



CIO · Compañía de las Islas Occidentales

THE SOUTH OF TENERIFE INAUGURATES THE NEW NORTH DUQUE BEACH

The project, promoted and managed by the Company of the Western Islands (CIO), required an investment of two million euros

The light brown sand beach has a length of 400 metres, new access points and outdoor furniture adapted for people with reduced mobility

23 April 2018 - The municipality of Adeje expands its bathing and leisure area with the inauguration of the 400-metre long North Duque Beach in El Beril. The new light brown sand beach, which is a continuation to the north of the existing one, has access points and furniture modified for people with reduced mobility. With the improvements and adaptation of the area, the combined beaches now have a total length of nearly one kilometre.

The projects of conditioning the beach and extending the promenade began in January, and CIO has financed them with two million euros

The inaugural act was attended by the subdelegate of the government in Santa Cruz de Tenerife, Guillermo Díaz Guerra; the president of the Tenerife Island Government, Carlos Alonso; the Canary Island Government's Deputy Tourism Minister, Cristóbal de la Rosa; Adeje's mayor, José Miguel Rodríguez Fraga; Adeje's Town Planning Councilor, Ermitas Moreira, the Urban Planning Technician, Huberto Rodríguez; and on behalf of CIO, company president Francisco Javier Zamorano.

The government subdelegate in Santa Cruz de Tenerife, Guillermo Díaz Guerra, expressed his "recognition of CIO's effort to create a business opportunity for the entire surrounding area and generate jobs."

The president of the Tenerife Island Government, Carlos Alonso, affirmed that "the opening of the Bahía del Duque marked a change in the approach to developing the tourist model on the island of Tenerife. The Adeje City Council has also worked on consolidating the model of tourism development that we see here today, with a new beach and a hotel complex in constant renewal that makes this destination so competitive, thanks to its quality that allows it to increase tourist loyalty whilst fulfilling sustainability criteria."

During the inauguration, the Deputy Tourism Minister of the Canary Island Government, Cristóbal De la Rosa said that "this type of initiative increases the quality of tourism and leisure, both for visitors and for the resident population. He also stressed that thanks to public and private collaboration, the conditioning of the beach will help make this coastal area more accessible"

DEPARTAMENTO DE COMUNICACIÓN

Avda. Francisco La Roche, 15 - 17 - 38010 - Santa Cruz de Tenerife

Tel.: 922 100 546 - Fax: 922 100 534

aediaz@cio-company.com





CIO • Compañía de las Islas Occidentales

For his part, Adeje's mayor, José Miguel Rodríguez Fraga, explained that "we are incorporating new infrastructures in a process of renewal and reinvestment in which we are maintaining the destination's leadership and improving the beach for Adeje residents and tourists. This project highlights, once again, the success of collaborations between public administrations and private companies."

According to CIO President Francisco Javier Zamorano, "North Duque Beach fulfils the desire of residents and hotels in the area to have a larger beach equipped with excellent services and amenities. It contributes to the improvement of the destination and provides an important added value for the people of Adeje. For CIO, it represents a new milestone in our responsibility and commitment to continue investing in the development of a top-quality tourism model. It is also a great source of pride, since its inauguration coincides with the 25th anniversary of the Bahía del Duque Hotel."

Environmental conservation and improvement of the destination as guidelines

The project has been carried out following environmental protection and sustainable development criteria; within the plans is the preservation and improvement of the breakwaters currently protecting the area.

Much of the work involved the replacement of pebbles and stones with sand in El Beril, a bathing area with a total surface area of about 14,000 square metres with a minimum width of 18 metres and a maximum of 46. It is a continuation to the north of the existing beach called Playa del Duque next to the Bahía del Duque Hotel in Costa Adeje.

Access to the bathing area has also been improved, and for people with reduced mobility, approved ramps with a width of over two metres create three access points. Walkways have been installed on the sand lengthwise which connect to others which run widthwise granting access to the water. In addition, 32 palm trees have been planted in the garden walls near the access points to the beach to provide some natural shade.

The work carried out has also involved repairing and refurbishing the beach breakwaters, which are 170 meters long.

North Duque Beach is equipped with showers and footbaths next to each of the entrances, wooden walkways and rubbish bins. It also has a solarium with a shaded area and a shower adapted for people with reduced mobility. There is a watchtower, first aid station, lifeguard service, hammocks and sun umbrellas.

DEPARTAMENTO DE COMUNICACIÓN

Avda. Francisco La Roche, 15 – 17 – 38010 – Santa Cruz de Tenerife

Tel.: 922 100 546 – Fax: 922 100 534

aediaz@cio-company.com

