

DESTINATION X

PUERTO DE LA CRUZ,
TENERIFE



by micebook.



GRAN HOTEL TAORO

ELEVATING EVERY EVENT

A historic icon of luxury hospitality
Gran Hotel Taoro reopens after an impeccable restoration
as the most iconic venue in the enchanting north of Tenerife

A TIMELESS SETTING FOR EXCLUSIVE EVENTS
FILLED WITH CHARACTER AND ELEGANCE



PUERTO DE LA CRUZ · TENERIFE

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A **FRESH** PERSPECTIVE

Think you know Tenerife? So did many of the attendees at the inaugural X: by micebook event, which took place on the Canary Island from 2–5 October 2025.

But most had only ever visited the south, and when they arrived for X, they discovered a very different side to this popular destination – the authentic, cultural, and quietly captivating Puerto de la Cruz in the island's north.

X: by micebook is about stripping back what you think you know and rebuilding it with fresh perspectives. And with the help of our brilliant partners – Tenerife Convention Bureau, Ten Travel DMC, Capital Incentive DMC, and Gran Hotel Taoro – we challenged 100 event buyers and suppliers to embrace the unexpected on a three-day immersive journey of teasers, surprises, identity bracelets, curated connections, and destination discovery.

In our first Destination X Report, we're delighted to shine the spotlight on Puerto de la Cruz and the north of Tenerife.

Inside, you'll discover what makes this region so appealing for meetings and incentives, alongside the most exciting new developments, standout hotels and venues, unforgettable experiences, and, of course, some of the many highlights from our X programme.

We hope it gives you a fresh perspective on Tenerife – and inspires you to consider Puerto de la Cruz for future events.

Enjoy!

Susie Harwood
Editor, micebook



THE *Soul* OF NORTHERN TENERIFE



Puerto de la Cruz is redefining the north of the popular Canary Island as a distinctive destination for memorable meetings and incentives.

Set between the Atlantic Ocean and the lush green slopes of the Orotava Valley, with the majestic silhouette of Mount Teide in the background, Puerto de la Cruz has long been the beating heart of Tenerife's tourism story.

It was here that the island first welcomed travellers in the 19th century, drawn by its exceptional year-round climate and natural beauty. Over the years, Puerto de la Cruz has hosted renowned visitors such as Alexander Von Humboldt, Agatha Christie, William Wilde, Michael Jackson, André Breton and The Beatles, to name just a few.

Today, while it has evolved into a vibrant seaside city, it retains the soul of the fishing village it once was, where small boats still bring in the morning catch to the old harbour and locals gather in Plaza del Charco for coffee and conversation.

Strolling through its cobbled streets reveals over 140 protected historic buildings, open-air art installations, and the colourful murals of La Ranilla, a traditional fishing district reborn as a creative hub.

The seafront is equally captivating, from the black volcanic sands of Playa Jardín to the striking Lago Martiánez pools designed by visionary architect César Manrique, blending art, water, and landscape.

Puerto de la Cruz's charm lies in its contrasts: cosmopolitan yet calm, traditional yet creative, historic yet full of fresh energy, making it the perfect destination for our inaugural X: by micebook. It's also an excellent base for discovering the north of Tenerife in general.

Delegates can explore the island's 1,000 miles of trails, paraglide from the slopes of Teide, or unwind in the ocean-fed pools of San Telmo. The sea provides a variety of sports activities, from paddle surf and bodyboarding to scuba diving.

Add to that a multitude of unique venues for memorable dinners and gatherings, and the brand-new Gran Hotel Taoro, which brings a new level of five-star luxury to this part of the island, and there is plenty to inspire groups.



Tenerife was thrilled to have been selected as the host destination for the X: by micebook inaugural event. With the re-opening of the newest luxury property on the island, the iconic Gran Hotel Taoro, it is the perfect time to rediscover Puerto de la Cruz.

Diego Fernandez,
Manager, Tenerife Convention Bureau.

GRAN HOTEL TAORO AN *ICON* REIMAGINED

Closed for half a century, Tenerife's original grand hotel returns to life after a meticulous €35 million restoration.

Perched above the town in the lush Taoro Park, the Gran Hotel Taoro is a striking symbol of Tenerife's past and future. Originally opened in 1890 as Spain's first luxury grand hotel, this heritage-listed landmark has welcomed an extraordinary cast of guests, from King Alfonso XIII and the Duke of Windsor to Agatha Christie and Konrad Adenauer.

Now, after an extensive restoration, it is ushering in a new era of elegance

for Puerto de la Cruz. The neoclassical architecture and colonial design by French architect Adolphe Coquet have been meticulously preserved, while interiors have been reimagined with contemporary sophistication.

The result is a blend of heritage and modern luxury across 199 rooms and suites, each offering panoramic views of the Atlantic Ocean, Mount Teide, or the hotel's manicured gardens.



The Sandára Wellness Centre and three pools provide serene sanctuaries for rest and renewal. Meanwhile, culinary excellence is central to the Taoro experience, and a collection of gourmet restaurants, terraces, and bars showcase the island's finest produce and flavours.

These include Atlántico, the hotel's buffet-style restaurant, with floor-to-ceiling windows and a panoramic terrace; Amalur, a gourmet bistro under the creative direction of Michelin-starred Chef Erlantz Gorostiza; Oka, which will serve a fusion of Japanese fine dining with Mediterranean soul, led by Michelin-starred chef Ricardo Sanz; and Lava, a signature fine-dining venue centred around fire and flavour.

For meetings and events, the Taoro Congress Centre features flexible spaces suitable for corporate gatherings, product launches, and gala dinners. The main plenary hall can accommodate up to 650 delegates, while multiple breakout rooms and elegant terrace spaces offer scope for workshops, networking sessions, and private receptions overlooking the Atlantic.

Gran Hotel Taoro is more than a five-star property, it's the revival of a legend, where the island's rich history meets a refined new chapter in hospitality.



MORE PLACES TO STAY AND MEET

From elegant resorts to historic mansions, Puerto de la Cruz offers a diverse collection of spaces for meetings, incentives and gatherings.

MELIA COSTA ATLANTIS

Originally due to be hosted at the new Gran Hotel Taoro, X: by micebook also had to embrace the unexpected when the property's opening was delayed. Thanks to the close collaboration of the Taoro and Meliá teams, the experience was reimagined seamlessly at the Meliá Costa Atlantis, just a short distance away.

Fresh from a €4 million renovation, **Meliá Costa Atlantis** now offers 290 rooms and suites, including The Level executive floors and two presidential suites. Its six

flexible meeting rooms can host up to 500 delegates, while the O'lula Pool Bar provide relaxed, scenic settings for networking or post-event downtime.

Wellness is also a key pillar of its repositioning: the hotel's YHI Spa, located on the 14th floor beneath a striking glass dome, features a hydrothermal circuit with sauna, Turkish bath, ice fountain, water jets, and panoramic views of both sea and volcano.



HOTEL BOTANICO

Just moments away, the **Hotel Botánico & The Oriental Spa Garden**, a member of The Leading Hotels of the World, combines lush subtropical gardens ideal for dinners and receptions, event spaces accommodating up to 600, an array of dining options, including its renowned El Oriental restaurant and an award-winning spa.



UNIQUE VENUES

Casa Lercaro, in nearby La Orotava, is a historic Canarian mansion ideal for hosting banquets, private dinners, and boutique-style gatherings. Another unique venue is **Loro Parque**, one Tenerife's most famous attractions. The award-winning wildlife and conservation park offers exclusive hire of select areas for corporate functions, gala dinners, and private tours.

UNEXPECTED EXPERIENCES

From volcano treks to cultural discovery, Tenerife's north sets the scene for more authentic island adventures.

Puerto de la Cruz provides a natural outdoor playground for planners, with stunning landscapes to discover by land, air or sea. Since the theme for X: by micebook was all about expecting the unexpected, we wanted to do something a little different, so rather than giving our attendees activities to choose from, we kept them guessing right up until the night before.

Pre-event, everyone took part in a quiz, which unlocked four different mindset

pathways – Trailblazers, Scribes, Mavericks and Igniters. On arrival, our explorers were given a coloured bracelet, which symbolised their mindset group and determined their activity for X Day.

With blue skies and glorious sunshine on X Day, our Trailblazers set off on a volcano trek, discovering unique volcanic rock formations, lunar landscapes, pine forests and breathtaking panoramic views.



The Mavericks enjoyed similar landscapes and views of the national park on a jeep tour, followed by a cable car to the top of Mount Teide for the ultimate panoramic views. Starting at the base station at 2,356 metres (7,730 ft) above sea level, the Teide Cable Car ascends to the top station at 3,555 m.

Our group of Igniters embarked on an e-bike tour, exploring the island's trails and panoramas from two wheels, before meeting our Scribes for lunch in a local vineyard. The Scribes, meanwhile, enjoyed a cultural experience in La Laguna, including a visit to the market and museum. La Laguna was the first capital of Tenerife, founded in 1496, and is now a UNESCO World Heritage Site known for its colonial architecture.



These activities were designed to give X attendees a little taster of what is on offer in the north of the island. Beyond that, delegates can immerse themselves in the island's year-round sunshine, and local DMCs Ten Travel and Capital Incentives DMC can curate many more bespoke cultural and outdoor experiences that reveal the authentic soul of Tenerife's north.

Other options include setting sail on the Atlantic Ocean for a boat cruise featuring dolphin and whale watching or, for the ultimate adrenalin rush, thrill seeking delegates can paraglide along the dramatic northern coastline.



CAPITAL INCENTIVE

DMC

With more than 25 years in business and a client portfolio that includes brands such as Avis, Porsche, Bosch, BP and Audi, Capital Incentive DMC is built on true island heritage.

Founded as a family company by Iván Iannaccone's father – a pioneer of the MICE industry in the Canary Islands during the 1970s – the agency has helped shape incentive travel across the archipelago. "My dad was among the first to create incentive products here," he explains. "He had the vision to see that Tenerife could offer more than sun and beach – that it had culture, people, and personality."

Today, Iván continues that legacy with the same entrepreneurial spirit, leading a small, hands-on team that combines creative thinking with a deep understanding of local culture. "We're not a huge company – we're close to our clients, and that means every programme feels personal. We focus on creating memories, not just logistics."

Headquartered in the north of Tenerife, Capital Incentive DMC is passionate about revealing the island's authentic side. "Ninety-nine per cent of events on the island happen in the south, but the north is completely different," says Iván. "Here you feel the real Canarian architecture, the history, the people – it's fresher, greener, more cultural. It's the perfect place for groups who want to connect with the essence of the island."

For groups, that means experiences that go far beyond the beach. The DMC curates everything from cultural tours of UNESCO-listed La Laguna and visits to banana plantations and La Orotava Botanical Gardens, to wine tastings, hiking, and creative team building by the sea.

Capital Incentive DMC played a central role in bringing X: by micebook to life, navigating last-minute venue changes and complex logistics with characteristic calm. "It was a very challenging programme," admits Iván.



"But in the end, the teamwork between micebook, Ten Travel, and Capital Incentive was incredible. Seeing how grateful and impressed the guests were – that was the best satisfaction."

And, he adds, the experience left a lasting impression: "It showed people that the north isn't just beautiful – it works. It's ready for high-end groups, for creative events, for experiences that really connect people to place. That's what we do best."

A FEAST FOR THE SENSES

Spectacular settings, sweeping views and Canarian flavours made every evening at X: by micebook one to remember.

From rustic fincas to scenic vineyards, there are a host of unique and stunning venues in and around Puerto de la Cruz that provide memorable backdrops for evening receptions and gala dinners. Attendees at X: by micebook had the opportunity to experience three of the best.



FINCA LA GAÑANÍA

On the first night, guests were whisked away to our “Unmasked” Welcome dinner at the stunning Finca La Gañanía, just a short transfer from the centre of Puerto de la Cruz.



Boasting beautiful views of the sea and Mount Teide, this rustic estate offers multiple settings – think spacious halls, magical gardens, and terraces perfect for outdoor cocktails. The aesthetic charm of the old Canarian buildings adds a unique flair, creating an unforgettable backdrop for any event, while the versatility of the venue allows for creative themes and decorations.

After a cocktail reception in the garden with food stations serving delicious canapes, our 100 guests were led to a stunning long table in The Pergola, complete with masquerade masks. Here we tucked into a traditional Canarian dinner served as sharing dishes.

After dinner, a surprise Canarian carnival performance featuring traditional drummers and dancers rounded off a memorable evening. Who knew Tenerife hosts the second largest carnival in the world after Rio?

CASA DEL VINO

Nothing beats a beautiful sunset, and on the second night of X: by micebook, guests were treated to one as they enjoyed drinks on the terrace at Casa del Vino, overlooking the Atlantic Ocean and Mount Teide.

Casa del Vino is an old Canarian farmhouse and museum dating from the 17th century and dedicated to the island's viticulture. It has spacious indoor and outdoor areas with a variety of multi-purpose rooms and marquees for outdoor activities in different areas and offers activities for groups of between ten and 700 people.



The emblematic central courtyard, which is home to one of the largest and best conserved wine presses in the Canary Islands, provided a unique setting for our dinner, with catering provided by local-born chef Lucas Maes. With over 12 years of experience in Michelin-starred restaurants in France and Belgium, Lucas's passion for cooking brought him back to his hometown, where he serves up delicious authentic Canarian cuisine and more at several restaurants and venues, including Casa del Vino.



ISLA DEL LAGO

Chef Lucas also provided the catering for our X Finale Dinner at Isla del Lago, creating a contemporary four course feast in this unique setting in the heart of Puerto de la Cruz.

It's part of Lago Martiánez, a large complex of salt-water swimming pools and an artificial lake featuring islands and gardens, designed by the artist César Manrique, and open to the public during the day.

By night, it can be transformed into a magical evening venue, where our guests dined under the stars with views of the sea and Mount Teide providing the backdrop yet again to our final memorable evening in North Tenerife.

As the venue is owned by the Town Hall, it's not often available for hire, but our DMC partners worked closely with Tenerife Convention Bureau and the local Mayor's office to make it happen and create a fitting finale for the inaugural X: by micebook – including a surprise visit from the mayor himself.







TEN TRAVEL DMC

With more than three decades of experience, Ten Travel DMC is one of the most established names in the Canary Islands' MICE scene – and one of the few that stayed rooted in Tenerife's north.

A family-run business, Ten Travel combines the flexibility of a boutique agency with the expertise of a destination heavyweight. Alongside its incentive and corporate business, the company also manages cruise shore excursions for major lines including P&O.

Client projects have included a 120-person incentive for lastminute.com, featuring beach team building, trekking in the national park, and a gala dinner in a converted banana plantation mansion.

"The north of the island is ideal for groups of 50 to 150 people. We're seeing fewer pure conferences or pure incentives now. Most programmes are hybrid, blending morning meetings with afternoon incentive activities such as trekking, kayaking or mountain biking, which is the perfect fit for this region," says Ten Travel managing director Marcos Albornoz van Aken.

He believes the north's appeal lies in its character and creativity, which can be seen across its diverse portfolio of venues. Beyond those showcased during X: by micebook, the region boasts historic Canarian mansions and a reconverted convent in Garachico, which Marcos describes as "sensational." The team has also used the Auditorio de Tenerife in Santa Cruz – an opera house that's perfect for outdoor dining followed by a concert inside. "The acoustics are incredible – it's a fantastic venue."

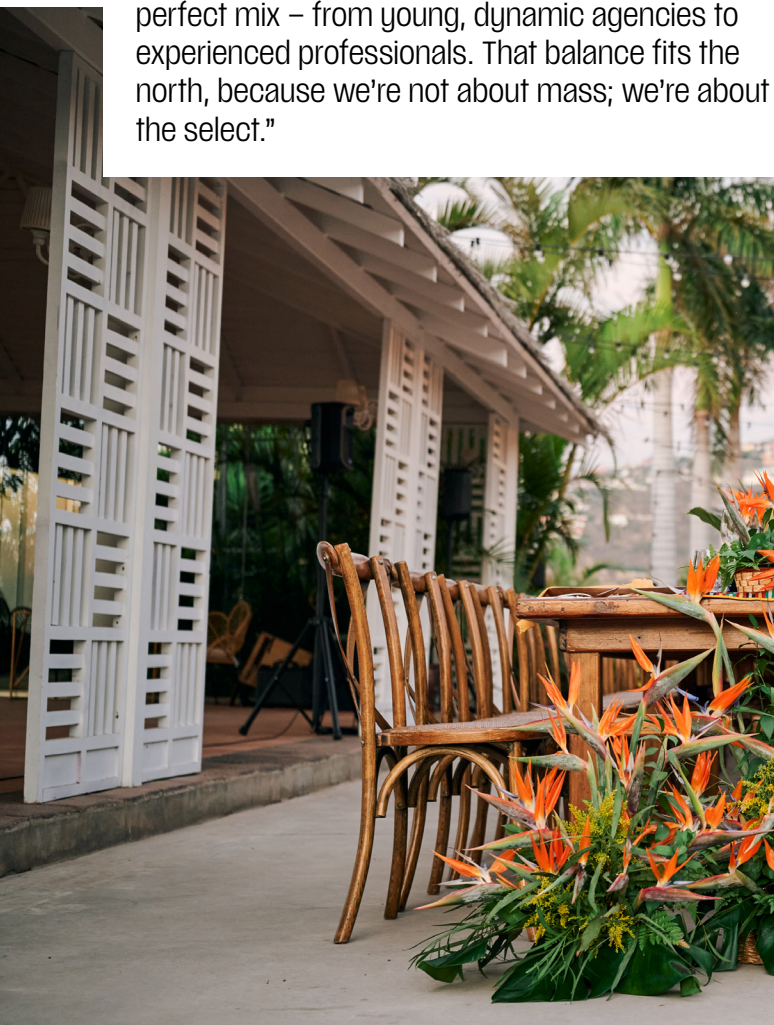


When it came to X: by micebook, Ten Travel was instrumental in shaping the experience. For Marcos, the event was more than just a showcase – it was a turning point for how the north is perceived.

“I don’t think we could have showcased the north of Tenerife any better. The buyers were the perfect mix – from young, dynamic agencies to experienced professionals. That balance fits the north, because we’re not about mass; we’re about the select.”

He adds: “What we did with micebook also sent a clear signal to local suppliers – that this region has real potential, especially with the opening of the Gran Hotel Taoro.

Now venues and restaurants are coming to us inspired, wanting to do things differently. That’s exactly the shift we hoped for.”



X UNFILTERED

We asked four buyers who attended X: by micebook to give us the lowdown on Puerto de la Cruz and North Tenerife. Here's their verdict on this largely undiscovered, but up-and-coming MICE gem.



"I thought I knew Tenerife. After all, I delivered my first incentive programme there over 20 years ago. Back then, my groups were always based in the sun-drenched south – Tenerife's north has often been overlooked. Yet, its slightly cooler temperatures are precisely what give the region its lush landscapes and make it such a pleasant environment for MICE programmes.

At the centre of this rediscovery is Puerto de la Cruz, where there's a palpable sense of renewal thanks to the opening of the Gran Hotel Taoro. If like me, you think you know Tenerife, take another look – it might just surprise you."

Marianne Hadley,
Managing director, Image Events

"I always enjoy doing things a little differently, and spending time in the north of Tenerife was certainly that. The dramatic scenery and stunning views really stood out and the region lends itself nicely to events that blend content with activities, I'd be sure to incorporate those views into as much of any programme as possible, especially around sunset to really make the most of the setting."

Stephen Wallbridge,
Account director, assembl



"The X programme showcased outdoor activities for all types of audiences, local gastronomy and a fantastic range of venues that highlight the region's versatility. La Ganania, with its rustic charm and intimate garden setting, was a standout for boutique and celebration dinners, while Casa del Vino, nestled in the hills, is a beautiful spot and perfect for wine tastings and cultural immersions, with panoramic views and a strong sustainability ethos.

Overall, I think Puerto de la Cruz would really suit clients looking for something distinctive, immersive, and memorable with the addition of a warmer weather all year round."

Jade Ball,
Head of events, BI WORLDWIDE



"The north of Tenerife is rich in cultural heritage and offers unique venues such as vineyard estates, historic mansions, and mountaintop retreats, perfect for high-end corporates, creative industries, and organisations focused on sustainability and wellbeing.

During my visit, I had the opportunity to speak with event industry peers who were born and raised on the island and have since returned to champion its potential as a corporate event destination. Their deep-rooted connection to Tenerife, combined with their professional insight, offers a unique perspective on why the region is so well-suited to business gatherings and groups seeking immersive and memorable experiences."

Kirsty Tod,
Head of client engagement, events,
Reed & Mackay



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