



Aruba Tourism
Authority

Aruba Product Update

April 2016

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

Our Mission:

To increase the share of affluent travelers and the economic value of tourism for the benefit of the community and our stakeholders by positioning and developing Aruba as their preferred Caribbean destination.

Our vision:

The Aruba Tourism Authority (A.T.A.) will become the most innovative and creative DMMO in the Caribbean.

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 2016

ATA News

City Center Signage

In order to better inform visitors of the many shopping and cultural opportunities available while providing them with adequate maps of the area, Aruba Tourism Authority has kick-started a city center signage project with a total of eight directories, 12 directionals, and numerous street name signs.





Awards & Recognition

Riu Palace Aruba

Riu Palace Aruba received an excellence award from Hotels.com, scoring an amazing 4.1 out of 5 in service, based on surveys filled out by guests. Expedia representatives Sabine Davidse and Brett Minzner delivered the award personally to the Riu Palace Aruba and handed it over to Sales Manager Shari Sield. As reflected in online reviews, the Riu Palace Aruba and Riu Palace Antillas resorts are among the top ten best sellers on the island.



Hilton Aruba Caribbean Resort & Casino

Travel Awards

Representatives of two giant travel sites, Hotels.com and Booking.com, recently visited the island to hand-deliver awards of excellence to their valued hospitality partners. The award by Hotels.com honored the Hilton for scoring 4.4 out of 5 in satisfaction, based on surveys completed by guests returning home after vacation on Aruba.

The award by Booking.com recognized the Hilton for scoring 8.4 out of 10 in satisfaction, also based on surveys filled out by guests returning home after vacation on Aruba. Jaap van Dam thanked Hotels.com and Booking.com for the acknowledgement and praised his colleagues for a job well done since Hilton International's takeover of the resort in July 2015.

Conde Nast Traveler



Supporting its positioning as the most decorated destination in the Caribbean, Aruba is on the ballot of Conde Nast Traveler's 2016 Readers' Choice Awards for Best Caribbean Cities, Best Islands, Top Caribbean Resorts (12 listed), and Best Airports. The survey is available for voting now through June 1, 2016, on www.cntraveler.com/vote.

Cigars & Leisure

Cigars & Leisure magazine recently held its 2016 Readers' Choice Awards, and its readers voted Aruba as one of their favorite international travel destinations.





Resorts

Hilton Aruba Caribbean Resort & Casino

Sunset Grille

The award-winning restaurant enjoyed a contemporary makeover, which coincided with the arrival of its new executive chef, Gerard Coste. The new décor at the Sunset Grille is themed around fine wine and focuses on genuine reclaimed wooden wine boxes. Says Chef Gerard, “We buy the best food on the planet, including premium seafood and superb steaks, and prepare it just right in full view of the dining room in our exhibition kitchen.” Alaskan salmon, Chilean sea bass, and other seafood options complement steakhouse classics. The charcoal grill offers 100% Certified American Black Angus Beef.

Eforea Spa

The oceanfront Eforea Spa is an exceptional sanctuary designed to rejuvenate and relax. The lovely bright and inviting space has been recently remodeled to facilitate guests’ journey into deeper relaxation. Remodeled areas include the arrival lounge; the changing rooms, which offer ample grooming amenities; the transition lounge, available for use before and after therapy; and the attractive retail area. The spa offers nine treatment rooms, an outdoor cabana, couples’ room, Vichy shower room, steam room, sauna, cold plunge pool, full-service salon, and state-of-the-art fitness center.

Historic Photo Competition

The Hilton held a historic photo competition mid-February in an effort to uncover images of the hotel in its early days to be transformed into new artwork for the elegant rooms and the freshly designed public spaces. The response by guests, locals, and visitors was enthusiastic as many came forward to share their treasured memories. The Aruban National Archives and the Arubiana section of the national library also welcomed resort representatives searching through their archives.

Bus di Salud

Aruba's Bus di Salud, a modern, fully equipped mobile health care unit introduced by the government, makes the rounds among schools and neighborhoods. About 200 Hilton associates were screened in November 2015 and February 2016 in various aspects of health. The resort encourages its associates to maintain the health and well-being of themselves and their families.

Enhancing Team Spirit

The Hilton's Blue Energy team recently instituted a weekly walk/run and regular high-energy Zumba classes to promote a healthier lifestyle. It also organized a unique Woman's Day activity featuring a self-defense class as well as a Flag & Anthem Day celebration featuring a lunch of traditional dishes. Every month a different department is invited to chat with the GM over lunch in one of the resort restaurants. Hilton also observed Earth Hour with its guests and sent a team to the island's international half marathon.





The Mill Resort & Suites

Mr. and Mrs. McNeal from Los Angeles won a vacation for two to Aruba on Let's Make a Deal, courtesy of Aruba Tourism Authority and the Mill Resort. The couple arrived in Aruba on March 1 to enjoy their seven-day honeymoon. The couple thoroughly enjoyed the resort's activities, food, and entertainment as well as the offerings of nearby Palm Beach.



Amsterdam Manor Beach Resort

Amsterdam Manor once again received a AAA Three Diamond Award and was ranked well among Aruba resorts in the US News and World Report's travel ratings. The lobby sitting area has a new colorful look; its contemporary and sophisticated new design features vivid contrasting colors of blue, green, and orange. The resort is now organizing not only a 10K run, but also a 5K fun walk/run on June 19.

Divi Village Golf & Beach Resort

Guests staying at the resort have the opportunity to cook and learn about Aruban cuisine with Divi Resorts' regional executive chef, Matt Boland, every Monday from 2:30 to 3:30 pm at the Sea Breeze kitchen. Each dish has an Aruban theme, and guests taste the finished product while enjoying complimentary beverages. Chef Matt, an award-winning professional with over 25 years of diverse culinary experience, is excited to share his culinary expertise with guests.



Caribbean Palm Village

The Caribbean Palm Village Resort recently held a fire training led by Sergio Wever of “Be Safe 4Life Consultancy.” Twenty-nine of the resort’s employees participated in the educational session and learned to recognize the cause of a fire, identify the most common types of portable fire extinguishers, and determine the various classes of fire. At the end of the theory segment, they all experienced a hands-on live training with the fire extinguisher. Human Resources Manager Mary Werleman clarifies, “The training incorporated one hour of PowerPoint presentation and one hour of hands-on live fire practice.” The charming vacation village, inspired by South Beach and the Art Deco district, is Aruba’s best-kept vacation destination secret. Tucked into the Noord neighborhood, the village is a self-contained oasis of tranquility and charms.



La Cabana Beach Resort & Casino

The social committee of the resort prepared an extensive program in honor of the 30th anniversary of Status Aparte and the 40th anniversary of the national anthem. The program included a poetry competition, a patriotic quiz at the Chit Chat café during lunch, lectures, a fun raffle, and an exhibition

of Aruba then, now, and in the future. The day started with the raising of the flag and the singing of the national anthem. Special commemorative tee shirts were made and distributed, and the resort celebrated with music and a terrific ambiance all day long.





Aruba Marriott Resort & Stellaris Casino

Environmentally Friendly Initiatives

The resort continually strives to operate in an environmentally friendly way. It recently introduced new digital thermostats as well as LED lighting in all guest rooms. The hotel is in the process of installing new double-pane glass windows and doors. Other green initiatives already implemented include constant exhaust air regulators, a solar domestic hot-water system, domestic water booster bumps to regulate water pressure, energy recovery units, and a gray-water filtration system, which recycles zinc water for plant irrigation. The associates also participate in community beach cleanups and Earth Hour.

La Vista Restaurant with a New Look

La Vista restaurant is pleased to showcase its new and modern look and feel with a redesigned logo, fresh colors, and an updated interior. Locals and tourists can enjoy a breakfast buffet every morning and a delightful brunch every Sunday, as well as the nightly dinner buffet with a Carnival show on Mondays and Thursdays. The special sunset happy hour on the terrace features half-price drinks and a special tapas menu.

Management Development Program

Marriott Aruba is pleased to announce the first four official graduates of the Management Development and Readiness Program, officially launched by Marriott International in May 2015. The program focuses on developing non-management associates for potential future entry-level management positions. After months of preparation, the four graduates are Edmar Goeloe from Loss Prevention and Security, Merelyn Nichols from Accounting, and Patricia Miranda and Tamara Fingal from Human Resources.



Restaurants & Casinos

Papillon

Papillon will mark its 7th anniversary in June and will celebrate during the months of April, May, and June with a spectacular seven-course carte blanche dinner for \$70 per person. Each course is served with a perfectly matched glass of wine. During these

three months, the special dinner menu will change weekly. Papillon is located at The Village across from the Hilton. Its menu showcases classic French dishes dusted with daring Caribbean flair. The spacious outside terrace is perfect for casual fine dining.



Double Down Sports Bar & Grill

Adjacent to the Tropicana Aruba Resort, Double Down is big on HD TVs and real about food and beer, from gourmet burgers to the largest selection of draft beer on the island. In past seasons, it has turned into the home of American football on Aruba, with no other bar competing in the number of games broadcast simultaneously. Broadcasts include NCAA college football games, NBA basketball action, fight nights, and hockey season.



Business

Deloitte Academy Learning Solutions 2016

Director Marina Kooijmans and Senior Manager Esther Baaij of Deloitte Human Capital Consultancy, Learning & Assessments recently hosted an informative afternoon at the Surfside Marina, sharing global and local human capital trends with local executives and HR professionals. The session was designed to provide

valuable insight into global and local human capital trends, gaps, challenges, and developments, with an added networking opportunity. Deloitte offers customized in-house sessions, workshops, and master classes on learning solutions that are tailor-made to fit clients' organizations and specific needs.





Retail

Gandelman

In order to ensure that Gandelman's After Sales Service Center meets the Rolex quality standards, continuous training of the staff and regular examination of the equipment are essential. Atilé Bendeguz, area manager for After Sales Rolex, recently controlled the quality of work being done by the center's watchmakers and helped the team install the recently acquired diagnostic equipment. The professional team has all the expertise in-house to ensure top-quality servicing of any Rolex timepiece.



Culture

New recording of "Aruba Dushi Tera"

Jonathan Vieira recently produced a moving re-recording of Aruba's national anthem, "Aruba Dushi Tera," with the participation of Aruba's most talented vocalists, accompanied by images of the island's magnificent landscapes. Forty local singers/musicians of diverse styles and generational affiliations were assembled in New York

to record Aruba's national anthem on a professional sound stage with the support of a complete philharmonic orchestra. This sparkling new version, presented to the Governor of Aruba on March 18, Aruba's National Flag & Anthem Day, succeeds the official recording by a Venezuelan orchestra and a local chorus made 40 years ago.





Art of Music Concert

The Art of Music Concert, held on April 6 at the Cas di Cultura, featured father and son Ivan and Serghio Jansen, both successful professional musicians with local and international track records. Ivan is a classical and jazz guitarist who has played in international orchestras and produced 5 CDs (classical and jazz). His trademark is applying contemporary harmonic jazz concepts to Aruban folkloric music, taking it to the next level artistically. Serghio has played in New York at the famous Blue Note, and has toured in the USA and performed in the London Jazz Festival and other international festivals. Prominent guest artists rounded out the program.



Caribbean Queen Annet van Doorm

The Caribbean Queen artist of the month is Annet van Doorm, showcasing her unique painting. Annet was born in the Netherlands and has lived in Curacao and Aruba. She not only has fashion training but also practices a number of other disciplines, including portrait, model, and acrylic



painting. She explains, "Everything I see around me ignites my desire to paint; consequently, I am always busy creating my own art and painting projects." Caribbean Queen at Palm Beach Plaza Mall donates a percentage of all sales to local not-for-profit organizations to benefit the community.

Events

Iron Chef Competition

Iron Chef Competition 2016 is scheduled for October 14. Last year, the winner was Chef Teddy Bouroncle, complex executive chef at the Marriott Aruba Resort & Stellaris Casino. His entrée of coconut lamb sirloin with pumpkin puree received the highest number of points from the judges. The recipe, which brings a Caribbean slant to a traditionally European meat, will be featured at the annual board of directors meeting of the US Meat and Export Federation. The exciting Iron Chef Competition will again serve as the finale of Restaurant Week this October.





Wente Vineyards – Papiamento Restaurant Golf Tournament

The 11th Annual Wente Vineyards – Papiamento Restaurant Golf Tournament raised funds for the Aruba Autism Foundation. The annual tournament is organized by Arion Wine Company and hosted by Eric Wente. The Ellis family of Papiamento Restaurant has long been associated with the tournament as co-sponsor.

On April 9, the tournament was played on the 18-hole Tierra del Sol Golf Course, designed by Robert Trent Jones, Jr., and was followed by a buffet. One of Eric Wente’s favorite activities while on the island is his annual meeting with EPI vocational high school students, where he educates the students all about wines.



Aloe Wellness Month Aruba

For the entire month of June, the One Happy Island of Aruba invites guests to relax as the island celebrates a holistic approach to vacations with the first Aloe Wellness Month Aruba. The month-long program will feature activities designed to help visitors decompress, unwind, and relax while experiencing the award-winning beauty and exciting local culture of Aruba. Participating hotels and spas will be offering a variety of special wellness packages designed to give visitors the chance to feel refreshed and rejuvenated, in addition to activities such as dance therapy, fitness classes, and yoga sessions. Hiking, kayaking, and stand-up paddle boarding are some of the nature-inspired activities. Local chefs are adding a wholesome twist to classic island cuisine by orchestrating nourishing menus and dynamic, interactive cooking classes and demos that focus on healthy cuisine.

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

with a copy to:

s.feliciano@aruba.com

m.feliciana@aruba.com

and 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.



Soul Beach Music Festival

The 16th Annual Soul Beach Music Festival will feature an amazing lineup of performers. On May 27, at Renaissance Festival Plaza, Affion Crockett, Rip Michaels, and Tony Rock

will light up the stage. Fantasia and The Isley Brothers will mesmerize the audience on May 28 at Harbor Arena, followed by Jazmine Sullivan and Miguel on the following night.