

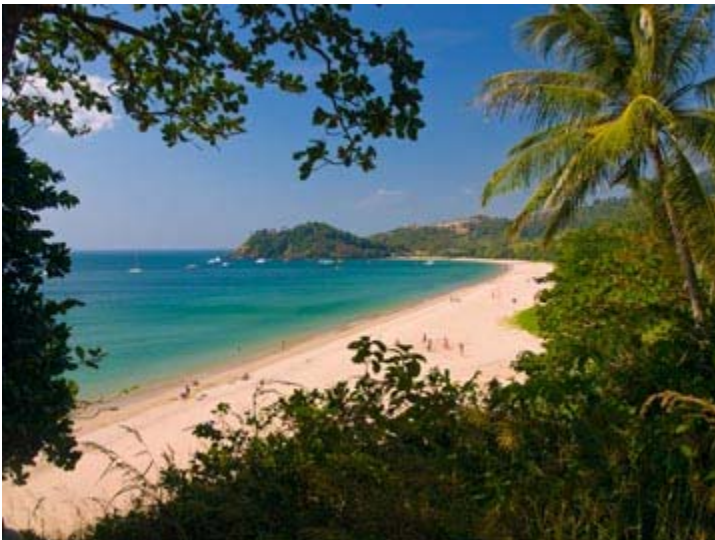
Tenerife, Like All The Canary Islands, Has Always Been A Great Value Holiday Destination

But Tenerife holidays have never been well known as a walker's paradise. Or a bird watcher's heaven. Most holidaymakers cling to the coastline frying in the sun, flying home without having even glimpsed the island's interior. So what are they missing?



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Author: **Direct Traffic Media**
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First off, there's a massive volcano. In fact the entire island is a volcano. 3700m high, Mount Teide is active but dormant, just waiting to be walked and climbed. The air up there is incredibly fresh and cool, the views are fantastic and the sheer size of the wildernesses open for exploration



is breathtaking; no surprise since Tenerife is the third largest volcanic ocean island on Earth. Snow covered in winter and often in summer too, Mount Teide is a worthy opponent for any keen Tenerife holidays hiker.

Pick your way slowly along the island's endless coastline for an authentic

flavour of local life and sink into the rhythm of their days. There's plenty of wildlife to be seen away from tourist hotspots and everything takes on a gentler, completely chilled pace.

Not so long ago alternative Tenerife holidays would have been out of the question for most people. Anything beyond the standard package holiday was difficult to arrange and, because it was different, tended to cost a lot more. But holiday price comparison websites have put the power back in the consumer's pocket.

BeatTheBrochure, the online holiday price comparison website, explain. "Online price comparison has revolutionised the holiday industry. Unusual holiday options that were once impossible to track down and organise are only a click of the mouse away."

BeatTheBrochure's mission is to deliver the cheapest holiday and travel options every time, by searching all the major household name travel agencies plus a raft of others in one go. "There's no reason why people shouldn't choose the holiday they want and tailor it to their exact needs – it's open season!" they conclude.

Details for Editors:

Press Contact Number:

01708 759 170

Reservations:

0800 027 5654

BeatTheBrochure.com