

ARUBA PRODUCT UPDATE

TRADE EDITION

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

AUGUST 2023

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
Pioneering
Integrity

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 2023

ATA NEWS

ARUBA I DO: A SPECTACULAR 5TH EDITION ON THE PRISTINE SHORES OF EAGLE BEACH



The enchanting 5th edition of Aruba I Do took place on the picturesque Eagle Beach, a paradise recognized as the 2nd Best Beach in the World and the Best Beach in the Caribbean by TripAdvisor. This year, Aruba graciously hosted over 300 couples from across the globe, coming together to renew their vows. As the Caribbean's grandest vow renewal event, it sparked significant interest in the press, garnering attention from notable sources such as Delish and Freelancer. Furthermore, the event attracted the participation of diverse content creators hailing from Colombia, Chile, Argentina, Italy, and North America, generating a captivating buzz on various social media platforms.





The celebrations showcased an impressive average anniversary of 21 years, while the most celebrated anniversary touched a heartwarming 63 years of love and commitment. For the second time, the vow renewal ceremony was broadcasted LIVE on social media platforms, extending an invitation to family and friends back home, allowing them to connect and relive this heartfelt moment alongside their loved ones. This truly special event not only celebrated love but also highlighted Aruba's unparalleled beauty and the profound connections it fosters among people from around the world.

TOURISM

DE PALM TOURS



DE PALM GOES CASHLESS

We have some exciting news to share with you! At De Palm Tours, we are always striving to enhance your experience and make it even more convenient for you. As part of our commitment to providing top-notch service, we are delighted to announce that starting from August 1st, 2023, all our locations will be going entirely cashless! Yes, you read that right – cash will no longer be accepted at any of our De Palm Tours locations. Embracing this digital revolution will bring you faster, and more secure payment options. Now, you can enjoy swift and hassle-free transactions with just a click of a button.

Please note that the only exception is our sales center at L.G. Smith Boulevard 142, where cash will still be accepted. We believe that going cashless will not only simplify your transactions but also contribute to a more seamless and enjoyable journey during your time with us.

Ready to explore Aruba with ease and convenience? Be sure to visit our website [depalm.com](https://www.depalm.com), to buy your tickets online and embark on unforgettable adventures with De Palm Tours.

RESORTS

RADISSON BLU



PROUD MEMBER OF THE CHOICE FAMILY

Radisson Blu Aruba, along with all Radisson Hotels Americas brands, has been successfully integrated into Choice Hotels – one of the world’s largest hotel chains. This adds 9 brands and nearly 600 hotels onto Choice’s world-class central reservation system, ahead of schedule and less than a year since its acquisition of Radisson Americas closed.

The addition of the Radisson Hotels Americas brands allows the existing 60 million Choice Privileges members globally to tap into an additional 600 upscale and full-service Radisson properties and earn and redeem points at over 7,400 hotels across 22 brands in 45 countries and territories.

“We are thrilled to be part of the Choice family,” said Shareska Gutierrez, Director of Sales & Marketing of the resort. “This integration will bring many benefits to our guests, team members and partners, such as access to a wider network of destinations, enhanced services and amenities, and a more rewarding loyalty program. We look forward to welcoming Choice Privileges members who now have more destination options to choose from including our island Aruba.” Radisson Blu Aruba is now available for booking on the Choice Hotels platform www.ChoiceHotels.com

RENAISSANCE WIND CREEK ARUBA RESORT



RENAISSANCE WIND CREEK ARUBA RESORT PROUDLY ANNOUNCES ITS WINNERS OF THE MASTERS OF THE CRAFT COMPETITION, SHOWCASING EXCEPTIONAL TALENT IN CULINARY AND MIXOLOGY!

After a two-year hiatus, Marriott International's Masters of the Craft, a renowned culinary and beverage competition, returned with a spectacular showcase of talent from Marriott Bonvoy portfolio hotels. The competition was designed to foster creativity and innovation while highlighting exceptional chefs and bartenders within the company's food and beverage community.

Over the past three months, 800 aspiring culinarians and beverage professionals from 80 Marriott properties competed in exhilarating local and regional Masters of the Craft competitions, proving their culinary prowess through quick-fire cooking and mixology challenges. Each contestant faced timed, rapid-fire competitions, skillfully incorporating a mystery ingredient into signature dishes or cocktails, judged based on technique, creativity, and taste.

"This competition not only showcases the amazing talent within our hotels and restaurants, granting our associates bragging rights in their kitchen or bar, but also inspires the next generation of rising culinary and beverage stars while emphasizing the incredible opportunities for a rewarding food and beverage career within Marriott."





The Masters of the Craft competition brought together exceptional participants at Renaissance Wind Creek Aruba Resort in both the culinary and bartender category:

Participating bartenders:

- Ishra Kelkboom: 9 years as a cocktail bartender at SOLE, striving to create memorable experiences.
- Omida Lounex: 5 years in the industry, 4 months as a waiter & bartender at SOLE. He loves what he does, evident in every drink and conversation shared.
- Israel Watanabe: 4 years in the industry, 2 years as a mixologist at L.G. Smith's Steak & Chop House, known for his playful and creative approach, captivating guests with his cocktail trolley show.
- Borut Perse: 16 years in the industry, 2 1/2 years at Renaissance Island, enjoying crafting beverages that harmoniously pair with food creations.

Participating in the culinary category is:

- Boro Dimbeswar: 13 years in the industry, 2 years as Demi de Partie at Renaissance Aruba, with a passion for fine dining and local cuisine.
- Ronny Martinez: 10 years in the industry, 1 year as Junior Sous Chef at Renaissance Island, delighting in surprising guests, creating memorable moments, and engaging through his culinary creations.
- Gaurav Saklani: 11 years in the industry, 2 years as Chef de Partie, appreciating diverse cuisines from various cultures and enjoying fulfilling guests' special requests.
- Errol Williams: 17 years in the industry, 5 years as Chef de Cuisine at L.G. Smith's Steak & Chop House, finding immense satisfaction in witnessing the result of each food creation.



For the Pastry Category participated:

- Nohemy Ruiz: 5 years in the industry, 4 months as Pastry Cook at Renaissance Aruba, finding true joy in the kitchen.
- Arvind Singh: 12 years in the industry, 1 year as Chef de Partie at Renaissance Aruba, embracing a unique experience every day in the bakery world.

The competition followed strict rules for both beverage and culinary categories, ensuring fair judging and impressive outcomes. We are delighted to announce the outstanding winners of the Masters of the Craft Competition at Renaissance Wind Creek Aruba Resort!

The culinary winner is: Ronny Martinez; Junior Sous chef at Renaissance Island

The pastry winner is: Arvind Singh; Chef de Partie at Renaissance Convention Center

The beverage winner is: Borut Perse; Bartender at Renaissance Island

These exceptional talents have truly showcased their mastery in culinary arts and mixology, impressing the judges and leaving a lasting impression on everyone present. Congratulations to all the Renaissance Aruba winners and participants for their dedication, creativity, and unwavering passion for their craft!



RENAISSANCE WIND CREEK ARUBA RESORT CELEBRATES AN EXHILARATING "TEAM OF THE YEAR" WITH A DAZZLING MARDI GRAS THEME AT RENAISSANCE ISLAND

Renaissance Wind Creek Aruba Resort, a renowned and preferred sector leader, hosted a spectacular Mardi Gras-themed celebration to honor the exceptional achievements and dedication to excellence demonstrated by its esteemed "Team of the Year 2022." The event took place at the breathtaking Renaissance Island, where nominated employees and management were treated to an evening of joyous revelry and recognition, commemorating the company's resounding success throughout the year.

"Our 'Team of the Year 2022' embodies the spirit of excellence and dedication that defines Renaissance Wind Creek Aruba Resort" said Mr. Paul Gielen, GM of Renaissance Aruba. "We are immensely proud of their achievements, and this celebration is a tribute to their outstanding contributions in making our success possible."



These outstanding individuals have exemplified unparalleled dedication to excellence, teamwork, and achievement, making an indelible impact on the success of Renaissance Wind Creek Aruba Resort throughout the year.

The winners of the “Team of the Year 2022” awards are as follows:

Heart of the House Category: Beatrix Arends - Human Resources

Front of House Category: Emilio Geerman - Front Office
Giovanni Stephens - Crystal Security

Supervisor of the Year: Lyneth John - Housekeeping

Manager of the Year: Deidre Greene - Front Office

Congratulations to the winners of the ‘Team of the Year 2022. Our enthusiastic commitment to our purpose inspires and empowers us to do everything right, have fun, and be the best. We inspire fairness, create higher levels of personal accountability, and focus on our guests.

PLAYA LINDA BEACH RESORT



40 YEARS OF EXCEPTIONAL VACATION EXPERIENCES

The Playa Linda Beach Resort is highly identifiable for its many-tiered design that has been a part of the island landscape for almost the entire length of Aruba's tourism industry, and holds the distinction of being one of the island's first timeshare options. It celebrates its 40-year history this month, with employees, members and guests joining the celebration from its prized location on Palm Beach. Over its long history, this beachside resort has become a beloved place to stay, for its high level of guest care and small community experience at the center of the island's best places to eat, shop and play.

The resort first opened its doors back in 1983, after the completion of its first wing. There were only 78 units at its opening, but immediately drew interest for its prime location and intimate appeal. Its appeal grew with the resort maintaining its community-minded environment, and remains a particular favorite among families. Today it offers 217 suites, with a wide diversity of ways to vacation with options including studio, one-bedroom, two-bedroom, and lanai suites, townhouse apartments as well as outstanding views from penthouse and rooftop suite accommodations.

All three of its construction phases were realized through the efforts of a team of local, visionary industry leaders, including developer Raymond Maduro of Sun Development, architect Dan Oduber, contractor Henk Bijen of Albo Aruba and René Nieuwkerk, who was Playa Linda's first general manager.

Each played their part in contributing to the Playa Linda as it is today, distinctive for its design and remarkable for its upscale, yet still homey atmosphere.

Rene Nieuwkerk, Playa Linda's first general manager when the resort opened in 1983, recalls the early years, when Aruba's tourism as well as its timeshare product was still in its infancy. "At that time, people were not familiar with timeshare, but once potential buyers received a view of the Playa Linda, from the site as well as from sea, with a special boat contracted just for that purpose, it was an easy sell," comments René smiling, as he nostalgically remembers the first days of the Playa Linda Beach Resort.

The success of the resort throughout the years is clearly demonstrated in its sold-out status year-round, almost right from the start, and with many of the original owners of the resort still returning each year as well as also bringing in other family members and friends. Today, owners at the Playa Linda Beach Resort can compose different generations of the same family group. Loyalty and love of the Playa Linda is not only shown in its number of original owners, but also in several members of the staff who are still at the resort, thirty-plus and forty years later.

In the present day, Playa Linda GM Peter van Grinsven, together with Operations Director Sulaika Kelly and Finance Director Ann Brinkman, continues to guide the resort as

it evolves its high-end appeal while maintaining a warm, welcoming atmosphere. Peter, who has been with the Playa Linda for 21 years and is general manager for the last seven years, remarks that the resort's charm is very much based on the familiarity of home. "A lot of our employees have been with the resort for many years. As much as we strive for our guests to enjoy a home-away-from-home setting, we do the same for our employees. The quality of our accommodations, combined with the community feel, is what helps set us apart." Since its opening, the Playa Linda Beach Resort has led the way in defining island comfort and warm hospitality as well as demonstrating a dedication to sustainable development. The Playa Linda was the first to put chickees on the beach, bringing in Seminole Indians from Florida for their construction, and was the first resort on Aruba to offer a free-form pool as well as a lush, mature garden. In recent years, Playa Linda has endeavored to realize environmentally-friendly operations, and was the first resort on Palm Beach to achieve ISO-14001 certification.

Comfort, community and unrivaled island and oceanfront views continue to be at the heart of the Playa Linda's success. After forty years, the beachfront timeshare property looks forward to impressing its members and guests, from all parts of the globe, for many decades to come.

HILTON ARUBA CARIBBEAN RESORT & CASINO



TEAM MEMBER APPRECIATION WEEK 2023, HIGHLIGHTS AN ENGAGING WORKPLACE

The annual Team Members' Appreciation week was designed this year to strengthen Team Members' engagement with their peers and members of management. The diverse and entertaining program also aimed at creating emotional connections among participants, which in turn result in stronger bonds among individuals, and a greater sense of job satisfaction and contentment.

The week's events were planned as more than just a way of having fun. They were formulated to allow the sharing of quality time, providing ample opportunities to enjoy the company of peers, while engaging in different activities.

"Each and every one of our Team Members is a shining example of Hilton's brand of hospitality, as they reach out to our guests and to each other, spreading the light and warmth of hospitality," said, General Manager Lawrence Tuck, "and once a year during Team Member Appreciation Week, we make sure they have a great time and feel that distinct and personal appreciation we have for them."

The Appreciation Week started at the Team Members' entrance with a delicious breakfast, followed by Bolas Criollas at Papaya Ranch, Kickball & Domino at Centro di Bario Noord, Crazy Bowling at the Eagle Bowling Center, a Father's Day event at Laguna Coffee Shop, and a Hike to Black Stone Beach from the Natural Bridge at sunset.

The activities during Team Member's Appreciation Week 2023 perfectly aligned with the company's core values, centered on serving people and continually investing in Team Members' well-being to ensure ongoing job satisfaction. During Team Members Appreciation Week, organized by the Department of Human Resources, they received an extra level of recognition, reflecting the company's commitment to the success and engagement of its workforce.

According to organizers, Team Members had a blast during Team Member's Appreciation Week, which not only lifted their spirits but also strengthened their bond with the company. The positive engagement displayed by the employees is a clear indication of the company's dedication to its workforce's growth and overall well-being.



HYATT REGENCY ARUBA RESORT, SPA & CASINO

YOUR FALL ESCAPE TO ARUBA

Make the most of your time away when you book the Elite Experience at Hyatt Regency Aruba. Available for booking through September 30, the package includes the resort's top signature amenities in one offer. Experience a private cabana, Regency Club service, romantic dinner and casino credit. T&C apply. Please visit aruba.regency.hyatt.com for details.

NEW DIRECTOR OF SALES, MARKETING AND EVENTS

Hyatt Regency Aruba announces the appointment of Lanette Torres as Director of Sales, Marketing and Events. With over 15 years of experience in sales and events management Torres has had proven successes in maximizing hotel revenue through market analysis, sales strategies and initiatives, as well as brand development and marketing partnerships. Most recently Torres was the Director of Commercial Services at The Confidante Miami Beach, an iconic lifestyle luxury hotel in the Unbound Collection by Hyatt.

NEW MUSIC NIGHTS AT RUINAS DEL MAR BAR

With a sophisticated new cocktail menu, wine cellar, and premium spirits, Ruinas del Mar Bar is proving it is the place to be. The bar has recently launched new music nights with live performances by local favorites, The Troubadours. The bar is open evenings from 5:30 PM-1:00 AM and live music is available Fridays and Saturdays from 9:30 PM-12:30 AM. Learn more at ruinasdelmar.com

COMMUNITY CONNECTIONS

Hyatt Regency Aruba continues to impact the local community in meaningful ways by caring for people so they can be their best. Over the summer colleagues hosted the annual back-to-school campaign with dozens of backpacks filled with supplies and donated to students. At the same time, the resort launched a weekly volunteer effort in support of Hyatt's effort to continue to foster Diversity, Equity, and Inclusion. Volunteer leaders currently aide local organizations a minimum of two hours every weekend with the first effort held at Trampolin pa Trabou.



ARUBA MARRIOTT RESORT & STELLARIS CASINO



AFTERNOON TEA AT THE LOBBY IS BACK!

Treat yourself, family, and friends to a wonderful afternoon at The Lobby, located in the main lobby at Aruba Marriott Resort & Stellaris Casino, and delight in an Afternoon Tea offering, available every Sunday starting September 24, from 2PM – 5PM. Entice in a variety of warm tea flavors, savory and sweet desserts, as well as the most delectable tea time mini sandwiches. Join us for an afternoon filled with flavor, ambiance, and smiles.



MANDARA SPA INVITES YOU FOR A SUMMER RELAXATION

Refresh and rejuvenate at Mandara Spa, the hotel's Balinese-inspired spa. With 12 private treatment rooms, couple treatments, manicure and pedicure, as well as facials, Mandara Spa is the perfect place to enhance mind, body, and soul. Throughout summer until September 30, 2023, when booking your next spa treatment for two, receive a 15% off on all services and when booking for three people or more, receive 20% off on all services. The perfect way to spend a summer day is in the serenity of Mandara Spa.

HOLIDAY INN RESORT ARUBA



AGAVE SUNSET COCKTAIL EVENT; IMMERSE IN THE MEXICAN TRADITION AT THE HOLIDAY INN RESORT ARUBA

The Holiday Inn Resort Aruba held a private tasting to introduce its versatile menu to the press and media. The evening started in a lively ambience outside Agave Mexican Cuisine with a modern rustic chic set-up, topped by colorful centerpieces depicting the Mexican vibrant culture, brightened up by outdoor screens showing the culinary options available at the restaurant, and a vivacious DJ to make this evening an unforgettable one for all its attendees. To prime the invitees' taste buds for a flavorful journey they were welcomed with carefully crafted Mexican cocktails including the Mexican Mule, a Very Berry Margarita, an Oaxaca cocktail, and Caipiroska in Tulum. The mood at sunset was so pleasant the attendees had to be persuaded to continue the conversation inside Agave restaurant to give onset to the tasting. After an introductory speech by the hotel's Sales & Marketing Director Eva Ruiz, it was time to give the culinary options a chance to shine, their executive chef Aldwin Donata addressed the audience to describe each dish and decode what inspired him to create the mixture of flavors and textures present in dishes such as the Croquetas de Elote, Guacamole de la Doña, Tostaditas de Pulpo, Veganos, and Tres Leches Con Maracuyá.

At the end of the night the attendees enjoyed a truly unique Mexican experience and were enthusiastic to share this hidden gem at the Holiday Inn Resort Aruba with friends and family as another spot to immerse in traditional Mexican flavors.



BUCUTI & TARA BEACH RESORT, ARUBA



BUCUTI & TARA BEACH RESORT, ARUBA, RECERTIFIES AS TRAVELIFE GOLD, CONTINUING AS THE CARIBBEAN'S MOST ECO-CERTIFIED HOTEL

Bucuti & Tara Beach Resort, Aruba, is once again bringing home the Gold, Travelife Gold, that is. The Caribbean's eco-leader proudly excelled at all 163 requirements to once again earn Travelife Gold, a key component assuring guests that choosing to stay at Bucuti & Tara is a vacation that is as healthy for them as it is the staff, community and the planet.

As a Travelife Certified accommodation, Bucuti & Tara is committed to creating better places to live, work and visit. Travelife is a global accommodation sustainability certification body. Respected for being impartial and robust, Travelife has a comprehensive set of GSTC-recognized requirements covering emissions, biodiversity, human rights, fair labor, child safeguarding and animal welfare.

Bucuti & Tara first earned Travelife certification in 2011. The resort's approach is to create its sustainability framework based on researching and selecting the strictest, most beneficial eco-certifications to include Green Globe Platinum, LEED Gold (v4.1) and CarbonNeutral(R). As the Caribbean's first and only carbon-neutral hotel, the property consistently improves, implementing new initiatives. Over the past year, Bucuti & Tara added new interior and exterior coating keeping heat out and coolness in and a new high-efficiency air-conditioning system, while almost reaching its goal of being 100% paperless. To the delight of staff, guests, and its island home, the resort dedicated and is tending to its new Bucuti & Tara - GMC Nature Preserve, a 30-acre carbon sink that draws down emissions from the atmosphere while protecting the local flora and fauna.



GUESTS AND STAFF WORKING TOGETHER WITH A COMMON GOAL

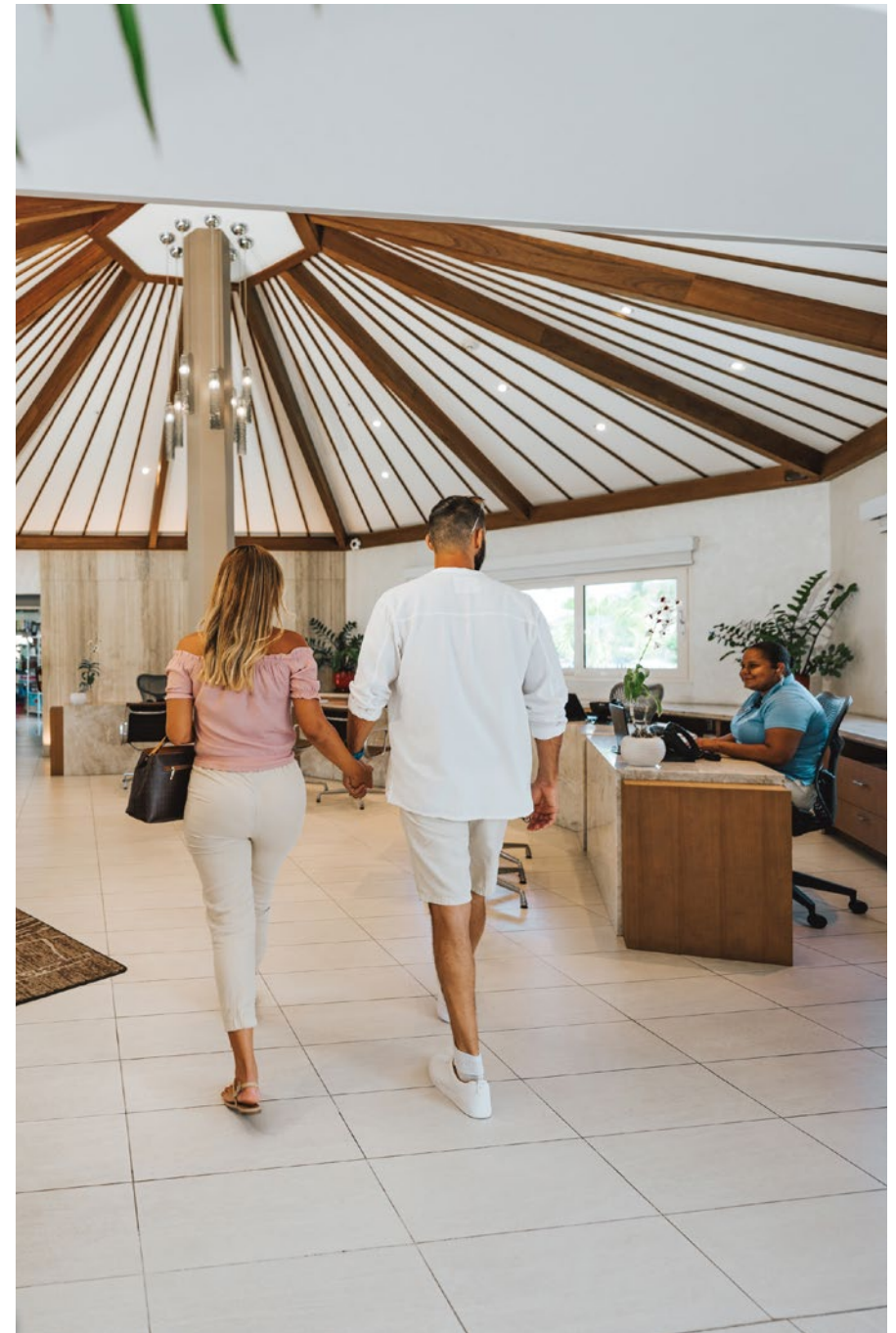
A steadfast component of Bucuti & Tara Owner/CEO Ewald Biemans' approach is inviting guests to join in. Soon after receiving Travelife Gold recertification, the resort hosted its monthly beach clean-up. Bringing together guests and staff, this tradition keeps the resort's home on Eagle Beach, affectionately known as one of the "Dream Beaches of the World," pristine and a protective home for marinelife, such as the vulnerable Leatherback sea turtles who nest there. At this month's clean-up, one guest shared the top reason she selected Bucuti & Tara is because of its extensive sustainability program.



ACCOLADES ENSURING THE BEST, MOST SUSTAINABLE GUEST EXPERIENCE

Bucuti & Tara Beach Resort, Aruba, continues to elevate travelers' experiences by becoming the newest member of Regenerative Travel. To qualify, Bucuti & Tara exhibits a mission-driven, independent spirit, honors a sense of place, has an ethos of service, and provides a vacation that meets guests' values. In June, Bucuti & Tara was named the first winner of the Aruba Hotel & Tourism Association's AHATA Impact Award for Environmental Protection.

This comes just as the Caribbean's first certified carbon-neutral hotel is being celebrated as the newly announced No. 1 Hotel in the Caribbean and Top 18 Best Hotel in the World by Tripadvisor. Bucuti & Tara has long been recognized globally as a pioneer in proving that memorable vacations and sustainability can be mutually inclusive. Learn more by visiting [Bucuti.com](https://www.bucuti.com).





ARUBA CERTIFIED EXPERT



KIM RIDDLE
BDM, US
k.riddle@aruba.com



LILIANA MANCINI
Sales Manager, Canada
l.mancini@aruba.com



DONNA SMITH
Sales Manager, Southeast US
d.smith@aruba.com



NATASHA LEE SOY
Sales Manager NY, NJ, CT
n.lee@aruba.com




AIDEEN MULHOLLAND
Sales Manager, New England
a.mulholland@aruba.com



ANGELA RESTIVO
Sales Manager, West
a.restivo@aruba.com

WWW.ARUBACERTIFIEDEXPERT.COM

 ArubaTravelExperts



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 r.dirksz@aruba.com and content@aruba.com by the 5th of each month for it to be featured in the same month.