

## Our social engagement:



Here at Parque la paz hotel we understood long ago the importance of taking care of guests, local population gaining confidence with the local Community, as we belong to it as well.

A good evidence of it is that most of the staff is people from the local Community.

And that is why we understand the importance of below goals:

- ➔ To ensure local Community are able to Access to essential services. Ensure that the local population is treated fairly and equitably by maintaining an ongoing dialogue with them through regular meetings of the residents' association and the local chamber of commerce.
- ➔ Ensure that the local population is not discriminated against and that their culture, traditions, and intellectual property rights are respected.
- ➔ Nobody can be discriminated and all the cultures must be respected. Ensure that the local population is not discriminated against and that their culture, traditions, and intellectual property rights are respected.
- ➔ To check with local Community all the issues that can impact to their lives related to comercial decisión.
- ➔ To make sure that inside the hotel is not posible to sell or buy any historical ítem that can injure the island flora or local tradition.
- ➔ Encourage guests to visit local attractions, such as restaurants and markets, and encourage them to experience the local culture, traditional food, history, and heritage.
- ➔ We donate forgotten belongings, blankets, towels...Donamos enseres olvidados no reclamados por los clientes, mantas, toallas... to local registered charity. Donate unclaimed items left behind by guests, such as blankets and towels, to local charities.
- ➔ We regularly assess our company's impact on the local community and engage with stakeholders.

## Our compromise to preserve local traditions:



We understand that the traditions of a particular place define its history and culture, and we believe it is our duty to ensure they endure.

To do this, we must be familiar with them, and there's no better way than to inform our clients so they can access them if they are interested.

In the municipality of Arona, we not only have sun and beach tourism resources, but also cultural heritage such as the historic center of Arona Pueblo, worth visiting for both its buildings and the surrounding natural beauty.

The municipality also boasts the following local traditions:

☑ “Arona en tradiciones” is a festival in Arona to celebrate the customs and traditions of the town of Arona. This festival promotes and brings people closer to traditions such as the traditional costumes of magicians, Canarian wrestling, Canarian dances, traditional food...

☑ January 12th is the day of the festivities in honor of its patron saint, Saint Anthony Abbot, one of the oldest known devotions in the municipality. The celebrations reach their peak with the traditional pilgrimage and blessing of the animals, which kicks off the calendar of these popular festivals on the island. Besides the local traditions of our area, we are also committed to promoting the traditions of the rest of the island, such as:

→ **Alfombras del corpus. La Orotava, la laguna y Tacoronte. May-june**

The Corpus Christi festival in La Orotava is celebrated between May and June. It consists of creating flower carpets in the streets surrounding the town hall square. The main carpet usually covers the entire square and is made with volcanic sand of all colors, brought directly from Teide National Park.

This festival has been celebrated in La Orotava since its founding as a town, but it began to gain renown in 1847 when some members of the Monteverde family, inspired by Leonor del Castillo, made a flower carpet to celebrate the passage of the Corpus Christi procession in front of their home.

→ **Baile de Las libreas. Buenavista. September**

The celebration of the ancient Baile de las Libreas (Dance of the Liveries) coincides with the festival of the Virgen de la Consolación (Virgin of Consolation) in El Palmar. During the dance, which winds through the town's streets, three male couples, half of them dressed as women,

dance to the rhythm of the tajaraste. They are accompanied by two flutes and two drums, as well as the figures of the devil and the she-devil, symbolizing good versus evil. This dance, whose origin was to ward off evil from the crops, ends with the devils lighting the fuse they carry on their backs, delighting the onlookers with their performance.

→ **Baile del niño. La Matanza y Taganana. 24 of december**

It takes place on the night of December 24th, at the end of Midnight Mass. Groups of young people in traditional costumes, dressed as shepherds or in white shirts, black trousers, and red sashes, perform a dance procession in front of the newborn inside the church. They are accompanied by drums, flutes, tambourines, castanets, and frame drums, dancing and singing to the rhythm of the tajaraste.

→ **Corazones de Tejina. Tejina. at the end of august**

A cross-shaped structure with two wooden hearts, one larger than the other, serves as a base onto which flowers, fruits, and flour cakes are sewn. It is a festival declared an Asset of Cultural Interest and is over 100 years old.

→ **Baile del diablo y la diabla. Icod de los vinos. September**

In September, the battle between good and evil is reenacted in Las Angustias (Icod de los Vinos) through dance. During the night, the Devil and the She-Devil take to the streets with their giants and big-headed figures, entertaining young and old alike with their dance. This tradition began in June, celebrated in neighborhoods and hamlets of the area, coinciding with Corpus Christi.

→ **Hogueras de San Juan. 23 of June**

This tradition is celebrated throughout the island, especially in Puerto de la Cruz, Punta del Hidalgo, and Guía de Isora. Bonfires are lit to welcome the summer solstice.

→ **Fiestas de Candelaria 14 and 15 August:**

Our Lady of Candelaria is the Patron Saint of the Canary Islands. The festival in her honor is celebrated in the heart of summer, on August 15th, in the coastal town of Candelaria. The festivities, declared a Festival of National Tourist Interest, have a strong religious component and are characterized by popular fervor, rooted in five centuries of faith and beliefs, and a deep respectful devotion to the Virgin. On this day, a large number of pilgrims from all over the island come to pay homage to their Patron Saint. Many spend the night before on the roads leading to the town. In this festival, closely linked to the island's aboriginal history, the traditional floral offering or pilgrimage to the Virgin takes place on the afternoon of August 14th, with the participation of various folk groups. The ceremony of her apparition to the Guanches, according to tradition, is then reenacted in the Basilica Square.

→ **Fiestas de la virgen del carmen. 16 of July:**

This celebration takes place in many locations in Tenerife, especially the one in Puerto de la Cruz, and consists of thousands of people gathering at the fishing pier to see the arrival of the Virgin, whose throne is carried by the fishermen to one of the boats to then go out in a maritime procession.

Here at Parque la paz we think that the typical food is a local tradition and it must be preserved as well. That is why we try to provide variety to our guests regarding food and local food is integrated in the buffet service as well:

→ Papas arrugada con mojo

→ Gofio

→ Almogrote

→ Potaje de berros

→ Carne fiesta

→ puchero



Not forgetting that part of our primitive traditions that still endure here in Tenerife are the Guanches and their culture and their advances as an aboriginal Berber people, of whom legends and myths are known.

### Our compromise with local companies:

At Explotaciones La Paz, as a family-run business from Tenerife, we understand the importance of supporting the local economy by purchasing most of our products from local companies. Whenever product availability allows, we strive to buy local products, such as vegetables and fruits, with minimal packaging. Our bread, pasta, and pastries also come from nearby suppliers who produce locally sourced goods. With these practices, in addition to supporting the local economy, we also avoid pollution caused by importing resources from abroad.

A prime example of this is our close collaboration with Valsequillo, a family-run dairy farm that is part of the Canary Islands' dairy industry. We source our cheeses and milk directly from them, providing our customers with high-quality, locally sourced products of varying types and sizes, as they produce cheeses in all kinds of shapes and sizes.



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