

# ARUBA PRODUCT UPDATE

TRADE EDITION

THE ARUBA TOURISM AUTHORITY (ATA)  
IS THE DESTINATION MARKETING  
& MANAGEMENT ORGANIZATION FOR ARUBA.

APRIL 2021

## OUR VISION

To lead the positioning and development of Aruba as a desirable and sustainable destination, by being an innovative and agile Destination Marketing and Management Organization.

## CORE VALUES

Passion  
Excellence  
Unity  
Forward Thinking

## CORE PURPOSE

We drive prosperity for Aruba through sustainable tourism.

# BELOW WE OFFER A SYNTHESIS OF SOME OF THE MOST PROMINENT AND IMPORTANT NEWS DURING THE MONTH OF APRIL 2021

## TOURISM

### JETBLUE AND COMMONPASS BEGIN LAUNCH OF DIGITAL HEALTH PASS WITH BOSTON CUSTOMERS BOUND FOR ARUBA



#### Testing Companies Vault and XpresCheck Provide COVID-19 Testing at Home or at the Airport Prior to Travel

JetBlue (NASDAQ: JBLU) and The Commons Project Foundation, in partnership with the government of Aruba and COVID testing companies Vault and XpresCheck, **announced** they have launched the use of the CommonPass platform, allowing JetBlue customers traveling from Boston's Logan International Airport to Aruba's Queen Beatrix International Airport to enter the nation using the CommonPass digital health pass. The CommonPass platform enables safer travel and easy entry as travelers can simply scan their passports to verify that they meet entry requirements into Aruba.

Aruba requires that arriving passengers test negative for COVID-19 either within 72 hours of or upon arrival. Boston customers who utilize JetBlue's testing partners, Vault for supervised at-home PCR tests or XpresCheck for in-person testing, are now able to streamline the arrival process in Aruba by downloading the CommonPass app in advance of their flight. Upon arrival, CommonPass users will have access to dedicated CommonPass immigration lanes to start their vacation sooner. More testing facilities are expected to be added to the CommonPass platform in the coming weeks and months.

### EASY STEPS TO ENTER ARUBA



CommonPass is a digital health app that enables travelers to present standardized, verifiable proof that they have tested negative for COVID-19.

The process works like this:

- 1) Prior to their flight, travelers download the CommonPass app.
- 2) As part of the partnership with **Vault** and **XpresCheck**, travelers can be tested for COVID-19 from home or at the airport.
- 3) Once tested for COVID-19 and prior to their flight, travelers enter an invitation code into the CommonPass app and upload their COVID-19 test results into CommonPass.
- 4) All visitors to Aruba must fill out an online ED Card, which includes results of their negative PCR-based molecular COVID-19 test. CommonPass users are able to add their pass ID to pre-verify with Aruba that they are cleared to travel.
- 5) Upon arrival in Aruba, CommonPass users will have access to dedicated CommonPass immigration lanes to start their vacation sooner.



## RESORTS

### AT LA CABANA BEACH RESORT & CASINO SPONSOR A MILE, HERALDS EARTH DAY FESTIVITIES



Spearheaded by the Accounting Department, a Sponsor-A-Mile initiative saw a great number of volunteers fan out on Eagle Beach to scour the resort's road-sides clean. The initiative also heralded Earth Day 2021 festivities, with the mission to educate and activate the worldwide environmental movement, also in Aruba.

The Sponsor-A-Mile initiative was rewarded with a great number of filled trash bags, and smiles, as the crew returned to the resort leaving the street and the beach spotless.

The activity is designed as a monthly reminder to keep Aruba clean, and to encourage associates and guests to responsibly discard their own trash, not leave it behind. Pictured here the team on their worth-while mission.



### BUCUTI & TARA BEACH RESORT: EARTH DAY 2021, A DAY IN THE LIFE OF A GUILTFREE VACATION AT CARIBBEAN'S ONLY CARBON NEUTRAL RESORT

**The civic holiday is now the world's most celebrated**

**Bucuti & Tara Beach Resort** proved that a weeklong vacation at its Eagle Beach property is exponentially healthier for the planet than even staying at home for one week. "Guests should expect hoteliers to not only think of every detail of a memorable vacation, but to also think of the safety and sustainability behind every detail so their stay is happy, healthy and guiltfree, not just here at Bucuti & Tara Beach Resort, but at every hotel worldwide" shares Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort and award-winning environmentalist.

**Be an environmental champion while on vacation**

How does sustainability look different than traditional vacationing or even traditional living at home? Bucuti & Tara **shares a glimpse revealing** it does not require sacrificing any component of a sophisticated vacation experience. At Bucuti & Tara it's all about Sophisticated, sustainable facilities, Paperless, Renewable energy, Clean cleaning, Bulk streamlined purchasing, Dining, Staying fit and Smart water use.







## BRICKELL BAY BEACH CLUB & SPA INTRODUCING ON-PROPERTY COVID-19 TESTING FACILITY FOR ALL VISITORS

Brickell Bay Beach Club & Spa is pleased to welcome LABORATORIO FAMILIAR, a laboratory with all lab tests services right at Brickell Bay Shops adjacent to the hotel. All visitors to the Island and hotel guests can now take PCR and Antigen tests every day. Brickell Bay guests can also take tests in their room at a preferred fee. Laboratorio Familiar is open 7 days a week from 9.00 am to 8.00 pm, to make an appointment for a test, contact our front desk or email us at [info@brickellbayaruba.com](mailto:info@brickellbayaruba.com).

## RIU PALACE ANTILLAS HAS BEGUN RENOVATIONS ON THEIR ROOMS

In April, the RIU Palace Antillas started an eight-month renovation project on the rooms in their tower. Renovations will take place while guests are on property by working in vertical sections of the resort at a time. Complete room renovations include removal of bathtubs for walk in showers, all new furnishings and soft goods for a new look and feel to the resort. Completion date is scheduled for December 1, 2021 in time for high season arrivals.



## DIVI'S OCEANFRONT BEACH BAR NOW OPEN FOR BREAKFAST

Start your morning off right with a delicious beachside breakfast at Divi's Beach Bar daily from 8 a.m. to 11 a.m. The new menu includes refreshing tropical smoothies, freshly brewed coffee, and breakfast favorites like Belgian waffles, breakfast sandwiches, and omelets. Stop by for the tasty food and drinks, and stay for the spectacular beach views!

[Click here to view their menu.](#)



## RETURN FLIGHT TESTING FOR GUESTS AT HYATT REGENCY ARUBA



To enhance the travel experience for guests who are returning to the United States, Hyatt Regency Aruba Resort Spa and Casino, offers complimentary Covid-19 rapid antigen tests for up to two (2) registered guests staying for four (4) or more nights traveling through May 31, 2021. For guests staying fewer than four (4) nights, antigen testing is also available on property for USD \$50 per

person or 19-RT PCR tests for USD \$123. Visitors may be required to show proof of travel plans. The tests are administered in partnership with Medcare Clinic, and the test must be conducted during their stay to receive the complimentary service. Tests are by appointment only. The results will be emailed to guests within 24 hours. To learn more, please visit [aruba.regency.hyatt.com](https://aruba.regency.hyatt.com).

## NEW ELITE EXPERIENCE PACKAGE AT HYATT REGENCY ARUBA



Savor every moment on One Happy Island with the Elite Experience. Your memorable retreat starts with pre-arrival planning assistance from your dedicated concierge. Upon arrival enjoy daily Regency Club services with breakfast, evening hors d'oeuvres, beverages, and Les Clefs d'Or concierge team. When you are ready for some fun in the sun, relax gazing at the ocean views from a prime beachfront palapa daily, experience one luxurious day at a pool

cabana or beach tent, and float the ocean on your dedicated rafts. Cap a perfect day off one evening at Dining Under the Stars for a three course dinner for two, followed by using your \$100 casino slot play credit. Be sure to also experience the hotel's wellness activities ranging from morning and full moon yoga to a game of tennis to learning to make signature cocktails and so much more.

Book now at [aruba.regency.hyatt.com](https://aruba.regency.hyatt.com).





## NEW COMMUNITY MARKET AT HYATT REGENCY ARUBA

Introducing the new Community Market at Hyatt Regency Aruba Resort, Spa and Casino. The monthly showcase introduces guests and the public to some of the island's esteemed artisans. Participants include Cosecha, a collection of local artisans featuring their handmade jewelry and art and Aruba Aloe the oldest Aloe company in the world. For a listing of upcoming markets, please visit [aruba.regency.hyatt.com](https://aruba.regency.hyatt.com).

## FULL MOON YOGA: PINK MOON

Restore energy and celebrate the beauty of the full moon all in one evening from the island's esteemed instructor, Maria Pucci, at Hyatt Regency Aruba Resort, Spa and Casino's Full Moon Yoga. Each event includes steps to fortify the mind, charge the soul, and guide the body in preparation for the next cycle. The service is available to registered hotel guests. Learn more at [aruba.regency.hyatt.com](https://aruba.regency.hyatt.com).



## ZOIA REBOOT

Celebrate spring renewal with the ZoiA Reboot, a blissful aromatic massage experience in newly appointed spaces at Hyatt Regency Aruba Resort Spa and Casino. This deeply relaxing treatment uses aromatherapy massage to release tension-bound muscles and includes a detailed arm and hand massage to relieve aches and tension caused by our modern lifestyle. \$195 To book now, please visit [ZoiA Spa](https://zoia.spa@hyatt.com) or email [zoia.spa@hyatt.com](mailto:zoia.spa@hyatt.com).



## DIVI ARUBA PHOENIX'S PURE INDULGENCE SPA INTRODUCES NEW MENU



Make your spa day at **Pure Indulgence** even more special with an assortment of snacks and delicious dishes from the **exclusive new spa menu**. Enjoy relaxing massages, rejuvenating facials, and soothing nail treatments while nibbling on tasty treats or sit down for a romantic three-course meal by the ocean after a day of pampering. [Click here to view the menu.](#)



## MICKAEL MESKER APPOINTED ASSISTANT HOTEL MANAGER AT BOARDWALK BOUTIQUE HOTEL



Boardwalk Boutique Hotel Aruba announced that Mickael Mesker has been appointed Assistant Hotel Manager, effective March 1st. In his new role Mickael oversees the Front Desk operations, manages the Housekeeping & Maintenance staff and assists hotel owners Kimberly and Stephanie Rooijackers with the daily hotel operations. Previously Mickael was Executive Housekeeper at Bucuti & Tara Beach Resort and held various positions in the hospitality industry in Aruba, Curaçao and The Netherlands over the last 14 years.

Mickael is a former student of Colegio Arubano and holds a Bachelor Degree in Business Administration for International

Hotel Management from the Christelijke Hogeschool Nederland in Leeuwarden. Mickael comes from a hospitality family and has been working in small family-run businesses since childhood.

"As a local, family-run small hotel, we see Mickael as the right addition to our tight knit group of workers at Boardwalk and we have all the confidence in his people skills and management knowhow to set an even higher bar for our cleanliness scores and overall hotel operations. We wish Mickael great success in his future endeavors within the Boardwalk family", says hotel owner Kimberly Rooijackers.





## RESTAURANTS

### KING OF COCKTAILS BARTENDER COMPETITION!

From March 19th till March 31st twelve professional bartenders throughout Aruba participated in a competition designed to test the 'Skills that Pay the Bills' and proved their competency in all aspects of what it takes to be a top cocktail creator. Everyone who visited one of the competing restaurants had the chance to be the judge.

Each bartender created a signature cocktail which was available at his/her bar or restaurant. This competition was judged by ordering one of these cocktails and by leaving a vote online. [CocktailsAruba.com](http://CocktailsAruba.com) is also the place where you can learn everything about the special cocktails, from the used ingredients to background information on the bartender.

The competing bartenders were Maryleen Ras (Cafe the Plaza), Yaya Helder (Fishes & More), Gerson Albay (Hadicurari), Teun van Duin (MooMba Beach), Danny Kock (MooMba Beach), Johan de Beer (Nos Clubhuis), Denilson Geerman (Que Pasa), Roy van de Heuvel (Salt & Pepper), Tatiana Villa (Sopranos Piano Bar), JP Nahar (Surfside Beach Bar), Brandon Montes (Tango Argentine Grill) and Naomi ter Wal (Willem's Dutch Pancakes).

The 2021 king of cocktail winner is Gerson Albay from Hadicurari with his Mango Mojito. He wanted to create something that is not known in many cultures with adding salt to mangos. The Mango Mojito is really his unique special cocktail!

[www.cocktailsaruba.com](http://www.cocktailsaruba.com)





## ARUBA CERTIFICATE EXPERT



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ArubaTravelExperts





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## 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 [a.middendorp@aruba.com](mailto:a.middendorp@aruba.com) with a copy to [content@aruba.com](mailto:content@aruba.com) by the 5th of each month for it to be featured in the same month.