the most visited park in Europe and the second in the world.

## ACCESSIBILITY

### 1. Resource (global) accessibility

It has resources such as paths and visitor centres adapted for people with reduced mobility.

### 2. Resource signage

Yes.

### 3. Degree of accessibility

It can be accessed by car or bus along roads from La Orotava, La Laguna, Chío, Los Cristianos or Granadilla de Abona.

## MARKETING

### 1. Marketing profile:

It is marketed individually over websites belonging to different organisations and as an activity that forms part of a tourist package sold through travel agencies.

### 2. Information available of the resource:

<http://www.magrama.gob.es/es/red-parques-nacionales/nuestros-parques/teide/>,

<http://www.webtenerife.com/destinos-y-lugares/parque-nacional-del-teide/> or

<http://www.red2000.com/spain/canarias/tenerife/1teide.html>

## TOURS

### 1. Establishment capacity

It is the most visited National Park in Europe and the 9th in the world.

### 2. Timetables and availability for receiving tours:

It is open all year round.

### 3. Admission:

free

### 4. Limitations:

Possible problems caused by adverse meteorological phenomena.

### 5. Tour of the resource

Self-guided thanks to the park guides or those that are available on the website or guided through the National Park itself and active leisure companies.