

Local business explains ‘stay alert’ sign seen in Tenerife tourist area

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A local business owner in Tenerife has explained the purpose of a “**stay alert**” sign that has recently been shared widely online and referenced in several UK and Spanish news reports.

The sign was placed outside [Sanasty Car Rental](#) in **Los Cristianos** by the company’s owner, **Andrew**, who lives on the island full-time and works closely with tourists throughout the year. He says the message is intended to **encourage awareness rather than cause concern**, particularly in busy holiday areas where visitors may be more relaxed.

Andrew explained that people on holiday often switch off from their usual routines, which can make them more vulnerable to opportunistic theft — something he says is common in **busy tourist destinations across Europe**.

“On holiday, people naturally switch off – and that’s exactly when pickpockets take advantage.

I felt it was far better to warn visitors so they can relax and enjoy their holiday safely, rather than be robbed and leave Tenerife with a bad experience they’ll never forget.”

He added that the sign was **designed and paid for privately** and is located **outside his own business premises**, rather than being an official notice or authority-issued warning. According to Andrew, the aim is simply to **prompt a moment of awareness** as people pass by, reminding them to keep personal belongings secure while enjoying their stay.

“The island’s popularity is growing every year, and with that comes responsibility.

People come into my office daily just to thank us for the warning.

It’s important to be honest and protect visitors, not sweep the issue under the rug.”

Andrew has also shared a [short video on his YouTube channel](#) showing when the sign was first put in place and explaining the thinking behind it, which he says has helped answer questions from viewers and visitors alike:

Sanasty Car Rental says it regularly offers practical advice to customers on keeping belongings safe while travelling, with the aim of helping visitors **enjoy Tenerife and leave with positive memories of the island**.

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