



Aruba Tourism
Authority

Aruba Product Update

August 2017

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 2017



ATA News

Aruba Hosts Caribbean's Largest Vow Renewal

As the sun set on the romantic island of Aruba on Tuesday August 8th, hundreds of lovebirds gathered on the world-famous Eagle Beach to simultaneously renew their I Do's. The chic evening attracted 160+ couples and guests from around the globe – eager to participate in the Caribbean's largest vow renewal ceremony.

Among the 320+ participants were travel influencers and celebrity couples – including Tamra and Eddie Judge, famously known from

Bravo TV's "The Real Housewives of Orange County."

The event's romantic décor and chic ambiance were inspired by real on-island weddings, and featured elegant white linen with pops of vibrant Caribbean colors. Couples relished in the opportunity to celebrate their love on the world's No. 3 beach – while enjoying champagne, hors d'oeuvres, local music and Carnival-like festivities.





Teams Selected from Colombia and Brazil for the Aruba Pro-Am Golf Tournament

From August 26 - 28, professional and amateur golfers gathered at Tierra del Sol Resort & Golf to host the 36-hole tournament during which they will enjoy gifts, prizes and special events. For this event, ATA international office supported different top-level golf tournaments in order to select country delegations. In Colombia, those tournaments were the Senior National Championship in Barranquilla, the Coffee Tournament at the Country Club of Armenia, and in Bogotá, the Guaymaral Club Tournament and the Mercedes Benz Tournament. Forming the Colombian team are Jesus Amaya, professional golf player, along with the amateurs Paola Osorio, Diego Morales, David Llorente and Liliana Madero. In Brazil, Graciosa Country Club (Curitiba) and Joinville Country Club (Joinville) were the venues for the final selections. Since April, competitions have been held at the best golf clubs in the country. Golfers selected for the Brazilian team are amateur champions Jorge Sebastian Nunes Martines, Gustavo Henrique Ninno Leite, Cristiano Knabben Esmeraldino and Wagner Jorge Garcia, and professional Rafael Gonzales.



Roadshow

Between June 5 and 9, the Aruba Tourism Authority office in Brazil held workshops in the cities of Brasilia and Rio de Janeiro to train tourism professionals. Hotel partners presented the latest news for their respective properties and the destination. The representatives from Divi Resorts, Barceló and Hyatt participated in the roadshow. ATA Brazil's agenda provided networking opportunities with the main tour operators, leisure agencies, MICE, marriage and honeymoon specialists.

Colombian Golfers Closer to the One Happy Island

The Aruba Tourism Authority office in Colombia recently carried out various marketing efforts in the top social clubs of Colombia. The main objective was to position Aruba as the ideal destination for golfers and their families. ATA Colombia co-sponsored various national golf tournaments including national Championships in Barranquilla and Bogota. The players that represented Colombia at the Pro Am were selected from this pool. During the tournaments, the Aruba brand was prominent, reaching over 600 golfers.





Self-Guided Monuments Tour

ATA has launched an exciting tour of three different areas of Aruba to explore and learn more about the island's heritage. Choose a self-guided walking tour in Oranjestad which will take about 4 hours, or do a full day of monument exploration by doing all three in one day. Each site is accompanied by an informative sign.

The first tour is the Oranjestad Area walking tour; choose your starting point, whether it be Fort Zoutman or San Francisco Church.

The second tour is the Noord Area Tour, covering such places as Quinta del Carmen with its interesting past.

The San Nicolas Area Tour starts at the Balashi Gold Smelting Plant and ends in the heart of San Nicolas.

These self-guided tours are sure to attract adventurous tourists who want to learn and understand what Aruba is all about. aruba.com/things-to-do/monuments-routes

Resorts

Amsterdam Manor & MVC Eagle Awarded with the 'Loved by the Guests Awards' by Hotels.com

During the month of July the directive of Amsterdam Manor Beach Resort and MVC Eagle Beach Aruba were awarded with 2 'Loved by the Guests Awards', a recognition granted to hospitality properties which receive a high score average on their "customer reviews" during a given period of time.

The award is given by Hotels.com, a world leading website for the tourism industry and which is operated by Expedia.com since the official acquisition of Hotels.com back in 2005. Amsterdam Manor Beach Resort received a 'Top 100 Beach in the world' award with a score of 4.6 from 5, and MVC received a 'Fabulous' award with a score of 4.3 from 5.





Amsterdam Manor Beach Resort Hosts Influencers

The Amsterdam Manor Beach Resort had the pleasure of hosting Hannah and Adam Lukaszewicz, a well known blogger couple from the website Getting Stamped. The website focuses on discovering and presenting the most romantic travel destinations around the world.

Hannah and Adam Lukaszewicz are known as social media travel influencers on Instagram and were invited by the Aruba Tourism Authority with the purpose of experiencing the beauty of the One Happy Island. This trip also included their participation in the “Renew your I Do’s Vow Renewal” event. The bloggers have more than 382.000 followers on Instagram, Twitter and Facebook.

Amsterdam Manor Beach Resort had the honor of hosting these special guests during their stay on the island where they got to stay in the Honeymoon Suite. This suite was exquisitely decorated by Amsterdam Manor’s Wedding Coordinator, Ms. Anne Maduro. The suite offers a luxurious Jacuzzi for two, a separate shower, a completely equipped kitchen and a living room. The Honeymoon Suite offers a private terrace on the ground level, right in front of the turquoise waters of Aruba and our pristine beach... The perfect place for a romantic escape.

TIMELINE INFOGRAPHICS AMSTERDAM MANOR BEACH RESORT EARTH CHECK



Travelife Gold Environmental Awarded

For the third time in a row MVC Eagle Beach & Amsterdam Manor were awarded a Travelife Gold status. This is a sustainability certification that is granted to hoteliers after an independent audit is performed by British Association of Travel Agencies (ABTA). With a list of criteria which is found online, hoteliers can review their performance in regards to sustainable development, track their progress and also have access to feedback. As of today, around 17,000 properties around the world have participated in this program.

For a property to maintain their Travelife Certification status, a rigorous audit is required every two years. This demonstrates the commitment properties have towards taking care of the environment which is crucial to many tourists as they enjoy the natural wonders and culture of Aruba.

Amsterdam Manor Beach Resort & MVC Eagle Beach are committed not only with the sustainability of the property but with the well-being of the guests and employees. They believe in incentives to motivate positive changes in people through information and participation. The commitment with sustainability includes environment protection, local culture, heritage and wildlife of our island.



Hilton Aruba Caribbean Resort & Casino

The Sunset Grille Introduces “The Chef’s Collection”

The restaurant recently introduced a special most-tempting offer of two four-course meals for \$89, with three appetizer choices, five entree choices, a choice of three side dishes, and Chocolate Decadence as dessert for two! The offer showcases the very best products available on the island, prepared in accordance with tried and true cooking methods, and presented with cutting edge contemporary flair.



Summer Spa Happy Hour at eforea Spa

Summer Spa Happy Hours offer visitors exceptional sanctuary at a special discount rate. Throughout July, August and September, eforea spa sets aside the hours between 11am and 2 pm for discounted treatments. Clients are offered a complimentary glass of champagne upon arrival and then asked to select the treatment of their choice from the massage menu, with attractive reductions on massages ranging from 25 to 100 minutes. The Summer Spa Happy Hour specials apply exclusively to Spa Services.



Hyatt Hosts Bridal FAM Trip for Latin American Specialists

From June 8-12, 2017, the Aruba Convention Bureau hosted a bridal FAM trip with participants from Latin America. Hyatt Regency Aruba hosted a dinner at the property's Gold Ruins for press and wedding planners. The resort's Romance Planner, Rosy Nuboer, decorated the venue with the help of Aruba event planning companies, Elite Productions and Perfect Team. The intimate evening featured a violinist, exquisite hors d'oeuvres, a shellfish display, sushi station and live grill station. Pictures were taken at an 'I DO' prop setup.



Playa Linda Aruba Draws High Bids During Fundraising Gala

The opportunity for a week stay at the Playa Linda Beach Resort in Aruba received a high level of interest at the Summit Medical Group Foundation's (SMGF) 2017 annual Gala and Auction, a fundraising event held recently at The Grove in Cedar Grove, New Jersey on May 6. The event featured host Seth Meyers, host of Late Night with Seth Meyers.

During the Gala, the Playa Linda excursion

was among numerous silent auction items that drew wide interest and high bids. "The event went extremely well. We raised over one million dollars, and it was thanks to everyone who participated, including the Playa Linda Beach Resort.

The Aruba trip was a popular item, and one of the highest silent auction bids," comments SMGF Executive Director Joe Finocchiaro.



Restaurants

Fishes & More's Chef Bruno Adds Spice to the Menu

Hailing from Brazil and growing up in Aruba, Chef Bruno Ricardo Santos Silva has worked his way up to become the new chef. Asked what dishes he would recommend from the menu, Bruno says that the Paella is very good, as are the Piña Colada Shrimps and the Famous Fish Dish, which is a seafood combination. "The Lobster Tail, the live Caribbean Rock Lobsters in the tank and the Red Snapper are also wonderful," he adds.

Bruno loves to play with fusion and traditional cuisine, mixing and matching. He finds the Asian touch especially intriguing, so he adds a dash of ginger, a drop of soy sauce, and a creative touch.

Fishes & More Restaurant is part of the Aruba Wine and Dine (AWD) family in the Arawak Garden.



Ricardo's Restaurant and Bar

This restaurant with gorgeous sunset views located at the Aruba Beach Club serves the best in Aruban Cuisine as well as a large selection of international dishes.

Monday features an All-You-Can-Eat BBQ Ribs special. Wednesday is All-You-Can-Eat Grouper night with super-fresh, locally caught grouper fillets prepared in a variety of styles. There are three different Happy Hours from 12-1 PM, 4-6 PM, and 9-10 PM, with drink specials and live entertainment from local musicians.

Every Thursday night at 9 PM is the weekly Karaoke Dance Party during which Ricardo himself appears as his alter ego, party maniac Pablo, and everyone gets a free shot of tequila. Even the servers, kitchen staff and bartenders join in the fun.

Sumptuous Sandwiches on Special at Salt & Pepper

Three mouthwatering sandwiches are on special at Salt & Pepper Restaurant this month: a Cuban, a Philly Cheese Steak and a Cajun BBQ Chicken Sandwich. No doubt about it: these three sandwiches will be the hottest item on the menu.

The Cuban Sandwich is filled with sliced roasted pork, honey-glazed ham and melted Swiss cheese. Add eggs and guava jam to take it to the next level. The Philly Cheese Steak gets a filling of sautéed rib-eye steak, topped with melted Provolone or cheese whiz. The BBQ Cajun Chicken Sandwich offers a cajun-marinated, boneless chicken leg, with fried onions and peppers and topped with smoked Gouda cheese.

This restaurant in Arawak Garden is known for its great breakfasts, lovely lunches and fabulous tapas.

Innovative Cuisine at Windows on Aruba

During July and August, celebrity Dutch Chef Jermain de Rozario presented a 3-course lunch and 5-course dinner, reflecting his own unique style. He crosses culinary boundaries by combining classic recipes with his love of Indonesian flavors.

Chef has been a judge for Top Chef and currently cooks in a famous late night talk show on RTL4 in Holland. He is also featured on TV in De Nieuwe Garde, which follows several Dutch up-and-coming chefs and sommeliers. Chef has opened his own restaurant in Holland, De Rozario.



Gianni's Group Restaurants in the News

Amore Mio Pizzeria Napoletana

Amore Mio Pizzeria Napoletana introduced their Junior Master Pizzaiolo workshop to young pizzeria owners in the making! Primary school classes were invited to learn how an authentic Napoli Pizza Margherita is made. They prepared and enjoyed their very own pizza creations and were treated to a nice dessert courtesy of Gelatissimo! A cool way to end a fun educational workshop.

Daniel's Steak & Chop

The new Early- and Latebird specials at Daniel's Steak & Chop have become a popular option for people who either want to beat the dinner rush, or prefer having their meals later in the evening. A 3-course menu can be selected for just AWG 55 from 4:30PM to 6:30PM or 9:00PM to 11:00PM!

Garden Fresh Café

Garden Fresh Café has always provided proof that eating healthy doesn't have to be boring, but this time, they've outdone themselves! Special occasions need to be celebrated regardless of dietary restrictions. It is for this reason that Garden Fresh Café makes a variety of organic cakes made with the very best ingredients. A popular choice has been our 100% raw organic Blueberry Cheesecake, delicious.



Activities

EL Tours Now Offering UTV Tours

EL Tours' guided Aruba UTV Adventure combines the thrill of off-roading with the peace of mind of having a guide lead the way. Drivers hop behind the wheel in a top-of-the-line UTV (seats up to 2), navigating exciting twists and turns along Aruba's rugged North coast and through the Arikok National Park and the world famous Natural Pool. UTV Tours are offered daily with a tour in the morning and a tour in the afternoon.

Aruba Top Drive has September Jeep Special

For a special rate on weekly rentals in September, book on their website and receive a 15% discount on week rentals on an economy car, mid-size, full size, van, SUV or a Jeep, for the entire month of September.

The company offers free delivery and pickup, a complimentary road map, free liability insurance, unlimited mileage, 24-hour road service, no hidden fees, fast online booking, and great service! Free pick-up at the airport and hotels is provided.



Red Sail Sports Treats Local Foundation

Red Sail Sports showed their appreciation for the work of Cas Sjabururi by treating them to an afternoon snorkel trip. Snorkeling and swimming, but also enjoying some snacks and sipping tropical colorful drinks were part of this joyful outing. Cas Sjabururi provides assistance and guidance to mentally impaired people and they do that with love and care every day!

Air Travel



Southwest Airlines

As part of a recent flight schedule extension, Southwest Airlines is also offering new international non-stop daily beginning March 8, 2018 between Ft. Lauderdale and Aruba. Southwest Airlines has a significant presence in Aruba currently providing 13 weekly services (1,859 seats) from 3 different points (Orlando – Houston seasonal – Baltimore) in the United States. The airline decided to shift the daily MCO Orlando operation to Fort Lauderdale – Hollywood International Airport.



Shopping

Girls Night Out at Paseo Herencia

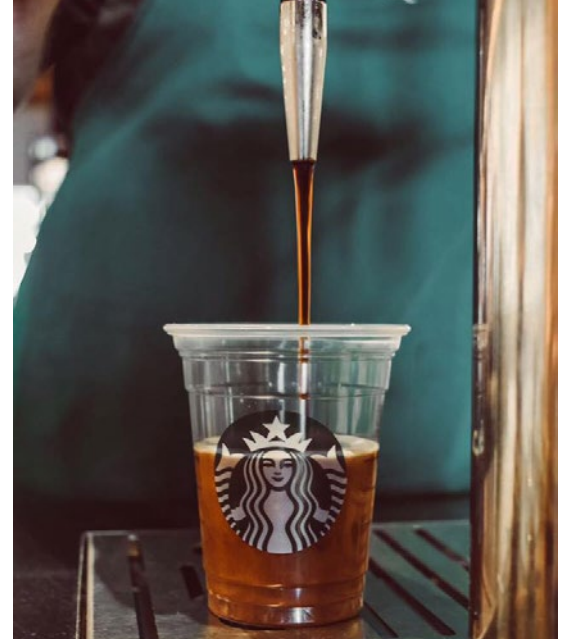
This recent event provided a great way for many dedicated local fashionistas to rediscover their favorite vendors, as well as to introduce vacationing fashionistas to the delights of island shopping, complemented by festive ambiance and terrific promotions.

Well over 100 shoppers enjoyed a fun night out as well as the stylish signature fashion of Carmen Steffen; stunning charms of Pandora,

designer eyewear of Kok Optica, organic natural products of Aruba Aloe, and cosmetics and fragrances of Maggy's Emporium.

Once a shopping "passport" was completely stamped, the patron was treated to a glass of bubbly and sushi at Wet Bar.

Raffle prizes and goody bags were some other perks enjoyed on this fun shopping night.



Starbucks Marketplace Reopens with a New Brew

With the reopening of Starbucks Marketplace, Starbucks Aruba launches Nitro Cold Brew.

Aruba is first in the Caribbean to offer this unique coffee which is made without ice but with the unique technique of nitrogen which makes the coffee cold on the spot. It is slow steeped for 20 hours, with hints of citrus and chocolate.

Starbucks Marketplace is more spacious offering two entrances, one by the marina with the beautiful view of all the yachts, and now also from the inside of the Renaissance Marketplace shopping center. Said Paul Gielen, GM of Renaissance Aruba Resort & Casino, "Our stores have become gathering places where students, entrepreneurs, friends and family can meet to connect while enjoying the best coffee available."



The Aruba Regatta 2017

COME SAIL WITH US! AUGUST 18, 19 AND 20

Sail to www.aruba-regatta.com for more information

Arubans in the News

Windsurfing Champion Sarah-Quita Offringa Does It Again!

Sarah-Quita Offringa continues to make Aruba proud as she claims her 10th windsurfing Freestyle World Title!

This year's PWA World Cup was action-packed, filled with top-of-the-line competition, making it quite possibly the most exciting one yet. Offringa held on to win by just 1.2 points, continuing to make history, making it her 10th PWA Freestyle World Championship and 13th overall.

The final day of the Freestyle at the 2017 Fuerteventura PWA Grand Slam was one of the most exciting women's freestyle finals in history, as Maaïke Huvermann pushed Sarah-Quita Offringa all the way. But Sarah-Quita remained on top - after enduring an emotional roller coaster of a week, inspiring female athletes around the world and representing her beautiful island.

Events

Aruba International Regatta 2017

This exciting annual event held on August 18-20 included three days of parties and two days of races, during which there were spectacular Yacht Races, Sunfish Races, Beach Cat Races, Optimist Races, Windsurf Competition, Kitesurf Competition, Miniature Boat Races, and Beach Parties and more at Surfside Beach Aruba.

After two years of Silver status, the regatta obtained Gold status of Sailors for the Sea – Clean Regatta's, reducing its environmental footprint and stimulating sustainable development. On the last day, the Seagull, a boat built for this occasion, was sold at Surfside Beach, with the proceeds donated to the Youth Watersports Aruba Foundation. Yair Lichtenstein and Rik van der Vaart, avid amateur boat builders, made it happen with local sponsors and 350 hours of work.

The regatta opened with a screening of Vanishing Sail held at the University of Aruba, an acclaimed documentary on the tradition of boat building in Carriacou.

To our tourism partners:
Thank you for providing us
with your updates.

To ensure that your news is featured in
the monthly Aruba Product Update of
the Aruba Tourism Authority, please send
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by the 25th of each month for it to be
featured in the subsequent month.



Aruba Symphony Festival

Classical music lovers have a very special treat every year with the world-class concerts of the Aruba Symphony Festival, organized by the Nuevo Mundo Foundation. The orchestra consists of about 80 musicians under the professional guidance of Carlos Botero of Colombia. Classes, workshops, conferences, and other music-related events and activities

also take place. ASF brings to Aruba first-class musicians from all over the world who work together with young Arubans to produce sold-out concerts. Held from July 20-29, 2017, these included special themed evenings of Beethoven, Tchaikovsky, Bach, Mozart, Debussy, and more. Most events took place at the Cas di Cultura.