

# ARUBA PRODUCT UPDATE

TRADE EDITION

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

AUGUST 2021

## 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  
Forward Thinking

## 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 AUGUST 2021

## AWARDS & RECOGNITION

TRIPADVISOR: ELEMENTS RESTAURANT ARUBA NO. 2 FOR BEST DATE NIGHT IN THE WORLD



Tripadvisor announced the world's restaurants that are **Tops for Date Night**, and Elements restaurant at Bucuti & Tara Beach Resort is honored to be on the cherished list of winners. The world's largest travel review platform reveals that winners like Elements know how to "set the mood for a table of two." In describing Elements, Tripadvisor shared this guest review, it is "the most romantic place on earth for dinner. The server was magical, funny and on point. The dishes were elegant, savory and simply perfect." Date night diners discover a harmonic blend of romance

married to nature at the restaurant on Eagle Beach, affectionately known as one of the "Dream Beaches of the World." "Every day at Elements restaurant we have the absolute pleasure of witnessing stressors meltaway and romance radiating as couples savor satiating meals, unbridled tranquility and our dreamy beach setting," shared Director of Food & Beverage and Executive Chef Marc Giesbers. "We are so grateful to have our efforts honored with a Tripadvisor 2021 Travelers' Choice Award for Top Date Night in the World."

ELEMENTS RESTAURANT AT BUCUTI & TARA BEACH RESORT RECEIVES WINE SPECTATOR 2021 AWARD FOR EXCELLENCE

The Eagle Beach resort just received Wine Spectator's 2021 Restaurant Award of Excellence. "On any given day, our guests to Elements Restaurant at Bucuti & Tara Beach Resort hail from 25 countries worldwide, and while tastes may vary, we have witnessed our wine-loving guests in general stay with trusted brands through 2020 and are now seeing premiumization, a move to higher-priced wine, growing in 2021 as they celebrate the return to somewhat normalcy," shares Executive Chef and Director of Food & Beverage Marc Giesbers. "It is a great honor to please their requests and find that our wine list selections are recognized once again with a Wine Spectator Award of Excellence." Additionally, guests' interest in sustainably produced wines is growing, an ideal fit at the Caribbean's only carbon neutral hotel. Regenerative production is factoring into the decision-making set particularly for the younger generation visiting the adults-only resort. Complementing sustainability is guests' equally thriving interest in plant-based dining options.



## AIR TRAVEL

### AAA, TOTAL SERVICES, AND ECOTECH COLLABORATE ON EFFORTS TO ACHIEVE SUSTAINABLE WASTE MANAGEMENT FOR AUA AIRPORT



Aruba Airport Authority N.V. (AAA), the company that manages and operates Queen Beatrix International Airport (AUA Airport), has recently joined forces with its waste management suppliers Total Services and Ecotech to start several projects that would contribute to the sustainable management of airport waste. “As a result of the increasing passenger number, AUA Airport is experiencing higher volumes of waste, but we have not been able to address this issue sustainably, due to the complexities of our operations,” said AAA’s Director Health, Safety and Sustainability, Mrs. Angeline Flemming. “This year, AAA chose the UN Sustainable Development Goals (SDG’s) as one of our main strategic pillars, and we must now walk the talk and start taking action. But to make significant change happen, we need to partner up with our waste management suppliers,” said Flemming. In September, AAA, Ecotech, and Total Services, with the help of all the airport concessionaires, will start a pilot project for the separation of cartons. This is the first and essential step to a further separation and waste reduction at AUA Airport, and AAA hopes other companies and entities will follow.

## RESORTS

### HYATT REGENCY’S TRANKILO POOL NAMED 2021 DREAM DESIGN



Hyatt Regency Aruba Resort Spa and Casino’s Trankilo Pool was recently named a 2021 Dream Design by Aquatics International. The adults-only pool is a new addition to the 12-acre beachfront resort and includes 10 private cabanas, coral stones, saline water and infinity edge overlooking Palm Beach. Trankilo is entirely separated from the resort courtyard which includes the 8,500 square foot Activity Pool. The more secluded location makes Trankilo the ideal retreat for adults looking to relax and rejuvenate. To learn more, please visit [aruba.regency.hyatt.com](https://aruba.regency.hyatt.com).



## LABOR DAY CELEBRATION AT PALMS

Make the most of the long summer holiday weekend with a delicious spread of classic grilled bites, craft cocktails, local beers and wines at Palms Restaurant located fronting Palm Beach at Hyatt Regency Aruba Resort, Spa and Casino. The all-day menu is available from 11:00 a.m. to 7:00 p.m.



## SPORTS SEASON

The fall and winter sport season is back. Stop by Palms Beach Bar at Hyatt Regency Aruba Resort Spa and Casino for lively beachfront fun while watching the big game. Located right along the Palm Beach footpath, Palms features specialty cocktails, local beers, and freshly made salads, burgers, and wraps. Palms offers a daily happy hour from 5:30 to 6:30 p.m. and is open daily from 10:00 a.m. to 7:00 p.m.



## A SEPTEMBER TO REMEMBER

Reconnect this fall at Hyatt Regency Aruba Resort Spa and Casino. Let inspired moments create lasting memories whether you travel for a fun family getaway, elite romantic experience, or luxurious suite escape. Fronting miles of soft white sands and turquoise Caribbean waters, you are never more than a few steps from the beach at this 12 acre GBAC STAR™ accredited resort. Fill each day with rejuvenating activities, races down the Activity Pool water slide, casual lounging at the Trankilo adult pool, or comfortably resting in any of the 359 recently refurbished resort-facing rooms. To learn more or book today, please visit [aruba.regency.hyatt.com](https://aruba.regency.hyatt.com).



## FULL MOON YOGA SEPTEMBER 21

Restore energy and celebrate the beauty of the full moon all in one evening at the monthly Full Moon Yoga at Hyatt Regency Aruba Resort Spa & Casino. Available only to resort guests, the event starts at 8:00 p.m. and is available by reservation only. To learn more about this and other wellness activities, please visit [aruba.regency.hyatt.com](https://aruba.regency.hyatt.com).

## RESTORATIVE MASSAGE FOR THE BODY AND MIND

Revive sore muscles and boost immunity with the ZoiA Spa Deep Therapeutic Massage. The perfect way to set the stage for transitioning into fall and winter, the treatment includes inhalation of steaming immunity boosting Blue Eucalyptus followed by intensive deep tissue massage designed to focus on relaxing sore muscles, tendons and joints. The 60 or 75 minute service will help to rejuvenate both the body and mind. To learn more, please visit [ZoiA Spa](#) or email [zoia.spa@hyatt.com](mailto:zoia.spa@hyatt.com).



## BOARDWALK CELEBRATES FRIENDSHIP AND LOYALTY WITH FRIENDS & FAMILY RATE



Aruba is amongst the highest-ranking Caribbean destinations in return visitor numbers. It is something to be incredibly proud of as a destination. The team at Boardwalk Boutique Hotel Aruba cherishes the lasting relationship with these loyal visitors and as a token of appreciation for returning guests the hotel introduces the Boardwalk Friends & Family (BFF) rate, a special room rate that applies to the entire stay.

Past guests of the hotel are eligible for this rate and can share the exclusive BFF rate with their friends and family members as well. This way even guests that are completely new to Boardwalk can benefit from the BFF rate if they are brought on by someone that has stayed at the hotel and recommended Boardwalk Boutique Hotel Aruba to them.

“We want to make sure our guests feel appreciated. We are very aware how special it is to receive so much loyalty towards Aruba and our hotel from returning guests. We want to honor that loyalty with a special rate”, says hotel owner Kimberly Rooijackers.

Visit [www.boardwalkaruba.com/en/boardwalk-friends](https://www.boardwalkaruba.com/en/boardwalk-friends) for more information.



## ARUBA MARRIOTT RESORT OFFERS NEW EXPERIENTIAL PACKAGE

Aruba Marriott Resort now offers a special experiential package called 'In the Elements', which is now available for guests to book and connect the four elements of life in one vacation. Guests can stay at the Aruba Marriott Resort and experience Earth, Water, Air and Fire activities in Aruba. The package includes a premium ocean view king room and four unique experiences including a sunset picnic on the beach, a morning snorkel cruise, a windsurfing lesson, a beach palapa reserved for a day, and a cocktail demonstration. To book this unique package, visit [ArubaMarriott.com](https://www.arubamarriott.com) and use promo code **ZJL**. Terms and conditions apply.



## LA VISTA AT ARUBA MARRIOTT RESORT

On every last Sunday of the month, La Vista hosts an unlimited mimosa, all-you-can-eat Sunday Brunch, featuring our guest-favorite stations such as pancake and waffles, omelet, fruits and smoothies, hot- and cold breakfast items, and our chefs' special stations such as the ceviche, poke bowls, carving station, seafood paella, pizza and pasta, and off course the delightful dessert station. Grab a seat indoor or outdoor, enjoying unlimited mimosas, great food, and our one-of-a-kind ambience. The extensive brunch is available on the last Sunday of the month from 11AM – 2PM, and can be enjoyed for \$49.95 per person. Kids between 6-12 years eat for half price and kids 5 years and under eat for free at la Vista. For reservations, call 520-6312.



## ARUBA MARRIOTT RESORT LAUNCHES NEW MURAL BY LOCAL ARTIST

In collaboration with talented local artist Armando Goedgedrag, the Aruba Marriott Resort recently launched its very own 3D turtle mural on the beach side. The 280 x 215 cm size mural serves as a reminder to keep our beaches clean in efforts to preserve the turtles and marine life. Armando created a time-lapse video of the mural painting process, which can be viewed on the hotel's [Facebook page](#).

## ACTIVITIES

### DE PALM TOURS WEBSITE WITH AN UPGRADED PORTAL TO FUN AND ADVENTURE



De Palm Tours launched their new website offering a clearer and more friendly way to search Aruba's best activities. De Palm Tours is the premier tour operator in Aruba, serving the island for more than 60 years with exciting tours and excursions for those visiting the island. With generating an impressive assortment of activities in mind, De Palm Tours decided to upgrade their website for a better user-friendly experience from start to finish. The new website allows visitors to enjoy a clear view of all the high-energy adventures as well as the laid-back pleasure trips with a more visible view of all details included in the tours for easier booking. This one-stop-shop for fun and adventure allows users to navigate throughout [www.depalm.com](http://www.depalm.com) and facilitates the booking process with just a few steps. De Palm Tours is now offering a 10% discount on all tours and activities to celebrate the success of the newly upgraded website.

### A LONG-TERM SPONSORSHIP BETWEEN BEN REAL ESTATE AND THE ARUBA SOCCER ACADEMY



'Turning dreams into goals' is the motto of the Aruba Soccer Academy (ASA). Giving young people the opportunity to excel, to reach their aspirations and to live their passion are key objectives of ASA. The people behind BEN Real Estate in Aruba also recognized the importance of this program and have enthusiastically entered a long-term sponsorship to support the Aruba Soccer Academy. One of the projects of the ASA is to have a thriving trainer and scouting program in Aruba. Through this program young talents on the island can be recognized at an early age, so that proper training might lead to a successful career in soccer. 'Training the trainer' is also a way to improve the quality of soccer in Aruba. For these reasons, Dutch trainers and scouts Ferdi Vierklau and Phanatio Aweti were in Aruba. They met with the team of BEN Real Estate to seal the partnership agreement. Accompanied by ex-professional of FC Amsterdam, Willem van Bommel, all parties involved, celebrated the fruitful corporation, and expressed the ambition to create more soccer opportunity for the youth of Aruba.

## RETAIL

### SHOP FOR YOUR ARUBA GEAR ONLINE AT AN ISLAND THING - DISTINCTIVE BEACHWEAR / INSPIRED ISLAND LIVING

Popular local retailer The Salamander Group has launched a Shopify site so Aruba fans can shop for Aruba-branded merchandise, local art and accessories, and more from the convenience of home. The collections you'll find on An Island Thing are inspired by The Salamander Group's boutiques on the island of Aruba—The Juggling Fish, T.H. Palm & Company, and The Lazy Lizard--which have earned a reputation among both locals and island visitors for their quality service and signature excellent taste in resort wear, beachwear, souvenirs, accessories, home décor, gifts, and so much more. The collections are carefully curated to inspire shoppers to find the spirit of the island lifestyle wherever they are in the world. Visit the site at [www.anislandthing.com](http://www.anislandthing.com). Those planning a visit to the One Happy Island of Aruba can visit the boutiques in person!

### THE JUGGLING FISH & THE JUGGLING FISH SWIMWEAR

These "barefoot" boutiques are located on Aruba's famed Palm Beach. A go-to for locals as well as island guests who come back year after year to shop the wide and ever-changing selection of women's and men's resort wear, kid's clothing, quality tees, on-trend beachwear, swimwear, and accessories, and beach-related gifts and home décor.

### T.H. PALM & COMPANY

T.H. Palm & Company is perhaps one of the most enchanting and unforgettable boutiques in the Caribbean. This beautifully-appointed emporium celebrates the island lifestyle with an impressive selection of upscale resort wear, casual island clothing, and shoes for men and women, and exclusive fashion accessories (including the work of quality local artisans). The boutique is famed for tasteful yet unique island-chic home accents, artistic tableware, and garden décor. Each nook and cranny holds an unexpected treasure!

### THE LAZY LIZARD

Do you love that laid-back-fun-in-the-sun vibe? Be sure to visit The Lazy Lizard for a quality range of tees and other Aruba fashion apparel for the entire family, alongside a great selection of tropical resort wear, beach-house décor, and a large selection of creative gifts for the beach lovers in your life.

The Salamander Group has been a trusted retailer on Aruba for more than 25 years and is a member in good standing with the Aruba Chamber of Commerce and the Aruba Hotel & Tourism Association.







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# ARUBA PRODUCT UPDATE

## 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 [a.midgendorp@aruba.com](mailto:a.midgendorp@aruba.com) with a copy to [content@aruba.com](mailto:content@aruba.com) by the 5th of each month for it to be featured in the same month.