

ARUBA PRODUCT UPDATE

TRADE EDITION

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

APRIL 2022

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 2022

TOURISM

ARUBA HOTEL & TOURISM ASSOCIATION (AHATA) INAUGURATES THE NEW BOARD OF DIRECTORS FOR 2022



The Board of Directors was chosen by members of AHATA during the general assembly that took place in November 2021. The new board of directors will consist of 13 members; 11 active members and 2 allied members with Paul Gielen, General Manager at Renaissance Wind Creek Aruba Resort, named the Chairman. The board will work alongside President and CEO, Tisa La Sorte, to establish a strategy for the association. AHATA's main goal is to help secure a productive tourism industry that will help sustain the economy of Aruba.

RESORTS

BOARDWALK BOUTIQUE HOTEL ARUBA



FLOATING BRUNCH IN PRIVATE POOL OR BATHTUB

Boardwalk Boutique Hotel Aruba introduces brand new brunch services to their extensive F&B menu by adding a floating brunch and a bathtub brunch. All onsite F&B offerings are provided by local island partner Eduardo's.

The Floating Brunch is served for two and includes 2 breakfast packages of choice, a bottle of prosecco, chilled fresh orange juice, fresh bread or a sweet treat and hot brewed coffee or tea, for guests in the Palapa Lodge. This romantic, intimate, and healthy brunch is served on a floating tray in a private pool.

The Bathtub Brunch is served from a tailor-made tray atop a freestanding bathtub that offers 360 island and ocean views. This unique brunch experience for two includes sharing plates of mini banana pancakes, boiled eggs, two large seasonal fruit bowls, hot brewed coffee or tea, for guests in the Palapa Lodge.

ARUBA MARRIOTT



ARUBA MARRIOTT IS GRATEFUL TO THEIR HEROES ANTONIO RAS AND TISHA POWELL FOR SAVING A GUEST'S LIFE

Two associates of the Loss Prevention department; Antonio Ras – Loss Prevention Supervisor and Tisha Powell – Loss Prevention Officer, saved a guest's life from a heart attack he suffered in his room during the night. As soon as they received the call, they rushed to the room, applied their First Aid training skills, and used an AED machine to bring the guest back. Other Loss Prevention teams from Ocean Club and Surf Club also stepped in to reinforce their colleagues. The ambulance crew took over and brought the guest to the hospital. When he was discharged three days later, he was able to finish his vacation, for which he will be eternally thankful. We congratulate our two humble and dedicated associates, Tisha and Antonio, they are true heroes.



ARUBA MARRIOTT COMPLEX AND THE RITZ-CARLTON, ARUBA ORGANIZED 'SELF-LOVE' CONFERENCE IN HONOR OF INTERNATIONAL WOMEN'S DAY

This year once again, both hotels united to celebrate women on this special day, organizing an exceptional conference to honor and show gratitude to the women and to continue to inspire them by focusing on the topic 'Self-Love'. The speakers invited were Nicole Godett, known as 'The Empowerment Queen' and Veronique Croes, a spiritual coach. They shared some practical advice which can be used to practice self-love every day. After the conference, the group of ladies enjoyed a deliciously prepared lunch at Casa Nonna.

RADISSON BLU ARUBA

RADISSON BLU ARUBA KICKS OFF ITS FIRST ANNIVERSARY

To mark its first year, the resort organized an exciting array of giveaways, events, and surprises throughout the month of April. Kicking off the celebrations, guests and locals attended a breakfast party with endless Mimosas and Blue Long Island Iced Tea, within an open rooftop setting with sweeping views of the surrounding Palm Beach area and Aruba's fresh ocean breeze.

As a special thank you the 132 suites hotel launched an "First Anniversary" offer with rates starting from \$229 per night for a 1-bedroom suite for 2 persons, with a one-time \$100 Food & Beverage credit, 10% discount on activities, complimentary valet parking, and more. Guests can book this offer at <https://bit.ly/3jiVsVc> using Promo Code: 1YEAR.

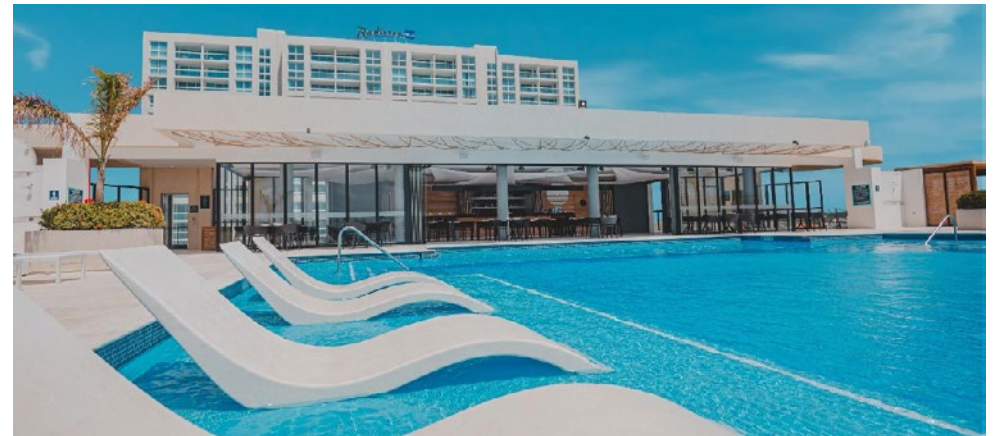
Radisson Blu Aruba is Palm Beach's newest upper scale accommodation. Featuring 1-, 2-, and 3-bedrooms suites with separate living room and dining area, this resort boasts stylish modern spaces, lush gardens, and has the largest rooftop infinity pool in Aruba.

PRESTIGIOUS LEED CERTIFICATION FOR NEW CONSTRUCTION & MAJOR RENOVATIONS CATEGORY

Radisson Blu Aruba has been awarded LEED certification by the U.S. Green Building Council (USGBC), making it the first hotel construction in Aruba to be LEED certified. LEED, which stands for Leadership in Energy and Environmental Design, consists of a group of rating systems for the design, construction, and operation of high-performance green buildings.

Said General Manager Luigi Wix, "The LEED certification demonstrates the significant lower impact our resort's design and construction has on the environment as well as validating our commitment to being a sustainable hotel. Environmental consciousness is important to both business and leisure guests when choosing a hotel, and we look forward to welcoming guests and groups who share our high environmental standards."

The resort implemented various sustainable features and practices both throughout the building process as well as in daily operations, focusing on energy efficiency. These include an advanced automated air conditioning system for the rooms and the Club House and use of only LED lighting. The resort also collects its AC condensed water and processes it onsite to reuse it for irrigation. Landscaping integrates indigenous species. Bathroom fixtures ensure reduced water consumption, environmentally safe cleaning supplies are used as well as soap and shampoo in refillable dispensers.



HYATT REGENCY ARUBA RESORT SPA AND CASINO

5TH NIGHT FREE

Share another sunset in Aruba when you book the World of Hyatt Member 5th Night Free offer at Hyatt Regency Aruba Resort Spa and Casino. Available for a limited time on bookings made by May 12, 2022 for stays through May 18, 2022. Discover more or book now at aruba.regency.hyatt.com

HYATT REGENCY MAKES U.S. NEWS AND WORLD REPORT LIST

Make the most of being away when you host a meeting or event at Hyatt Regency Aruba Resort Spa and Casino. The 359-room beachfront resort features several outdoor, pre-function and indoor spaces that are ideal for any gathering. Recently named as one of the best resorts in the Caribbean and Aruba in the annual Best Hotels list from U.S. News and World Report, the resort is known for its friendly service that keeps many guests returning year after year. To learn more about special events at Hyatt, please visit aruba.regency.hyatt.com

DELECTABLE EXPERIENCES AT HYATT

Guests are invited to enjoy a selection of complimentary activities while staying at the resort to include interactive mixology and cooking. Master Mixology is available every Monday and Wednesday and Cooking with Chef is every Tuesday and Thursday. Both experiences are hosted at the Palms Event Lawn from 4:30 to 5:30 p.m. Reservations are required at least 24 hours in advance. Learn more at hyattbeachservices.com.

CELEBRATE MOM AND DAD AT HYATT

Enjoy time together this spring with family-friendly celebrations for mom and dad. Whether visiting for Mother's Day or Father's Day, the culinary and spa teams have created a list of fun experiences to help you make the most of every moment. Select from an assortment of opportunities to include a delicious family meal at Ruinas del Mar or a private spa escape while the children enjoy supervised swimming and games at Camp Watapana. Discover more at aruba.regency.hyatt.com

NEW FAMILY EXPERIENCE PACKAGE

Make the most of every moment of your family-friendly vacation with the new Family Experience Package. Enjoy some of Hyatt's most sought-after amenities in one convenient offer including F&B market credit, Camp Hyatt for a day, confirmed daily pool or beach seating, beach rafts, spa credit, and a welcome beach amenity. The package is available to book through December 31, 2022 for travel through March 31, 2023. Learn more at aruba.regency.hyatt.com

AWAKEN ARUBA AT ZOIA SPA

Crafted for the mind, body and total relaxation, Awaken Aruba from ZoiA Spa is a mineral-rich body treatment that soothes and detoxifies the skin. Enjoy a gentle luffa application to slough off rough skin followed by a detoxifying seaweed mask for increased circulation. A nourishing body butter completes the treatment leaving skin smooth and glowing. Indoor and outdoor services are available. Visit zoiaspaaruba.com for details or to book today.



BUCUTI & TARA BEACH RESORT



FUNDASHON STIMAMI STERILISAMI RECEIVES AN \$8000 DONATION FROM US-BASED ONE LOVE FOUNDATION

Fundashon Stimami Sterilisami has received a generous \$8,000 donation from the US-based non-profit organization, One Love Foundation, which will help Stimami Sterilisami to continue with their national spay and neuter program. Over the last two months, Fundashon Stimami Sterilisami has received over 2,300 registrations and has subsidized an astounding 28,592 sterilizations between 2016 and February of this year. This One Love donation will be matched Dollar for Dollar by Bucuti & Tara Beach Resort, another generous donor, and together, they will cover an additional 500 sterilizations of cats and dogs.

"We are beyond grateful to Ellen Sirianni, Berkley Cameron, and the entire board of the One Love Foundation for this generous contribution and the help that they are providing to Stimami Sterilisami. It is heartwarming to see the effort they are making to help us and Aruba to continue with our mission to mitigate the suffering and abandonment of our island animals - and they are doing this from the US!" Ewald Biemans, President of Fundashon Stimami Sterilisami and owner/CEO of Bucuti & Tara Beach Resort, explains.



SEA TURTLE NESTING CALENDAR 2022

On April 3, the first leatherback sea turtle of the season crawled ashore and laid her clutch between Bucuti & Tara's SandBar and the water. Hatchlings from Nest No. 1 are anticipated for this first nest sometime between May 28 and June 17, 2022. To help guests plan their vacations around possible hatchling arrivals, Bucuti & Tara's annual Sea Turtle Countdown Calendar provides the protected locations of each nest along the resort's beach and the anticipate due date range of the clutch of hatchlings.

Four species of sea turtles are found nesting on Aruba: leatherback, loggerhead, green and hawksbill. Bucuti & Tara's wide stretch of powdery white sand beach is prized by nesting leatherbacks. Massive in size, these gentle giants are a captivating site weighing in at up to 1,500 pounds and stretching up to 7 feet long. Yet, when they hatch, these tiny hatchlings are only the size of a baby's foot. They return to the beach they were born for nesting anytime between March through September.

Bucuti & Tara partners with Turtugaruba, the island's sea turtle conservation organization. Staff receive continuing education on how to best protect the vulnerable population.

BUGUTI & TARA BEACH RESORT



CARIBBEAN'S ONLY CARBON-NEUTRAL HOTEL IS POSITIVELY GOING NEGATIVE

Bucuti & Tara Beach Resort is celebrating Earth Day 2022 positively by announcing negative news, carbon negative, that is. Guests are also invited to join special day-of events on April 22, 2022, to help elevate their own guilt-free, planet-positive vacation.

With the goal of becoming carbon negative later in 2022, the latest initiatives announced, which compliment this year's Earth Day theme "Invest in Our Planet", include Green loans for employees for electric bicycles, electric automobiles, and solar panels for home use; Charging stations for electric vehicles and bicycles; Self-sufficient microgrid of administrative offices; Goodbye, red meat on menus; Air-conditioning (a new rooftop system installed to further reduce energy consumption); Solar-heated water; Stove tops that are 100% induction burners; and Insulating paint on interiors and exteriors.



EARTH DAY EVENTS AT BUCUTI & TARA

Guests are invited to participate in activities including Monthly Beach Clean-up along Bucuti & Tara's stretch of beach and beyond, Sustainability Tour, Vegan Cooking Demo with the Chef, a Nature Walk, and a Movie Under the Stars featuring the environmentally focused "Don't Look Up."



HILTON ARUBA CARIBBEAN RESORT & CASINO



LISA DAMMERMAN PROMOTED TO RESORT EXPERIENCE MANAGER

Lisa Dammerman has been the resort's Bridal Specialist for 13 years, the ultimate guru of all weddings on the island. Her specialty? Stress reduction, by working with vendors and navigating the decor and catering fields effortlessly to produce seamless, true dream weddings, renewals, engagements and anniversary celebrations in Aruba.

Lisa was promoted to Resort Experience Manager, effective December 16, 2021. Her new position finds her in charge of the resort activities, the oceanfront eforea spa, the two lovely resort pools zero entry pools, and the fantastic beach, making sure the exceptional guest experience is filled with long-lasting memories.

Hilton was the winner of the 2020 WeddingWire Couples' Choice Awards®, an award her team had won three years in a row. In July 2020, immediately post-lockdown, the resort hosted its first wedding since reopening that year. Lisa shares that guests never gave up on Aruba and her team helped fulfill their dreams of getting married on the island. Aruba is a fantastic place for love to manifest, she adds.

ACTIVITIES

KUKOO KUNUKU HAPPY HOUR TOUR



Channeling their creativity during the pandemic, Kukoo Kunuku created a special Happy Hour Tour. Held Monday – Saturday from 5 pm – 8 pm, it has the same Kukoo fun vibe as all their other tours. The Happy Hour Tour has become such a success that it's here to stay. With TripAdvisor review headliners such as “Best Party in Aruba” and “The Bus was Rocking”, it's a guaranteed party whether you are 28 or 82! Hop aboard and shake your maracas to the beat of Caribbean Music!

EVENTS

20TH EDITION OF SOUL BEACH MUSIC FESTIVAL TO TAKE PLACE IN ARUBA FROM MAY 25- 30, 2022



After an absence of two years due to the pandemic, ATA is pleased to announce that Soul Beach Music Festival is returning to Aruba. Headliners are Mike Epps on Comedy Night (Friday), Mary J. Blige (Saturday) and New Edition (Sunday). Together with them will be various other artists joining the Soul Beach Festival.

ATA considers the return of this exciting festival as a key indicator of Aruba's post-pandemic tourism recovery. In 2019, the last time the festival took place, there was a direct economic impact for Aruba of \$ 12 million, attracting 6,530 international visitors, with an average daily spend of \$ 372 per person, and an average stay of 6.3 nights. Compared to 2018, the festival saw an increase of \$ 3 million in 2019, an increase of 1000 visitors, an increase in daily spend of \$22 and visitors staying, 3 days more in Aruba compared with 2018. Based upon a 2019 survey, 78.8% of the international visitors came specifically to attend the festival. Tickets for locals are on-sale at a special Price of \$ 70 per night at various locations around the island.

ERIC WENTE RETURNS TO ARUBA AFTER A TWO-YEAR HIATUS



Eric Wente has come to Aruba for almost two decades, raising money for charity and promoting his fine California wine collection. This fourth-generation winegrower transitioned to Chairman Emeritus in 2021, after 43 years at the helm of the company. As the Wente brand ambassador, he became the chief sponsor of an annual charity golf tournament at Tierra Del Sol. The 16th Annual Wente Vineyards, Arion Wine Company, Papiamento Restaurant Charity Golf Tournament concluded successfully with check presentation to Jump 18, the Childhood Obesity Prevention Program affiliated with Horacio Oduber Hospital. Papiamento restaurant's superbly catered food was paired with some of Wente Vineyards' finest selections during the cocktail reception and tournament. "It's great to be back," reported James Kiley, Tierra del Sol Director of Golf. "This is our first open event, and it went very well, with gorgeous weather and a smooth organization, with 52 teams and a total of 104 players." Said Govert van der Hout, "The tournament awarded its first prize to a couple of newly weds and attracted over one dozen sponsors from the community, who contributed enthusiastically to a great social cause." Mr. Wente also hosted a wine reception at H&H Fine Wines and Spirits, promoting wines from his latest vineyard, Murrieta's Well. He also led an interesting presentation at a wine tasting organized by Arion Wine Company at EPI, the local vocational high school. He talked to the students about the science of wine making and sustainable agriculture.



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**TO OUR TOURISM PARTNERS
THANK YOU FOR PROVIDING US WITH YOUR UPDATES.**

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