Tenerife Generates Record €19 Million Revenue Through Hosting of 88 TV and Film Productions in 2015

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Figures released by the Tenerife Film Commission reveal that a total of 88 local and international production companies chose Tenerife as the location for their shoot last year – 20 more than in 2014. Sixteen of these were from the UK, including the film crews of *Doctor Who* and *The Only Way is Essex*. Attracted by the island's tax incentives, variety of landscapes and 3,000 hours of sunshine a year, these productions helped Tenerife to generate record revenues of €19 million in 2015 (an increase of €11 million on 2014) and reaffirms the island's position as an inviting location prospect for TV and film production crews.

The Tenerife Film Commission, the brand of the Tenerife Tourism Corporation responsible for promoting the island as a filming location, also revealed that the UK ranked third in the list of countries in terms of the number of productions shot on the island last year (16), just behind Germany (24) and Spain (17) – productions included films, short films, TV series, advertising and photo shoots.

Among the UK productions filmed in Tenerife were BBC's *Doctor Who*, whose crew filmed at the volcanic landscapes of UNESCO-listed Teide National Park; ITVBe's *The Only Way is Essex*, whose girls enjoyed some sun and cocktails at the upmarket resort of Costa Adeje; Channel 4's *A Place in the Sun*; and ITV's *Take Me Out*, whose matching couples made the most of the romantic side of the 'Isle of Fernando's.'

In terms of box-office hits, the island welcomed Hollywood star Matt Damon last year, who shot action scenes in Santa Cruz, the island's capital city, for *Jason Bourne*, the fifth instalment of the Bourne series which is expected to hit the cinemas this summer. Previous blockbusters filmed in Tenerife include “Fast & Furious 6” (2012) featuring Vin Diesel; “Wrath of the Titans” (2011) and “Clash of the Titans” (2010) with Liam Neeson and Sam Worthington; and “One million years B.C.” (1966), which helped launch Raquel Welch to global stardom.

Mr. Carlos Alonso, President of the Tenerife Island Government, said: “The latest figures are a clear boost for Tenerife's economy – which especially benefits the island's tourism and audiovisual sectors – and the result of the work we have carried out over the last 16 years to position Tenerife as an outstanding international filming destination.”

As well as helping international production companies with locations, permits and local contacts, the Tenerife Film Commission also provides advice on how they can benefit from up to 35% tax allowance – one of the Canary Islands' main tax incentives for audiovisual productions together with their reduced VAT (7%).

Tenerife has welcomed a total of 1,126 local and international productions since 2000.

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