



Aruba Tourism
Authority

Aruba Product Update

August 2018

The Aruba Tourism Authority (ATA)
is the Destination Marketing &
Management 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 2018



ATA News

ATA Facilitates International Training for Tour Operators

In coordination with Aruba Ports Authority, 45 tour guides completed a 4-day international course in cooperation with the Aquila Center for Cruise Excellence. Taking place at the Renaissance Conference Center from June 26-29, the course included the factors that contribute to tour guide excellence and the importance of knowledge. The Aquila Center for Cruise Excellence is a Canadian company

that has been offering their services to the cruise ship industry for 25 years. ATA obtained the participation of companies that work both inside and outside the cruise ship terminal to guarantee a higher level of quality on all fronts. Many of them have also received local accreditation through the Aruba Certification Program (ACP), facilitated by ATA.





ATA Predicts Continued Positive Tourism Growth for 2018

Results for the first half of 2018 reveal growth of 2.6% in the number of visitors, and a RevPar increase of 12.4%. In spite of the fact that 50% of Caribbean room inventory lost during the 2017 hurricane season is now becoming available for occupancy, positive results are predicted for the balance of the year as well. Among the factors

contributing to Aruba's positive tourism growth is the proactive direction of ATA as well as continued investment in the tourism sector. Continued studies dealing with carrying capacity and sustainability and ATA's plans for development in the tourism industry also contribute to maintaining the island's competitive tourism position.



Aruba Certification Camp a Tremendous Success

The third edition of the summer camp organized by ATA together with the Aruba Certification Program was a week-long program including various excursions and educational activities. The purpose was to teach kids 9-12 about Aruba's history, culture, geology and tourism in an interactive way.

The kids visited Parke Arikok to learn about history and nature; and to Casa del Mar and Matthew's Beachside Restaurant to learn about tourism and hospitality. They also had educational visits to downtown Oranjestad, Reina Beatrix Airport, Happyponics, Museo di Industria, Cosecha San Nicolas and Aruba Aloe Balm, and Mangel Halto. At a plastic beach party, they learned about recycling. On the final day, they made a presentation to their parents, and ATA CEO Ronella Tjin-Asjoe Croes presented them with certificates.



Dept Digital Marketing Named Advertising Agency for ATA Netherlands and Belgium

Effective June 1, 2018, Dept Digital Marketing BV is contracted as advertising and media purchase agency for ATA Netherlands and Belgium. Services include preparing, reproducing and publishing advertising campaigns, and analysis of present and future markets for ATA's products, services and offerings.

Dept will recommend and create strategic concepts, ideas, plans, reports and campaigns, and create advertisements and social media postings accordingly. Dept will also select media outlets and media buys with ATA approval.



Awards & Recognition

Bucuti & Tara Beach Resort

Trusted travel media outlet Travel + Leisure has named Bucuti & Tara Beach Resort to its prestigious 2018 Top 25 Resorts in the Caribbean, Bermuda and the Bahamas. The Eagle Beach resort is the only property on Aruba to earn a spot on the highly-coveted list. The island itself was named to the 2018 Top 15 Islands in the Caribbean, Bermuda and the Bahamas.

“Every year, we ask Travel + Leisure readers to rank their travel experiences across the globe for our World’s Best Awards,” says Nathan Lump, editor in chief of Travel + Leisure. “Now in its 23rd year, the Awards highlight the cities, islands, hotels, airports, spas, cruises — and much more — that define the very best in travel.”

Resorts

Summer Happy Hour at eforea Spa, Hilton Aruba Caribbean Resort & Casino

The Summer Spa Happy Hour menu offers clients an opportunity to emerge brighter, and lighter from a midday pampering experience.

Throughout July, August and September, eforea spa will set aside the hours between 12noon and 2pm, for Happy Hour treatments. Clients will be presented with a choice of a relaxing 50-minute Swedish massage for \$99.00 (regular price \$125.00) or an enticing 25-minute Journey Enhancement for \$69.00 (regular price \$75.00). Eforea’s Journey Enhancement offers a choice of Head & Face massage, a combination of ancient Indian and powerful Thai therapies; Shoulder, Neck & Scalp massage that create a deep relaxation experience; and the Foot Massage, a reflexology experience inspired by spiritual concepts of Native American healers.





Aruba Marriott Hosted the 1st LGBT Culture Day Within the Caribbean

Marriott International's Director of Multicultural Affairs, Seema Jain, together with local co-presented Hendrik 'Endy' Croes, gave a special presentation on how to communicate effectively across cultures with a focus on the LGBT culture. The LGBT Culture Day was held at the Grand Ballroom and was divided into two sessions; a morning session for Aruba Marriott's associates, supervisors and managers and an afternoon session for Aruba Marriott's local customers.

Aruba Marriott is delighted to have hosted this event aimed at promoting equality, diversity and inclusion within the local community, amplifying Marriott's support for the lesbian, gay, bisexual and transgender (LGBT) community, and conveying its commitment to making every traveler and associate feel comfortable being who they are, everywhere they travel or work.



Aruba Marriott Donates Afl. 25,000 to the 'Stimami Sterilisami' Program

During the last two months, the associates of Aruba Marriott put their efforts together to raise funds for the 'Stimami Sterilisami' program promoting the sterilization of 8,000 dogs and cats.

The dedicated associates and their families volunteered to organize three different activities to reach the goal of 25,000 Aruban Florins. The first activity was a dog walk where a total of 110 participants and 30 dogs walked for a cause, and t-shirts, dog treats and dog bandanas were sold. The second activity was a flea market and food sale held at the parking lot of Do It Super Center, where Aruba Marriott associates, the Sales & Marketing team of the Marriott Vacation Club, Bucuti & Tara Beach Resort, and Caribbean Overseas and Tropical Bottling Ltd. made generous donations. Additionally, The Ritz-Carlton, Aruba donated t-shirts for this event and Disney Recreation was present to entertain the kids. The third activity was a Duck Race, held at Marriott's Aruba Surf Club's lazy river.



Holiday Inn Resort Aruba Introduces Healthy Dining Options

The resort's culinary team recently added some carefully crafted vegan and vegetarian items featured in the Da Vinci Ristorante dinner menu and the Sea Breeze Restaurant & Bar lunch and dinner menus. Get transported to the vibrant heart of Italy at a cozy indoor restaurant with Da Vinci's beet root risotto, tri-colored quinoa, grilled vegetables and utterly delicious vegan chocolate mousse. For outdoor dining listening to the waves crashing on the beach, guests can enjoy a variety of healthy options at the Sea Breeze Restaurant & Bar.



Sunset Beach Studios Offers Booking Special

Situated in walking distance of beautiful snorkeling spots, watersports activities and one mile north of the hi-rise hotels, these studios are equipped with all amenities for a home-away-from-home Aruban vacation, catering to all budgets and requirements. As part of their Fall Discount, those booking a vacation before December 20 can qualify for a 10% discount on the entire booking.



La Cabana Beach Resort & Casino Fulfills its Promise to Casa Cuna

Early this year, La Cabana participated in the Aruba DOET initiative. The original goal was to assist one morning with yard work, repainting the Jungle Gym and painting some floor games in Casa Cuna's yard for the kids to be able to play in a safe and clean environment. After the yard work was completed, the associates moved on to the floor games and the Jungle Gym which could not simply be repainted as it had rusted in several areas.

The GM and his team of associates had it professionally sanded and welded first. The entire property was cleaned by professional landscapers.

After an additional three return visits to Casa Cuna to paint the Jungle Gym, the project concluded on July 10, 2018. The resort believes in providing memorable experiences to the kids. The Jungle Gym matters to them; therefore, it matters to La Cabana.

Hyatt Regency Aruba Resort Spa and Casino

Say I Do to Custom Cocktails

In celebration of the Annual Aruba I Do Vow Renewal celebration, bartender Angelo Lourents crafted two new cocktails just for him and her. “We wanted our colleagues to be really excited about this annual island-wide event that brings so much happiness to our guests so we asked them to create and compete in a contest to come up with the best drinks for our vow renewal guests,” says Geraldine Coutinho-Meyers, Associate Director of Sales & Events. Guests will also receive the recipes so that they can take home a bit of Aruba love to remind them always of their special day.

Sunday Night Half Off Wine at Hyatt Regency Aruba

Wine lovers take advantage of good food and good wine with the Sunday night half off on bottles of wine from a special menu at Ruinas del Mar, Mexicado, and Piccolo. Whether you prefer a bold cabernet with your grilled steak, a creamy chardonnay with your chicken quesadilla, or a soft merlot with your penne Bolognese, the restaurants at Hyatt Regency Aruba Resort Spa and Casino have the right assortment and suggestions for planning the perfect pairing to your Sunday night dinner.





The Hilton Aruba Caribbean Celebrates Fifty-Nine Years of Exceptional Hospitality

Capitalizing on its distinctive architecture and open-air design originally masterminded by the renowned American architect Morris Lapidus, the resort recently underwent complete renovations in late 2016 whereby the furniture, fixtures and décor were picked to recapture that retro era.

A friendly Porte Cochere inside a blue glass pyramid leads to the lobby entrance graced by benches, raised planters, and swing benches. The Aruba Tower lobby flaunts two boat-shaped Hilton Honors reception areas that are free-standing guest registration pods. The classic flagstone floor is nicely restored, and the lobby is comfortably appointed with lounge chairs, ottomans, sofas with accent cushions, cocktail tables, and decorative lanterns. The lobby concierge and the popular De Palm Tours desk offer easy access to bookings and activities. The lobby includes a great number of original artworks. All canvases hung in public spaces and rooms, have been especially created, all based on old photographs and memorabilia.

The 357 resort rooms and suites feature super comfortable furnishings, inspiring Zen rest, with artwork in harmonious colors with all technology needs addressed in the design. On the eve of its 59th birthday, the Aruba Growth Fund has an unwavering long-term commitment to the resort project and has built an excellent reputation and trust over the past three years of operation.





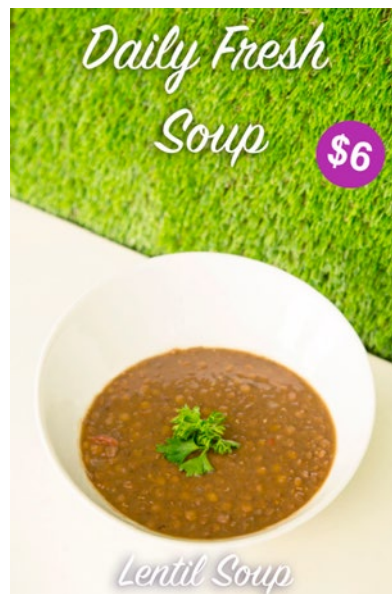
Restaurants

Gelatissimo Bistro & Gelatissimo Palm Beach

Enjoy a fun afternoon with friends in downtown Oranjestad (across from Zara), enjoying the \$12 combo with choice of wrap or freshly baked panini, soda and scoop of Gelatissimo Gelato, of course. Enjoy the sweet sounds of Steelpan with Ronwayne every Wednesday between 1pm-3pm. On Saturday afternoon, they offer a special Dushi Local Menu and live DJ. Gelatissimo Palm Beach (across from Hilton Aruba Caribbean Resort) now also offers a lunch combo with a sweet ending for only \$12. It features a freshly baked panini of your choice, plus a soda and a delicious scoop of the Gelatissimo Gelato.

Daniel's Steak & Chop

Great news for steaklovers! A new item has debuted on the menu – a hand-cut Creekstone Prime Dry-Age 13oz Ribeye, open fire grilled to perfection!



Garden Fresh Cafe

Looking for vegan and gluten-free options or prefer something light and healthy in the evening? Wholesome choices now include Chicken, Pumpkin and Lentil Soup. Patrons can call in advance and pick up their orders. Check Facebook for new menu items. This delightful café with indoor and outdoor seating located in front of Playa Linda Resort is now open until 10 pm.



Gianni's Ristorante Italiano

Gianni's offers a 3-course lunch special featuring a selection of its delicious authentic specialties for AWG 50- (US \$ 27.78) per person. The Rigatoni Bolognese is incredible! Walk-ins are welcome, no reservations required.



AZZURRO
Ristorante Italiano

Azzurro

For an Italian lunch overlooking the ocean, try Azzurro at Playa Linda Beach Resort. Create your own pasta with a choice of homemade sauces including Bolognese, Pomodoro, Carbonara, Puttanesca, or Caprese for \$ 9.95. Make it more exciting and add Artichokes, Tuna, Red Onion, Mild Italian Sausage, Fresh Mushrooms, Zucchini, or Mozzarella Cheese

The Beach Bar (Playa Linda Resort)

Best kept secret at Gianni's Group is the longest happy hour on the island – with snacks like coconut shrimp always available! Like them on Facebook and see all the fun!



ENTERTAIN IN STYLE WITH OUR TAKE OUT SUSHI PLATTERS

FROM A SMALL INTIMATE PARTY TO A BIG CELEBRATION,
OUR SELECTION OF SUSHI DELICIOUSNESS WILL BRIGHTEN UP
YOUR PARTY

SUSHI PLATTER I

\$ 49.50

- Smoked Salmon Avocado (8 pcs)
- California Roll (8 pcs)
- Salmon Sashimi (8 pcs)
- Market Vegetable Roll (8 pcs)

Total 32 pieces

SUSHI PLATTER II

\$ 69.50

- Spicy Tuna Bon Bon (8 pcs)
- Eel Tempura Roll (8 pcs)
- Yellow Tail Sashimi (8 pcs)
- Silk Road Roll (8 pcs)
- California Roll (8 pcs)
- Smoked Salmon Avocado (8 pcs)

Total 48 pieces

+297 586 0088



AZIA RESTAURANT & LOUNGE

J.E. IRAUSQUIN BLVD. 348 | PALM BEACH (across from the Hilton Aruba Resort)

WWW.GIANNISGROUP.COM



Terms & Conditions: Take-away only | Not in combination with any other specials | For orders, up to 4 and less than 6 platters, please place your order at least 3 hours in advance | For orders above 6 platters, please place your order at least 1 day in advance | Tax excluded | We reserve the right to amend any terms and conditions or prices

Azia Restaurant & Lounge

The Sushi Platter is back! Entertain friends at home or your resort with the finest quality sushi that Azia has to offer. Tell them you made it yourself after attending their Sushi workshop! Tapas assortments can also be catered.



Activities

De Palm Island Celebrates its 30th Anniversary

“It has not been an easy journey to get De Palm Island where it is today,” says Warren Stanley, General Manager of De Palm Corporation, “but with a lot of trial and error, we were able to find the right business model.”

In 2000, De Palm Island switched to its successful all-inclusive concept, and six years later added its popular waterpark. This year, De Palm Island will welcome over 110,000 visitors, 30% of which are locals. More recently, four luxury private cabanas have been added, with three private day villas and flamingoes to be added shortly.

De Palm Island’s complete product line includes all-inclusive F&B, banana boat rides, zip-line, air-jumpers, snorkeling, waterpark and daily salsa lessons. Other features like SNUBA, SeaTrek, spa, tattoos, private cabana and day villa rentals are available for an additional fee.





Octopus Aruba Introduces New Power Snorkeling

Octopus Aruba has just recently added a new tour in addition to their Catamaran Cruises, Aqua Donut Boat Trips and Private Catamaran Cruises. Power Snorkeling makes Octopus Aruba the first catamaran operator to offer this unique fun and thrilling activity that allows snorkelers to operate an advanced underwater scooter and cover

a lot more area to view amazing marine life. The underwater scooters are battery powered. Octopus offers a Private Power Snorkeling Trip and the option to book it in combination with either their morning or afternoon catamaran cruise. Locations in Palm Beach, Aruba, situated near Pelican Pier and Playa Linda Beach Resort.



New Name and Logo for Red Sail Aruba

Red Sail Aruba has revealed its new fresh look and logo on Fiesta, the first of its four catamarans. The other three catamarans (Goza, Balia and Rumba) will soon follow.

This new look also shows the company's change of name from Red Sail Sports to Red Sail Aruba in the logo. Besides activities and diving, Red Sail operates nine retail stores located at major hotels, offering such brand names as Roxy, Maui Jim, Tommy Bahama, Reef and more.

Red Sail also offers full DMC services and is present at international shows with ACB and partners. With a team of almost 80 employees, Red Sail Aruba continues its quality journey in hospitality and tourism.

Retail

Kay's Fine Jewelry

Newly launched, Kay's Tropical Palm Collection features unique palm tree designs in rings, pendant, earrings and bangles with round brilliant cut diamonds. Available in 14kt Yellow Gold, White Gold, and Sunset colored Rose Gold. These designs are exclusive to KFJ – Creative Director Tesh Chugani sketches the vision which is put into production by one of KFJ's Factories.



Locations Aruba



Fun,

without worrying about your valuables?

NEW AT A BEACH NEAR YOU!

versto lockers

Advantages	Price per Locker	Locations
<ul style="list-style-type: none"> Guaranteed safety Different safe box sizes Comfortable and cheap Tested worldwide 	<p>USD 5.00 / AFL 8.75</p> <p>for the whole day</p> <p>Credit / ATM cards only (incl. taxes)</p>	<ul style="list-style-type: none"> Moomba Beach Piet's Pier (Hyatt) De Palm Pier Baby Beach

Business Technology

Versto Lockers Presents Fully Automatic Beach Locker System

Aruba is now the first country in South-Central and North America that has a fully automatic beach locker system. Versto Lockers provides instructions in 5 languages. Users can select a small locker with USB outlet (charging point for electric devices) or a big locker, as well as the amount of time to rent the locker (hours, days or weeks), and payment method.

The price is \$2.00 per hour, \$5.00 per day, and \$25.00 for a whole week. Payment can be made with ATM or credit card, or a voucher with a QR code obtained from one of their partners (hotels, apartments, tour operators, etc.). Those who use them are presented with a special coin with a QR code to open the locker.



Report by Aruba Timeshare Association

In honor of its 40th anniversary, a report was commissioned by the Aruba Timeshare Association (ATSA) to provide an overview of the island's timeshare landscape from data collected in 2017. The report was commissioned in collaboration with Aruba Tourism Authority, ATA, and prepared by the University of Aruba.

The study showed that the timeshare visitor to Aruba is overall very satisfied with the timeshare product and with Aruba as a destination. Most people did not trade or exchange their timeshare. Their primary reasons to purchase were that Aruba was a quality destination, the overall resort experience was outstanding, and the resort environment and atmosphere were great.

The significant gross economic value of the Aruban timeshare industry in 2017 is conservatively projected at US\$ 530 million - equivalent to an estimated one-third of gross tourism earnings, and one-fifth of the Aruban gross domestic production.

It was noted that the timeshare industry product needs to be updated, continue to provide good value, and appeal to the current younger global timeshare owner. Higher income respondents have more positive feelings about Aruba and the timeshare experience, possibly because they are able to afford new and exciting experiences, restaurants, gambling and shopping.



Real Estate

First Home to Start Construction at Paseo de Playa in Tierra del Sol Resort & Golf

The Tierra del Sol management team with its exclusive agent Sotheby's International Realty has begun a new neighborhood development project at Tierra del Sol Resort & Golf: Paseo de Playa (Passage to the Beach). It is situated on the west side of Tierra del Sol, with spectacular views of the golf course, pristine beach and the north side of Aruba and is only a short walking distance to Arashi.

Paseo de Playa is a planned land sale development project that will be comprised of variable lot sizes with a range of 400 m² - 900 m². This unique development project is comprised of a mix of contemporary estate-sized homes and moderate-sized homes.

Recently, the Tierra del Sol management team, together with the new owners of a lot at Paseo de Playa, Dragan Ljubinkovic and Bojana Ljubinkovic, were happy to announce the start of the first home at Paseo de Playa.



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
information as it becomes available to:

copywriter@aruba.com

with a copy to:

a.middendorp@aruba.com

content@aruba.com

s.feliciano@aruba.com

and j.tilma@aruba.com

by the 5th of each month for it to be
featured in the same month.



Environment

Agreement Between EcoGas and Serlimar, A Clean and Healthy Environmental Solution

As of July 1, 2018, a great environmental step was taken through an agreement between Serlimar, the government's sanitation department, and the privately owned EcoGas plant. Because Serlimar will bring all waste to the plant for processing, there will be a dramatic decrease in trash reaching the Perkietenbos garbage dump.

The EcoGas plant has been processing commercial and residential waste. With all the additional waste now arriving at the plant, EcoGas estimates that 40% of all the trash collected will be separated, reused and prepared for recycling.

What cannot be recycled and is not toxic is packed in envirobales resulting in an 80% decrease in trash volume, and, under the direction of Serlimar, and then deposited in a sanitary landfill. This will result in a 90% decrease in trash deposited in Parkietenbos - a most positive step in the sustainable and efficient disposal of waste.

