



Aruba Tourism Authority

# Aruba Product Update

August 2016

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 August 2016



## ATA News

### Signage on Historic Buildings

Aruba's monuments and historic buildings are now identified with informative metal plaques that provide interesting information about the island's first inhabitants and the architecture of the buildings themselves.

Thanks to the efforts of ATA and the Ministry of Tourism, Transport, and Culture, there will be signage on 35 sites around the island, among them 21 protected monuments, sharing the island's history and cultural heritage with visitors and locals. The first of the buildings to receive these plaques are the Henriquez Complex, which houses the Monument Bureau, and the Ecury Complex, which is the home of the Archaeological Museum. Another example of ATA's efforts to enrich the experience of international visitors is the new street signage in downtown Oranjestad, which provides directions to activities and other points of interest.



## ATA Colombia Events

### Wellness Destination

The Aruba Tourism Authority in Colombia recently organized an event for journalists and influencers in Bogota, guided by holistic coach and Kundalini yoga teacher Joahana Ceballos. The program included an introductory talk about wellness and stress management, and a yoga class for beginners. The relaxing and peaceful space was enhanced by views of the Happy Island's natural landscapes. The event reaffirmed the importance of wellness and Aruba's wellness attractions through an activity that made guests rest and relax for a few hours.

### Happy Island's Road Show

ATA Colombia held a series of events in the cities of Bogota, Medellin, Cali, and Barranquilla to provide updated news about conventions and incentives that the island offers. Guests included tourism agencies, meeting planners, tour operators, and incentive houses. Exhibitors included airlines and hotels, presenting their services that complement the facilities the island offers for corporate tourism and incentives. Events such as the Caribbean Sea Jazz Festival, Challenge Aruba Triathlon, Pro Am Golf Tournament, and the international Harley Davidson week were highlighted. There were also presentations by Avianca, Avior Airlines, Copa Airlines, and Latam. Participants included Amsterdam Manor, Divi Resorts, Hyatt Regency, Renaissance, Marriott, Occidental Grand, Riu Palace Aruba, Riu Palace Antillas, and Ritz-Carlton, as well as De Palm Tours.



## Awards

### Aruba Marriott Resort & Stellaris Casino

#### Pinnacle Award 2016

The resort has been recognized by readers of Successful Meetings as a 2016 Pinnacle Award winner in the best gaming properties category in the international region. Presented annually by Northstar Meeting Group's Successful Meetings brand, the Pinnacle Awards are voted on by decision-makers for planning meetings, events, conferences, and incentive

programs in the U.S. and worldwide via online ballots. These voters provided feedback based on their professional experiences worldwide for their top hotels, conference centers, and Convention and Visitors Bureaus. This recognizes Aruba Marriott's success in hosting and executing incentive groups and events.





# Resorts

## La Cabana Beach Resort & Casino

### Appreciation Lunch

Associates enjoyed lunch in community while recognizing their peers who performed outstandingly during the second quarter of 2016. The event singled out three top achievers: Minerva Hayes (Housekeeping) for April, Vicente Guerrero (Food & Beverage) for May, and Abelardo Restrepo (Housekeeping) for June.

Management also applauded Thomas Nalumen (Recreation) and Lilliana Fingal (Food & Beverage) for April, Johan de Cuba (Engineering) and Altigracia (Nelly) Brito (Recreation) for May, and Francisca Ferreira (Kitchen) for June. The appreciation lunch also acknowledged resort supervisors Damian Tromp (Recreation) and Manuel Castro (Kitchen) and bestowed top honors on Martha Acevedo (Housekeeping), who was named Supervisor of the Second Quarter of 2016. The Kitchen was named Team of the Second Quarter 2016.

### Managers' Outing

Dedicated and hard-working managers recently enjoyed a bowling outing. The fun location of the Eagle Bowling Palace served as backdrop when management singled out Rina Geerman as Manager of the Second Quarter. Rina has been contributing her knowledge and charisma for many years as Owners' Services Manager. She manages the relationship of the resort with its resort owners with dedication and passion.

### Hilario Angela College

Hilario Angela College in San Nicolas, an elementary school in the local public school system, received a recent refresh when resort associates and their family members put in a full day's work at the school. This included pressure washing the ceilings, painting the premises, cleaning, running data cables, and planting fruit trees. Through this annual effort, the resort hopes to create excitement about returning to school for the academic year. One of the school's teachers, Patricia Senchi, originally went to the resort in 2010 for some help with a class project, but the resort ultimately decided to provide needed maintenance and repairs, which it has continued to do until today.





## Hilton Aruba Caribbean Resort & Casino

### Weekly Manager's Cocktail Party

The resort recently introduced a weekly manager's cocktail party where guests get to meet resort team members in an informal setting and mingle with fellow guests.

Every Tuesday at 5 pm, team members welcome guests for an hour of social interaction. Over the cocktail of their choice and butler-passed hors d'oeuvres, guests are then introduced to the Executive Chef, Executive Housekeeper, General Manager, and other key players. They can also participate in a fun raffle for valuable prizes, including a return stay at the resort for the following year, Sunday brunches, breakfasts and lunches, eforea Spa treatments, and casino cash.







### Seaside Fish & Seafood Market

The Food & Beverage team has created its own in-house daily fish and seafood market, commissioning local fishermen to deliver their catches of the day directly to the resort kitchen in preparation for nightly fish market dinners. Snapper, grouper, mahi-mahi, and wahoo are most commonly caught in Aruba's waters. The Seaside Fish & Seafood Market at Gilligan's Beach Bar & Grill features a delectable array of appetizers such as Caesar and Caprese salads, seafood chowder, shrimp tempura, calamari fritti, and grouper ceviche. Main courses feature fresh fish in combination with shrimp or lobster at different sizes. A popular specialty is the Spanish paella, a fragrant and generous mix of saffron Spanish rice with scallops, calamari, mussels, shrimp, and broiled lobster.



### More Than 870 Years of Experience at First Hilton Anniversary Celebration

In honor of the resort's first anniversary, a full schedule was put together by the HR department. Activities included a warm morning welcome with coffee and sweets, and a delicious, plentiful BBQ lunch on the sunset terrace. At the festive anniversary presentation, 61 team members were recognized for their long-term service and dedication, adding up to over 870 years of joint experience. They all received a standing ovation from their peers

and commemorative certificates from resort management. Said General Manager Olivier Maumaire, "As added value of a thriving hospitality business, we also created stability, peace of mind, and prosperity for the Aruban community, offering long-term employment and career opportunities." The resort's eforea Spa was recognized for its display of the company's core values.







## Bucuti & Tara Beach Resort

A new program led by wellness specialist Isabel Struve-Rasmijn helps Bucuti guests stay healthy, fit, and feeling their best during their time in Aruba and beyond, concentrating on four areas: nutrition, physical fitness, mental wellness, and mind/body balance. The wellness assessment process begins with a questionnaire prior to arrival. Isabel provides nutritional counseling, meal suggestions, and restaurant recommendations that align with guests' particular needs. The team will then handle reservations and advise restaurants of guests' dietary

needs. Isabel also assesses fitness levels, personal preferences, and goals to identify appropriate physical activities. Private training sessions in Bucuti's state-of-the-art oceanfront fitness center, as well as beach walks, nearby yoga classes, guided hikes in Arikok National Park, beach tennis lessons, and water sports, can all be arranged. Purun Spa, located in the Tara Suites, offers rejuvenating treatments like the anti-stress massage. Soothing activities like qi gong classes on Eagle Beach are also available.



## Divi & Tamarijn Aruba All Inclusives

The resort will host an exclusive, one-night-only dinner on October 14 at Windows on Aruba, featuring a menu created by Celebrity Chef Seamus Mullen. Seamus Mullen is an award-winning New York chef, restaurateur, and cookbook author known for his inventive yet approachable Spanish cuisine. He's also a leading authority on health and wellness. "With the opening of Pure Lime Restaurant earlier this year, hosting this event provides us with the opportunity to highlight our growing culinary product, which now includes our 10 different dining options," commented Managing Director Alex Nieuwmeijer. The prix-fixe menu created by Chef Seamus will feature courses paired with different wines from the restaurant's extensive selection.

## Caribbean Palm Village Resort

At the quarterly award ceremony emceed by interim General Manager Astrid Muller and her executive team, associates were recognized for exceptional performance within their departments and for going the extra mile, with extraordinary stories of resourcefulness and creativity. Nominees for the second quarter of 2016 included Elvis Tromp (Purchasing), Ramona Ras (Maintenance), Cedric Tromp (Maintenance), and Evelyne Boekhoudt (Front Desk). Their colleague, a supervisor at the Housekeeping Department, Juanita Dorothal, was elected winner of the quarter for her dedicated and consistent work and timely delivery of service with a smile.



## Aruba Marriott Resort & Stellaris Casino

The Happy Zone is located at the South Beach area in front of the H2Oasis Adult Pool and consists of a hammock garden where guests can relax and enjoy the nice ocean breeze and take pictures at the driftwood sign indicating what it is they are celebrating in Aruba, whether it's family, friends, a honeymoon, a birthday, or an anniversary. The driftwood signs were handmade by local artist Maja Lepsanovic. Guests can share their photos on Facebook, Instagram, and Twitter by using #ArubaMarriott or tagging them @ArubaMarriott.



## Playa Linda Beach Resort

### 365-Day Proposal

A 365-day proposal, combined with the idyllic setting of Aruba and the Playa Linda Beach Resort, quickly became a viral sensation on YouTube. As the video climbed to 28.5M views, Jennifer and Dean Smith returned to the same location of their proposal. "Playa Linda feels like home," remarks Jennifer. "My trips to Aruba have always been special, but our honeymoon visit was even more so."

The resort rolled out the red carpet for the honeymooners and provided a complimentary week stay, while the Aruba Tourism Authority sponsored round-trip airfare. The couple was also treated to gifts from T.H. Palm & Company and The Juggling Fish, a sunset sail with dinner from Pelican Adventures, a gift card for Azzurro Restaurant, and a De Palm Tours Jeep excursion.





## Restaurants & Bars

### Ruth's Chris Steak House

Ruth's Chris Steak House debuted an innovative new menu featuring new side dishes, premium steak cuts, and added seafood options.

Steak lovers will relish new highlighted prime cuts, including a bone-in filet, a bone-in New York strip, and a showstopping tomahawk rib-eye—a mouthwatering 40 ounces of prime bone-in rib-eye, carved tableside.

Choose your own style of knife from the Laguiole and Henckels knives presented tableside in hand-carved knife boxes. Customize your meal with your favorite sauce from the dipping trio or select your own pairing of seasonal surf and turf options.

Order an expertly crafted cocktail from the list or tailor it with the liquor of your choice. The classic white-chocolate bread pudding is even made to suit your tastes with optional spirited sauces, prepared with Chambord, Frangelico, Grand Marnier, or Tia Maria. A highly unique dish is the sharable Seafood Tower, served on 500-degree sizzling plates.



### Sopranos Piano Bar

Every last Thursday of the month, Fernanda Gimenez, sommelier of the Aruba Wine and Dine (AWD) Group, hosts a select group of wine lovers, guiding them expertly through the intricate twists and turns of tasting wines.

“Find out what you love and let your taste buds be your guide. Pairing the wines with food tidbits hones one’s tasting skills in the process. Taking risks and chances will result in discovering creativity in surprising combinations,” she advises.

Starting at 6:30 pm, four wines are tasted, accompanied by four tapas. These are carefully selected by Fernanda and judged by a team of staffers of Salt & Pepper Restaurant, Fishes & More, and Tango Argentine Grill.

The upcoming tasting schedule includes sessions about dessert wines, Chardonnays, and Pinot Noirs.





## Aruba Wine & Dine Restaurants

Restaurant Week, which takes place August 24-31, is an opportunity for locals and visitors to sample three-course menus at six restaurants. Diners are treated to super deals at Tango Argentine Grill, Café the Plaza, Fishes & More, MooMba Beach, Salt & Pepper, and Hadicurari. During this week, guests can eat a delicious

three-course dinner for US \$ 25.00 (AWG. 45), or AWG. 25 with 1000 Fun Miles. Part of the Restaurant Week's profits will go to SABA, the parent organization of three homes for Aruba's elderly. Information and reservations on [www.arubawineanddine.com](http://www.arubawineanddine.com).



## Papillon and Taste of Belgium

Not only is the mussels season still going strong with a new shipment of fresh mussels arriving every Thursday, but Papillon is offering delicious fresh strawberries and oysters daily as well. Start with an appetizer of fresh French oysters served on ice with lemon. Among main course selections are mussels traditionally prepared in white wine and mussels prepared with a local touch in Aruba's own Balashi beer, with fresh strawberries and vanilla ice cream

for dessert. A special three-course menu with wine pairing is available.

At Taste of Belgium, fresh mussels are served three ways: prepared in Chardonnay, prepared in Stella Artois beer, or prepared in one's own choice of beer. All come with French fries and three sauces. The mussels come from the North Sea, off the northern coast of the Netherlands.



## Diana's Pancakes Place

During the months of July and September, 10% of the restaurant's sales of its weekly special pancake are donated to the Aruba Paralympic Committee, earmarked for Jesus de Marchena. There's also a donation box available.

Jesus is a young Aruban swimmer preparing to compete in the Rio 2016 Paralympics in September. Though supported by the Aruba Olympic Committee with advice and uniforms, the Aruba Paralympic Committee is heavily dependent on donations and fundraising. Jesus started to train in November 2015, and his coach is very pleased with his progress.





## White Modern Cuisine

Chef Urvin Croes has moved White Modern Cuisine, his own contemporary eatery, from the Palm Beach Plaza Mall to the newly inaugurated clubhouse at Gold Coast Residence. The creative and innovative Aruban-born chef was trained in the Netherlands and in Italy, where he enjoyed a solid career winning gastronomic awards and working in fine establishments,

including the Michelin-starred Grand Hotel Karel V, in Utrecht, Holland. Chef Urvin's career also includes the prestigious The Kitchen Table by White cooking studio, located at Blue Condominiums on Eagle Beach. White's menu includes hot and cold appetizers, land and sea dishes, and desserts, served at a relaxed pace for an enjoyable, leisurely culinary journey.



## Fusion

Celebrity Chef Bob Waggoner, from Charleston, North Carolina, whose specialty is cooking while laughing and having a good time, hosted a three-course dinner at Fusion Wine & Piano Bar, located at the Alhambra Casino & Shops, where he cooked exhibition-style for a full house made up of resort guests and dignitaries.

The evening, titled "Sing for Your Supper," also featured special guest country singer Bonnie Bishop. As Chef Bob presented his dish on stage, diners were presented with theirs, made to order by Executive Chef Paul Zijlstra and his team. The menu featured prosciutto-wrapped goat cheese with baby arugula and roasted pecans, pan-seared Long Island duck breast over caramelized apples and Vidalia onions, and a Charleston summer berry martini, scented with Pinot Noir and vanilla ice cream.





# Real Estate

## Gold Coast Residence

On July 21, the Gold Coast clubhouse was inaugurated at Gold Coast Residence over cocktails and hors d'oeuvres by White Modern Cuisine, its new resident restaurant.

Developer Fito Croes and family members welcomed neighbors, Gold Coast residents, dignitaries, and friends to the beautiful just-finished clubhouse with views of the salina and the high-rise hotels on the horizon.

The interiors of the clubhouse and restaurant were completed by the talented in-house design and creative team, headed by Marisol Croes-Marchena.

The clubhouse features a porte cochere with a bronze art piece by Gilbert Senchi.

The main open-air lobby is beautifully tiled, with comfortable seating areas in front of the check-in desk.

Outside on the terrace overlooking the free-form zero-entry pool, the bar commands the right-hand side, while the rest of the gorgeous open space is home to White Modern Cuisine, including a partially enclosed dining room with modular glass doors.

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## Arubans in the News

### Sarah Quita Offringa

Twenty-five-year-old Sarah Quita again took the title of Women's Freestyle Champion at the PWA Grand Slam. With the Aruban flag lifted, Sarah Quita maintained her incredible unbeaten run to collect the freestyle world title for the ninth time. She has been competing in Fuerteventura for over ten years. Coming from a small island has not stopped her from following her dreams and traveling abroad to win world titles. According

to a Skype interview from 297 Sports, the young athlete's message to all dreamers is promising. "I want to tell all young people to keep working hard on what they love. Don't let anyone tell you that you can't do something," she shared. Aruba is proud of Sarah Quita for holding Aruba's name up high and for wonderfully representing the island on the international stage.





## Activities

### Red Sail Sports

For five consecutive years, Red Sail Sports has treated the foundation Stichting Club Don Bosco to a snorkel trip for its summer camp. With 43 happy kids and 18 volunteers as guides on board, the catamaran set sail for an afternoon full of adventure and fun for her

passengers. Stichting Club Don Bosco was founded in January 1999, caring for children of all ages in the community. Its activities include a summer camp for the children, with this year's camp focusing on discipline, motivation, devotion, and attention.



## Shopping

### Caribbean Queen

For the month of August, Dariana Romero is Caribbean Queen's celebrated local female artist, showcasing her handcrafted jewelry at the boutique.

Born in Maracaibo, Venezuela, Dariana creates pieces that are cut and made by hand, and the free-style imperfections are just part of the creative artisan process. She specializes in bridal jewelry and accessories that range from casual to elegant.

Caribbean Queen earmarks a percentage of all sales for its Tikkun Olam (Repair of the World) program. The collected funds are given quarterly to local not-for-profit organizations in an ongoing effort to serve the community.



# Events

## Happiness 360 Conference

September 13-14, Aruba will host the Happiness 360 Conference in partnership with the World Tourism Organization (UNWTO), leading up to World Tourism Day. This international symposium will highlight industry trends and synergies between tourism, culture, and happiness. "We trust it will be an excellent occasion to discuss how tourism can be a driver of a more sustainable future for all," said UNWTO Secretary General Taleb Rifai.

International tourism leaders, university researchers, and world-renowned industry experts from Harvard,

Southwest Airlines, the countries of Bhutan and Aruba, Florida-Caribbean Cruise Association, World Community of Museums, and other respected organizations are planning keynote speeches and breakout sessions on the role happiness plays across a variety of tourism industries.

The conference will primarily target international ministries of tourism and culture, national tourism organizations (NTOs), destination management organizations (DMOs), cultural heritage managers, conservation experts, and the media.



In collaboration with



## Aruba International Regatta (AIR)

The 8th Aruba International Regatta took place August 19-21, featuring three days of action and competition for yachts, beach cats, Sunfish sailboats, Optimists, wind- and kite surfers, and micro boats, and three days of music and parties for all participants and spectators. The regatta village was set up at Surfside Beach, next to the airport, to ensure a spectacular view of the races.

More than 40 sailing races took place in the waters of Oranjestad Harbor. This year's edition was dedicated to the Sustainable Sailing campaign, and the regatta hosted a coral reef awareness campaign, with U.S. marine biologist Mike Gil speaking about conservation of our coral reef systems and our marine ecosystems.

# TEDxAruba

## TEDxAruba

TEDxAruba will take place on September 23. TEDxAruba strives for sustainable innovation, new business creation, and bringing ideas to life, not only for Aruba, but also for other countries with similar small economies, especially other SIDS (Small Island Developing States).

TEDxAruba is in competition for the OCTA (Association of Overseas Countries and Territories of the European Union) Business, Innovation, and Creativity Award, the winner of which will be announced at OCTA's International Innovation Conference (2IC) in November.

TEDxAruba has three goals: to be the leading platform and pipeline for great ideas, creativity, and actionable innovation; to foster a sense of community among the people and organizations that gather around this event; and to be a cultural driving force in creating a sustainable and prosperous society. This year, TEDxAruba starts at 9 am to facilitate engagement with global audiences.



To our tourism partners:  
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by the 25th of each month for it to be  
featured in the subsequent month.

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### Aruba Art Fair Officially Launched

Aruba Art Fair (AAF), scheduled for September 16-18, will showcase disciplines such as dance, poetry, theater, contemporary art, fashion, and music, alongside a great presentation of culinary arts.

The culinary competition invites six renowned executive chefs from on-island hotels to compete alongside mixed teams of students of EPB and EPI to create an artistic dessert based on a provided painting chosen from six international artists.

Korteweg will bring its unique pop-up setup and local artisans to San Nicolas. There will also be an open platform of fashion-meets-art at a grand auction dinner.

Among the local and international artists and designers will be Elisa Lejuez, designer Gigliola Gomez, artist Maria Theresa Madariaga, and pop artist David Paulus, along with Atelier Doré. In addition, 13 international artists will transform different buildings in Aruba, particularly in the San Nicolas area.