

La Orotava

Situated in the North of the island and surrounded by banana plantations, La Orotava is a living example of colonial architecture style where mansions and old houses are owned by noblemen.

Big banana plantations and vineyards were the main reason of a thriving economy for the city. A profitable fruit business controlled by land-owners and merchants, who were long involved in trading with Europe.

But in 1960 things changed rapidly. International tour operators started to include the city and surroundings as their favourite destinations in the Canary Islands. People from Europe started coming for holidays and investments. The banana business was replaced by hotels and apartments and noblemen became successful businessmen in the tourist activity.