



Aruba Tourism  
Authority

## Aruba Product Update

April 2017

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 2017



## ATA News

### Aruba Partners with United Nations

United Nations sanctioned International Day of Happiness and the “One happy island” of Aruba announced a brand partnership with a mutual, long-term goal of inspiring acts of happiness worldwide.

Aruba is the first nation to formally partner with the organization, which is on track to become an inter-governmental agency after five years of dedicating March 20 as the global day of happiness. Said Jayme Illien, founder and executive chairman of IDOH, an international NGO. “We believe a nation’s success should be defined beyond GDP, and appreciate

Aruba’s commitment to evaluating the island’s prosperity not only by its tangible benefits, but also by intangible benefits including local happiness.”

Aruba and IDOH plan to collaborate on year-round happiness-driven initiatives and facilitating opportunities for other organizations and nations to join this global effort. Marking the fifth annual International Day of Happiness, A.T.A ambassadors visited elderly homes worldwide, sharing authentic Aruban gifts, storytelling, music, art and ultimately – happiness.





## Seatrade Cruise Global

Aruba Tourism Authority together with Aruba Ports Authority and other local partners participated at Seatrade Cruise Global in Fort Lauderdale, Florida, the cruise industry's premier event, to network with industry leaders from around the globe. More than 700 industry partners such as destinations, ports, tour operators and associations attended to exhibit their products, attracting more than 10,000 visitors.

The Aruba delegation met with executives of important cruise ship lines such as Royal Caribbean Cruises and Carnival Cruise Lines who shared information about their various investments and initiatives that impact the passenger experience. Aruba's position as one of the top three cruise ship destinations in the Caribbean was substantiated by passenger surveys. Royal Caribbean passengers named Aruba the number one Caribbean destination.



## ANATO

Aruba was one of the major players at the ANATO tourism showcase in early March. ANATO is the most important tourism industry gathering in Bogota. Aruba representatives included A.T.A. Colombia, the Aruba Convention Bureau, De Palm Tours, Divi Resorts, Hilton Aruba Caribbean Resort, Holiday Inn, Hyatt Regency Aruba Resort, Aruba Marriott Resort, Ritz Carlton, Tropicana Resort and The Mill, providing such information as incentives for groups and conventions, and special rates and benefits for tourists interested in enhancing their travel experience.

ANATO served as launch platform for the regional communication campaign #NecesitasAruba, encouraging Latin American visitors to choose Aruba as a vacation destination, as well as a place for business meetings, events and conferences.





## ARUBA Roadshow Colombia 2017

A.T.A Colombia carried out its Roadshow in March where various cities were visited including Bogota, Cali, Medellin, Pereira and Bucaramanga with the objective of presenting destination plans and updates to the MICE segment, including the presentation of special rates and benefits. Contests were held where trips to the “One Happy Island” were raffled.

A fundamental objective of connecting with the trade sector was the introduction of the regional

campaign #NecesitasAruba, encouraging Latin American visitors to choose Aruba as a vacation destination, as well as a place for business meetings, events and conferences.

The ATA Roadshow was joined by our industry partners including the Renaissance Aruba, Barceló, Divi Resorts, Hyatt Regeny Aruba Resort, Riu Resorts, and De Palm Tours. Airline partners present were Avianca, Latam and Copa Airlines, as well as Wingo in Bogotá.



## ACB Introduces New Addition to the Team

Over the past several years, the Aruba Convention Bureau (ACB) has developed a strong presence in the MICE Industry with planners, buyers and partners.

The production in the North American Market has been steadily increasing and this trend is expected to continue in the future. Due to the increasing demand from clients and industry partners, the ACB is very pleased to officially announce a second sales manager for the North American market. Mrs. Dana Pederson joined the Aruba team as of April 1st.

Dana has 20+ years of experience in the groups market segment along with her in-depth knowledge of Aruba, having served as Account Director for 12 years with the Westin Aruba. Dana is a proven professional and has a strong client base and a special affinity for Aruba. All these traits will yield fruitful results for Aruba.

As the groups market is becoming more competitive and demanding, we are thrilled to have Dana as our second NA sales manager. This new addition will contribute to Aruba’s increased presence in the market bringing forth new opportunities, new contacts and significant knowledge and experience to the ACB unit.



## Aloe Wellness Month!

Aruba will once again host a unique and holistic program in June, “the Aloe wellness month”. Offering the perfect backdrop to revitalize the mind, body and soul with special hotel deals and exclusive on-property activities.

The program also includes various deals, inviting tourists to come recharge with invigorating wellness activities or invite them to book a relaxing aloe treatment at some of the best spas in Aruba!

For more information and to view participating vendors please visit [aruba.com/aloewellnessmonth](http://aruba.com/aloewellnessmonth)



Det finns gott om akattisar på ön och de trivs gott i det varma, torra, regnfattiga klimatet.



*”Aruba har blivit lite av en vällfärdsplats för chica yogies och stilsäkra fitnessprofiler, såväl som för helt vanliga motionärer.”*

Faktum är att ön har blivit lite av en vällfärdsplats för chica yogies och stilsäkra fitnessprofiler, såväl som för helt vanliga motionärer. Trenden är särskilt stor bland oss svenskar. En bidragande faktor är svenska yogatkonen Rachel Brathen, mer känd som Yoga Girl, som är bosatt på ön varifrån hon driver sitt yogaperium både lokalt och med gästklasser världen över. Hon har över två miljoner följare på Instagram, för övrigt 1,93 miljoner fler än Aruba Tourism. Det är måhända en orättvis jämförelse mot den nationella turismbyrån som arbetar bredare än så, men det säger en hel del om vilken dragningskraft Yoga Girl har. Just nu håller hon och hennes team för fullt på att starta öns första yogacenter.

någon av yogapositionerna nedtågande hund eller krigraren får det vara en bonus. Döm om min förvåning när jag efter en darrande klättringsmanöver befinner mig ovanpå brådan och faktiskt känner att jag skall slappna av sittande.

Brådan har ett koppel med en lina till ett fäste i marken, så jag behöver tacksamt nog inte bekymra mig över att flyta iväg till havs. Faktum är att det inte tar lång tid innan jag känner mig oväntat bekväm med det flytande underlaget och jag får faktiskt ut en hel massa mer fysisk träning av passet än jag någonsin hade kunnat föreställa mig. Jag inser också varför Rachel Brathen är en sådan omtyckt ledare – hon är full av peppande tillrop och berömmar oss för att vi ens tagit oss upp i ottan för att delta i passet. Just det här passet hålls på Flamingo Beach på Renaissance Island – den privata ö som tillhör hotellet Renaissance. Här strövar sex flitigt fotograferade flamingor omkring i vattenbrynet och sneglar ointresserat på oss.

–Vi håller på att bygga om och renovera lokalen. Förhoppningsvis kommer vi att kunna öppna i november eller december. Det här blir helt och hållet vårt eget, vår helt fristående verksamhet. Det blir öns första yogacenter och vi kommer även att ha ett holistiskt kafé och restaurang samt en butik med fina saker och kläder, som bohemiska klänningar och annat härligt. Det är redan väldigt många från Sverige som kommer till Aruba på yogaresor, så vi ser fram emot att kunna välkomna ännu fler, säger Rachel Brathen när RES träffar henne på Aruba.

Om man bildgöogar Aruba är det lätt att tro att flamingor är en vanlig fågel på ön, men faktum är att den egentligen inte finns här. De sex exemplaren som bor på den här lilla privata stranden är planterade där av hotellet som en fin utsmyckning. De är garanterat öns flitigaste arbetande fotomodeller, men de verkar inte direkt lida av sin tillvaro, tvärtom verkar livet som inflyttad flamingo på en paradisstrand ganska behagligt. Även om de får stå stilla upp på en och annan bild – samt ett tvångsiktenskap.

**A**tt prata är inte det enda jag gör med Rachel, jag har även anmält mig till en av hennes specialklasser – SUP yoga. SUP står för Standing Up Paddleboard, och ja, det betyder att jag ska utföra yogaposer samtidigt som jag balanserar på en flytande bråda. Det ska sägas direkt att jag inte är någon särskilt erfaren yogautövare och jag är beredd på att tillbringa mer tid i vattnet än på brådan. Om jag får till

– Förra året höll vi bröllop för två av dem på stranden, berättar Zugheila Lindeborg, pr-ansvarig på hotellet. Det var en uppmärksam del i en satsning på bröllopsresor. Vi vet väl inte om de är kåra direkt, men de verkar trivas tillsammans.



Andra stället är en buffé av ströande och alla är fria till fläskkåse och äggna för smörgåsar. Förutom den här privata stranden på Renaissance Island, som tillhör hotellet med samma namn.



Svenska Rachel Brathen, mest känd som yogapreneuren och Instagramstjärnan Yoga Girl, bor och arbetar på ön. Tidigare i år bodde hon en kortare i samarbete med RES.



PHOTO: ELIAS

54 RES

RES 55

## Awards

An article about Aruba written by Kajsa Beausang won the prize in Sweden for “Best Travel Article 2015/2016. This prize was awarded by the Antor Association of Tourist Boards, in combination with a special selected jury from the travel industry.

Among all the contributions, three articles were nominated beforehand, and the winner was announced during the annual PR reception of

Sweden. The other two nominees were articles about Great Britain and Ireland, but Kajsa Beausang, the editor in chief of the biggest travel magazine in the Nordics, RES, won with her article: “Aruba – semester för kropp och själ” (EN: Aruba – vacation for body and soul).

Kajsa had visited the Island in May 2016 on a niche press trip



# Resorts

## Hilton Aruba Caribbean Resort & Casino

### Earth Week

The resort put together a complete calendar of activities in celebration of Earth Week. The activities were designed to inform, engage and entertain guests, team members and the local Aruban community.

The celebrations kicked off with an earth-themed Manager's Reception Cocktail Party featuring a delicious Green Aloe Punch. Resort team members and guests then teamed up with the University of Aruba for a Beach Cleanup, hitting the island's beaches around the California Lighthouse.

Guests and associates were also invited to participate in a hike through Arikok National Park. Sunset Grille restaurant turned off the lights at 8:30pm to host a candlelit dinner on its deck and terrace, featuring a three-course menu with natural organic ingredients. Mira Solo bar also went dark in honor of Earth Hour, with tea lights and live acoustic music making for a romantic ambiance.

One of the highlights of the week was a visit by members of Centro Man na Obra, a local charity that works with special needs clients.

### New Juice Bar at Laguna Restaurant

Laguna restaurant now offers the Juice Bar, a healthy addition to breakfast from 7 am – 11 am. Fresh juicing, says General Manager Hans-Georg Roehrbein, enhances our breakfast buffet experience, and it became an immediate hit with our guests.

The most popular smoothies are the vegetable-dominated ones, with a generous splash of Aloe and a sprinkle of ginger. Offerings include Superfood yummy smoothie made with orange, pineapple, spinach, celery, cucumber, and Aloe; Morning Boost with spinach, blueberry, pineapple, banana and orange; Super Charge with cantaloupe, banana, green apple, pineapple, carrot and ginger; Go & Glo with ginger, parsley, cucumber, pineapple, orange and orange juice, and Jump Start made with spinach, mango, ginger, aloe and plain yogurt.

All juices offered have no additives or preservatives or processed ingredients. Instead, they're raw, fresh, and delicious.







## Aruba Marriott Resort & Stellaris Casino

### Lobby and resort upgrades and additions

The resort proudly announces the recent addition of the island's largest Starbucks, Gelato & Co. Cremeria Italiana, enhancements to its Great Room and Lobby Bar, and complete renovation of the two-story fitness center.

Replacing the Lobby Café, the new largest Starbucks on the island has a modern, open design with rustic wooden panels, brass accents, as well as the first "Wall of Chill" in the Caribbean, a grab-and-go refrigerated section built into the wall. The Lobby Bar has a new bar and seating as well as an extension to the Ketsu sushi bar. Gelato & Co. Cremeria Italiana, known for its natural ingredients and great taste, is open daily from 10 AM to midnight.

The lobby's Great Room was refreshed with a beach-chic look and feel thanks to new light fixtures and coastal-inspired furniture and décor. Additionally, new carpeting was added to the resort's guest rooms, corridors, and atrium.

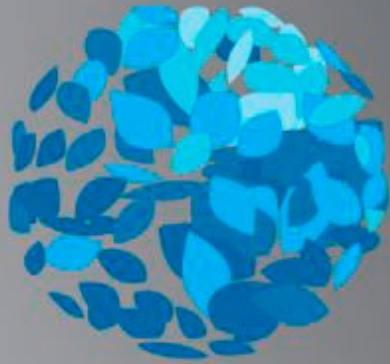
Lastly, the two-level fitness center received a total overhaul, unveiling an enlarged second floor, a modern design and carpeting, as well as upgrades to the restrooms. Expanding nearly 1,000 square feet, the second floor now provides stunning views.

### Support of Animal Relief Foundation

The resort recently supported the charity golf tournament of Animal Relief Foundation as main sponsor of the event. In addition to sponsoring this great cause, the Aruba Marriott Resort participated in the tournament with a team of four executives.

ARF's first annual charity golf event was held at Tierra del Sol and aimed at creating awareness and generating funds to control and eliminate the stray dog and cat population on the island by educating the community, sterilization and finding permanent homes for homeless dogs and cats through adoption.





EARTHCHECK  
MASTER  
2015

### Amsterdam Manor Beach Resort

The resort's Master EarthCheck Certification was again renewed. This is an internationally recognized benchmark that reflects their dedication to becoming global leaders in environmental protection in the tourism industry. Amsterdam Manor was the first hotel in Aruba to acquire this certification and has retained this status for more than 15 continuous years. Said Sales and Marketing Manager Bettina Daal, "This certification offers a wide range of solutions for the tourism industry regarding environmental issues. We want to ensure a bright future for our planet and adhering to these guidelines is the least we can do. The EarthCheck Award provides our guests with an example of how much we value sustainability."



### Amsterdam Manor's 10k race & 5k fun run

The resort is organizing their International 10K race & 5K fun run/walk, which will take place on June 18 at 6 am. The route will be the same route of last year's race, since it has been calibrated and made official by Ibisa Aruba.

As was done previously, the funds raised during the event will be donated to the Red Cross Aruba, organization that is celebrating

their 60th anniversary of existence and service to the island. Therefore, the Amsterdam Manor is also offering the possibility for everyone who would like to make a donation for this cause, and at the end of the event, the Amsterdam Manor will match the raised amount and give it as a donation on behalf of the resort. Registration for local and international participants is possible at the resort and online.





### Manchebo Beach Resort & Spa

On March 11, in cooperation with ARUBA DOET, the resort organized a delightful luncheon at the resort's Pavilion on the beach for approximately 50 elderly persons of "Curazon di Savaneta" foundation. Musical entertainment was hosted by "Trio di Savaneta" together with steelband music by "Tico Kock" for the group's delight and enjoyment.

Resort team members have actively participated for five consecutive years with voluntary initiatives and contributions.

### Paradise Beach Villas

On March 8, the entire staff were treated to a surprise BBQ luncheon provided and hosted by the Winner, Stanbro, Mason and Schow families who vacation annually at the resort and wanted to show their appreciation to the staff. This unique gesture consisted of a BBQ lunch, provided, prepared and served by the families. The gentlemen did the BBQing while the ladies served the employees. Managing Director Andy



### Divi Aruba Phoenix Beach Resort

The resort held a World Happiness Celebration on World Happiness Day, March 20. It was a unique initiative by General Manager Gerrit Griffith who wanted to create a special experience for resort employees and guests. World Happiness Day started with breakfast in community for all resort employees. The program included a motivational video, special commemorative tee-shirts,

stickers and pins. Employees were asked to pledge happiness for the day, and wrote down their ideas for increased satisfaction and contentment on paper, dropping the happy thoughts into a special keepsake box. The gathering enjoyed music and dancing, setting a positive tone for a wonderful workday. The Pure Indulgence spa went all out with free chair massages and extra pampering.

Osbourne thanked the members for this gesture on behalf of the staff and noted that in his long career, he had never experienced such an act of appreciation at any resort. He advised the members that the employees would treasure this event for a very long time







## Culture

### Plaza Padu

Plaza Padu was inaugurated on March 17, Aruba's Flag & Anthem Day, one of various initiatives to beautify downtown Oranjestad. Together with Cosecha, a historic building where authentic local arts and crafts are displayed and sold, it adds a cultural dimension to Oranjestad.

Plaza Padu is named after Padu Lampe, considered the father of Aruba's culture, and dedicated as well to Rufo Wever and Lio Booi, who composed Aruba Dushi Tera, the island's national anthem. Renowned local artist Ciro Abath created a special work of art in that context.

The new plaza reflects the vision of the Aruba Tourism Authority and government in elevating the quality of the tourism product by adding beauty and authentic culture to the visitor experience.



## Around Aruba

### Book Launch of "Island Life"

On March 15, a festive event marked the book launch of Island Life, Aruba's Best-Kept Diary, a selection of columns written by Rona Coster between 1992 and 2004.

The book, a very attractive 200-page hard cover with the look and feel of a diary, marks Rona Coster's 25th anniversary as a prominent columnist on the island. Said Karin Swiers, the book's editor and publisher, "To preserve this valuable information about a changing island life over the past decades, and to recognize the movers and shakers that helped build and strengthen Aruba's economy, I wanted to publish this book. It is for those who were part of history to remember those days and for the next generations and Aruba's visitors to learn about our island's valuable traditions, movements and contributors." The book is for sale at local bookstores, resorts and gift shops.





## Restaurants & Cafes

### Gelatissimo Bistro

Gelatissimo Bistro located on Plaza Daniel Leo at the head of the main street in Oranjestad just introduced a local menu highlighting Aruba's favorite dishes.

The menu features Carni Stoba, a tasty beef stew; Arroz con Pollo, a delicate Latin specialty of rice with pan-fried chicken tossed with vegetables; Balchi Di Pisca, seasoned fish balls. Other specialties include Curried Shrimp;

Chicken Sate with peanut sauce; and Criojo Fish, traditional breaded grouper fillet.

The menu also includes soups, salads, and snacks. The charming bistro is open Monday to Saturday, 11am to 8pm, also serving coffees, gelato and Italian paninis. The adjacent Gelatissimo Bar specializes in cocktails and martinis, and serves refreshing drinks, wine and beer in a fun casual atmosphere.



### Dragonfly

Dragonfly is the latest addition to the Arawak Garden family of restaurants. The restaurant, nestled between Salt & Pepper and Tango Argentine Grill, offers sushi and Asian cuisine in fabulous, cool surroundings.

Now guests can start their evening early with a special three-course dinner for an incredible price. Appetizer choices are Grouper 'Butterfly', Mozzarella Salad or Miso Soup, while main course options include Pad Thai, Green Curry Veggies, Chicken Teriyaki, Grouper 'Dragonfly' and Mongolian Beef. Vanilla Ice Cream is served for dessert.

This special dinner is served from 4-7 pm.





## Environment

### National Bird

The Council of Ministers of Aruba has recently declared the Brown-throated Parakeet (*Aratinga pertinax arubensis*), locally known as the Prikichi, the national bird of Aruba. In 2012, the decision had been made to declare the Aruba Borrowing Owl (*Athene cunicularia arubensis*), locally known as the Shoco, a national symbol of Aruba.

Aruba Birdlife Conservation (ABC) led by Greg Peterson started the lobby work for the Shoco in 2011 and started the lobby work for the Prikichi in 2014. Of the circa 260 species of birds registered in Aruba, these are the only two endemic sub-species. Their numbers are dwindling, and the numbers of the Prikichi have decreased dramatically over the past few years. ABC hopes to turn the tide with these declarations to prevent these two endemic sub-species of birds from going extinct. Said Prime Minister Eman, "We are convinced that by working together, we will accomplish more for the benefit and conservation of Aruba's precious flora and fauna."



**Haci bon, pasa bon!**

## Community

### Aruba Does!

Aruba Doet (Aruba Does), a national volunteer day, is the island's most ambitious annual volunteer event – this year with 200 projects and 3500 volunteers.

The fifth edition took place on March 11-12. CEDE Aruba (Center for Aruban Development) is the organizer every year, in conjunction with Oranje Fonds, the largest national fund for social welfare in the Dutch Kingdom.

Projects had to be completed in two days and included painting, infrastructure, cleaning and repairs, and social activities such as a day out at the beach for the elderly or a bus trip for the disabled.

Aruba Doet is also about community involvement, with businesses and individuals providing helping hands and material donations throughout the year. It is a fun way for tourists to mingle with locals and share a valuable experience. Visitors to the island can contact CEDE Aruba to take part in this or any other volunteer projects that may be taking place during their stay, at [info.arubadoet@gmail.com](mailto:info.arubadoet@gmail.com)



## Events

### Wente Vineyards Golf Tournament

Wente Vineyards again teamed with Arion Wine Company and Papiamento Restaurant for its 12th annual Golf Tournament held on April 8 at Tierra del Sol Golf Course.

Prior to the tournament, Eric Wente arrived on the island to meet with restaurateurs, lead a food and wine pairing seminar for the students of the University of Aruba, and give a staff briefing for the team of Ruth's Chris Steakhouse. The Welcome Reception for players and sponsors was hosted by Papiamento Restaurant.

The annual Wente Vineyards - Papiamento Restaurant Golf Tournament will be raising funds this year for Fundacion Guia Mi, a foundation offering protection to minors who have suffered from neglect, physical or sexual abuse. After the tournament, participants gathered at the pool of the Tierra del Sol club house for a buffet prepared by The Restaurant at Tierra del Sol and the awards ceremony.

### Top Billboard Headliners at the Aruba Summer Music Festival 2017

Welcoming top Billboard musicians from Latin America, Aruba will host the third annual Aruba Summer Music Festival, Friday, June 30, and Saturday, July 1. The two-day festival, offering captivating live music and an array of immersive island culture, will be hosted at The Harbor Arena, an ideal location in downtown Oranjestad with close proximity to the enchanting Caribbean Sea.

The line-up on June 30 (Friday night) will be the electrifying Gilberto Santa Rosa, Juan Luis Guerra, Silvestre Dangond, and the local band Robert y Su Solo Banda Show. For July 1 (Saturday night) the attendees can expect an exhilarating performance by Zion and Lennox, Maluma, and local acts such as Buleria, Jeon and Esha.

Each year this rhythmic showcase attracts international visitors and musicians from around the world, enhancing the island's economy and highlighting its ever-growing art and multicultural presence. The Aruba Tourism Authority is pleased to be the official sponsor of the Aruba Summer Music Festival. For more detailed information including travel packages visit [www.arubasmf.com](http://www.arubasmf.com), [www.aruba.com](http://www.aruba.com).



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

by the 25th of each month for it to be  
featured in the subsequent month.



### 17th Annual Soul Beach Music Festival

The Aruba Soul Beach Music Festival is a star-studded, two-night concert series that has featured such artists as Tony Braxton, Alicia Keys, Sinbad, Jennifer Hudson, Ne-yo, Babyface, Robin Thicke, Charlie Wilson, Trey Songz, The Isley Brothers, featuring Ronald and Enest Isley, singer-songwriter Fantasia and Jazmine Sullivan and Miguel.

The 17th Annual Soul Beach Music Festival will take place on Memorial Day weekend, May 24-29, 2017. Multi-award winner and worldwide phenomenon Usher and prolific Grammy

award-winning icons The Roots are the first official headliners set to deliver amped-up main stage concert performances. Also gracing the stage are Mary J Blige, Faith Evans, and Cedric the Entertainer.

Previously named #4 by USA Today readers' choice "10 Best Caribbean Celebrations" and #1 "Caribbean Summer Festival" by Jetsetter Magazine, Soul Beach boasts a truly unique and unforgettable three-in-one experience featuring live music performances, comedy shows and beach parties.