

ARUBA PRODUCT UPDATE

TRADE EDITION

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

APRIL 2023

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
Pioneering
Integrity

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 2023

ATA NEWS

KEYNOTE SESSION ON WEDDING TRENDS



The A.T.A.'s niche marketing unit organized a keynote session on wedding trends. The session was conducted by Annie Lee, founder of Daughter of Design and a highly acclaimed wedding planner recognized by Harper's Bazaar. Her work has been featured in numerous top-tier wedding magazines and websites like Vogue, Brides, NYPost, and The Knot. Over 50 wedding partners attended the event held at the Hyatt Regency Ballroom, including hotel wedding teams, independent wedding planners, decorators, wedding photographers and other vendors. The goal of this session was to inspire the creative teams with the latest trends in colors, decorations, and photography, and also to reconnect with partners.

Diantha Boekhouwer, Branding & Niche Marketing Manager at A.T.A., was pleased with the turnout and excitement as one of the objectives is to continue to put Aruba on the map as an ideal wedding destination in the Caribbean.

ARUBA I DO – VOW RENEWAL



LOVE CONQUERS ALL ON THE ONE HAPPY ISLAND REGISTRATION NOW OPEN!

Escape to Aruba this summer for the ultimate vacation. The Caribbean's largest vow renewal ceremony will take place on August 9, 2023 at sunset on the stunning shores of Eagle Beach, ranked as the second Best Beach in the world by TripAdvisor's Traveler's Choice Awards 2023. Aruba's Vow Renewal Ceremony is now in its fifth year and welcomes couples from all corners of the world to celebrate their love. We're creating a mesmerizing ambiance for an evening of romance by the beach. Bring your significant other and renew your vows.

Registration link: <https://www.aruba.com/us/renew-your-vows-in-aruba>

SEATRADE CRUISE GLOBAL 2023



The Seatrade 2023 retook place this year, focusing on recovery, collaborations, and new opportunities. The Aruba Tourism Authority, together with Aruba Ports Authority, was present representing the destination and made sure to strengthen the relationships as well looking for new opportunities.

This year the Seatrade started with a speed dating session where you can re-connect with cruise partners. Connecting with cruise partners is generally done during the FCCA Conference in the second half of the year; however, Seatrade saw an early interest this year for destinations to connect. A.T.A. and A.P.A. met with existing cruise partners and new cruise lines that showed their interest in the brand Aruba. The delegation of Aruba met with American Queen Voyages, Sea Dream Yacht Club, Holland America Line, Oceania/NCL/Regent, Ritz Carlton, Fred Olson Cruise Lines, Virgin Cruises, and Princess Cruises.

For the cruise industry, there are various opportunities; to encourage longer duration, which gives the passengers more time on the island, even maybe to over-night, encourages more visitors during summertime, and introduce more luxury/boutique style cruises; this all with upgrading the destination as a product in mind.

According to Ms. Ronella Croes, CEO of A.T.A., There are a lot of opportunities to strengthen our cruise industry through our international associates like FCCA (Cruise Organization) and individual cruise lines, but mostly with our local stakeholders like the Minister of Tourism, A.P.A., Tour operators, Taxi, Police Force, Public Transportation and all other companies in the industry.

A.T.A. NA



SPARKLING EVENING AT GOTHAM HALL

At the Swanky Gotham Hall in NYC, 60 top of their game event planners gathered for a Sophisticated Weddings magazine cocktail event. Aruba Tourism Authority's NE Rep Natasha Lee Soy was present to draw the lucky winner of Aruba Marriott Resort & Stellaris Casino's generous 3-nights stay with breakfast for two. The event highlighted exquisite bridal gowns, small bites, a delectable bridal cake and curated cocktails from vendors in New York & New Jersey.

A.T.A. UK

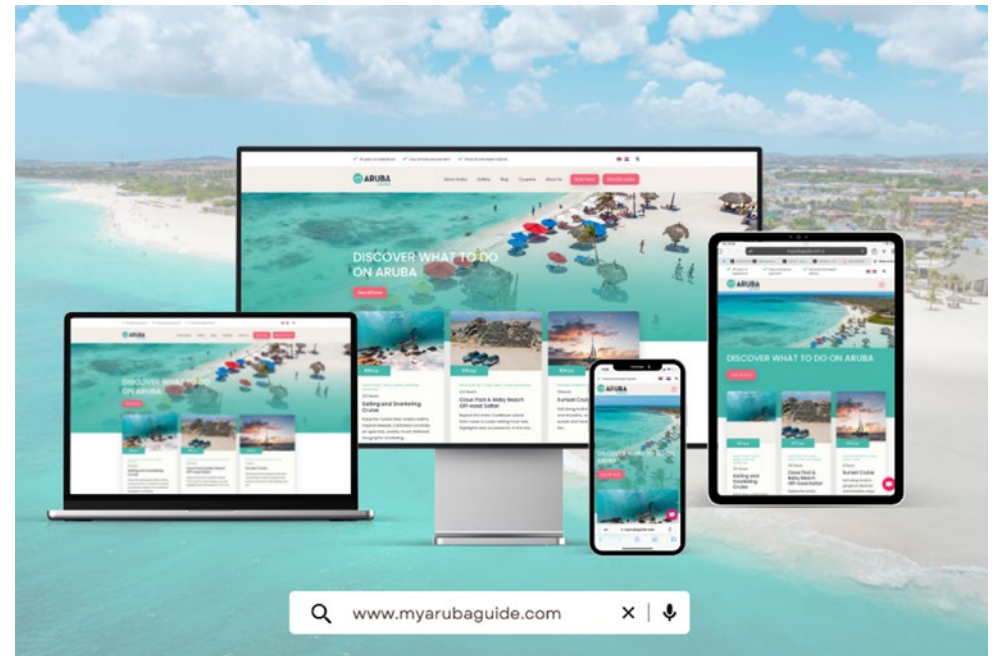


INAUGURAL FLIGHT

March welcomed the British Airways inaugural flight from London Gatwick to Aruba. This momentous occasion has opened the gateway and opportunities between the UK and Aruba. The welcome as BA 2157 touched down in Aruba was incredibly special with the linear park lined with cars and people waving. The delegation and customers on board were met with a wonderful Aruban welcome at the gate, followed by a local press conference and official welcome to British Airways.

TOURISM

MY ARUBA GUIDE



NEW WEBSITE, BOOKING PLATFORM AND SOCIAL MEDIA!

Previously we announced the merger of Nights Publications and Island Guide TV. This year we would like to announce the launch of our new brand name, website and online booking platform My Aruba Guide.

My Aruba Guide will be the brand name that encompasses all our services, both off- and online, including Nights Publications, Island Guide TV and our new booking platform. My Aruba Guide remains the leading tourism and marketing platform on the island. We strongly believe our expertise and offerings bring together the very best of Aruba. www.myarubaguide.com

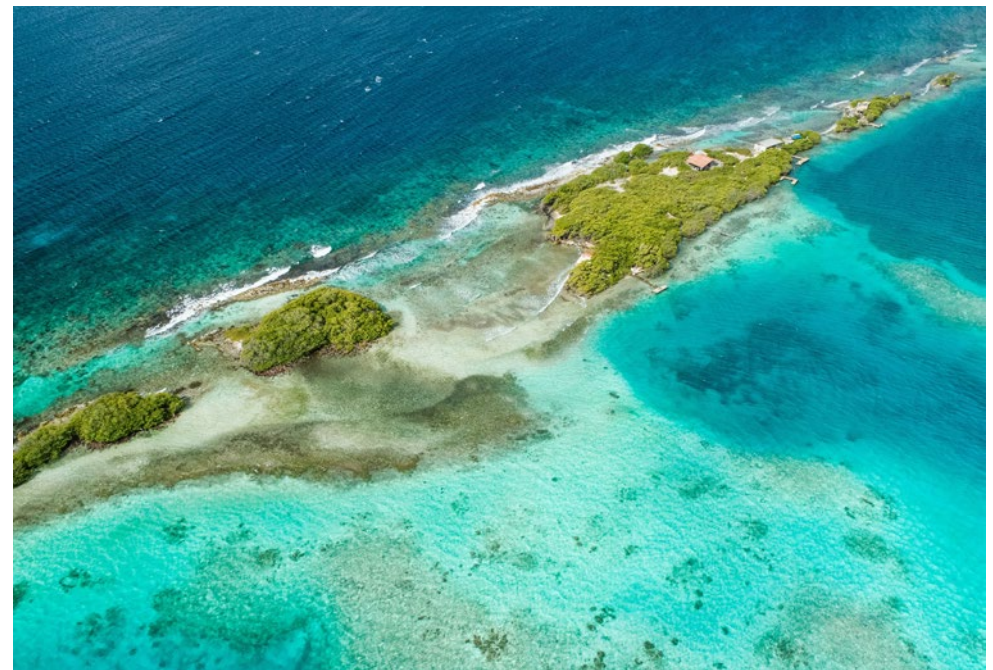
FUNDACION PARKE NACIONAL ARUBA



TURNING THE TIDE

Fundacion Parke Nacional Aruba (FPNA) in collaboration with Wageningen University & Research, ScubbleBubbles, and University of Aruba are proud to announce the launch of “Turning the Tide”, a pilot project aimed at hands-on rehabilitation of Aruba’s spatially linked coral reefs and mangroves. This 15-month project is co-funded by RESEMBID and Wageningen University & Research with an allocated fund of EUR 713,000 for this project to help turn the tide of environmental degradation and biodiversity loss to a healthy and resilient marine environment for Aruba. During its execution and upon completion, this project is integrated into the management of Parke Marino Aruba to guarantee continuity and lasting impacts for the island.

RESEMBID is a 48-project programme funded by the European Union and implemented by Expertise France - the development cooperation agency of the Government of France and supports sustainable human development efforts in 12 Caribbean Overseas Countries and Territories (OCTs) - Aruba, Anguilla, Bonaire, British Virgin Islands, the Cayman Islands, Curaçao, Montserrat, Saba, Sint Eustatius, Saint Barthélemy, Sint Maarten, and Turks and Caicos.



ARUBA TIMESHARE ASSOCIATION

THE ARUBA TIMESHARE ASSOCIATION HOSTS EPB STUDENTS AT THE HOTELS FOR AN ORIENTATION

Over the span of two days, the Aruba timeshare properties, members of ATSA, the Aruba Timeshare Association, opened their arms and hearts to inform and educated EPB students regarding the hotel industry on the island.

The students, who arrived from school by bus, were welcomed at the resorts by a member of management, toured all departments, and given a general overview of the daily activities required to service guests and help drive Aruba's successful hospitality industry.

"We view this visit as crucial," explains ATSA President, hotelier Luigi Heredia, "as high school students face their potential employers for the first time, we try to motivate them to join the industry and become passionate about what we do."

The students and their mentors hail from both the Oranjestad, and San Nicholas EPB Schools, 253, and 98 respectively, and they report enjoying the visit and the refreshments at the end of the morning.

This is annual visit of EPB at the ATSA resorts, delivers an interactive orientation day the students of the basic professional education stream on the island. Among participating resorts: La Cabana Beach Resort & Casino, Amsterdam Manor Beach Resort, La Quinta Beach Resort, Costa Linda Beach Resort, Divi Resorts, including Divi Village and Divi Phoenix, Casa del Mar Beach Resort, Playa Linda Beach Resort, Eagle Aruba Resort & Casino, Caribbean Palm Village Resort, Marriott Surf & Marriott Ocean Club and Paradise Beach Villas.



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RESORTS

AMSTERDAM MANOR BEACH RESORT



BABY BUMP IN PARADISE PACKAGE

Located steps away from Eagle Beach, the No. 2 beach in the world as ranked by TripAdvisor, Amsterdam Manor Beach Resort provides a captivating getaway for expecting couples seeking a romantic escape for two before upgrading to a party of three! Be one of the first couples to experience the newly renovated One-Bedroom Suites and enjoy breathtaking views, perfect for taking in the island's stunning sunrise and sunset along the most picturesque stretch of sand in the world. These romantic suites also boast fully equipped kitchenettes, spacious living and dining areas and a luxurious king-size bedroom with a connecting grand bathroom.

The Deal: Satisfy your cravings with breakfast in bed for two each morning and a \$150 dining credit for Passions on the Beach, the resort's romantic toes-in-the-sand dining experience. To capture the moment, couples will receive a personalized baby romper to take home, along with a framed photo of their choice from their private 30-minute photoshoot on Eagle Beach, the perfect additions to their new baby's nursery.

The Details: Three-night stay for travel dates between April 10 – December 15, 2023, in a One Bedroom Suite. For more information or to book this package, please visit www.amsterdammanor.com.

HOLIDAY INN RESORT ARUBA



SOAK IN A PERFECT SYNERGY OF ELEMENTS!

Visit the Palm Lobby Bar & Café at Holiday Inn Resort Aruba located in the heart of the lobby with an open-air concept to take advantage of Aruba's soothing trade winds, recently remodeled and decorated with modern and refreshing designs for your indulgence. The Palm Lobby Bar & Café is the perfect spot for a quick business meeting during morning hours with coffee and bites at your fingertips to go along the conversation and a cozy little venue for afternoon drinks in a relaxing environment to make your experience even more magical.

The café opens daily from 6:00am to 10:00pm for coffee's made to order from traditional brewed coffee to your favorite flavored mix of lattes, macchiatos, and hot chocolate. Take a look at our bakery items to match your favorite to your drink!

The bar opens daily from 6:00pm to 12:00pm for hand-crafted cocktails, bourbon specialties, your favorite martinis, a couple of beers or a classic glass of wine.



ARUBA ARIBA!

The One Happy Island celebrated 60 years of its signature drink on April 12th, 2023. You did not get a chance to taste it? Savor the Caribbean in a carefully crafted tropical cocktail at the Palm Lobby Bar & Café, located at the Holiday Inn Resort Aruba. Let the elements and the ambiance take you on a journey to Aruba's history and island flavors with the courtyard and the beach as backdrop to this refreshing drink.



BUGUTI & TARA BEACH RESORT, ARUBA

T+L 500

Bucuti & Tara Beach Resort, Aruba is glowing with the announcement as one of the World's Best Hotels according to Travel + Leisure. The adults-only resort is the only Aruba hotel to land on the coveted list, the 2023 T+L 500. The welcomed news arrived from Jacqui Gifford, editor-in-chief of Travel + Leisure and was announced globally today. "I'm pleased to share that Bucuti & Tara Beach Resort is being recognized as one of the top 500 hotels in the world in this year's T+L 500."

Each year, the discerning readers of Travel + Leisure — the largest travel media brand in the United States, with an audience of more than 36 million — vote for their favorite destinations, city hotels, resorts, and more in the outlet's World's Best Awards survey. Drawing from the 2022 results, the 2023 T+L 500 list recognizes the best hotels around the globe in a prestigious, non-ranked directory, categorized by geographic region and alphabetical order. This roster of properties serves as a trusted resource for millions of enthusiastic travelers.

"On behalf of all of us at Bucuti & Tara Beach Resort, Aruba, we are honored to be recognized once again by one of travel's most trusted authorities, Travel + Leisure," says Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort. "Providing upscale, guilt-free vacations that care for our guests, staff, and island home as much as our shared planet is our passion."

The full list will appear in the May issue of Travel + Leisure and on Apple News+, with an announcement published online at [travelandleisure.com](https://www.travelandleisure.com). Learn more by visiting [Bucuti.com](https://www.bucuti.com)

CARIBBEAN'S MOST CLIMATE-FORWARD RESORT RECERTIFIES WITH LEED GOLD

Just as UN report declares world must act even quicker to thwart unfixable 1.5°C threshold, Bucuti & Tara Beach Resort, Aruba brought home the gold - LEED Gold - once again. The Caribbean's first certified carbon-neutral hotel was just recertified as LEED Gold v4.1, the most stringent level. This comes as the United Nations' March 2023 Synthesis Report from the Intergovernmental Panel on Climate Change drastically cuts short by 10 years the timeline humanity has to avoid the 1.5 degrees Celsius global warming caused by emissions.

HARNESSING ARUBA'S ABUNDANT SUN TOPS THE LIST

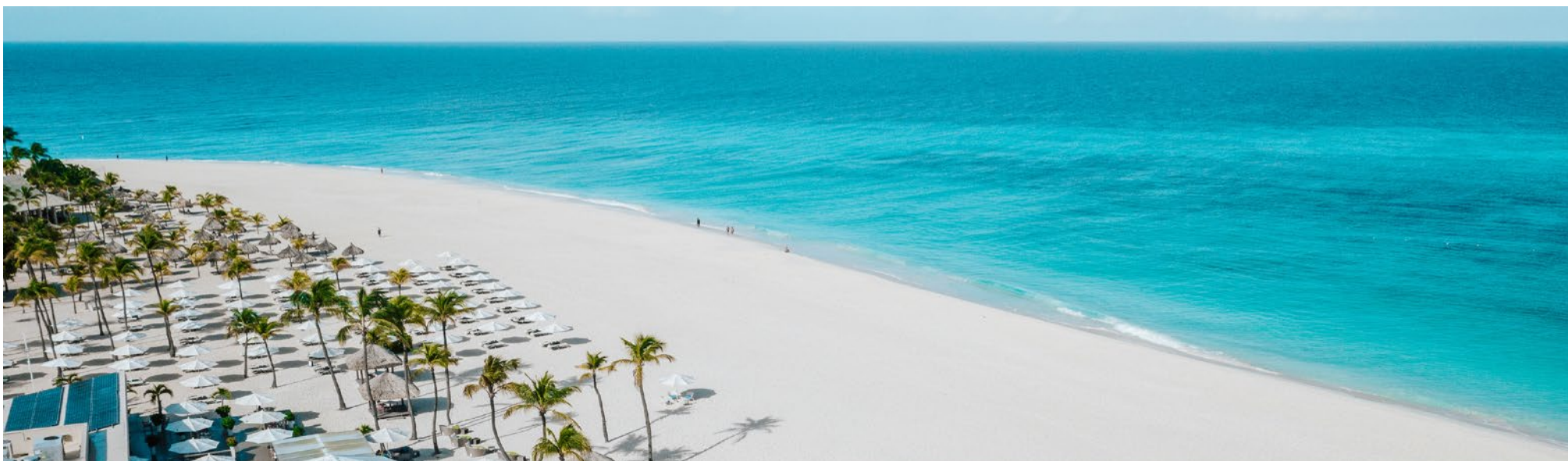
Since the resort's last LEED certification inspection and recertification, it has continued finessing its sustainability program within multiple departments. This continues to improve the guest experience for a guilt-free vacation. Improvements include:

- Sun-powered hot tub. The poolside hot tub is now heated 100% by solar panels.
- Solar water heaters. Installation of new solar water heaters for the hot water system for accommodations further reduced gas consumption for heating water by more than 55%.

SMART INSULATION COATING AND AIR SYSTEM

The resort's interiors and exteriors have been coated with cutting-edge MIG insulation coating that keeps the warmth of the sun's rays out, and air-conditioning in. The MIG coating is more effective than insulating paint. This combined with the installation of a new, even more efficient variable refrigerant flow air-conditioning system in one wing of the resort led to a 15% reduction in energy consumption in that wing making for an additional 6% decrease in energy consumption for the entire resort.





THE IMPORTANCE OF BEING LEED CERTIFIED

LEED (Leadership in Energy and Environmental Design) is the world's most widely used green building rating system in the world. Available for virtually all building types, LEED certification provides a framework for healthy, highly efficient, and cost-saving green buildings, which offer environmental, social and governance benefits. LEED certification is a globally recognized symbol of sustainability achievement and leadership.

QUIETER, CLEANER GROUNDSKEEPING

Upgraded some lawn equipment from gasoline to electric, which produces less noise and less pollution.

PURIFIED AIR

Conducted air quality audits to maintain the resort's high standards of indoor air quality for guests and associates. The resort invested 1.5M Aruban Florins in its ongoing sustainability initiatives for the solar water heaters, new more energy-efficient air-conditioning system and MIG insulation coating. Together, the three of further reduced the resort's energy consumption by another 25%.

A standout accomplishment in the resort's LEED scoring is that Bucuti & Tara ranks 6 points above the global average for energy conservation. The resort decreased its overall total energy use and the total energy usage per occupant has also decreased by 12%+ from 2021 to 2022. Even though the pandemic was also occurring, the property still had its normal high occupancy rate of 97%+.

New construction is easier to build to LEED certification standards versus retrofitting. Bucuti & Tara's commitment to being as sustainable as possible includes that the resort extensively retrofitted its two main buildings, which are 18 and 35 years old, to originally achieve LEED certification in 2015.

CLOSING IN ON NET ZERO

Bucuti & Tara holds the most eco-certifications throughout the Caribbean. It is the only hotel in the world to hold both a United Nations Global Climate Action Award and the World Travel & Tourism's Tourism for Tomorrow Climate Action Award. The property first became LEED certified in 2015 after an extensive retrofitting. Since becoming the Caribbean's first certified carbon-neutral hotel in 2018, it continues using the framework of the world's top eco-certifications such as LEED

as it implements more initiatives to achieve our next goal, net zero. Ultimately, the resort is propelled to become the world's first carbon negative hotel.

"Bucuti & Tara continues to elevate their understanding of sustainability both in their offering to guests and in their core hospitality operations. The concentration to maintain LEED GOLD building certification and perform in the top tier of globally recognized buildings who reduce emissions and integrate healthy indoor environments to fight climate change is no easy task," shares K. Denaye Hinds, LEED AP. "The team is dedicated to finding environmental solutions that benefit the environment and their guests."

"Bucuti & Tara Beach Resort continues to follow the science including the renowned framework of LEED as we drive forward towards becoming one of the world's first carbon negative hotels and doing our part in the world to keep global warming 1.5°C," says Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort, Aruba.

The resort continues its commitment to providing every staff member a safe working environment and every guest a guilt-free vacation. It is also focused on preserving travel for generations to come. Learn more by visiting [Bucuti.com](https://www.bucuti.com).

RENAISSANCE WIND CREEK ARUBA RESORT

WIND CREEK ARUBA LAUNCHES NEW EMPLOYEE GED® CERTIFICATION PROGRAM

Aruba's Leading Hospitality Employer Expands Corporate Citizenship Investing in Employee Growth and Community Development. Wind Creek Aruba, a preferred employer in the Aruban hospitality industry, recently announced the launch of their new GED® Certification Program aimed at giving back to the community and geared toward employee growth and development. The company-wide initiative is designed to empower employees' individual talents and invest in their personal growth to facilitate opportunities for career development and future employment.

The initiative is part of the company's core value system and objective to create a positive impact on the community. Wind Creek Aruba recognizes the value of investing in their current and future team members by providing them with opportunities for personal and professional growth. In collaboration with the International School of Aruba, the program will help employees further their education and achieve their career goals, ultimately benefiting the team members, Wind Creek Aruba, and the local community.

"Wind Creek Aruba is committed to being a responsible corporate citizen and investing in the development of our employees as part of a larger initiative to give back and strengthen the local community we are fortunate to operate within." said Paul Gielen, General Manager at Wind Creek Aruba. "We believe that this program will not only benefit our team members but also our company, as it will enable us to retain and attract talented individuals who are committed to their personal and professional growth."

Aruba's leading resort and hospitality leader has committed to pay the full cost of obtaining a General Education Development (GED) degree starting with 30 eligible. To be eligible, applicants must pass an admissions exam, demonstrate that they are enthusiastically committed to the purpose, and live the value of Do It Right, Be the Best, Have Fun and be recognized by their superiors as a suitable candidate to receive the opportunity.

"I've been an employee of Wind Creek Aruba, working at the Crystal Casino for five years," said Lydia Franken, Player Services Representative at Wind Creek Crystal Casino. "I was a young mom and at the age of 18 and needed to put my education aside to support my family. When the company announced the GED® Certification Program I jumped at the opportunity and have recently passed the GED assessment exam. It is amazing what the company and its leadership are doing for us. Beyond the cost, they have accounted for our time as we work in shifts and have families to take care of when we're not working. This program will allow me to take classes at work without sacrificing my salary and time away from my family. I'm very grateful to Wind Creek Aruba for this opportunity and eager to get started. It will be a proud moment for me and my family when I graduate with this degree!"

The GED program will take approximately six months to complete and will cover essential topics such as reading, writing, math, and social studies. By partnering with a reputable institution like the International School of Aruba, Wind Creek Aruba is proud to provide current and future employees with a high-quality education that will prepare them with essential skills and provide access to opportunities that may not have been available without further education.



HYATT REGENCY ARUBA RESORT, SPA & CASINO



COUPLES STAY LONGER, CELEBRATE MORE

Share meaningful moments with your favorite someone with the Couples Escape package. Book and stay by June 30, 2023 to enjoy daily Regency Club services, one couples massage, \$100 casino credit, three-course dinner for two and welcome beverage.

Book now at aruba.regency.hyatt.com.

BEACHFRONT DINING ALL DAY

Celebrate a day in Aruba with a hearty breakfast or refreshing lunch at the newly refurbished Palms Beachside Grill. The tropical, fresh, and sunny design create the perfect ambiance for American breakfast delights and grilled delicacies throughout the day.

To learn more, please visit aruba.regency.hyatt.com.

MOTHER'S DAY SPA GIFT

Tailored just for mom, the ZoiA Dushi Facial is the perfect gift for Mother's Day and is available all month long. The personalized treatment is tailored to her specific skin care needs and includes a shoulder, arm, and hand massage. Book in advance at zoiaspaaruba.com.

HYATT WELCOMES STUDENTS

In March, Hyatt Regency Aruba was honored to host several inspiring young leaders from EPI and South West College for a tour of the property followed by a discussion about working in a destination resort. With a purpose to care for people so they can be their best, Hyatt supports the company mission to build and leverage the talent, ideas and styles of an inclusive and diverse workforce through active and engaging outreach efforts. The tours serve as an introduction to the industry and further consideration for a future in hospitality. More tours are scheduled for upcoming months.

To learn about careers at Hyatt Regency Aruba, please visit hyatt.com.



HILTON ARUBA CARIBBEAN HOTEL & CASINO

THE HILTON ARUBA CARIBBEAN HOTEL & CASINO DEDICATED TO COMMUNITY SERVICE

The Hilton Aruba Caribbean Resort & Casino launched an internal culture initiative last year designed to increase Hilton's Team-Member involvement with their communities and colleagues.

As part of that resort-wide commitment to local issues and causes, Team-Members decided to participate in volunteer programs, food donation initiatives, clean ups and any other positive social impact response, once a month, one resort-department at a time.

This week it was the Accounting Department's turn. Following the request by a PE teacher and Swim Coach, Team Members showed up at the crack of dawn, 5:30am, in San Nicolas, at the Abraham de Veer public school, to prep food and beverage for the annual Sport Day, catering for the need of more than 270 students, educators and staffers, with anything from sandwiches, to cookies, and soft drinks, for an entire day.

Last month, the Front Office and the Kitchen Department undertook two ambitious projects. Front Office Team-Members tackled painting the walls and repairing the ceiling at Colegio Nigel Matthew, while the Kitchen Department went to Fontein Kleuterschool, a kindergarten, where they prepared 100 sandwiches, and 100 chocolate chip cookies, paired with milk, fresh fruit and juices for all kids and faculty members. The young students also received new crayons and small coloring book made in house.

GENERAL MANAGER VASCO V. BASELLI BIDS THE HILTON ARUBA FAREWELL

Team Members at the Hilton Aruba said 'Te Aworo' to their General Manager, a beloved leader, Vasco v. Baselli after three and a half years. With over three and a half decades of knowledge and experience, Baselli began his tenure at the resort in May 2019. Now, he moves on to a corporate role with Hilton as Area Vice President of Operations for the South American region.

Over the course of his time at Hilton Aruba, Vasco forged great relationships with the team. He used his passion for cooking as a way to show appreciation for the resort's Team Members, always assisting the culinary team with special meals, including celebrations and holidays. In true fashion, Vasco contributed to his farewell lunch with the team, creating and cooking a special menu that reflected some of his favorite family dishes.

Vasco came to the Hilton Aruba from the Hilton Lima Miraflores in Peru, where he won General Manager of the Year. Under his leadership, the Hilton Aruba Caribbean Resort & Casino garnered a number of Hilton awards and accolades, including: 2021 Market Share Award, 2021 Customer Award, and Annual Blue Energy Strong Award. In addition to the property awards he was awarded the 2021 CALA General Manger of the Year as well as a Hilton's prestigious Presidential Award of Excellence for the Caribbean and Latin America (CALA) Region.

In 2022, Vasco won top entry in a photo contest conducted by Fundacion Parke Nacional Aruba, FPNA, and Post Aruba to commemorate International World Oceans Day, on June 8th. As an avid diver and lover for underwater photographer, he now proudly has an Aruban stamp with a photograph he captured of a sea snail from Arashi reef. Team Members at Hilton Aruba appreciate Vasco's exceptional leadership, operations, and food & beverage knowledge and wish him much success in his new role. A big thank you for driving guest satisfaction, Team Member engagement, and positive & proactive leadership. His presence at the resort will surely be missed, but with his love and passion for diving, Aruba will continue to be his home away from home.



ARUBA MARRIOTT RESORT & STELLARIS CASINO



MOTHER'S DAY BRUNCH – THE PERFECT TREAT FOR OUR BELOVED QUEENS

The perfect gift does exist! Celebrate the moms in your life by joining us for an all-you-can-eat Mother's Day Brunch at La Vista, offering a variety of favorites from our omelet station, to pancake and waffles, carving station and raw bar, including new dishes that will surely satisfy her tastebuds such as poke bowl and ceviche, BBQ smoker station, gelato station, and so much more! During this fabulous event, delight in unlimited mimosas, live entertainment, and a special gift for all moms! Reserve your table by calling us at 520.6312 or find us on OpenTable.



CINCO DE MAYO AT CAMPEONES CANTINA & TEQUILA BAR

A day of pure celebration, color, and fun! What better place to celebrate this occasion than joining us at Campeones Cantina & Tequila Bar, located at the Marriott's Aruba Ocean Club. An evening of excellent Tex-Mex inspired dishes meets the local friendliness, intricate theme and ambiance as well as the flavors of Mexico, which are sure to entice all your senses! The evening will be accompanied by live entertainment, specials, and tequila! Book your spot and join in on the fun by contacting us at 520.6943 or find us on OpenTable. Campeones Cantina is open nightly from 5PM – 11PM.

BOARDWALK BOUTIQUE HOTEL

ARUBA'S TAP WATER

Aruba's tap water meets the highest quality standards issued by the World Health Organization and is completely safe and delicious!

By using your complimentary reusable water bottle you help save marine life, reduce greenhouse gas emissions, reduce waste in landfills and much more.

With care and thoughtfulness, we attempt to run Boardwalk hotel's operations as sustainably as possible.



Learn more



BOARDWALK BOUTIQUE HOTEL GUESTS INVITED TO JOIN THE PIPE AND SAVE MARINE LIFE

As part of Boardwalk's Do-Good Program, every arriving hotel guest receives a reusable water bottle as a complimentary gift. These recycled water bottles are made from sugarcane and part of a worldwide initiative called Join The Pipe, committed to a world with less plastic waste. A mission that resonates with Boardwalk Boutique Hotels' mission to support sustainable practices, reduce waste, and protect the environment.

By providing hotel guests with a reusable water bottle and informing island visitors that Aruba's tap water is safe and delicious to drink, Boardwalk discourages the use of single-use plastic bottles. Since launching the Join The Pipe initiative at Boardwalk in October 2022, a total of 3,119 guests have been provided with the reusable bottles, thus saving marine life, reducing greenhouse gas emissions, and reducing waste in Aruba's landfill.

Guests are informed of Aruba's high quality drinking water by signage placed next to the tab in each casita, and at the main entrance of the property, guests can fill up their bottles at the Join The Pipe water station. In addition to contributing to a better marine life in Aruba and the local environment by using the reusable water bottles, the international organization Join The Pipe uses its proceeds to set up drinking water and clean-up projects in developing countries. For clean drinking water, healthy living conditions and to tackle plastic pollution at its source. More info here: <https://join-the-pipe.org/pages/our-story>



INTERNATIONAL HAPPINESS DAY CELEBRATED AT BOARDWALK BOUTIQUE HOTEL

Deeply ingrained into Boardwalk's mission statement lies the firm belief that well curated vacations are a booster for people's happiness. The smiling faces of Boardwalk's staff, visitors and guests are never taken for granted, especially on a day that is dubbed International Happiness Day. In honor of this special day, Boardwalk prepared for an array of happiness-infused guest activations and celebrations.

Every hotel guest received a grape leaf with handwritten happy messages in their casita, provided by the housekeeping team, while Boardwalk's beach attendants handed out refreshing coco-flavored ice cream to sunbathing guests on the beach. At the Front Desk, guests were provided with Liquid Happiness shots, filled with vitamins boosting healthy lives and healthy smiles.

International Happiness Day was also celebrated by the hotel staff, as Boardwalk's team members each received a happy quote and were invited to dive into their happiness by taking a plunge in Boardwalk's pool or in the ocean and live the happy guest-life for a moment during their workday. The Reel that was created featuring Boardwalk's staff taking the happy plunge, received 8,500 views in the first 48 hours it was live on social media.

RESTAURANTS

QUE PASA RESTAURANT & WINEBAR

FRESH DUTCH ASPARAGUS ARE BACK AT QUE PASA RESTAURANT & WINEBAR

Are you a foodie looking for a new culinary experience? Look no further than Que Pasa Restaurant & Winebar, where the fresh Dutch asparagus are back! As of Friday, April 7th, you can indulge in the white gold asparagus that are available daily, if there is stock (first come, first serve). Book your table today to secure your spot and taste this delicious classic dish.

Located in a historical merchant house, Que Pasa Restaurant & Winebar offers a unique dining experience. You can choose to dine inside the beautifully restored building, where you will feel transported to another time, or outside in the garden, where you can enjoy the Caribbean breeze and lush greenery.

A TASTY CLASSIC DISH

The classic dish of the gold asparagus is prepared the traditional way, making it a perfect choice for foodies looking for an authentic culinary experience.

The asparagus are sourced from Holland, where they are grown in sandy soil and hand-picked when they are still young and tender. This ensures that they have a delicate flavor and a tender texture, making them a delicacy that should not be missed.

A DELIGHTFUL CULINARY EXPERIENCE

At Que Pasa Restaurant & Winebar, we believe that dining is not just about the food, but also about the experience. That's why we have a team of friendly staff who are passionate about creating a welcoming and warm atmosphere. Our staff is happy to help you choose the perfect wine to pair with your asparagus dish, ensuring that you have a delightful culinary experience.

In addition to the classic asparagus dish, our menu also includes a variety of other dishes that showcase the flavors of Aruba. From fresh seafood to meats, we have something to satisfy every palate. Our wine selection is also carefully curated to complement our menu and enhance your dining experience.

HISTORICAL MERCHANT HOUSE

The historical merchant house that houses Que Pasa Restaurant & Winebar has a rich history dating back to the 19th century. The building was originally a private residence but later converted into a store and warehouse. In the early 2000s, it was restored and transformed into the restaurant it is today. When dining at Que Pasa Restaurant & Winebar, you can see the history of the building all around you. From the original wooden floors to the antique furnishings, the restaurant is a beautiful blend of old and new. Book your table today to secure your spot at www.quepasaaruba.com or call (+297) 583-4888. Que Pasa Restaurant & Winebar is located at Wilhelminastraat 18, Oranjestad, Aruba.



CAFE THE PLAZA



A CULINARY ADVENTURE WITH LIVE MUSIC AND MORE!

Are you craving an unforgettable dining experience that combines delicious food, live music, and great drinks? Look no further than Cafe the Plaza, nestled in the heart of Oranjestad's Renaissance Marketplace.

Cafe the Plaza is serving up an exclusive 3-course choice menu that promises to tantalize your taste buds at an unbeatable price of just \$27.50. With options like the succulent Shrimp Cocktail or the Caramelized Goat Cheese dish with Walnuts, Arugula, Cherry Tomato, and Honey Mustard Dressing for appetizers, it'll be hard to choose just one.

For the main course, you'll have the tough decision between the perfectly grilled Salmon with Dutch Potatoes, Mixed Vegetables, and Herb Oil, or the mouthwatering Pork Tenderloin Medallions with Melted Bree, Potato Puree, Mixed Vegetables, and Red Wine Sauce. And don't forget about the delightful Dutch 'Advocaat' dessert consisting of Vanilla Ice Cream, Cookie Crumble, and Whipped Cream.

But it's not just about the food. Cafe the Plaza offers a lively atmosphere complete with live music and great drinks that perfectly complement your dining experience. Whether you're planning a family outing, a romantic dinner for two, or just hanging out with friends, Cafe the Plaza is the perfect spot to enjoy a memorable evening out. So, what are you waiting for? Make your reservation now and savor the culinary delight at Cafe the Plaza's April Special Menu. Visit their website at www.cafetheplaza.com to learn more and secure your spot. Trust us, you don't want to miss out on this incredible opportunity to indulge in superb food and an unforgettable dining experience.

THE JOURNEY



CHEF'S TABLE EXPERIENCE

Chef Patrick Van der Donk, former chef-owner of Amuse Bistro and most recently the chef-in-residence at The Secret Garden Aruba, is back with a new fine-dining adventure. [The Journey](#) features a five-course, chef's table experience with an optional wine pairing. Located at De Olde Molen, the iconic Dutch windmill in Palm Beach, twenty guests seated at stand-alone tables have a tasty view of Chef Patrick highlighting classic French preparations expertly melded with touches of Caribbean and international flavors.





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