



Aruba Tourism
Authority

Aruba Product Update

December 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 December 2016



ATA News

IBTM

ibtm world (formerly known as EIBTM) is the flagship event of the ibtm events portfolio and is the leading exhibition for the meetings industry. Held in the lively city of Barcelona, the three day event delivers a focused business environment, innovative and cutting edge education sessions and a range of networking opportunities for Exhibitors, Hosted Buyers and Trade Visitors. This event has a strong and successful 28 year history as the leading exhibition for the global meetings, incentives, conferences and events industry, starting out in 1988 in Geneva, Switzerland.

The event brings together over 15,500 international industry professionals representing over 150 countries and 3,000 leading brands

showcasing their products and services.

This year the Aruba convention Bureau was joined by 5 industry partners including the Hyatt Regency Aruba Resort, Spa & Casino, Aruba Marriott Resort & Stellaris Casino, De Palm Tours, Red Sail Sports, and ECO DMS.

The Aruba Booth had over 100 appointments over the course of 3 days with qualified hosted buyers and trade show visitors from North America, Latin America and Europe.

IBTM world is an important trade show for our destination since Aruba wants to expand its presence in the European market, and hotel partners see a big potential to bring groups out of these markets.



ACB

The Aruba Convention Bureau (ACB) recently held their bi-annual Destination Review. The Destination Review is a VIP Fam trip for meeting planners with group potential for Aruba. ACB invited a total of 9 meeting planners and 1 press member representing Prevue magazine.

The Ritz Carlton Aruba was the host hotel for this program. A total of 8 hotels and 4 DMCs contributed to this program. The hotels and DMCs went above and beyond to showcase everything Aruba has to offer. The program consisted of events at the participating hotels but also functions outside of the hotels to show Aruba's unique venues. Meeting Planners are continuously looking for unique and memorable experiences.

ACB held a breakfast in a traditional Aruban house, a brunch on the luxury sailboat, and the closing night event was held in Fort Zoutman complete with carnival dancers and a brass band. Planners were really impressed with the destination, but also with the infrastructure and options available for groups coming to Aruba.





Awards & Recognitions

Hyatt Regency Aruba Resort Spa & Casino

The resort was awarded with the EarthCheck Gold Certified Achievement for 2016, positioning it as a leader in the unique worldwide group of sustainable tourism.

EarthCheck is the world's leading certifier of sustainable travel and tourism businesses and provides the most recognized environmental benchmarking and certification program. Attaining EarthCheck Gold certification requires commitment from the entire staff to achieve better results in terms of sustainability each year.

Hyatt has not only met the stringent requirements of EarthCheck for seven consecutive years, but it has inspired a number of initiatives in the community and shown dedication of its employees to achieving positive sustainable results.



Amsterdam Manor Beach Resort

Awarded by representatives of Thomas Cook Sweden, the resort was named one of the Top 10 Hotels in the World. Thomas Cook Sweden offers a popular program twice a week with non-stop service from Stockholm to Aruba, available from October through March. After each trip, clients of Thomas Cook – Ving complete a survey which focuses on guest satisfaction.

Scoring an outstanding 4.8 out of 5 points, the resort took a top spot among 1000+ hotels worldwide, touted for its location, meeting expectations, hotel staff, pool area, and child friendly. It also holds a Master Achievement Award for Earth Check representing 15 years of continuous certification with Earth Check, and Gold Status on Trip Advisor for being a Green Leader.



Costa Linda Beach Resort

Recently, Costa Linda Beach Resort celebrated its 25th anniversary and they are still receiving surprises. This time, Costa Linda Beach Resort has been awarded with 25 Consecutive Years as an RCI Gold Crown Resort Designation based on guest feedback, honored for excellence in accommodations, hospitality and RCI subscribing member experience.

A select number of RCI affiliated resorts meet RCI's requirements for recognition and have earned the RCI Gold Crown Resort award. These resorts like Costa Linda Beach Resort have attained high levels of excellence in resort accommodations, hospitality and member experience ratings as measured by RCI.

"RCI's Resort Recognition Program helps ensure that our RCI affiliated properties meet our standards for quality in accommodations, hospitality and member experience," said Gordon Gurnik, president of RCI. "We are thrilled to recognize those who have attained this designation and continue to work to offer high-quality

vacation experiences to RCI subscribing members."

This great news couldn't have come over in a better time for the resort. "Costa Linda Beach Resort has been welcoming guests from all around the world to Aruba. Over the past 25 years we have been working so hard to give our owners and guests the best vacation in the Caribbean and now we can see that we are beginning this new era with the right foot and we will be doing our best to achieve more in the future. All of this is thanks to our owners, guests, staff and you, who take part of our beloved Aruban community, and faithfully support our work. That is why we would like to dedicate this recognition to all the people who have been part of this milestone and spent their vacations with us during all these years."

Award presented by Cherie Jeffries, RCI Caribbean Account Executive to Luigi Heredia, Costa Linda Beach Resort, General Manager, Managers, staff and members of Costa Linda Beach Resort.





Resorts

Divi All Inclusive Resort

The resort recently renovated its lobby and the ocean front all-day-dining terrace. The terrace was expanded to create more air conditioned seating while still offering open air dining at the edge of the ocean.

The Palm's Grill, a grill-your-own-dinner area with a varied menu of meats, chicken and fish dishes, was moved closer to the water's edge. The new all-day-dining terrace now boasts two large buffet areas where the restaurant's chefs also grill fish and beef specialties to order.

A traditional rotisserie was installed, for fresh roasted chicken, meats and fish. A new carving station offers a daily special, a large salad bar, just-rolled sushi, a selection of the finest imported cheeses and an abundant dessert bar.

The new decoration scheme is modern in muted grey, beige, and soft blue tones, with artwork by renowned Dutch artist Leon Keer. The fully refurbished lobby remains open and airy, with lovely new Spanish-designed furniture.

Hilton Aruba Resort & Casino

Christmas Brunch

The ultimate Christmas brunch took place on December 11, featuring unlimited Champagne and mimosas, live action grilling, and carving stations, omelet, pasta, and fresh seafood stations. Brunch culminated with a grand display of desserts, presenting beautiful pastries, mousses and pies. Children enjoyed a menu of favorites, at the kids' station. The brunch was served in an elegant atmosphere, with live entertainment by Rocco. The newly renovated resort now boasts a fresh look, reflecting on the property's rich history, interwoven with modern beach esthetics for today's discerning traveler.

Masquerade Ball

Team members were recently invited to an elegant year-end Masquerade Ball. The Executive Committee greeted party-goers at the entrance to the Grand Caribbean Ballroom decorated black and gold, thanking them for their many contributions during 2016, and wishing them a fun party and a wonderful holiday season. The culinary team of the resort created a festive dinner buffet filled with local holiday specialties. Aruba's #1 band Buleria played its best dance tunes, filling the dance floor from the beginning of the evening until long past midnight. Accounting team member Anthony Koolman, also known as DJ Big B, connected to the sound system, providing more dance music. The ball celebrated the resort's multi-million dollar renovation, concluded in time for the high season.





Riu Palace Aruba

On December 3, Riu Palace Aruba hosted St. Nicholas to celebrate the joyous festival of Sinterklaas with employees' children and grandchildren. The holy man from Spain, depicted as a bishop in the Dutch tradition, arrived with his

logbook, gifts and helpers, delivering gifts to over 250 children. The hotel staff and attending adults also enjoyed a party successfully prepared by both the Food & Beverage Department and Department of Human Resources.



Amsterdam Manor Beach Resort

Amsterdam Manor Beach Resort hosted a fundraising dinner at Passions Restaurant. Located right on Eagle Beach, the restaurant invited Olympian athlete, Churandy Martina, as the special invitee of the night for this event. While vacationing on Aruba, Churandy lodged at the place he calls "his home away from home", The Amsterdam Manor Beach Resort. There he was able to combine the wonderful relaxation Aruba has to offer, along with an opportunity to support a philanthropic cause organized by Mr. Jurgen van Schaijk (Managing Director of the property). The Fundraising Dinner was a success due to the contribution of 35 renowned local athletes. Churandy was born on our sister island, Curacao, and represented the Netherlands at the Olympic Sprint Finals in Beijing and in London. He

was one of the only 2 Caribbean men to have participated in the finals; the other being Usain Bolt from Jamaica. His personal saying 'Ik ben blij' (I am happy) became very famous during his performance at the Olympic Games in Rio 2016, and was taken into account by the Dutch people, who landed him a nomination on the 1- most positive people of the Netherlands. On November 1st, 2016, Churandy was named the "Meest Positieve Bekende Nederlander" (The Most Positive Dutch Person). That day, according to Churandy, was one of his favorite days of the year. Positivity is a very important factor in his life and he is happy to be able to share that with everyone. The Amsterdam Manor Beach Resort wants to congratulate Churandy on his numerous achievements and for spreading positivity around the world.



Caribbean Palm Village Resort

Just ahead of the holiday season, the resort went through its linen storage space and allocated all slightly-used soft goods as a donation to the Red Cross. The Red Cross volunteers picked up the great quantity of sheets, towels, bedspreads, mattress pads, washcloths, and blankets and delivered the goods to victims of recent flooding. General Manager Astrid Muller was on hand when the freshly laundered donation was handed over. The previous month, the resort made a donation to the Kelly family which suffered water damage during hurricane Matthew, at a neighborhood fundraiser.

Manchebo Beach Resort

Manchebo Beach hotel celebrates their 50th Anniversary

Manchebo Beach Hotel officially opened its doors on December 15, 1966 as Aruba's newest tourism development on the beautiful shores of Aruba. The hotel was the first of its kind on the Manchebo/Eagle Beach area. In 1970 Ike Cohen became one of the major shareholders and started managing the hotel. Cohen went to work at the Manchebo and turned the hotel to a higher level. Affiliated with the Best Western brand the Manchebo Beach Hotel built up a loyal clientele of repeat visitors over the years all looking for a tranquil and casual beach getaway. "What truly has made Manchebo Beach Resort & Spa a home away for so many customers over the years are our friendly and dedicated resort employees. It is like coming home for so many of our guests. On December 13, 2016 the Manchebo Team celebrated its 50th gold anniversary during their annual Holiday celebration, where they celebrated in style at the Hyatt Regency ballroom sharing great memories and enjoying a good party. Manchebo's loyal repeat guests received a great promotional offer as a thank you for their patronage over the years" says Carla van Loenen of Sales & Marketing.

Yin Yoga

On October 31, Manchebo organized a Yin Yoga class, in cooperation with yoga instructor Carolien Gaarhuis from Dushi Yoga. The funds collected were donated to the Mary Joan Breast Cancer Foundation, which gives support to patients, survivors, families and friends and also helps spread awareness about breast cancer and early detection. The beautiful sunset class was complemented by acoustic duo Xavi and Andrea, and the spa's yoga instructors. Manchebo is deeply rooted in community and social endeavors throughout Aruba. Local causes and charitable organizations are supported through hosting events, participating in community programs, sponsorships, donations and volunteer work.





Restaurants & Nightlife

Wet Bar & Lounge

On November 5, the chic new Wet Bar & Lounge located within the central plaza of Paseo Herencia Mall, hosted a special demonstration by celebrity mixologist Dyon Sedorf of Curacao. Dyon juggled mix shakers and exotic ingredients to produce some very tasty cocktails made with premium Loopuyt Dry Gin. He provided for sampling two such fresh and unique drinks he invented, "Honey, I'm Home" with fresh honey, and "Roses from Broadway," garnished with hibiscus flowers.

The resident mixologists look forward to regaling their loyal patrons with some delicious creations of their own, featuring this quality gin. This charming al fresco night spot featuring dancing on a floating floor and some excellent DJs and live bands is open nightly from 6 to midnight, and 3 AM on Friday and Saturday night.



Café the Plaza

Café the Plaza's 21st annual Golf Tournament took place on November 29 at the Tierra del Sol Golf Course. The format was a two-person scramble. More than 40 teams registered. "This is a tournament without any big prizes; it is all about having fun," tells the long-time participants, all regulars of Café the Plaza. After playing 18 holes, the tired golfers got together at the restaurant for a few reviving drinks and a sumptuous buffet before the prizes were handed out for the best three teams, the longest drive and closest to the pin winners.



E Motions Nightclub

E Motions nightclub opened its doors on December 9th. Enter a mystery of dark walls and let the music be your guidance through the various areas. With a ceiling designed as a sparkling sphere containing hundreds of LED lights, an atmospheric ambiance is created incorporating E Motions' signature. "Music is our language" and therefore E Motions Nightclub's programming will be consisting of genres from Electronic, House, Urban, Latin to local "Ritmo Combina" music and beyond. A different genre will be featured each night, providing a satisfactory experience for all guests.

In addition to the club's modish and exclusive decor, the 5400 square-foot space will also be equipped with the finest sound and lighting systems in the Caribbean using the latest and best technology as well as equipment designed and installed by Elite Productions & Entertainment. E Motions Nightclub is located next to the Eagle Bowling Palace. Operating hours are Wednesday and Thursday from 10:00 p.m. to 2:00 a.m., and Friday and Saturday from 10:00 p.m. to 4:00 a.m.

Aruba Wine & Dine

Culinary Tour

For a fun night out and learning experience, Aruba Wine & Dine has just introduced their culinary tour hosted by sommelier Fernanda Gimenez, featuring four-course food and wine pairing. After hotel pick-up, guests arrive at Moomba Beach Bar & Restaurant at sunset to enjoy a pairing of a hors d'oeuvre and a sparkling wine. Next stop is Hadicurari Restaurant next door, renowned for its fresh seafood, to for

an exquisite seafood appetizer with a complementary white wine. After boarding the air conditioned bus, guests arrive at Arawak Garden to taste a juicy Argentine steak paired with a surprisingly flavorful red wine at Tango Argentine Grill. After the main course, guests walk next door to Soprano's Piano Bar for a dessert martini while swaying to the tunes of the international piano entertainer.

MooMba Beach

The 2016 Holiday celebrations at MooMba Beach are going to be swinging, glittering and super- wonderful.

Preparations for the Holiday celebrations at MooMba Beach are in full force underway. A great program of live music and DJs will make this Christmas into a lively, happy affair, culminating in a New Year's Eve party that will blow your mind. All stops are out for this deluxe champagne event: expect stylish decorations, subtly lit, glowing tables and a beach decor straight out of a fairy-tale.

Of course MooMba is also the best place to watch the fireworks show on December 31st. On January 1st, you can sleep late, but be up at 10.30 am for the morning Zumba class and the customary dip in the ocean at noon plus the warm-up with a cup of Unox pea soup and then you can party from 11AM to 7PM with DJ Diablo before the Sunday night band comes on. At noon sharp hundreds of enthusiasts will hit the water all wearing their unique orange winter heads which are provided complimentary; such a nice a souvenir to remember Aruba by. Just don't be late! So get ready for a great Holiday Season at MooMba, where the best thing is that you don't need to wear your shoes, as you can dance in the sand and join the greatest parties of your whole life.

As the New Year's swim is a worldwide event, those on Aruba are especially lucky: no freezing temperatures here! The Caribbean is probably between 20 and 25 degrees Centigrade.





Activities

Kukoo Kunuku

Celebrating 20 Years

Kukoo Kunuku turned 20 years old in December. The first two Kukoo buses hit the road in 1996. They have driven thousands of miles and have hosted thousands of parties, so out with the old and in with three new vintage buses each with its own special Kukoo

personality. All have been duly kukoo-nized, making them welcoming, comfortable, unique and outrageously fun. They have been hand painted inside and out by the resident artists, refitted with new upholstery, specially designed lights, music systems, maracas and good

vibes. Pork Chops, the newest and perhaps the most famous member of the Kukoo Family, is none other than the pig that steals the show each evening as he travels in style on the back of the newest bus.



Aruba Aloe

This holiday season, Aruba Aloe has organized a campaign entitled “The Holidays Are for Sharing”, giving away 3,500 of its nourishing, Aloe-infused products to two local organizations, Red Cross Aruba and the Women’s Club of Aruba, which will distribute the products to those in need.

The Women’s Club of Aruba will include their products in special care packages they are preparing to give to the foundation for women in difficulty. “The initiative is not just about providing the necessities; it is also about sharing our ultra-nourishing, healing Aloe products with those who need to be nurtured the most. It is about bringing them more comfort, more hope, and more love during the holiday season,” explained Jessica Posner, marketing manager for Aruba Aloe.

Throughout December, Mainstreet in downtown Oranjestad is hosting a campaign and events that celebrate giving to those in need, called “Taki’ tin: Fin di aña”, Aruba Aloe carries out its campaign under the umbrella of this campaign.



EL Tours

EL Tours invites you to explore its new website and tours. The new website has been designed to provide the ultimate user-friendly experience with improved navigation and functionality throughout, allowing customers to access detailed product information and options to share information across all major social networking sites. The company remains the only local transfer and tour provider to accept PayPal, one of the safest and easiest payment methods to make convenient payments online. Visit the website eltoursaruba.com to learn more about their Arikok hiking tour, Carubbian Festival transfer, Aruba fauna tour, and beach hopping tour.

ECO Destination Management Company

Sport Vereniging F.C. San Nicolas, Lifida A & B, a sports organization operating in San Nicolas providing soccer practice and coaching, with the goal of getting kids involved with sports, now has new uniforms, with the help of ECO DMS as a sponsor. The company also attended the official uniform inauguration at the Joe Laveist Sport Park at San Nicolas. Maoreen Every, poured water on the shirts on behalf of ECO DMS. ECO DMS is the Dutch Caribbean’s premier full service Destination Management Company operating in both Aruba and Curaçao, with a branch office in Florida.





Culture

Cosecha Store & Creative Center

Last year, Aruba's art scene was enriched with the opening of Cosecha, located in a 100-year old historic building in the heart of downtown Oranjestad. The arts and crafts store features locally made arts and crafts certified by the national seal of craftsmanship. Now an expanded version of this concept has opened its doors on the main street of downtown San Nicolas.

The Cosecha Store & Creative Center offers local artists and craftspeople a platform to exhibit and sell their work to the public, adding workshops

featuring hands-on experiences in a variety of art disciplines presented by local artisans.

Cosecha is the newest addition to San Nicolas' growing list of galleries and museums, including the recently opened Museum of Industry. These cultural treasures, along with art initiatives like the recent Aruba Art Fair that gifted San Nicolas with a jaw dropping collection of street art from world renowned street artists, position the sunrise city to become the artistic hub of the Caribbean.



Caribbean Queen

Each month, Caribbean Queen at the Palm Beach Plaza Mall honors one local female artist who lives and creates here. For the month of December 2016, local artist Carmen Mesa is the boutique's celebrated Caribbean Queen, showcasing her handcrafted framed 3D photographs. Capturing people, animals, and nature, she is especially fascinated by Aruba's old cunucu houses, inspiring her Open Door series on display at the boutique.

The series celebrates the hospitality, generosity, culture, curiosity, simplicity, imperfection, opportunity, independence, and freedom. Caribbean Queen earmarks a percentage of all sales for its Tikkun Olam (Repair of the World) program.



Retail

T.H. Palm & Company

On December 1, the company held its 13th Annual Girls' Night Out event. The festive event serves as a chance for the famed Palm Beach boutique to thank its local clients in a special way for their patronage throughout the year. Guests enjoyed an evening of fun, laughter, drinks, tasty bites, and shopping. The attentive and playful staff wore fuzzy animal ears as they mingled and assisted shoppers. Local forager

Frank Kelly kept everyone in high spirits with his handcrafted cocktails made from boiled cherry tomatoes and edible flowers, while local chef Bas Kuurstra wowed attendees with savory treats. Through the boutique's Tikkun Olam (Repair of the World) program, the boutique donates a percentage of every purchase to a local charity of the shopper's choice from a menu displayed at checkout.



Events

63rd Carnival Celebration Calendar

January 7

Aruba's Torch Parade

Bright lights lead the way down the streets of Oranjestad. The parade begins at 8 p.m. and sets the pace for the festivities to come.

February 4

Children's Carnival Parade in Noord

The district of Noord demonstrates its Carnival spirit with the presentation of its own children's parade. This event starts at 1 p.m.

February 12

Children's Grand Carnival Parade in Oranjestad

Hundreds of children enjoy the opportunity to show off their dancing skills and colorful costumes. Held in downtown Oranjestad, the event begins at 1 pm.

February 18

Jouvert Morning

Popularly known as the "pajama party," thousands of people gather in San Nicolas to follow the various live-music caravans down the city streets. This exciting jump-up begins at 4 am and continues until sunrise.

February 18

Aruba's Lighting Parade

Thousands of tiny lights are incorporated into costumes, road pieces, and floats, Held in downtown Oranjestad, the parade begins at 8 pm.

February 19

Children's Carnival Parade in San Nicolas

Aruba's youngest Carnival enthusiasts' parade down the streets of San Nicolas dressed in colorful costumes. The parade starts at noon in downtown San Nicolas.



February 24

San Nicolas Lighting Parade

The San Nicolas Lighting Parade is no less jubilant in its presentation of dance, music, and Carnival spirit. The parade starts at 8 p.m.

February 25

San Nicolas Grand Carnival Parade

Local musicians create an exceptional ambiance in San Nicolas by playing their latest Carnival hits to the delight of hundreds of marchers dressed in resplendent costumes, accompanied by beautifully decorated floats. The parade starts at noon.

February 26

Aruba's 63rd Grand Carnival Parade

The largest Carnival parade is the Grand Parade through Oranjestad, held on the Sunday before Ash Wednesday. This parade is filled with unforgettable music, spectacular floats, and fabulous costumes, creating a unique display. This event starts at 10 am in Oranjestad and continues into the early evening hours.

February 26

Burning of King Momo & Closing of Aruba's 63rd Carnival

Carnival 63 comes to an official end with the burning of "King Momo." The event is held at 8 pm at Oranjestad Harbor Arena.

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:

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by the 25th of each month for it to be
featured in the subsequent month.

A special thank you to Aruba Today,
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17th Annual Soul Beach Music Festival

The 17th Annual Soul Beach Music Festival featuring multi-award winner and worldwide phenomenon Usher and prolific Grammy award-winning icons The Roots is set to deliver amped-up main stage concert performances this Memorial Day weekend, May 24-29, 2017.

Previously named #4 by USA Today readers' choice "10 Best Caribbean Celebrations" and #1 "Caribbean Summer Festival" by Jetsetter Magazine, Soul Beach boasts a truly unique and unforgettable three-in-one experience featuring live music performances, comedy shows and beach parties.

"Usher's first-ever Soul Beach appearance, along with The Roots featured performance, plus their unique on-stage collaboration

with Usher, is sure to highlight a weekend of memorable experiences for the thousands of passionate tourists that join us on the beautiful island of Aruba for five days of Music, Celebration, and Sun," said Mark Adkins, Executive Producer of Soul Beach Festival Productions.

For information about ticket sales, accommodations and the latest updates sign up for CLUB SOUL BEACH, by visiting soulbeach.com. Soul Beach is sponsored by Aruba Tourism Authority; additional sponsors include Aruba Hotel and Tourism Association, Renaissance Aruba Resort & Casino, Divi Resorts, Marriott Aruba Resort & Stellaris Casino, De Palm Tours, and Economy Car Rental.