



Aruba Tourism  
Authority

## Aruba Product Update

April 2015

The Aruba Tourism Authority (ATA)  
is the Destination Marketing  
Organization for Aruba.

Our Mission:

To be an innovative and effective  
DMO that positions the brand  
Aruba as a premier tourism  
destination, which meets interest  
of it's stakeholders.

Our vision:

For the ATA to be recognized  
as the leading and cutting  
edge Destination marketing  
Organization

Core Values:

Empowerment Productivity  
& Ownership Professional  
Respect Fun & Passion.

Below we offer a synthesis of some of the most prominent  
and important news during the month of April 2015



## Aruba Convention Bureau

### Incentive Travel Exchange

The Aruba Convention Bureau (ACB) recently attended the 10th Annual Incentive Travel Exchange (ITE) in Las Vegas, Nevada, in March. This large event focuses on incentive planners in North America and is in partnership with SITE (Society of Incentive & Travel Executives). ITE provided the opportunity for three days of one-on-one appointments and networking with over 100 planners that have incentive programs throughout the world.

Most Caribbean destinations were present at the show as well as destinations worldwide.

The Aruba Convention Bureau was one of eight recognized for being a loyal supporter of this event over the past 10 years and was called up on stage to receive a special award. The ACB also sponsored a Mimosa Bar during the two morning breakfasts, which was very popular with those attending and gained additional exposure for Aruba.



## SITE Young Leader, Darysse Croes



SITE Young Leader Darysse Croes is the Conference and Events Liaison for the Aruba Convention Bureau, a department within the Aruba Tourism Authority. This year, Darysse is serving on the Communications committee for the SITE Young Leaders program. She holds an M.S. in Hospitality &

Tourism Management from UCF Rosen College of Hospitality Management.

Darysse is responsible for implementing marketing campaigns; representing Aruba internationally at tradeshows or sales calls in different markets including Latin America and North America; contributing to the development of our marketing plan, strategies & budget; managing creation and production of marketing materials; hosting, planning and execution of familiarization trips with a focus on incentive travel and, in collaboration with the rest of the team, design and planning of major trade show booths. "Being a SITE member and young leader also gives me the opportunity to network with and learn from experienced incentive travel industry leaders around the world," she explains.



## Awards

### Bucuti & Tara Beach Resorts

#### Awards for Highest Guest Satisfaction

Adding to its list of accolades and achievements, the resort has been awarded Best in Stay Elite 2014 by Orbitz and has also received the Award of Excellence for the Booking.com 2014 Guest Review Awards. Adding to the resort's worldwide recognition, Travel Counsellors of the Netherlands and Belgium has named Bucuti & Tara Beach Resorts as their Preferred Hotel Partner for 2014 and 2015. The high-end European travel company specializes in customized holiday and business travel with over 1,300 home-based travel agents.

Bucuti has long been recognized by travelers worldwide. Most recently another top European travel company in Northern Europe (TCNE) awarded the resort "Best Hotel" of all its 1,500 hotels. TripAdvisor recognized Bucuti as the number one hotel in the Caribbean and Top 25 for Romance in the World for 2015. Bucuti was rated by AAA as a Four Diamond Hotel, ranking among 5.3 percent of more than 29,000 hotels. The rating indicated that Bucuti is "refined and stylish with upscale physical attributes that reflect enhanced quality."





# Resorts

## Manchebo Beach Resort & Spa

### Ever de Peña Promoted to Executive Chef

Manchebo Beach Resort & Spa is delighted to announce the promotion of Ever de Peña to the position of Executive Chef of the resort. With experience as resort sous chef and chef of the successful Ike's Bistro restaurant, he is now ready to incorporate his creativity and ingenuity into the other restaurant concepts of the resort as well, including the French Steakhouse, the Pega Pega Beach Bar & Grill, and the resort's banqueting department.

General Manager Edgar Roelofs said, "Chef Ever has been an invaluable part of the dining experience at the resort over the past four years. When staying at our intimate 4-star resort, our guests have the highest expectations when it comes to the culinary part of their vacation experience. Chef Ever has been phenomenal as he has led his team to culinary heights with the introduction of the Mediterranean & Caribbean fusion cuisine at Ike's Bistro, including savory 4-course tasting menus."

Venezuela-born Ever de Peña grew up in Aruba, studied at EPI's Hospitality & Tourism section, and finalized his AI-program in 2010. A chef at Manchebo since 2011, he was responsible for the transformation of former Italian restaurant Giorgio's into Ike's Bistro, which opened in November 2012.

### Manchebo Teams Up with Cancer Fund & Aruba Doet

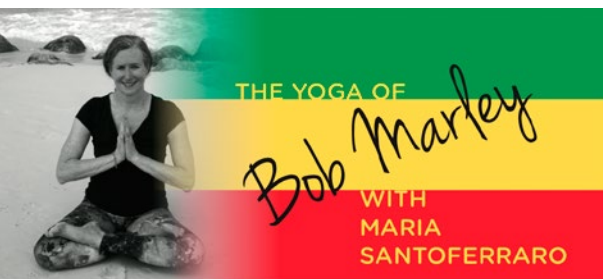
On March 21, 2015, Manchebo Beach Resort & Spa and Koningin Wilhelmina Fonds (Cancer Fund) worked together organizing an unforgettable special "Coffee Morning" held in the Pavilion on the Beach. This has been Manchebo's third year of active collaboration and participation in various events and projects.

Approximately 170 persons participated consisting of volunteers, and the typical local band "Ola Tropical" provided musical entertainment. It was a fun morning and very

much appreciated by the K.W.F. and all their clients who accepted the invitation.

This year, the Kick off for ARUBA DOET 2015 consisted of 123 projects and 2650 volunteers who collaborate for community wellness. The majority of the projects included schools and care organizations, cultural organizations, sport clubs, scouting and district club centers. ARUBA DOET is the largest voluntary action of Aruba, organized by CEDE Aruba together with Oranje Fonds.

ARUBA DOET gives foundations, care institutions, schools and sports associations the chance to complete small jobs that never got finished due to lack of staff. The success of ARUBA DOET is due to the commitment and assistance of a large number of participants; individual volunteers and families, companies, schools and foundations / institutions. Institutions benefit greatly from the manpower and also the donations that most of them have received.



### Yoga Retreat at Manchebo Beach Resort

During her yoga retreat at Manchebo Beach Resort, Maria Santoferraro took those in her class on a vinyasa journey into the music and yogic teachings of Bob Marley as found in his lyrics. The class included all levels of vinyasa yoga accompanied by his music, and ended with a peaceful guided meditation.

Yoga teacher Maria Santoferraro teaches yoga on the beaches of Lake Erie, sharing inspiration on the [DailyDownwardDog.com](http://DailyDownwardDog.com), creating videos for Hang 10 Meditation, leading international yoga retreats, and writing for yoga publications. Maria visited Aruba again to lead her third Beach Yoga Bliss yoga retreat at Manchebo Beach Resort & Spa from April 11-18.



## Hyatt Regency Aruba Resort, Spa & Casino

### 25th Anniversary Celebration

Hyatt Regency Aruba Resort Spa & Casino is turning 25 on October 23 and in honor of its silver anniversary, the resort is celebrating with an incredible promotion, the completion of an exciting guestroom refresh, and a year-long series of community service events centered on giving back to the island that has supported it for 25 years.

The anniversary programming was created with Hyatt Regency Aruba's associates in mind, of which 46 have worked at the resort since its inception, along with its time-honored guests who have made it the most revisited property in the Hyatt portfolio.

In a 25th anniversary-themed promotion, the resort is encouraging all guests to "Enjoy Something Extra, On Us." Those who enjoy the resort for a minimum of five nights will receive a \$250 resort credit to use towards

Hyatt Regency Aruba's luxurious ZoiA spa and multiple restaurants and bars. Guests will also notice a refreshed look when they walk into their room with upgrades made to items from furnishings to linens.

Hyatt Regency Aruba also introduced a new, year-long series of charitable events called THRIVE. The monthly program is designed with the community's well being in mind and focuses on such categories as children, senior citizens, people with special needs, and nature. Associates and guests recently participated in "Aruba Doet" – Aruba's largest island-wide charitable initiative. Volunteers interacted with senior citizens from the St. Michael's Paviljoen home while celebrating Aruba's Flag Day. Additionally, fifth graders from the Scol Basico Washington school, the first school adopted by Hyatt Regency Aruba, were invited to experience Hyatt Career Day.





## Aruba Marriott Resort & Stellaris Casino

### Earth Hour 2015

Earth Hour is held yearly on the last Saturday in March to inspire communities and businesses to turn off their non-essential lights for one hour, bringing attention to sustainability issues and showing their commitment to protecting the earth.

The Aruba Marriott Resort & Stellaris Casino again participated in this global event showing its commitment to the planet by turning off all the lights in the resort's parking lot from 8:30 pm to 9:30 pm on March 28. In addition to the participation to Earth Hour, Aruba Marriott is continuously identifying ways to implement green initiatives and global conservation efforts such as LED lighting, low limit temperature programmable thermostats in rooms, and using cooking oil to create bio-diesel to create a more sustainable environment.



## Bucuti & Tara Beach Resorts

### Bucuti Employees Certified For Success

With the introduction of the Aruba Certification Program 'Mi compromiso cu Aruba,' Bucuti & Tara Beach Resorts has now certified over half of its employees and management. Created by the government of Aruba and the Aruba Tourism Authority, the educational program is designed to enhance the knowledge and consistency in information regarding the island for those working in the island's tourism industry, with a focus on excellence in service and sustainability.

"Our employees are one of our greatest assets because of the knowledge and level of service they are able to provide our guests," said Ewald Biemans, owner and managing director of Bucuti. "We believe in the importance of this program and are confident it will lead to excellent service in the tourism industry across the island. This week, we have started our 6th three-week long training program at the resort, and we will continue to hold them to certify all our associates."

This certification program not only focuses on the island's landmarks but also explores the most important chapters of Aruba's history. Programming includes an examination of Aruba's natural resources, culture and attractions and how to deliver an even higher level of service.





### The Mill Resort & Suites

“The Mill Resort & Suites continues to make improvements,” says General Manager Sharitza Vrolijk, as she introduces Marco Polo, the former garden restaurant now enclosed in glass and air-conditioned. Marco Polo restaurant serves breakfast every day, both buffet and a la carte, and is open for lunch and dinner. The lunch menu is new and delicious. Two specialty nights, a traditional Island BBQ on Wednesday and a Pasta Italiana night on Sunday, are both

offered with live entertainment, in an all-you-can-eat format. With renovated rooms and an upgraded restaurant, the resort is very busy. Veteran Boy Maduro is now on the team as sales and marketing consultant, making sure every vacancy is filled. Also on board, Conny Kiers and John Samson, at the front desk and the food & beverage department respectively, effectively complement Sharitza’s team.

## Restaurants

### Nos Clubhuis

The Department of Agriculture, Husbandry and Fisheries promotes and supports local production in the primary sector. As a member of the Board of the Centro di Pesca Foundation (for fishermen), the department found an opportunity to further interlink local farmers and fishermen with visitors at Nos Clubhuis, a local eatery and meeting place located between the Marriott Surf Club and Moomba Beach, above Hadiurari Restaurant. The restaurant shares the island’s best locally produced products and prides itself in offering authentic Aruban cuisine, with a large part of the menu items produced locally, straight from farms and fishing boats. Diners can support local growers while enjoying the great beachfront setting and delicious offerings at the fishermen’s clubhouse.



# Air Travel

## JetBlue to Offer Mint Service to Aruba

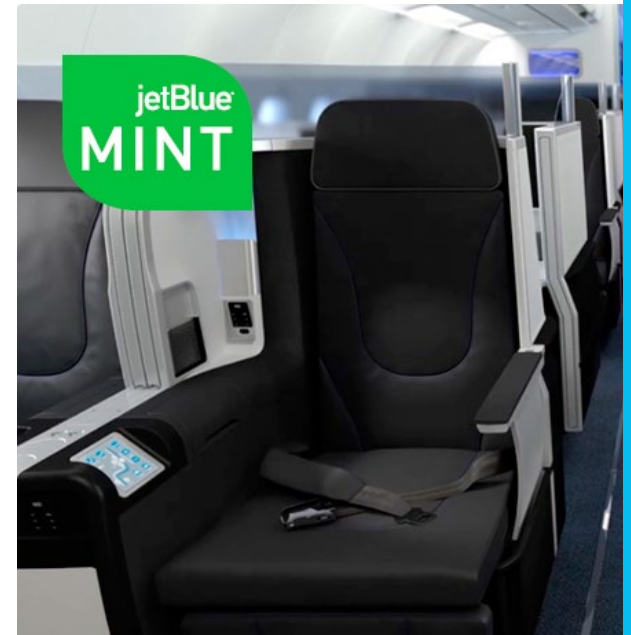
JetBlue, which last summer introduced private suites, the longest beds in the United States domestic market and a tapas-style menu as part of its new Mint business-class cabin, has expanded its Mint service to the Caribbean. Beginning in November, Mint will be available on routes between John F. Kennedy International Airport and Aruba and Barbados, making JetBlue the only American carrier with lie-flat seating to operate regularly scheduled service to the Caribbean. (Currently, Mint is offered only on transcontinental flights between Kennedy International Airport and Los Angeles and San Francisco.)

“We know those are two markets that have high-end leisure premium demand,” said Marty St. George, executive vice president of commercial and planning for JetBlue. As with the transcontinental Mint service, prices to

and from New York and Aruba or Barbados will begin at \$599 each way for off-peak flights. “There are certain days where there’s infinite demand for the Caribbean,” Mr. St. George said, “so prices will be higher those days.”

Round-trip Mint service to each Caribbean destination will be offered once every Saturday on JetBlue’s Airbus A321 between Nov. 7 and April 30, 2016. During the holiday season, service will be more frequent, with Mint available once daily between Dec. 19 and Jan. 4, 2016.

The seating and service on Mint Caribbean flights will essentially be the same as that on the transcontinental flights. There will be a tapas-style menu by Saxon & Parole, the East Village restaurant; organic desserts by Blue Marble Ice Cream of Brooklyn; sweets from Mah-Ze-Dahr Bakery; and amenity kits from Birchbox.



## InselAir expands pre-clearance for Aruba to Miami flights

InselAir has announced expanded pre-clearance for passengers traveling from or through Aruba to Miami. The carrier had been providing the service four days of the week, but has now received approval to do so for all weekdays, effective immediately. Insel operates daily flights from Aruba to Miami.

Pre-clearance means customers pre-clear in Aruba then can forego customs and immigration in Miami, as if they were arriving on a domestic flight. “This service will not only increase the travel comfort of our passengers,” said Fredrick Nuboer, CEO of InselAir Aruba, “but will also positively impact the experience at the airport for the thousands of passengers that InselAir transports monthly via its hub on Aruba.”





## Tiara Air Aruba Back In Business

Recently Tiara Air obtained the renewal of its Air Operator Certificate (AOC). With the AOC now, Tiara is working to start flying again after a period of voluntary cease of operations.

As widely known, Tiara's operation had been affected by the delay in approvals to exchange Venezuelan Bolivares to US dollars. The company has re-organized during this period and is preparing to restart operations soon that are strategically less dependent on the Venezuela Bolivar sales.

Tiara has been preparing a payment plan for its creditors, under supervision of the Administrator appointed by the Aruban court. Upon agreement, Tiara Air is planning on exiting its payment protection. In the coming weeks, the airline will make announcements regarding starting dates and destinations.

## In The News

Donald Alhart, news anchor on WHAM-TV (Channel 13, ABC affiliate) in Rochester, New York, recently vacationed on Aruba with his wife and visited Gandelman Jewelers. When he returned from the island, on the news program, he proudly showed off his official Aruba Flag Day tie, presented to him by an employee of the jewelry store.

## Events

### Annual AHATA Recycled Art Exhibition & Competition

For the past 12 years, the Aruba Hotel & Tourism Association has held an exhibition promoting the collection and reuse of old or discarded articles to create recycled art. During the month of April, a dozen schools, ten hotels, and both amateur and professional individual artists submitted 192 works of art, and this year's event promises another dynamic exhibition.

The fascinating twelve-day exhibition held on April 13 - 25, organized by AHATA'S environmental committee, attracts hundreds of visitors perusing creative art projects. Whether it's a table and chair set made from the pages of an island lifestyle magazine, functioning lamps made from bottles and cans, or dresses and carnival costumes made from a variety of discarded materials, guests of the exhibition walk away with inspiring ideas to recycle, repurpose, and reuse.







## 10th annual Wente Vineyards/Papiamento Restaurant Golf Tournament

Eric Wente of Wente Vineyards recently visited Aruba to host this annual golf event, organized in conjunction with successful local wine purveyor, Arion Wine Company, and famed Papiamento Restaurant. The tournament, organized annually for the tenth time as a fundraiser, signed up 130 players, for the fun two-person scramble format. The funds collected were earmarked for 'Telefon pa Hubentud' a children's help-line, empowering youngsters with information, choices and emotional support.

The program included a welcome reception for players and sponsors at Papiamento Restaurant on Friday, March 27, while the tournament was played at Tierra del Sol Golf Course on Saturday, March 28. The shot gun start at 12:30pm was personally overseen by Golf Pro James Kiley and supported by Govert

van der Hout of Arion Wine Company NV and Eric Wente, Chairman of the Board at Wente Vineyard.

The island's most popular golf tournament concluded with Hans Mondria and Jochem Ros in the lead, followed by Eddy Rivera and Gerald Sarmiento in second place, and Ray Perez and Sven Schneider in third. At sunset, participants enjoyed delicious food catered by Ventanas del Mar Restaurant, paired with Wente Vineyard wines, chased by an award ceremony, prize presentation, and picture opportunities, which concluded the action-packed day.

All prizes were sponsored by Wente Vineyards and included some of the winery's finest wines, in oversized bottles, as well as a trip to the winery in California for the first place winners.







### International Boulevard Race (10k)

Aruba's most popular running race draws over 200 competitors from countries, including Venezuela, Colombia, Netherlands Antilles, USA, and Holland. The 10k event starts at 5:30pm on L.G. Smith Blvd., and ends at the Marriott parking lot. For more information, contact Vanessa Tromp at Tel. (297) 593-5801 or email [aruwac@gmail.com](mailto:aruwac@gmail.com).



### King's Day

On April 27, the Dutch Kingdom celebrates the official birthday and coronation of its beloved king, King Willem-Alexander, on King's Day. This special day is filled with activities including official ceremonies, kite-flying competitions, sporting events, parades featuring national music, and other family activities.

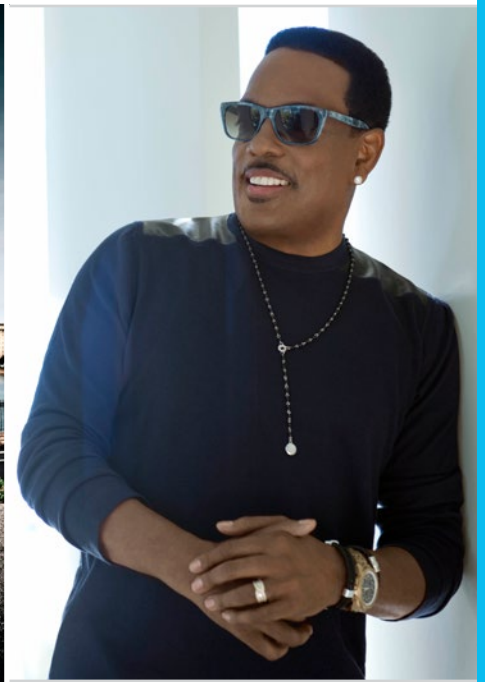


### Jazz Day

On April 30, Aruba's musical heritage comes to life for a free concert event held at Renaissance Marketplace's outdoor event venue. The event is being held on International Jazz Day and is aligned with UNESCO's 70th anniversary celebration. Various local music schools on the island will be performing with invited guest Lenora Helm, a world-renowned vocal expert. The evening is a great opportunity for visitors on the island to experience Aruba's next great musical generation.







## Soul Beach Music Festival

Crowning off the 15th Anniversary of the Soul Beach Music Festival hosted by Aruba are nine-time Grammy nominee megastar Charlie Wilson, Saturday headliner, and Grammy nominated superstar Trey Songz, Sunday headliner, both illustrious music artists who will deliver stellar main stage concert performances Memorial Day weekend, May 20-25.

Voted #4 by USA Today readers' choice "10 Best Caribbean Celebrations" as well as #1 "Caribbean Summer Festival" by Jetsetter Magazine, the 2015 Soul Beach Music Festival boasts a cross-section of visitors and celebrities who attend this renowned three-in-one experience featuring live music performances, comedy shows and beach parties.

"This is one of our most popular annual festivals," said CEO of the Aruba Tourism Authority, Ronella Tjin Asjoe-Croes. "We pride ourselves in providing an array of enriching experiences that visitors can enjoy in addition to the island's natural beauty and signature experiences."

The newest 15th Annual Soul Beach Music Festival addition is the "Soul Beach Fitness Challenge" with rigorous indoor/outdoor workouts with some of the top names in fitness."

For information about ticket sales, accommodations and the latest updates sign up for CLUB SOUL BEACH, by visiting [soulbeach.com](http://soulbeach.com). Join the Soul Beach Music Festival community by following them on Twitter @SoulBeachMusic and become a fan of the 2015 Soul Beach Music Festival on [facebook.com/soulbeachmusic](https://facebook.com/soulbeachmusic).

The full line up for Soul Beach Music Festival 2015 is:

Friday Comedy Night: May 22, 2015, with D.L Hughley and Brandon T Jackson; Saturday Concert Night: May 23, 2015, with Charlie Wilson and Dru Hill; and Sunday Concert Night: May 24, 2015, with Trey Songz and Estelle.



# ARUBA Summer MUSIC FESTIVAL

## Aruba Summer Music Festival

Aruba will host an exciting two-night music festival with a variety of music genres. Loco Lobo Productions and SD Concerts, in cooperation with the Aruba Tourism Authority, are preparing for the first Aruba Summer Music Festival, to take place on June 26 and 27 in the Harbor Square Arena. The festival will feature famous international artists performing together with Aruba's local bands.

One of the headliners will be the famous Colombian singer-songwriter Carlos Vives. Very popular around the world because his long list of hits and concert productions, he has won and been nominated for various international awards. Another artist who has already confirmed is Jerry Rivera of Puerto Rico. Known as "Bebe de la Salsa", he revolutionized this genre in the 90s. His unmistakable way of interpreting salsa and his charismatic presence has made thousands of fans fall for him.

Also onstage will be Elvis Crespo, the merengue and bachata star, hailing from Puerto Rico. Known especially for his great hits "Pintame" and "Suavemente", recent favorites include "Suavecito Pegadito" and "Tatuaje". For younger fans, the popular reggaeton artist Nicky Jam will perform. He recently launched the official video for the song "El Perdon", together with Enrique Iglesias, and has become a Latin phenomenon on Youtube.

Together with these international artists, there will also be local DJs, bands and artists performing including Zion, DJ Gogo, DJ Beatz, Nutzbeatz, N'Fuzion, Tsunami, Le Groove, D'Licious and Robert Jeandor and his Solo Banda Show. Local transportation will be provided by Fofoti Tours. Special parking places and shuttle service will also be available.





## Caribbean Sea Jazz Festival

Due to a unique offer by Earth, Wind & Fire's management, organizers were able to book this legendary soul and funk band for the coming edition on September 25, 2015. Kool & The Gang will perform at the 10th edition of the Caribbean Sea Jazz Festival Aruba in 2016.

Performing hit after hit of the super group's material, in the original keys with the original feel, the Earth Wind & Fire feat. Al McKay will offer a stunning performance - with every component of the band upholding the high standard of excellence that established the original EWF sound.

EARLY BIRD online ticket sales have started. Buy tickets now for only \$ 40.00 per day. [caribbeanseajazz.com/tickets](http://caribbeanseajazz.com/tickets). The EARLY BIRD offer is valid till July 1, 2015. From July 1, tickets will available for \$ 55.00 per day.



To our tourism partners:  
Thank you for providing us  
with your updates

To ensure that your news is featured in  
the monthly Aruba Product Update of  
the Aruba Tourism Authority, please send  
information as it becomes available to:

[copywriter@aruba.com](mailto:copywriter@aruba.com)

with a copy to:

[s.feliciano@aruba.com](mailto:s.feliciano@aruba.com)

[m.feliciana@aruba.com](mailto:m.feliciana@aruba.com)

and [j.tilma@aruba.com](mailto:j.tilma@aruba.com)

by the 25th of each month.

A special thank you to Aruba Daily,  
Aruba Today, Columnist Rona Coster  
and our tourism partners for  
their contributions.



## Sail Aruba 2015

The Sail Aruba 2015 event program is now online at [sailaruba.com/nl-nl/Programma](http://sailaruba.com/nl-nl/Programma) and is packed with excitement for young and old. The two-day event will open on Friday, May 1 at 10 am. Entering the main gate entrance of the Port of Oranjestad, (near Diamonds International), the public can enjoy the local Seafood Festival, Open Market, visit all the ships in port, and the Port Exhibition “The Heartbeat of Oranjestad” at the main cruise terminal. Starting at 2 pm, the Dutch marines will host a wide array of stunts and activities including Fly-by’s, Boarding Boat demonstrations, Search and Rescue demonstrations, and K-9 demos, and will have food and drink stands. There will also be a special performance of the longest running production in the Netherlands, ‘Soldaat van Oranje’, at 7:30 pm, adapted to the story of Aruban WWII hero and victim Boy Ecury. Activities will also include a kids’ corner, downtown walks and activities and miniature boat races in front of the Governor’s house.

The Aruba Sailing Association will organize sailing races for local yachts, sunfish, and beach cats in the Oranjestad harbor area, and the youngest sailors in the Optimist class will open the races. Aruban sailors Nicole van der Velden and Thijs Visser will take a short break from their Olympic campaign to provide workshops on catamaran sailing.



The daytime activities will also take place on Saturday, May 2. Visitors will also be able to enjoy the Sail in Cinema hosted by the Renaissance Resort & Casino near the Schoener Haven. On both Friday and Saturday, at 9 pm and 8 pm respectively, there will be showings of Pirates of the Caribbean and the classic movie Jaws.

In commemoration of the 200-year existence of the Kingdom of the Netherlands, Sail Aruba will be the largest event to take place at the Port of Oranjestad. Follow on [facebook.com/sailaruba](https://facebook.com/sailaruba) or visit [sailaruba.com](http://sailaruba.com).