



Discover Santa Cruz



CULTURE | SHOPPING | DINING | ENTERTAINMENT



If you want to know what it feels like to be in a seafront city with a climate that miraculously allows for a T-shirt to be worn in August and in December, you've come to the perfect place. Santa Cruz boasts of having the best climate in the world and an incredibly bright sky, but also of being a city free of stress whose pulse beats at a leisurely pace, far from mass tourism. A city that is authentic and open to the world and which has managed to preserve its essence of a small fishing port despite our being in the twenty-first century.

Santa Cruz constantly calls visitors to enjoy outdoor life thanks to its privileged climate, its bright skies, and its pleasant, cosmopolitan environment

The capital of Tenerife is many things once: it is lively and cosmopolitan, with party streak that cannot be denied thanks to its spectacular carnival – the big party of the island and one of the best in the world; it has an irrefutable charm that has been conferred to it by its past of conquests, its colonial style, and its streets and squares covered with enormous Royal Poinciana trees and Fig trees; and, of course, it is avant-garde because of its commitment to street art, because of the remodeling of its spaces like the Plaza de España, and because of its being a leader in modern architecture with its spectacular auditorium, the work of Santiago Calatrava, and an unforgettable icon of the capital.

Santa Cruz has a lot to offer: culture, entertainment, good shopping, and scenery as amazing as the Anaga Rural Park and its semi-wild beaches with black, volcanic sand. All this without losing its authenticity and warmth, something demonstrated by its inhabitants, the chicharreros – warm, joyful people who are always ready to make your visit an unforgettable one. Discover the city however you want, but you mustn't miss the pleasure of a leisurely stroll or the feeling the sun on your face as you enjoy a terrace.



Getting here



If you're on the south of the island and you've rented a car, you have to take route TF-1 until you get to the lower area of the capital (it takes around 45 minutes). Later, take the TF-4 bypass, a four-lane highway that runs along the coast to the César Manrique Maritime Park and that will bring you into Plaza España if you keep following it. There, you will find convenient public parking areas. Another option is to continue along route TF-1 and come in on the Rambla de Santa Cruz – a long avenue that dissects the city and that will take you to the center.

From the north, take route TF-5, a quick and convenient highway with multiple lanes that, in half an hour, leads up to the two city entrances: Avenida Manuel Hermoso Rojas and the Rambla de Santa Cruz. No matter how you get here, there is an extensive network of public parking areas that are both convenient and affordable.

To get to know Santa Cruz by guagua – the name by which inhabitants of the island call the bus – there are convenient bus lines that depart every half hour from the north and south of the island and that will leave you at the city's main station, where you can take the tram or a taxi to the center.

Thousands of people arrive to the capital of Tenerife almost every day on cruise ships, as Santa Cruz has become one of the main ports of Spain in terms of both passengers and goods. So, if you're one of those people who arrive by sea, to access the center you just have to walk a few minutes down Avenida Anaga and, in a snap, you're in the city's epicenter: Plaza de España.

In any case, once you're in Tenerife, you will see that it has a modern network of roads and highways and that distances here are not too long; thus, getting to Santa Cruz, the heart of Tenerife and km 0 for the island, is really quite simple.



Getting around

By Foot

Santa Cruz is a city that can easily be covered on foot. If you like walking, wandering through its streets with no set destination is a good way to discover its many charms.

By Car

This is an easy and convenient mode of transport, as there are a wide range of rental companies.

By Public Transport

Several 'guagua' bus lines travel through the city, as well as a tram that goes as far as La Laguna – a city declared a World Heritage Site by UNESCO. The taxi service is another quick and convenient option. For more information, visit: www.titsa.com, www.metrotenerife.com



Guided Tours

The city has a guided tours service to learn more about its old center and the beautiful corners of the city. The Municipal Museum of Fine Arts also organizes visits to get to know the architectural heritage of Santa Cruz.



Location

Santa Cruz de Tenerife is the capital of Tenerife and the largest of the Canary Islands. Located in the northeast of the island, the city has 58 kilometers of coastline.

Climate

The trade winds that prevail on the island make the city's climate quite mild, with little rainfall and without extreme temperatures. In fact, the annual average temperature is 22 °C.

Opening Hours

More and more shops are opting for a non-stop commercial schedule from 10:00 AM to 10:00 PM; others choose a split-day schedule, which is typically from 10:00 AM to 1:00 PM and from 5:00 PM to 8:00 PM. Banks and governmental buildings open in the mornings, from 8:30 AM to 2:30 PM.



Festivals and events

Carnival

One of the best in the world and, undoubtedly, the Island's most important festival – one which floods the streets of Santa Cruz with rhythm, color, and fantasy. Declared a 'Fiesta of International Tourist Interest,' this is a happy show that is both vibrant and unique and can be enjoyed both day and night.

www.carnavaldetenerife.com



streets and squares, and installing Christmas markets in the city center. If you have the opportunity, don't miss the great classical music concert that is held in the open air on the 25th at night.

Plenilunio

Since several years ago, coinciding with the full moon, Santa Cruz hosts a most important cultural and leisure event. Simultaneously, in twenty-odd locations throughout the city, endless activities for the young and the old. Hence magic, sport, gastronomy, theatre, art, leisure, music and shopping join a day that culminates at midnight. Check the next occurrence in www.pleniluniosantacruz.com



Tourist Offices

Tourist information office
Plaza de España:

From Monday to Friday:
9:00 AM to 5:00 PM
Saturdays and Sundays:
9:00 AM to 2:00 PM

Cruises Tourist Information Point:

From Monday to Sundays:
9:00 AM to 11:30 AM*

*Only on cruise days at the Port of Santa Cruz de Tenerife

May Festivities

These festivities mark the founding of the city on the Día de la Cruz (Day of the Cross): May 3. Santa Cruz dresses up its crosses with flowers and holds typical dances and events almost the entire month.

Christmas

Santa Cruz celebrates a Christmas that is warm but full of magic, spectacularly lighting up its

Essential visits



Anaga Rural Park

If you have time, you must visit the best-kept treasure of Santa Cruz. This natural area, a Biosphere Reserve, sits atop the massif that bears its name and offers beautiful views of ancient forests and steep ravines of spectacular beauty that flow into beautiful coves with black, volcanic sand.



Las Teresitas Beach

Located in San Andrés and just seven kilometers from the center, the beach of the locals is known for its golden sand, tranquil waters, and large palm trees. If you have the chance, try going for a swim or long walk on the shore.



Museums and Theaters

Museum of Nature and Archeology

🕒 Open every day.
From Monday to Saturday:
9:00 AM to 7:00 PM
Sundays and Holidays:
10:00 AM to 5:00 PM
www.museosdetenerife.org

TEA - Tenerife Arts Space

🕒 From Tuesday to Saturday:
12:00 AM to 8:00 PM
Saturdays, Sundays and Holidays:
10:00 AM to 8:00 PM
www.teatenerife.es

Municipal Museum of Fine Arts

🕒 From Tuesday to Friday:
10:00 AM to 8:00 PM
Saturdays, Sundays and Holidays:
10:00 AM to 3:00 PM
Mondays closed.
www.santacruzdetenerife.es

The Home of Carnival

🕒 Open daily:
10:00 AM to 6:30 PM
www.casacarnavalsantacruz.com

La Recova Art Center

🕒 From Tuesday to Saturday:
11:00 AM to 1:00 PM
5:00 PM to 9:00 PM
Sundays and Holidays:
11:00 AM to 2:00 PM
Mondays closed.
www.santacruzdetenerife.es

San Cristobal Castle Information Centre

🕒 From Monday to Saturday:
10:00 AM to 6:00 PM
Sundays and Holidays closed.
www.museosdetenerife.org

Adán Martín Auditorium of Tenerife

🕒 Box Office: From Monday to Friday:
10:00 AM to 7:30 PM
Saturdays (except Holidays)
10:00 AM to 2:00 PM
www.auditoriodetenerife.com

Guimerá Theater

🕒 Box Office: From Tuesday to Friday:
11:00 AM to 1:00 PM
6:00 PM to 8:00 PM
www.teatroguimera.es

Historical Military Museum of the Canary Islands

🕒 From Tuesday to Friday:
9:00 AM to 3:00 PM
Saturdays, Sundays and Holidays:
10:00 AM to 2:00 PM
Free entrance.
www.ejercito.mde.es

Where to eat

Any time is good to take a break and taste the delicious Canarian cuisine. Santa Cruz's varied and succulent culinary offer is appropriate for all tastes and is elaborated with the best local produce, so eating well in this city only depends on your will. Are you a traditional cooking lover, or do you prefer Author's Cuisine? Here, you can taste either in wonderful restaurants spread through different areas of the capital.

Near Plaza de España you can find the street named Calle Doctor Allart, parallel to Calle del Castillo, hiding good restaurants with elaborated dishes, and taverns serving mouth-watering tapas and Canarian stews, in which the mojo, the gofio and potatoes cooked the local way have a starring role. Very close, the Avenida de Anaga is another good option: venues with refreshed vibes, quick bites and light snacking, to then have something in the outdoor sitting of the numerous bars.

Climbing towards Plaza del Príncipe you will find excellent options in the Paseo Milicias de Garachico and in the Calle San Francisco, that have become very trendy. Here, at the feet of its square, small establishments are abundant, serving international cuisine, varied tapas and reinvented local flavours. All of this in a charming cobblestoned road, a pleasant atmosphere from where you will not fancy leaving. Emilio Calzadilla and the so-named Zona Soho of the city have a comparable effect: small alleys full of busy bars, taverns and restaurants, which are bound to surprise you. If you fancy trying, walk up El Pilar, and turn left.

Following the Serrador Bridge and walking past the Guimerá Theatre you will reach one of the most charming areas in the city: the Calle de la Noria, officially named Antonio Domínguez Alfonso. Located in the historical city centre, it has become the undisputed queen of terraceo (outdoor bar sitting) in Santa Cruz. Always busy and animated, it spreads its culinary offer through abundant restaurants, terrazas and patios where you can taste typical Canarian dishes, and Mediterranean, Cuban and international cuisine. The offer is avant-garde and includes drinks and cocktails to prolong the meal, which here seems neverending.

Tenerife's capital city leads a government-private sector combined initiative to energize and promote restaurants, the capital's cuisine and Canarian produce. It is designed to promote gastro-culture in Santa Cruz de Tenerife, and is named 'Degusta Santa Cruz' (Taste Santa Cruz). In the website www.degustasantacruz.com the ample gastronomic offer of Tenerife's heart, as well as a venue search that allows category filtering. All participating venues have a customised space that includes their most relevant information and their culinary offer.



Savor San Andrés

If you have time, you mustn't leave Santa Cruz without visiting San Andrés, not only because then you would be leaving without discovering the true essence of this city –the ancient fishing village overlooking the Las Teresitas Beach– but also because this is the best place to taste good, fresh fish. Its bars, which have been there for years, as well as its beach huts are where it is best to eat fried fish or freshly caught octopus served with 'mojo' sauce and 'papas arrugadas' (Canarian wrinkly potatoes)... a true delicacy to enjoy while relaxing in front of the sea.



Spanish Tapas at La Recova

It is true that to get to know a city is essential to visit its markets – authentic spaces of gastronomic culture that are always bustling and full of traditional stands with the best products and that, additionally, are perfect for lunch or a snack. La Recova hides, on its ground floor and from eleven in the morning until five in the afternoon, food stalls that are easy to succumb to. You choose the oysters, the fresh fish, and seafood yourself and watch as they cook them for you in the moment. The 'tapas' are complemented by sushi, tasty meats, Canarian cheeses, and little sandwiches ready to be paired with a good local wine or a glass of cava.



Restaurants recommended by The Pretigious Repsol and Michelin Guides

Restaurants recognised by the Repsol Guide:

Award-winning:

San Sebastián 57 1 Repsol Sun
Avenida San Sebastián, 57

Squina Solete Repsol.
Calle Méndez Núñez, 52.

Bodegón El Puntero. Solete Repsol.
Calle San Clemente, 13

Tasca Ramón. Solete Repsol.
Rambla de Santa Cruz, 56

Wine & cheese Bar Solete Repsol.
Calle San Francisco, 28

Strasse Park. Solete Repsol.
Parque García Sanabria, 110

El Gusto por el Vino Solete Repsol.
Calle San Sebastián, 55

La Verdulería Solete Repsol.
Calle Santiago, 4

Viva María Solete Repsol.
Calle Suárez Guerra, 20

De la Mar el Mero Solete Repsol.
Calle de la Rosa, 11

Recommended:

El Coto de Antonio El Perdón, 13

El Aguarde Costa y Grijalba, 21

Nielsen Callejón del Combate, 9

Jaxana Paseo Milicias de Garachico, 5

La Posada del Pez Carretera de Taganana, 2

Tagami Nicolás Estévez, 6

Restaurants recognised by the Michelin Guide:

Awarded:

Noi Bib Gourmand Award. Santa Teresita, 3.

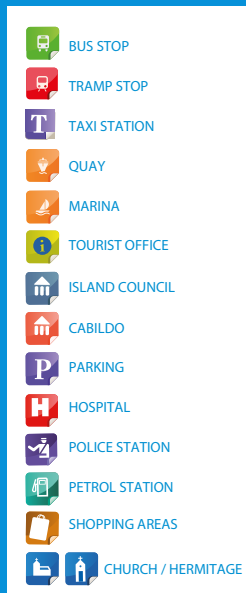
Recommended:

Kiki Imeldo Serís, 19

Sagrario Doctor Guigou, 37

Solana Puerta Caneco, 37

San Sebastián 57 Avenida San Sebastián, 57



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Market of Nuestra Señora de África

Known as “the chicharrerías” La Recova, this market is the best place to taste the local products and feel the pulse of the city’s heartbeat. Housed in a colonial-style building, it opens every day and offers a real festival of sensations: the colors, smells, and flavors of a wide assortment of excellent products in a lively atmosphere that calls out for you to sit down and have a taste.

TEA - Tenerife Arts Space

The most visited museum in the city is a bunker made of concrete and glass. It is both surprising and bold, and it is where Herzog & De Meuron left their cutting-edge, modern seal. Over 20,000 square meters holding exhibition rooms with contemporary art proposals, and a great, clear, library. Guided tours and a cafe are available.

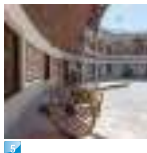


Museum of Nature and Archeology

If you want to discover the secrets of the indigenous culture and to know how the ancient peoples of the Canary Islands lived, here you will be able to see the Guanche mummies, in addition to contemplating magnificent collections related with the island’s natural environment. Located in the old area of the city, and very near the TEA (Tenerife Arts Space), its main façade is one of the best exponents of neoclassical art in the archipelago.

Adán Martín Auditorium of Tenerife

Its white, bold figure – the brainchild of the famous architect Santiago Calatrava – is quite a city icon that stands out in front of the sea. In this amazing building – a symbol of the modern Santa Cruz – the best shows on the island come together: classical music concerts, dance music, opera, jazz, pop, and rock. To visit the building, there is no better way than through its guided tour service.



Historical Military Museum of the Canary Islands

The weapons used by the Guanches against the Spanish in the battle to conquer the island of Tenerife are some of the curiosities that the military museum houses, considered one of the best cartographic research centers of the Canary Islands. The museum can be visited free of charge.



The Home of Carnival

If you have no time to enjoy Carnival in the street, another option for you to learn about the “chicharrera” festival par excellence which is both educational and fun is to visit this unique museum. Multicolored lights and spectacular Queen costumes along with interactive displays recreate a space in which the city’s Carnival spirit is omnipresent.



Plaza 25 de Julio Square

Antique benches with advertisements are the unmistakable and distinctive feature of this small, quiet square, which although it is not in the city centre circuit it is still worth a visit. Better known as the Plaza de Los Patos (“Ducks Square”), and close to the García Sanabria Park, its fountain is a replica of the frogs fountain found in the Park of María Luisa, in Seville.



La Concepción Church

A must-see for lovers of the Baroque. The original parish of Santa Cruz, whose construction began in the fifteenth century, is a true architectural jewel and a faithful reflection of Canarian Colonial Style. The stonework of its façade, its heartwood balconies, and its Mudjar coffering coexist perfectly with its neoclassical structure and its imposing tower that dominates the old quarters of the city.

La Noria Street

Cheerful and with a lot of charm and history, this street has managed to maintain the city’s traditional spirit. Located in one of the oldest neighborhoods of the capital, “La Concepción”, this street is well worth a visit – not only because of its beautiful colonial-style colored façades, but also due to its lively restaurants and terraces which are ideal for a drink after a nice stroll.



Guimerá Theater

An enormous bronze female face presides the stairs of the oldest theatre in the Canary Islands, which still keeps its original name of Isabel II theatre on its façade. Inaugurated in 1851, it was renamed with the name of Ángel Guimerá, honouring a local playwright which is also a key figure in the history of Spanish theatre.



La Recova Art Center

An old food market of the nineteenth century that has been converted into a fantastic art center where emerging artists display their work. Located next to the theater Teatro Guimerá, this art center hosts numerous temporary painting and photography exhibitions in its spacious covered patio that is flanked by Roman arches, as well as hosting exhibitions in its additional halls.

Plaza del Chicharro Square

A symbol of the capital that is located between Villalba Hervás and San José Streets, in the commercial heart of the city. Small and very central, this Square’s monument to the Chicharro (horse mackerel) pays tribute to the fish from which the “chicharrerías” name comes, a name that was used to refer to the people of Santa Cruz when the city was only a simple fishermen’s port, and when this type of fish was their regular food.



Plaza Weyler Square

The most popular and bustling square of the city, which owes its name to General Valeriano Weyler, is also one of the city’s squares with most charm. The place where Castillo Street starts, it is surrounded by huge Fig trees that shade its benches, and it is decorated with a beautiful fountain made of Carrara marble from the nineteenth century. Amongst its gardens and stone paths there is a café/restaurant where you can recharge your batteries and – why not – watch the day go by.



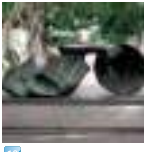
Lookout of los Campitos

The view from here over Tenerife’s capital is unrivalled. Rolling out before your eyes are the mountains of Anaga to the left, the North Docks and the new area of the capital known as Cubo Llanos, housing emblematic buildings such as Las Torres, the architectural gem that is the Auditorium and the stylish Fair Ground. On clear days, the view stretches as far as the landscapes of Malpais de Güimar to the far right. If you have a taste for urban views, this lookout point is a must for you.



Exhibition of Sculptures in the Street

There are very few cities where one can see sculptural works as magnificent as the “Goshar Warrior” by Henry Moore while walking along a long avenue lined with lush Royal Poinciana trees and Fig trees. The Rambla de Santa Cruz, which diagonally dissects the city until ending up at the port, is a true showcase for art – a product of the international exhibitions of outdoor sculptures unveiled in 1973 and 1993. Visiting this route on foot not only gives you a fantastic stroll but also the opportunity to admire pieces by Miró, Corberó, and Jaume Plensa. If you want to take a break, there are always some benches to sit down on, and if you continue down the Rambla, an excellent option is to have a drink at the Numancia café.



García Sanabria Park

The true lungs of Santa Cruz, this park is a real oasis of vegetation that is full of spectacular tropical trees, large palm trees, fountains, and exquisite sculptures that appear amongst its pleasant garden paths. It also houses curiosities, such as the unique flower clock that greets you as you ascend its steps. It’s a beautiful and refreshing botanical garden that offers a guided tour service (must be reserved previously).



Castle of San Cristóbal

The ruins of its walls are located under Plaza de España square. You just have to go down a few stairs to see the legendary “Cañón Tigre” (“Tiger Cannon”), a bronze cannon from the eighteenth century which helped the city to defeat the British Navy on the July 25, 1797, and which amputated the arm of Lord Nelson. It’s a curious space that can be visited while strolling about.



Plaza del Príncipe Square

Located in the heart of Santa Cruz, this is the stateliest square of the city and one of the most emblematic of Tenerife as it has a gazebo and two statues guarding its entrance that are allegorical to the spring and the summer. Still, perhaps its undeniable charm comes more from being almost entirely shaded by Fig trees. It was once considered to be one of the most romantic square of Spain – and this consideration, indeed, was not in vain.



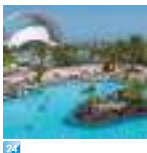
Municipal Museum of Fine Arts

The ‘Triptych of Nava and Grimon,’ by Flemish painter Pieter Coecke, attracts all eyes as it is his most outstanding work; however, the walls of this museum, located in the area around Plaza del Príncipe square, are also home to paintings by Josepe de Ribera, Sorolla, and Bruegel, in addition to other important artists from the Islands. You’ll know you’re in the right place when you see the busts that decorate its classicist façade.



Church of St. Francis

This Catholic church of Baroque style is located next to the square bearing the same name. Visiting it means discovering the ‘Señor de las Tribulaciones’ (Lord of Tribulations) – a carving made with corn paste that is very dear for the locals, the chicharrerías – as well as contemplating its main altarpiece. The surroundings are also worth a glance: colonial homes with beautiful balconies, a peaceful square, and a cobbled street full of terraces and restaurants.



César Manrique Maritime Park

This is the ideal place to spend a day at the beach without leaving the city and a posthumous work by the artist César Manrique from the island Lanzarote. This complex, located next to the auditorium, has become the large saltwater swimming pool of Santa Cruz. Its facilities represent the perfect mix between construction aesthetics and the beauty of volcanic rock, without forgetting its great services.



Palmetum

This urban park located next to the sea houses in its interior the largest collection of palm trees in Europe, including tropical species, waterfalls, and lakes. An elegant jungle built atop a landfill, a unique project with nothing like it in the world and from which a wonderful landscaped mountain garden has emerged that offers breathtaking views to the awe-inspiring Anaga Mountain Range.



Castle of St. John the Baptist

More than a castle, this ancient, strong, circular fort that houses four centuries of history and is located next to the ‘Casa de la Pólvora’ (‘House of Gunpowder’) and very close to the Maritime Park and Auditorium served to defend the coast of Tenerife’s Capital. It is also known as the ‘Black Castle’ because of its color, and it can boast of being the best-preserved castle of Tenerife, which is why it is considered to be Historical Heritage of Spain.

Locations

Where to shop



Find all of Santa Cruz's shopping offer in www.santacruzcomercio.com, where you can also find the 14 open air shopping areas of Tenerife's capital.

In case you didn't know, you have arrived to the undisputed shopping kingdom. In Santa Cruz, good shopping is guaranteed. A great starting point for the route is, without a doubt, the Calle del Castillo, as it flows into the Plaza de España. It is the city's main high street, its most commercial, central and busiest, with a never-ending offer: casual brands, electrical goods, fashion spectacles, exclusive jewellery, international franchises, small souvenir temples, local craft, and perfume shops with unbeatable prices.

From there, drift to parallel Calle San José to continue shopping whilst heading towards Calle del Pilar if you're after exclusivity, since



in this street and its perpendicular ones VIP brands and multi-brand boutiques cohabit with cafes and ice-cream joints, which appear as you walk up. It is worth being noisy whilst promenading the streets Suárez Guerra, Pérez Galdós, Viera y Clavijo and Teobaldo Power. Here, small and interesting trendy and 'boho chic' shops are abundant, offering different and original craft, ideal as a gifts. Although the most popular pret-a-porter shops can be found throughout the

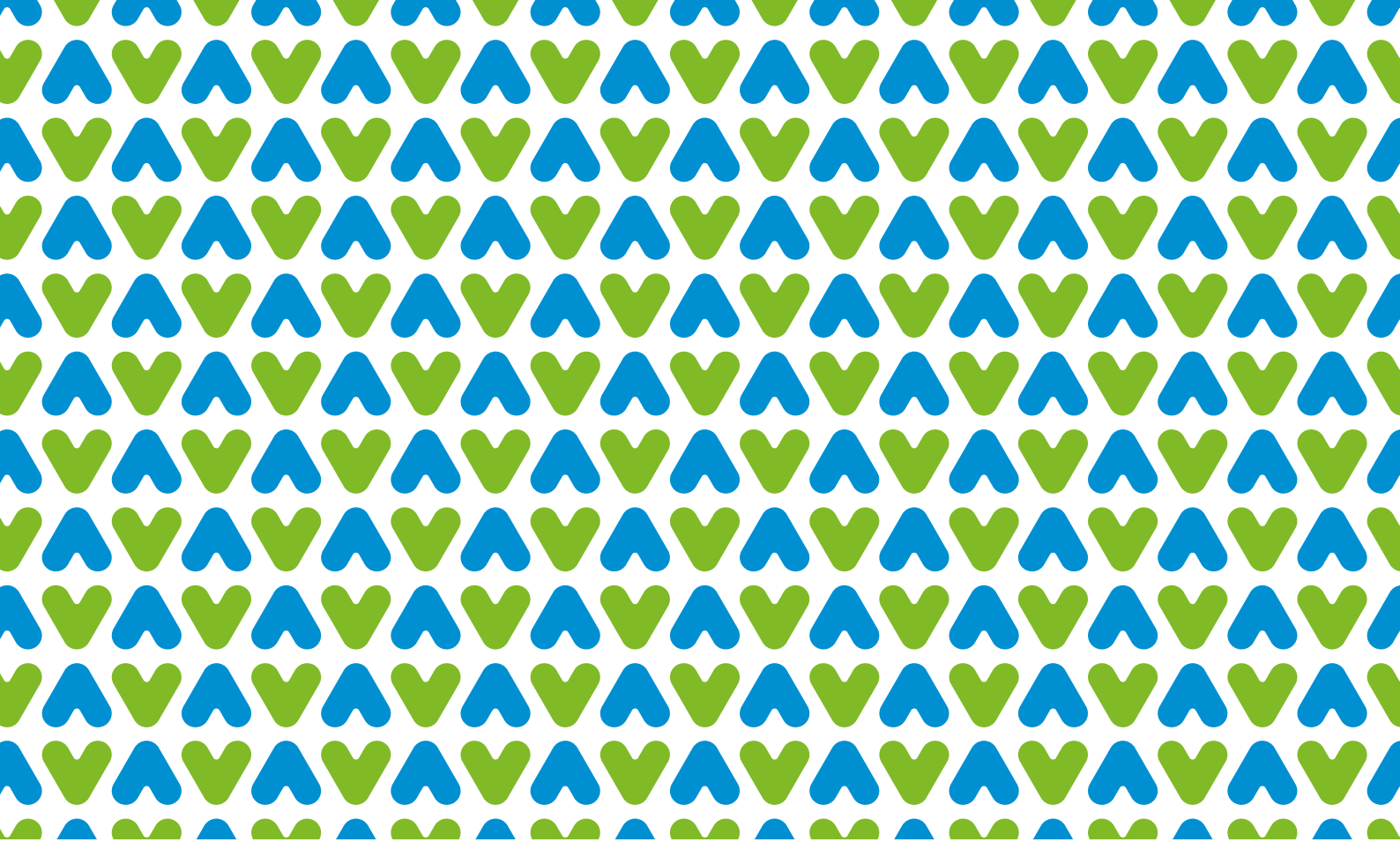
city's streets, shopping centre lovers can also rejoice. The new and modern expansion area of the city hosts most of them in the Avenida Tres de Mayo and its surroundings. There are both popular and exclusive options, and to get there you can have a stroll; otherwise a taxi or the tram will swiftly take you there.



Let's Hit the Markets

If you're a bargain hunter, Sundays are Rastro days, the great Santa Cruz flea market. From very early and until 3pm, the Avenida de la Constitución becomes a large open air bazaar, full of varied vendors, where anything can be found: souvenirs, bargains, music, crafts, books, 60s clothing, replicas, accessories, antiques and a thousand more things.





SANTACRUZ

The heart of Tenerife

