

Tenerife...
what did you expect?

TECT,
27th March 2014

M
MUSEOS DE TENERIFE



Tourism and Culture: Two sectors with their backs to each other (for now)



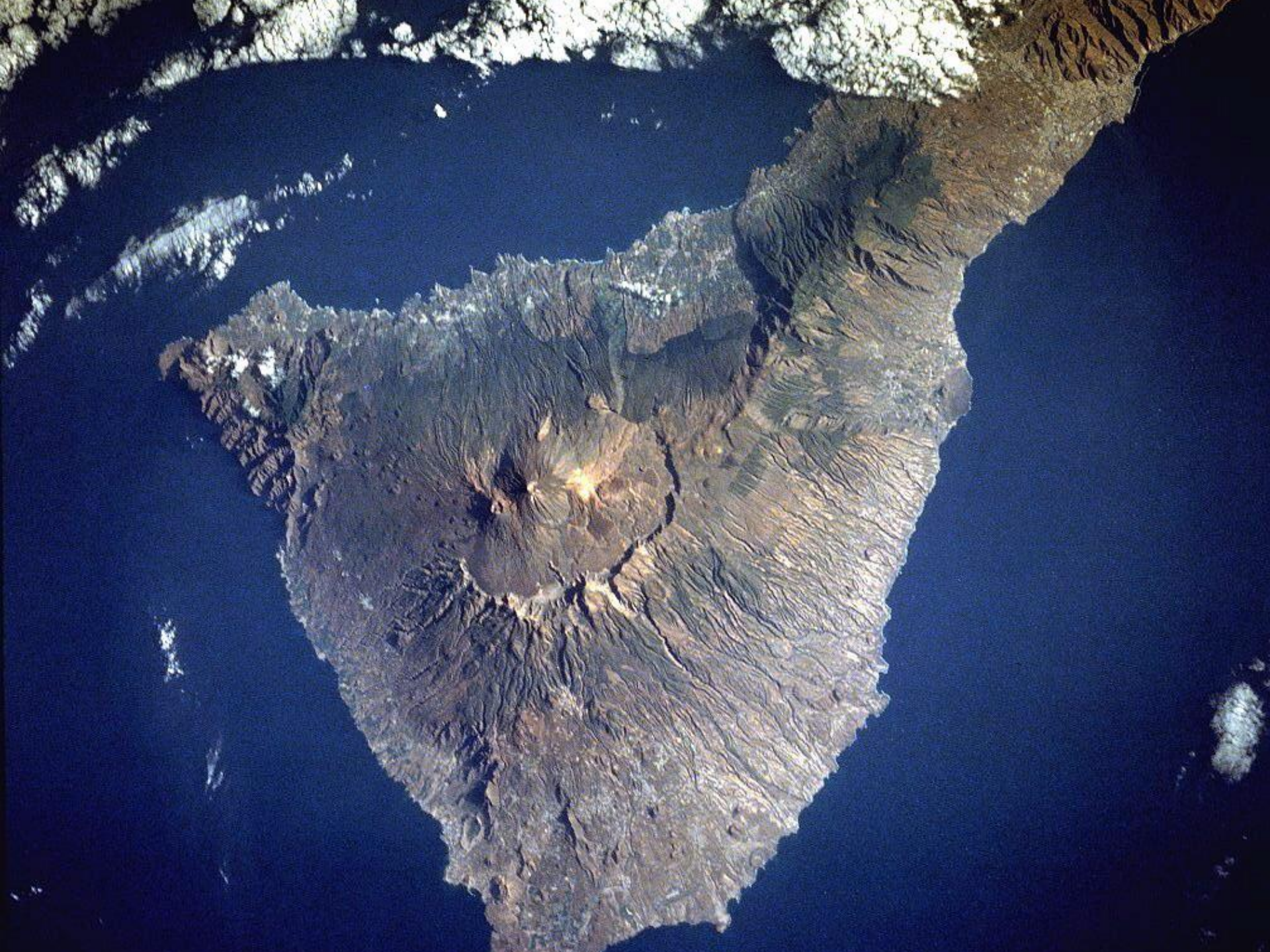
Tourism

1,300 km from Europe...



... 300 km from Africa





...but great weather



A “sun and beach” destination

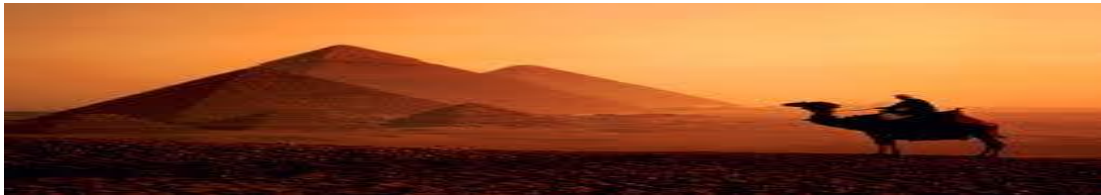


An important industry:
5,000,000 tourists in 2013





Greece: 17,000,000



Egypt: 12,000,000



Tenerife: 5,000,000



Cuba: 2,800,000

145 planes from 128 cities land
per day



100,000 tourists sleep in
Tenerife on any given day



More than 100 4- and 5-star hotels



but not inspired by traditional
local culture

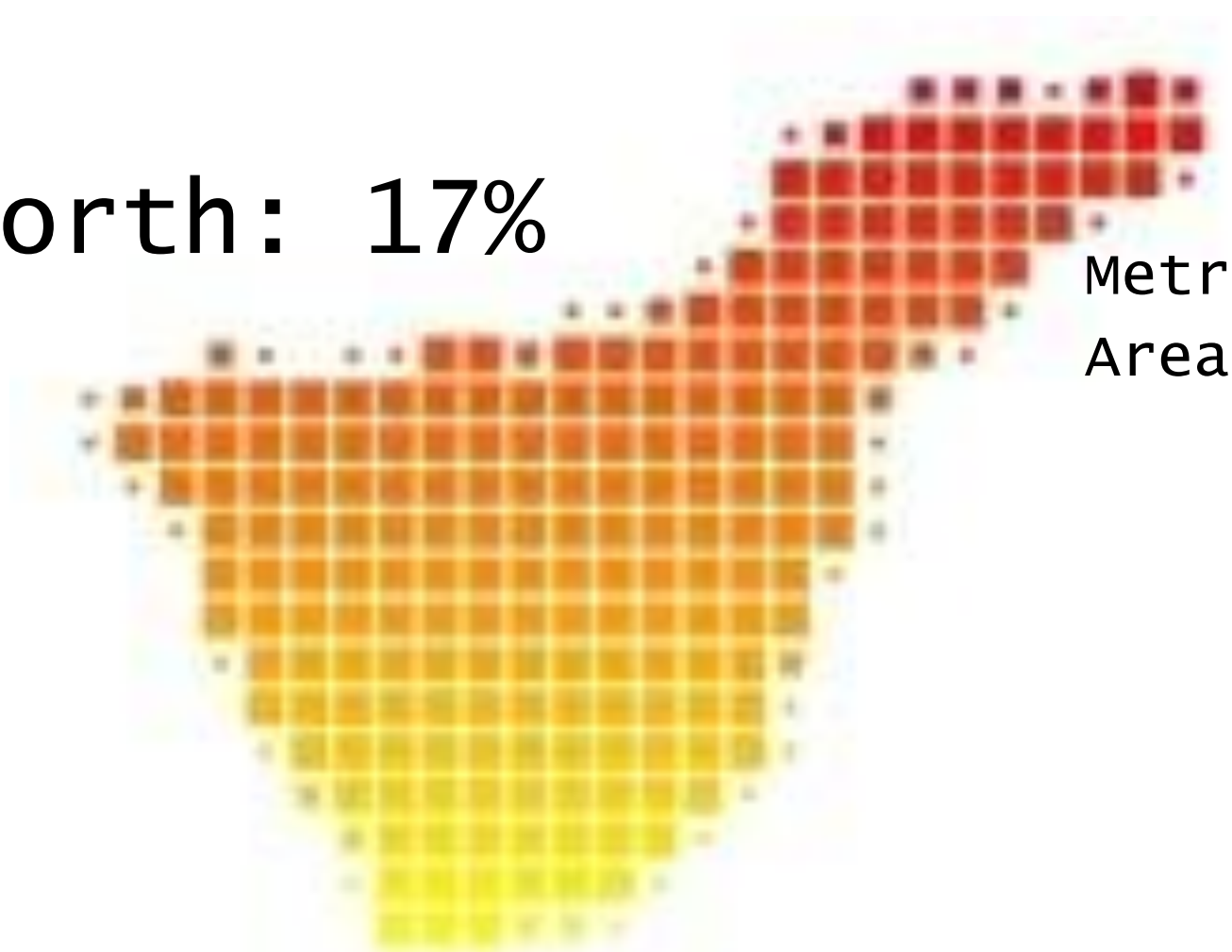


Territorial distribution

North: 17%

Metropolitan
Area: 4%

South: 79%



25% of Tenerife's labour force
is employed in the
tourism industry



In 2010, 1,600,000 came from
the UK



1,200,000 from mainland Spain



and 500,000 from Germany



60.2% of them chose* Tenerife
because of its nice weather...

*2013

28.0



27.5% because of nature,
landscapes, and interesting
places to visit



23.7% because of the sun...



But just 1.5% visited Tenerife
because of its cultural activities



41.5% of tourists don't do any activity in Tenerife



31.1% visit leisure parks



15.7% go hiking



13.1% go whale watching



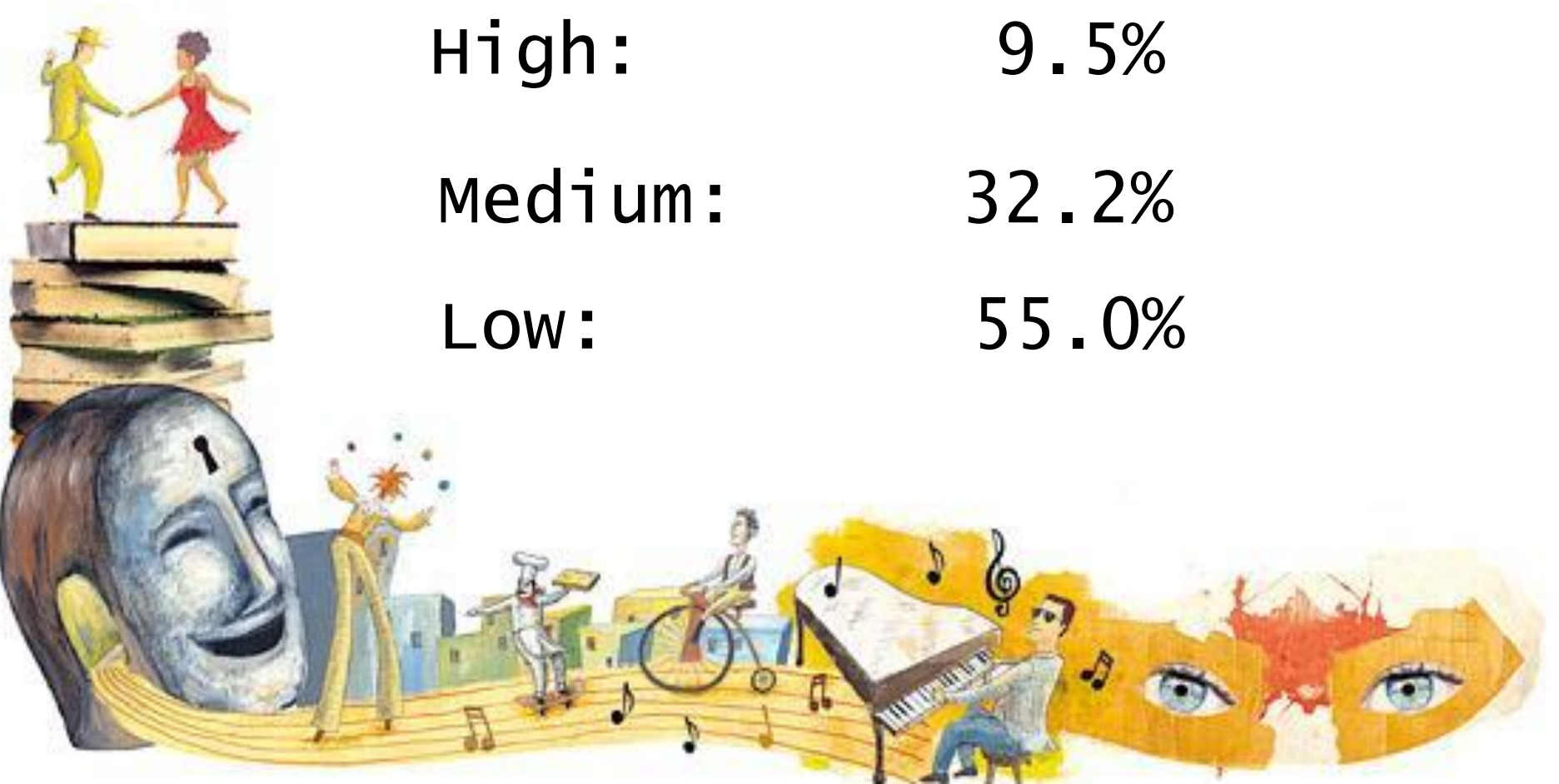
But just 6.7% visit museums or exhibitions or go to concerts



Cultural consumption of tourists in their countries

Survey on Tourism & Culture in Tenerife, 2008

| | |
|---------|-------|
| High: | 9.5% |
| Medium: | 32.2% |
| Low: | 55.0% |



Action Plan “Tourism and Culture 2008-2011”



TENERIFE[®]

disfruta de todo

3 general objectives:

- To enrich the image of Tenerife as a tourist destination through culture
- To make the existing cultural offer in Tenerife profitable
- To diversify the habits of tourists into new offers or into a better use of existing ones

Cultural industries

High concentrations of creative and cultural industries in the metropolitan area



Santa Cruz



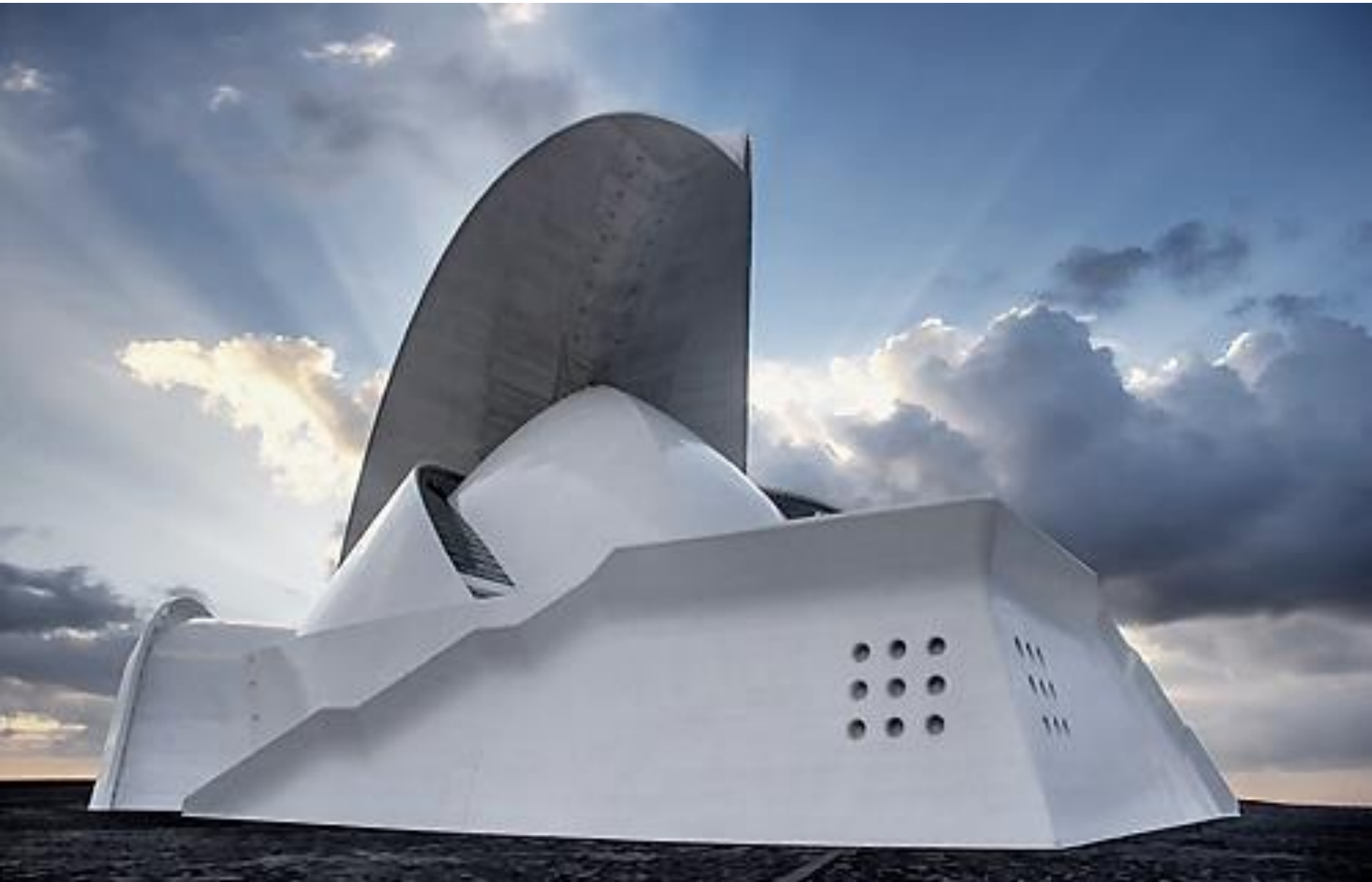
La Laguna



A renewed offer of programmes and venues



Auditorio de Tenerife “Adán Martín”



TEA Tenerife Espacio de las Artes



Museo de la Naturaleza y el Hombre



Espacio Cultural El Tanque



Teatro Guimerá



..but targeting local audiences



Barriers between tourism and culture

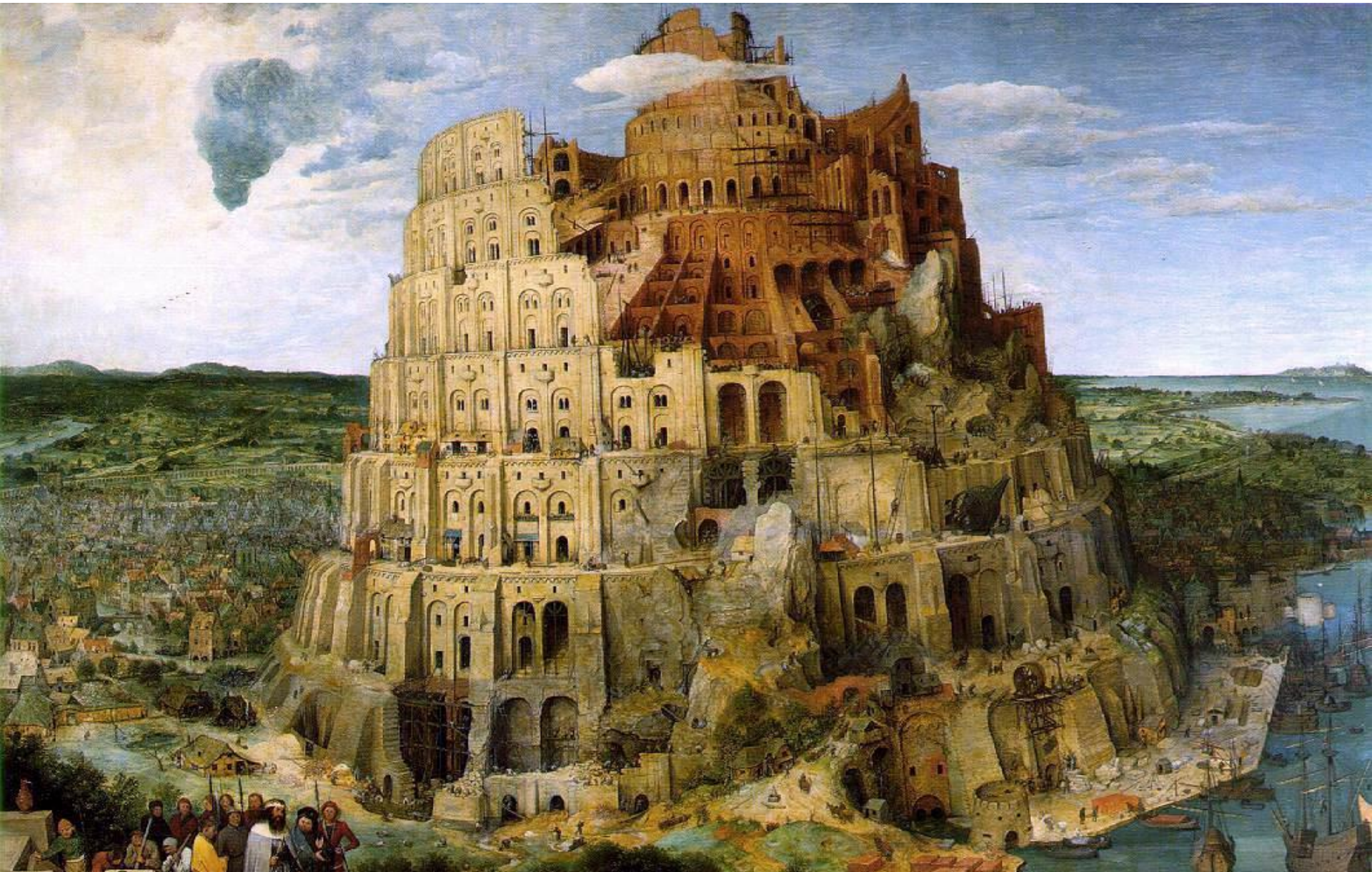
1. Mutual indifference and ignorance



2. Low demand for cultural products



3. Languages



4. Logistics



5. Lack of communication with the potential tourist audience



6. A highly competitive leisure industry



Action plan to increase the number of tourists who visit museums in Tenerife

General objectives:

- Increase social recognition of museums
- Increase their self-financing rate

Challenge 1: How to overcome our ignorance of the tourist sector

- Seek advice from an **expert in tourism marketing** (not in cultural marketing)



Challenge 1: How to overcome our ignorance of the tourist sector

- Organize familiarization visits to museums for:
 - Tour operator directors and delegates
 - Heads of excursions departments
 - Guides
- Listen to them



Challenge 2: How to increase demand for museum visits

- Tourists are not so much interested in cultural consumption as they are in consumption of leisure: **we must expand our product**



Challenge 2: How to increase demand for museum visits

- Our museum tickets are too cheap; **we have to raise our prices** if we want to reach the group market



Challenge 3: How to remove Language barriers

- Providing **audio guide** devices
- **Translating** as much as possible
- offering **guided tours** of the permanent exhibition



Challenge 4: How to solve logistical problems

- **Improve facilities and services:** coach parks, parking for rental cars, good public transport links



Challenge 4: How to solve logistical problems

- Promoting **collaboration** with other key players **who also want to launch new tours** of the city



Challenge 5: How to increase the scope of our communication

- Once again, we must join forces with other economic and cultural institutions in the city to **gain size and visibility**



Challenge 6: How to deal with the leisure industry

- Bear in mind that these companies are also your **competitors**
- Make **alliances** with them when possible
- But, mainly...
Learn from them

Was it
what you
expected?



Thank you for your attention



Néstor Yanes Díaz

nestor@museosdetenerife.org

+34 922 209 318