



Aruba Tourism Authority

Aruba Product Update

August 2015

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

Our Mission:
To be an innovative and effective DMO that positions the brand Aruba as a premier tourism destination, which meets interest of it's stakeholders.

Our vision:
For the ATA to be recognized as the leading and cutting edge Destination marketing Organization

Core Values:
Empowerment Productivity & Ownership Professional Respect Fun & Passion.

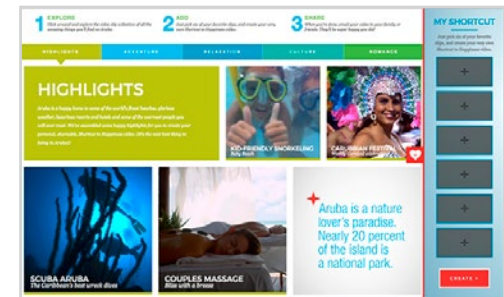
Below we offer a synthesis of some of the most prominent and important news during the month of August 2015



ATA News

Happiness Builder

The Aruba Tourism Authority has launched the "Happiness Builder", allowing visitors to share their perfect Aruba vacation even before they get there! It is a content-rich online planning experience where tourists can explore about 100 videos featuring adventures, romance, relaxation and cultural activities in Aruba. Pick six favorite clips, add some happy music, personalize a message, and share your own "shortcut to happiness" video itinerary.

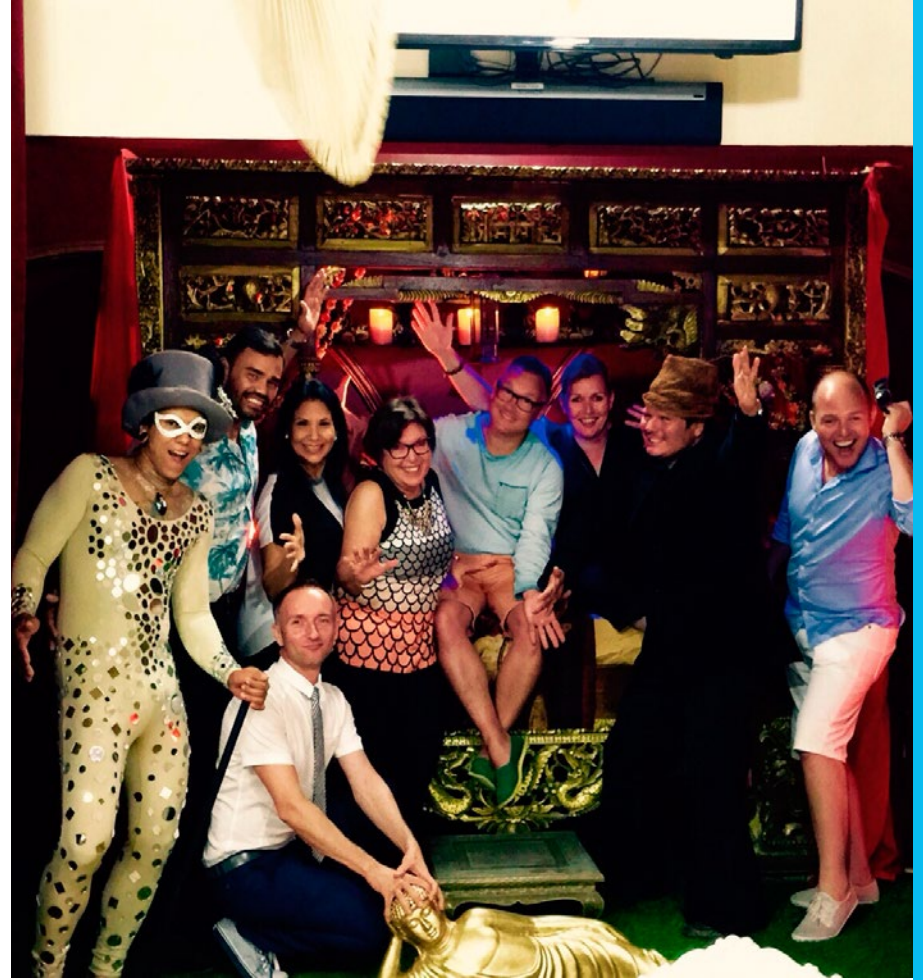




Aruba Convention Bureau

Costa Rica Visit

Promoting the meetings and incentive market, the Aruba Convention Bureau recently organized an event in Costa Rica with Copa Airlines which was a lunch presentation for their corporate clients aimed at bringing group business to the island. ACB also participated in the first edition of LAMITE for Latin American meeting planners, sponsoring a breakfast presentation at the opening, followed by one-on-one appointments.



Sapa Pana

After meeting Aruba Tourism Authority representatives at the ITB in Berlin 2015, Johan van Rijswijck and Sylvia Nederhoff of Sapa Pana, a Dutch tour operator in the affluent Latin American market, visited Aruba. Staying at the Bucuti & Tara Resorts and Aruba Marriott Resort & Stellaris Casino, they were impressed by Aruba's service level, hospitality and safety. They are adding Aruba to their travel program, combining it with a Latin American destination.

Awards

Natural Pool

Based on Tripadvisor rankings, CNN has named Aruba's Natural Pool one of the "World's 12 best spots for wild swimming". The list included spots in Italy, Mexico, Ecuador, Iceland, South Pacific, Scotland, Australia, Madagascar, Thailand and the US.

Natural Pool

Noord, Aruba | 



"Being able to snorkel and swim in a contained area of the ocean was a wonderful experience."



Palm Beach

Caribbean Journal named Palm Beach, Aruba, #4 in the top 10 best Caribbean beaches for weddings. It was described as the flagship beach in Aruba, a little northwest of the capital, Oranjestad, with a cluster of great hotels, from the Hyatt Regency to the Aruba Marriott.



Responsible Tourism

Aruba Tourism Authority was named a finalist in the World Responsible Tourism Awards at the World Travel Market (WTM), among 37 organizations chosen across 12 categories. Said Justin Francis, Managing Director of Responsible Travel, "The organizations in the list really prove that responsible tourism is viable and can be successful in all types of tourism, from niche to mainstream." Voting is currently underway for the Awards' only publically-decided category, the People's Choice in Responsible Tourism in association with National Geographic Traveller (UK) magazine, with the winners to be announced at WTM in London on November 4.



MVC Eagle Beach

MVC Eagle Beach has again been recognized by EarthCheck, the global leader in sustainable tourism, and received their Silver certification. Achieving this shows that this cozy and fine-looking hotel is continuously committed to the environment and to sustainability, and with simply 19 rooms the property does as much as possible to preserve the environment. EarthCheck considers key environmental indicators such as energy and water consumption, total waste production, and community commitment.





Resorts

Hilton Aruba Caribbean Resort & Casino

Hilton Hotels & Resorts has expanded its Caribbean portfolio with opening of Hilton Aruba Caribbean Resort & Casino, formerly the Radisson Aruba Resort. Said Tom Potter, senior vice president, Caribbean, Mexico and Latin America, Hilton Worldwide. "This project is a magnificent addition to our Caribbean

portfolio with its remarkable connection to the island's past and exceptional team members who bring traditional Aruban hospitality to life. We are grateful for the opportunity to be a part of this hospitable community, and extend Hilton's warm welcome to the island's residents and visitors."



Playa Linda Beach Resort

The official introduction of improvements at the Playa Linda Beach Resort was recently shared among guests and owners. "We began this process last year by unveiling a brand new activity pool, and then went on to completely renovate the main pool, adding new design elements, and expanding our pool deck," explained General Manager Steven Marra. The pool deck now features LED lighting, handicap access ramps, new bathrooms and more shade with added chickees. The investment in Playa Linda's public areas also extends out into the front of the resort, where a new walkway helps safely bring in more foot traffic to an inviting shopping arcade.



Bucuti & Tara Beach Resorts

Bucuti & Tara Beach Resorts has taken its commitment to the local Aruba community to the next level by joining Pack for a Purpose. The program's purpose is to help travelers use available space in their luggage to provide supplies to communities they visit. Bucuti has partnered with the local children's home, Imeldahof. The home offers shelter and guidance to boys and girls who, due to circumstances, cannot live with their parents or caregivers. Bucuti will collect items from the guests and personally deliver to the orphanage regularly.



Restaurants

Azia Restaurant and Lounge

Azia Restaurant and Lounge offers Asian cuisine, tapas style, with culinary influences from India, Indonesia, China, Korea and Japan. Venue includes Zen garden, private booths, and a community table for 24, and striking handmade Indonesian gold leaf Buddha. Located across from the Hilton Aruba Caribbean Resort & Casino, Azia has taken over the space previously occupied by Confessions, retaining its nightclub feel. Open until 1 am on Wednesday, 3 am on Friday and Saturday, with live DJ music. Menu features soups, sushi, seafood, dim sum, duck, chicken and beef dishes, including gluten-free and vegetarian selections.



Hollywood Smokehouse

Hollywood Smokehouse at the Alhambra Casino & Shops has been featured in several South American video and television productions. A crew from NGT Net Television, one of Brazil's national television networks, recently filmed clips for two programs—"Barlada," a program watched on more than 50 television station affiliates throughout Brazil, and the zesty and popular "Spicing the Chat" program. Features include the "Front Porch Cocktails" hand crafted with fresh ingredients, and the low-and-slow barbeque, including the meat lover's combination.

Air Travel

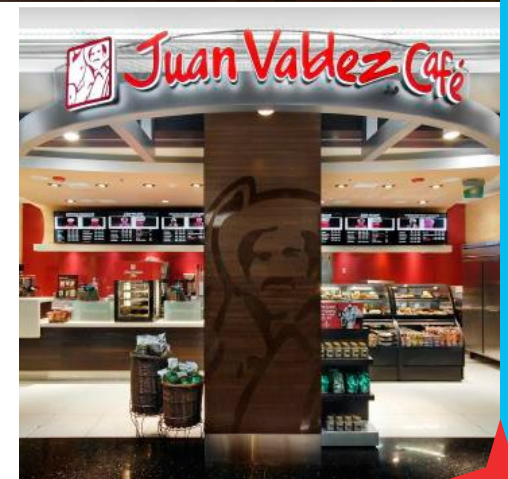
Aruba Airlines

On July 3, Aruba Airlines introduced new non-stop service to the US, between Aruba (AUA) and Miami (MIA), on an A320, five times weekly (daily except for Wednesdays and Saturdays). Aruba Airlines (IATA code AG) began scheduled services in 2013 and currently operates two A320s in a network which includes Maracaibo, Panama City and Valencia (Venezuela).



Reina Beatrix Airport

Aruba Airport Authority N.V. (AAA) has initiated, and is near completion on a number of new and exciting projects including free Wi-Fi throughout public areas, remodeled VIP lounges at Gates 2 and 8, and restroom renovations/additions. The area between the Non US check-in terminal and the arrival terminal will feature new furniture, farewell (picture moment) wall branded with the Aruba logo, and a new expanded F&B area. Working with Airport Hospitality Industry N.V. (AHI), AAA is renovating, expanding and creating new F&B concepts. These include the newly relocated Segafredo area together with a completely new Quiznos outlet; expansion of the current Haya Sushi outlet; a healthy fresh food and beverage concept called Freshii; a champagne/wine bar concept, two additional coffee kiosks, and a Juan Valdez unit.





Culture

Local Arts & Crafts on Sale: Cosecha

A renovated and restored historic building in the center of downtown Oranjestad (Zoutmanstraat 1) is the new home for Cosecha (Papiamentu: harvest), a gallery for local artists and artisans to display and sell their creations. Art pieces with a distinctive “Made in Aruba” label are on sale, including a vast selection of jewelry, paintings, glass necklaces, and art created from driftwood, copper and recycled materials.



Art in Public Spaces: Paardenbaai

Created by talented local artist Osaira Muyale, in conjunction with the Aruba Tourism Authority, the Aruba Government and the Mondriaan Fund, eight striking blue horses are popping up throughout downtown Oranjestad, commemorating an iconic time in Aruba's history. Aruba played a key role in the regional horse trade for four centuries spanning Spanish and Dutch rule, and the capital of Oranjestad was once known as Paardenbaai (bay of horses). These horses, each with its own name and character, depict an important aspect of the island's history and culture in a modern and memorable way. The first horse in this public exposition is Rosalinda, found on Weststraat across from Royal Plaza.



Sports

Marlins Aruba

Marlins Aruba baseball team (ages 10 – 11) did an outstanding job at the Disney International Salute to Baseball held in Orlando, Florida, on July 5- 11. After an initial loss, they won three games against Rio Rebels (South Texas), Celebrations Stars (Florida) and 305 Elite (Florida), and made it to the quarter finals. Congratulations to these outstanding young athletes!



Events

Electric Festival

Afrojack, one of the most sought after DJs in the world, will be in Aruba to electrify the 3rd edition of the Electric Festival. The pool parties, conferences (Amsterdam Dance Event) and concerts are taking place from Sept 3 – 6, 2015. Afrojack currently holds the #12 spot in the official top 100 DJs of the world by DJ Mag. NERVO will also be part of the festival line up. Sisters Mim and Liv Nervo are the all-time top-ranking female DJs in the world, voted by their millions of fans to No. 21 on DJ Magazine's influential 2014 'Top 100 DJs' poll. Tickets are selling quickly around the world through electricfestival.com/tickets



Aruba International Regatta

The seventh Aruba International Regatta took place from August 14-16, featuring three days of action and competition for yachts, beach cats, sunfishes, optimists, windsurfers and kite surfers; three evenings of music and parties for all participants and spectators. Sailors competed for the overall trophy for the winner in the most competitive class. There were optimist races for the youngest sailors, and downwind races for kite surfers and wind surfers. A regatta village was built at Surfside Beach next to the airport providing entertainment, music, food and beverage, and a spectacular view on the races.

To our tourism partners:
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the Aruba Tourism Authority, please send
information as it becomes available to:

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by the 25th of each month.

A special thank you to Aruba Daily,
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their contributions.



Green Aruba Conference

The sixth edition of the Green Aruba conference will take place October 27-28, with the Carbon War room, Clinton foundation, Rocky Mountain Institute and International Renewable Energy Agency on-board. Distinguished speakers have included Vice President Al Gore, then Crown Prince Willem-Alexander of the Netherlands,

and Dutch astronaut Wubbo Ockels. The week's events will give a complete picture of sustainability and the route to get there as a society. Today, over 20% of energy demand on Aruba is coming from renewable sources, with a commitment to reach full sustainability by 2020.