



Discover
Santa Cruz

The heart of Tenerife
SANTACRUZ

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The heart of Tenerife

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, and www.officialtaxitenerife.com

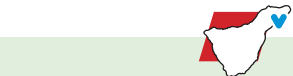


Tourist Bus and Train

If you don't have too much time to spare and want to visit the city quickly, the tourist bus is an unbeatable option. A one-hour journey with 15 stops lets you get to know the city's main points of interest. www.tenerifecityview.com/

Guided Tours

The city has a guided tours service to learn more about its old center and the beautiful corners of the García Sanabria Park. 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



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

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.

Full Moon

Coinciding with the full moon, the city boasts of its more playful side and organizes a multitude of activities for the young and old: magic, sport, dining, theater, art, music, and shopping go hand in hand in an action-packed day that culminates at midnight.



Tourist Offices

Plaza de España Square
From Monday to Friday:
9:00 AM to 4:30 PM
Saturdays and Sundays:
10:00 AM to 3:00 PM

TITSA Intercity Transport Station
From Monday to Friday:
09:00 to 5:00 PM
Saturdays and Sundays:
09:00 to 2:00 PM

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 Tuesday to Saturday:
9:00 AM to 8:00 PM
Sundays, Mondays, and Holidays:
10:00 AM to 5:00 PM
www.museosdetenerife.org

TEA - Tenerife Arts Space

🕒 From Tuesday to Saturday:
10:00 AM to 8:00 PM
Closed Mondays, Except Holidays.
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 2:00 PM
Mondays closed.
www.santacruzdetenerife.es

The Home of Carnival

🕒 Open daily:
9:00 AM to 7:00 PM
www.casacarnavalsantacruz.com

La Recova Art Center

🕒 From Tuesday to Saturday:
11:00 AM to 1:00 PM
5:00 PM to 8:00 PM
Sundays and Holidays:
11:00 AM to 2:00 PM
Mondays closed.
www.santacruzdetenerife.es

Castle of San Cristóbal

🕒 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 Saturday:
10:00 AM to 7:30 PM
www.auditoriodetenerife.com

Guimerá Theater

🕒 Box Office: From Monday 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
Sundays and Holidays:
10:00 AM to 2:00 PM
Free entrance.
www.ejercito.mde.es



Welcome
to Santa Cruz

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 at once: it is lively and cosmopolitan, with a party streak that cannot be denied thanks to its spectacular carnival – the biggest 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 conquest, 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.

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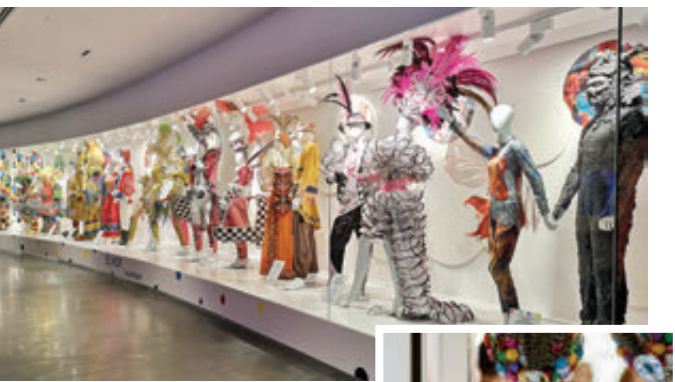
Market of Nuestra Señora de África
Known as –the chicharreros– La Recova, this market is the best place to taste the local products and feel the pulse of the city's heartbeat. Housed in a colonial-style building, it opens every day and offers a real festival of sensations: the colors, smells, and flavors 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. The building's more than 20,000 square meters are home to exhibition halls that house the boldest proposals of contemporary art and a large, airy library. It offers guided tours and a great café.



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.



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
The cheerful Andalusian tiles of its benches with old advertising messages are the unmistakable hallmark of this small, peaceful square that is quite worth a visit despite not being in the touristic center of the city. Known amongst the locals as the “Plaza de Los Patos” (Duck's Square), and located near the García Sanabria Park, its fountain is a replica of the Fountain of the Frogs that is in the Maria Luisa Park of Seville.



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.



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.



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 Mudéjar coffering coexist perfectly with its neoclassical structure and its imposing tower that dominates the old quarters of the city.



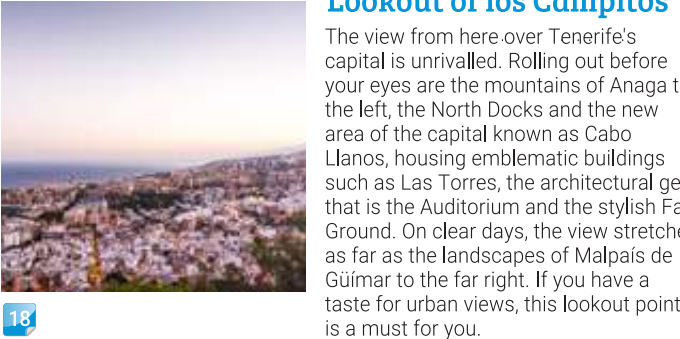
Guimerá Theater
A giant female face of bronze presides over the steps of the oldest theater in the Canary Islands, a theater which still preserves the original name on its façade: The Theater of Isabella II. Inaugurated in 1851, it was renamed the Angel Guimerá Theater in honor of the local playwright, a key figure in the history of Spanish theater.

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 “chicharreros” 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.



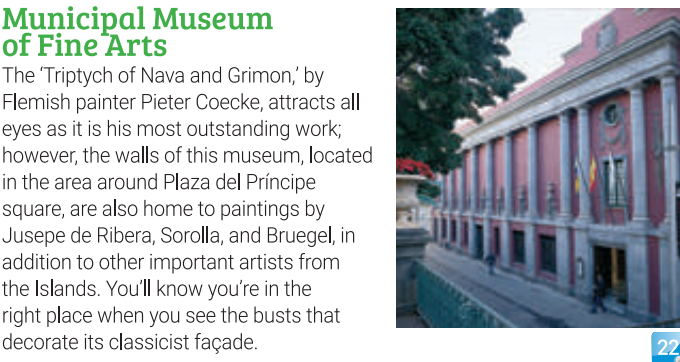
Plaza Weyler Square
The most popular and bustling square of the city, which owes its name to General Valeriano Weyler, is also one of the city's squares with most charm. The place where Castillo Street starts, it is surrounded by huge Fig trees that shade its benches, and it is decorated with a beautiful 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.



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).



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.



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 chicharreros– 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.



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.

Where to eat

Any time is a good time to make a stop and taste the rich cuisine of the Canary Islands. The varied and tasty culinary offerings of Santa Cruz are suitable for all tastes, being made up of the best local products so that eating well in this city only depends on you. Are you a lover of traditional cuisine or do you prefer signature dishes? Here you can enjoy them all in great restaurants distributed throughout the different areas of the Capital.

Near Plaza de España square, you have Doctor Allart Street, which runs parallel to Castillo Street, a street which hides many good restaurants that serve elaborate dishes, as well as taverns where you can taste appetizing snacks and dishes from the Canary Islands, where mojo (a typical sauce), gofio (a type of roasted-grain flour), and potatoes are always the main players. Just two steps away, Anaga Avenue is another good option: fresh, modern restaurants with quick bites and light items for picking to accompany you as you have a drink while seated on one of the numerous terraces.

As you go up towards the Plaza del Príncipe Square, you will find many nice restaurants along Paseo Milicias de Garachico and San Francisco Street, a street which has become quite fashionable. Here, at the foot of the square, there are plenty of small restaurants with international cuisine, different Spanish ‘tapas,’ and local flavors that have been reinvented. All of this is on a cobbled street with lots of charm – a pleasant atmosphere that you won't want to leave, which is just like what happens around Emilio Calzadilla and the area known as Soho in the city: small alleyways full of bars, taverns, and restaurants that are always crowded and sure to surprise you. If you want to try, go up El Pilar and turn left.

Following the Serrador Bridge, and once you pass the Guimerá Theater, you will get to one of the most charming areas of the city: La Noria Street, a street whose real name is Antonio Domínguez Alfonso. Nestled in the historic old town, this street has become the irrefutable place to be for ‘terraceo’ (visiting various terraces for a drink) in Santa Cruz. Always lively and crowded, its culinary offerings spread throughout numerous restaurants, terraces, and courtyards where you can taste the typical Canarian dishes, Mediterranean cuisine, Cuban delights, International food – some very cutting-edge dishes with drinks and cocktails and to accompany after-dinner talks, which can go on for hours on end.

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.



Where to shop



In case you didn't know, you have stumbled upon the unmistakable kingdom of shopping – in Santa Cruz, good shopping is guaranteed. A great start to your shopping route, without a doubt, is Castillo Street where it connects with Plaza España Square. On the most commercial street of the city, which is both central and bustling, the offers seem to have no limits: casual labels, electronics shops, fashion eyewear, exclusive jewelry, international franchises, small temples of souvenirs and traditional handicrafts, and perfume boutiques with unbeatable prices.



From here, you must jump over to the parallel street, San José Street, to continue with your purchases and then head towards Pilar Street if what you want is the most exclusive brands, since said street and those perpendicular thereto are the home of high-end labels and ‘multi-brand’ luxury boutiques, all of which are located near coffee shops and ice cream parlors that appear as you advance. On Suárez Guerra, Pérez Galdós, Viera y Clavijo, and Teobaldo Power Streets, it is worth browsing while taking a lovely stroll. Here small and interesting local shops of

the ‘trendy’ and ‘boho chic’ varieties abound, and they offer different items: original pieces which are, in many cases, handcrafted – ideal to take home with you as a gift.

While the most popular prêt-à-porter franchises do indeed dot the main streets of Santa Cruz, those who love shopping centers are also in luck. The city's new and modern expansion area is home to the majority of them – along Avenida Tres de Mayo and in its surrounding area. Some of them are more exclusive and some cater to a wider crowd, and to get there you can either take a long walk and stretch your legs or you can take a taxi or the tram, which will get you there in a flash.

Restaurants Recommended by the Prestigious Repsol and Michelin Guides

- Kazan**
Two Repsol Suns and one Michelin Star
Paseo Milicias de Garachico
- Amor de mis Amores**
One Repsol Sun
El Perdón, 11
- San Sebastián, 57**
One Repsol Sun
San Sebastián, 57
- La Posada del Pez**
One Repsol Sun
Carretera de Taganana, 2
San Andrés
- Solana**
Puerta Canseco, 37
- Sagrario**
Doctor Guigou, 37

Let's Hit the Markets



If you're a bargain hunter, Sundays are the days that the ‘Rastro,’ the large street market of Santa Cruz, is held. From early in the morning and until after three o'clock in the afternoon, Avenida José Manuel Guimerá, located next to the Nuestra Señora de África Market, becomes a kind of huge open-air bazaar, filled with stalls of every variety where you can find just about anything: souvenirs, bargains, music, crafts, books, clothing from the 1970s, knock-offs, accessories, antiques, and thousands of other things – all this and more in the stalls that sprawl until Bravo Murillo Street. Something different, with certain retro charm, a must for those who seek curious objects... Clavel Market is a small market that is set up occasionally in one of the streets that cross Castillo Street. Ideal for finding vintage treasures and works by young, local artists, artisans, and painters who are just starting out, here you can find that original, curious piece that is not sold in stores – things like old vinyl records, different jewelry, and second-hand collector's items.

