



Aruba Tourism
Authority

Aruba Product Update

December 2017

The Aruba Tourism Authority (ATA) is the Destination Marketing Organization for Aruba.

Our Mission:

To increase the share of affluent travelers and the economic value of tourism for the benefit of the community and our stakeholders by positioning and developing Aruba as their preferred Caribbean destination.

Our vision:

The Aruba Tourism Authority (A.T.A.) will become the most innovative and creative DMMO in the Caribbean.

Core Values:

Empowerment Productivity
& Ownership Professional
Respect Fun & Passion.

Below we offer a synthesis of some of the most prominent and important news during the month of December 2017



ATA News

Boa Forma Magazine

In November, one of the most important Brazilian actresses, Isis Valverde, traveled to Aruba. She was invited by the Aruba Tourism Authority, along with a team of twelve people from Boa Forma Magazine which is the most important fitness magazine in Brazil to photograph the cover of the summer edition. The magazine also photographed a cute

fashion editorial with a model for the pages of the same edition, full of content about Aruba.

The presence of the actress has resonated in the main news and newspaper portals of the country, accumulating up to 92 published articles. The actress has more than 9 million followers on her social media channels where she posted a few different pictures of her time in Aruba.





ATA Brazil Attends the Hyper Feirão de Viagens Flytour

From October 6 to 8, the city of Campinas in São Paulo held the Hyper Feirão de Viagens Flytour, one of the biggest tourism events with approximately 20.000 visitors. Aruba Tourism Authority took part of the event, providing information on the island and highlighting what sets Aruba apart.

The objective was to show the participants the advantages offered by the destination and the variety of activities, focusing on leisure travel. In addition, package discounts, air tickets, hotel reservations, cruises, car rentals and tours were also presented at the event.



Kia and Aruba Formed a Partnership During the Motorshow

The Motorshow in Lima is the most important event in the automobile industry in Peru. This year the event took place from October 26th to November 1st and welcome around 77 thousand people. Kia and Aruba share the same target audience, which is why it was possible to form a partnership between the brands.

The partnership consisted of a raffle for those that purchased Kia. The winner would receive a trip to Aruba. To announce this campaign, the social network of Kia, which reaches a million followers, was used to publish 3 posts with the presence of the Aruba brand and a photo from an Aruba beach. In addition, a banner with the same image and brand presence was placed on the Kia stand during the event, and flyers were distributed to promote the campaign.



Aruba Convention Bureau Hosts Another Successful Destination Review

In early December, the Aruba Convention Bureau hosted a total of 11 meeting planners and 1 press member from Connect Meetings. The Ritz Carlton Aruba was the host hotel on this occasion. The planners were invited to experience the island, learn about all the activities, services and unique experiences for groups.

The North America Sales team consisting of Dana Pederson and Hal Davis were on island to welcome the group together with the on-island Aruba Convention Bureau team Jerusha Rasmijn and Diantha Boekhouwer.

The Aruba Convention Bureau is thankful to all our partners that contributed and participated in the Destination Review, helping us make it a successful event.



Aruba Convention Bureau Cocktail in Bogota

On Wednesday, November 15, at the rooftop bar of the Hotel Biouxury, located in the north of Bogotá, the Aruba Convention Bureau-ACB and the A.T.A. office in Colombia held a cocktail for its trade partners specialized in MICE to recognize its important contribution in the promotion of the destination.

Eighty people attended the event including travel agencies, operators, airlines, media and members of the A.T.A. Office in Colombia and Latin America. The evening was inaugurated with the words of Jerusha Rasmijn, head of the Aruba Convention Bureau, who announced some of the new features that the island will have for 2018, such as the incentives for agencies and companies that carry out this type of events and the update of the ACB page to turn it into a more efficient tool in the group sales process. She also highlighted Aruba's commitment to offering memorable experiences to this niche through creative and innovative set ups.

This reunion served to strengthen relations between the guests and ended with spectacular raffles that included, among others, trips to the island.



Aruba Convention Bureau Participated at IBTM World

The Aruba Convention Bureau represented Aruba once more at the IBTM World Tradeshaw in Barcelona. IBTM world took place at the end of November and is the one of the biggest MICE events in Europe where 15,500 meetings, events and industry decision makers meet for global business.

The Aruba Booth had a total of 107 appointments and 8 group destination presentations. Partners present included Carolina Voullieme from the Aruba Marriot, Ryan Hart representing the Hyatt Regency Aruba, Angelo Tromp representing De Palm DMS and Jerusha Rasmijn and Diantha Boekhouwer representing the Aruba Convention Bureau.



Raymond Rutting & Marco Borsato Present the Aruba Photo Book

In early 2017 Marco Borsato and Raymond Rutting were invited to Aruba where Marco Borsato would participate in a Master photography class lead by Raymond Rutting. In October, they presented their duo photo book called ARUBA at high-profile book store Scheltema in

Amsterdam, featuring their best photos taken during their photography trip. The book was published by National Geographic and Fontaine uitgevers. The book is available from today across all major book stores in the Netherlands as well as online.



In Aruba, the Best Sellers Learn From the Best

In December, the Aruba Tourism Authority – A.T.A., carried out a Sales Training for the Latin American office representatives, local A.T.A. representatives and local partners. The purpose of the training was to provide the group with more sales tools and learning how to highlight what sets Aruba apart. The training was led by Iván José Moya, a sales expert with an MBA in Marketing Management, who

through a theoretical-practical methodology captured the attention of attendees to achieve spaces for co-creation, key sales concepts and audience management under a single idea. The training was also put into practice as the group had to do a small presentation applying all that they have learned. The ultimate objective is to continue to develop our teams through continuous learning.



ATA Germany Showcases Aruba at Reisesalon

As one of its many marketing initiatives, ATA Germany showcased Aruba at Reisesalon, an annual hi-end travel show in Vienna, Austria, held from November 17-20. Visitors to the attractive booth included many travel agents and consumers, who not only enjoyed the ambiance but learned more about the island.



ATA Brazil Attends João Pessoa Tourism Festival

From October 20 to 21, the Aruba Tourism Authority office in Brazil took part at the João Pessoa Tourism Festival, in the state of Paraíba. The objective was to promote the destination to travel agents and tour operators in the North and Northeast regions of Brazil. This region has been showing large potential for travel to Aruba and has easy connectivity. Aruba had a personalized booth at the event, to inform all present of the easy and attractive advantages of travelling to Aruba.



Awards & Recognition

Ewald Biemans Named 2017 Caribbean Hotelier of the Year

Capping a year of progressive sustainability initiatives, a newly renovated wing and a milestone resort anniversary, Ewald Biemans, owner and CEO of Bucuti & Tara Beach Resort, has been named the 2017 Caribbean Hotelier of the Year by Caribbean Journal, the world's largest online presence covering the Caribbean.

The go-to media outlet's annual awards celebrate the best in travel

including destinations, airlines, hotels and people. Biemans' all-encompassing commitment to resort guests and protecting the endangered environment has been his life's work.

Under his direction, Bucuti & Tara is the World's Most Sustainable Hotel/Resort per Green Globe while simultaneously being the No. 1 Hotel for Romance in the Caribbean, according to Trip Advisor.

ECO Destination Management Named BI WORLDWIDE Inspirational Partner

The Dutch Caribbean's premier full-service Destination Management Company, operating in both Aruba and Curacao, with a branch office in Florida, has been named as a BI WORLDWIDE Inspirational Partner. This designation aligns it with other companies who maintain a loyal partnership and provide

top-notch service in the event industry. ECO Destination Management Company was recognized in the category of Make it Happen: Supplier who best partnered with BIW and clients to address logistical challenges with creative solutions.

Eco Wins the Stella Award

Eco Destination Management was awarded the Stella Award by the NorthStar Travel Group in the Best Suppliers category, for International and U.S. Territories. The inaugural Stella awards recognize suppliers that consistently deliver quality service and

innovation to meetings and events worldwide. Eco was recognized for overall excellence and professionalism, technology, and innovation among other critical aspects of the meeting and event experience.



Aruba News

New Tourism Minister with Official Visits to the A.T.A. Office

The new minister in charge of Tourism, Public Health and Sports, Mr. Dangui Oduber made his first official visit to the Aruba Tourism Authority's office.

The CEO, Mrs. Ronella Tjin Asjoe – Croes welcomed the dignitary together with the whole team. Minister Oduber was introduced to each team member and given an explanation on the responsibilities of each unit.

The introduction was followed by an official meeting with the A.T.A. management team.



Aruba Elected a Female Prime Minister for the First Time

As the result of elections this past September, Aruba has its first female Prime Minister, Evelyn Wever-Croes, who will also head the Ministry of Common Affairs and the ministerial portfolio of Integrity, Energy and Innovation. A coalition was formed between 3 political parties, MEP, the new political party POR, and RED. The newly formed cabinet has a total of eight ministers.



Aruba's World Champion Windsurfer Sarah-Quita Offringa Does it Again!

Aruba's beloved Goodwill Ambassador and athlete extraordinaire recounts her year, "I competed at 10 events this year including, Japan, Korea, Canary islands and New Caledonia. I won my 10th Freestyle world title in Fuerteventura, I finished 3rd place overall in waves ailing, and at my last

slalom even in New Caledonia I finished second place but secured my 4th slalom world title! So I won 2 world titles this year, which makes it 14 world titles in total. At the moment there is no one else competing in all three disciplines so I am happy that I am able to finish top 3 in all three."

Resorts

Hyatt Regency Aruba hosted the VIP bridal fam trip where 35 top agents from USA & Canada focused on the wedding and honeymoon were invited by the Aruba Tourism Authority to experience the Aruba product. The Hyatt Regency Aruba welcomed the group with

the most elegant of Halloween fetes, which included a mock themed wedding on the beach from ceremony to reception for "couple" Herman and Lily Munster. The reception also offered a special Halloween menu served by spooky face painted staff.





Hyatt Regency Aruba Celebrates 3rd Quarter Award Ceremony

On October 31st, Hyatt Regency Aruba held their 3rd Quarter Colleague and Leader award ceremony. Set in the property's new outdoor Gold Mill Ruins venue, 20 colleagues and six leaders from different departments gathered to celebrate each other's hard work. Leaders of the 3rd Quarter were awarded to on-property Romance Planner Roseangela Nuboer and Assistant Food and Beverage Manager Norwin Arrindell.



Chef Matt Boland Welcomed at the Hilton as Executive Chef

American-born, French-trained Chef Matt Boland, a veteran and culinary star of the Aruba hospitality industry, has rejoined the Hilton Aruba Caribbean Resort & Casino. Having been a corporate regional chef with a Caribbean resort chain for the past eight years, he returns to inspire and motivate the resort's culinary brigade

to even greater excellence. He plans to develop a fresh concept for Gilligan's Beach Bar & Grill, the resort's seaside restaurant, and continue to expand the steakhouse experience at the Sunset Grille, enhancing the welcoming ambiance with an over-the-top delicious culinaria, infusing innovation and producing cutting edge food.



Hilton Aruba Caribbean Resort & Casino

Wedding Planners and Travel Agents Enjoy BoHo Chic Picnic on the Beach

More than twenty-five VIP wedding planners and travel agents from the US and Canada were recently treated to an unforgettable evening showcasing the resort as the ideal location for destination weddings. Hilton's in-house wedding specialists Lisa Dammerman and Raynold Semeleer work

with a team of professional wedding and event specialists, as well as creative local partners. Photos show party moments, in a setting designed by Letz Aruba, with lighting by Elite Productions, and live music provided by Bambu Band.



New Slot Machines and December Program at Casino

The Casino at the Hilton Aruba Resort introduced new and exciting High Definition slot machines by Powerhouse of Games, with incredible sound effects, brilliant graphics and state of the art Ticket-In-Ticket-Out technology.

Patrons are invited to Spin the Wheel of Fortune throughout December and get tickets to participate any Monday, Wednesday & Friday. The wheel will be spun hourly, for prizes and surprises. The Grand Holiday

Bingo starts at 4 pm on December 23, with \$10,000 in cash prizes. The Customer Appreciation party that follows features Robert Maduro & Alma Folklorico, with great hourly giveaways and grand prizes.

The Casino's Hold'Em Aruba Classic Poker Tournament took place from November 29 - December 6, with a \$50,000 main event and satellite and cash games seven days a week.



Manchebo Resort & Spa Celebrates Health Week

The health and wellness-oriented resort celebrated Employee's Health Week the second week of November, focusing on a healthy lifestyle. Highlights included a beach cleanup, and a guided cunucu walk in Arikok National Park. Employees also enjoyed a guided yoga class by yoga instructor Andrea and Xavi playing live guitar, and a presentation by Meredith Marin from VeganAruba on "How to eat well on a budget". The cafeteria lunch for employees offered many healthy options including couscous, quinoa and spinach salads. Manchebo provides a variety of activities to keep the body moving and the mind calm. Yoga and Pilates classes are offered daily and health and wellness retreats fill the calendar.



Divi Resorts and The Divi Impact Foundation Treat the Elderly

Divi Resorts and its charitable foundation Impact recently treated 160 residents and staff members of Maristella, a government-run home for the elderly, to a festive lunch, bringing joy and food to help brighten up Thanksgiving week. A number of Divi employees helped to serve the festive meals. The lunch was made possible by Divi's Impact Foundation established by Divi employees over seven years ago, with the goal of taking on social responsibility projects.

IMPACT, which stands for Improving Motivating and Providing the Aruban Community Together, encourages leadership, owners, guests, business partners and employees to donate time, money and resources to help the community.



La Cabana Welcomes Sinterklaas

The holy man from Spain arrived at La Cabana's training room with his log-book and his Black Piets prepared to celebrate the Feast of Sinterklaas, or St. Nicholas, an annual event which is uniquely Dutch, observed all over the Netherlands and the Dutch islands, for many centuries.

St. Nicholas Day is December 6, and it is observed in most Roman Catholic countries as a celebration for small children. In Aruba, the eve of that day is celebrated by young and old without any religious overtones. Sinterklaas is always portrayed as a bishop, arriving by boat on the island, carrying gifts for good children. The Black Piets entertained the crowd at the resort, successfully staged by the Food & Beverage department and the Department of Human Resources.



Caribbean Palm Village Resort Inaugurates its New Pool

The resort celebrated the reopening of its brand-new pool just recently, inviting guests and employees for a round of drinks on the deck of the modern, oversized, south-side swimming pool. The 30-year-old resort celebrating three decades of hospitality is a charming vacation village in Noord, While being fully operational, the resort quietly and

consistently continues its drive to upgrade, with work ongoing around the front and the back of the house. While the north-side pool was redone two years ago, the south side received a facelift in 2017, and now includes a Jacuzzi, a swim up bar and olive trees. The resort is affiliated with Interval International.



Renaissance Aruba Resort & Casino

Launch of Fresco Restaurant and new F&B Director

Renaissance Aruba Resort & Casino recently launched Fresco Restaurant, offering traditional Italian cuisine with a la carte menu of pizzas, pastas, pastries and desserts. Menu highlights include Prosciutto di Parma, Lobster risotto, and Bailey's tiramisu. There is a high-quality selection of Italian wines and cocktails, including classics such as Amaretto sours and Negronia. Open kitchen and special brick oven for pizzas. Open for BLD. The resort also proudly announced the appointment of Diego Lemasson as new Director of Beverage & Food.

Two new beach tennis courts on Renaissance Private Island

Former world champion beach tennis player Alessandro Calbucci officially opened the beach tennis courts and held a beach tennis clinic. To be finalized before the end of the year are private beach cabanas, swings, new kids activities and F&B offerings at Renaissance Private Island.



New Guest Directories and Guest Journals at Boardwalk Small Hotel

In mid-December 2017, Boardwalk Small Hotel launched brand new collateral for its guests: a Guest Directory, called "Your Boardwalk Guide", containing all information regarding the hotel with a strong focus on encouraging the exploration of Aruba's beauty, nature, sand & sights; and a Guest Journal, called "Your Aruba Guide", a 50-page notebook in the style of a travel journal with plenty of space to write down favorite sights, restaurants and memories of Aruba, along with an island map and BBQ-recipes. The Guest Journal is for sale in the hotel lobby.

The Guest Directory is a new in-room guest amenity placed in each casita for guests to use during their stay, complementing the exclusive Boardwalk Treasure Box. Both books emphasize Aruba's authentic features, including many local tips and 'live like a local' experiences.



Tropicana Aruba Continues Renovations

Tropicana Aruba is currently in its second renovation phase which focuses on painting the entire resort, receiving furniture for the condos in the South Tower and demolishing 100 rooms in the Sunrise Tower to prepare for renovations. During the months of September, October and November the buildings were being painted and Tropicana is happy to inform this project is nearing completion. Additionally, Tropicana's timeshare offices have moved into the space formerly occupied by the gym right next to the waterslide.

Tropicana continues providing the facility for working out now at a different location in rooms 1532 and 1533. These are exciting times for Tropicana Aruba as with the painting project almost completely done the progress made is more apparent for everyone.



Marriott Hotels on Aruba Came Together to Raise Funds For Hurricane Impacted Communities Through the 'Season of Giving Event'

Inspired by Marriott's core values of Putting People First and Serving The World, the Aruba Marriott Resort & Stellaris Casino, The Ritz-Carlton, Aruba, Marriott's Aruba Ocean Club and Marriott's Aruba Surf Club came together to raise funds for the communities recently impacted by the hurricanes, by organizing a very special dinner and dance fundraising event called 'Season of Giving Event'.

The event was held at the Grand Ballroom of the Aruba Marriott Resort & Stellaris Casino.

Simultaneously, a silent auction was held during the charity event. The proceeds of both the event and the silent auction went to the Marriott Disaster Relief Fund, which was established by Marriott International in order to support the company's efforts to assist those families and communities struck by disaster.

A hundred percent of the funds raised during this event will go directly to this organization and to the destinations in the Caribbean that have been impacted by the Hurricanes.



Restaurants

Dragonfly Catches the Early Birds!

The new daily Early Bird dinner, available between 4 and 7 pm, consists of an appetizer, a main course and dessert. The appetizer choices are Grouper Butterfly, Mozzarella Salad or Miso Soup, while the main course options are Phad Thai, Green Curry veggies, Chicken teriyaki, Grouper Dragonfly and Mongolian Beef; dessert is Vanilla Ice Cream. On Thursday evenings, the Early Bird has a late night, as this special offer is available during the entire evening. Dragonfly is located in the Arawak Garden across from the Barceló Resort on the hi-rise strip.

Third Annual Lionfish and Wine Pairing Event at Nos Clubhuis

This event promoting marine preservation efforts was held on November 27. Five artistic local chefs of the Aruba Wine & Dine restaurant group prepared tasty tapas-style lionfish dishes, paired with wines. "Keep your friends close and eat the enemy!" said Chef Cybulski, one of the chefs of the Aruba Wine & Dine restaurant group.



Destination Management

VIP Guests Enjoy a 4-day Special 30th Anniversary Celebration Program

On the occasion of ECO DMS 30th Anniversary Celebration, the company invited about 60 of its best clients over the years to come to Aruba to toast to a continued solid partnership and business success in the next 30 years. Invitees enjoyed a four-day program of events that included a welcome beach-chic dinner at the Hyatt Regency, an advisory board meeting at the Aruba Ritz Carlton, a UTV adventure on the island's back roads, a fun snorkel event on board a catamaran, festive dinner at a private cunucu residence, and an educational event in conjunction with the University of Aruba. The last day was dedicated to a meeting with Aruba Government officials and a formal 30th anniversary event at the Renaissance Convention Center. The VIP guests enjoyed the hospitality of the Hyatt Regency Aruba, Hilton Aruba Caribbean Resort & Casino, Aruba Marriott Resort & Stellaris Casino, Renaissance Aruba Resort and The Aruba Ritz-Carlton.



Activities

Jolly Pirates Celebrates its 20th Anniversary

Offering excellent sailing excursions, Jolly Pirates has found the winning formula of majestic wooden ship onboard merriment, expert guidance for snorkeling adventures while seeking green ways to enhance community efforts. While visitors perfect their cannonball rope swing, they can toast to another twenty years with recyclable cups, have recyclable bags for their booty, and purchase fundraising "Save the Reef" bracelets to support marine park and reef protection.



Ready to Bend for Your Beer?

Originating in the heart of Burning Man, Vela is the first to bring Beer Yoga to the shores of Aruba. This marriage between two great loves - beer and yoga is making our One Happy Island, that much Happier!

So whether you are an avid yogi, or have never stepped on a mat, join us for a sunset lit Beer Yoga session at Vela. \$35 gets you two beers, yoga and some great memories! Sign up on their Facebook page.



Shopping

Walk into a Christmas Winter Wonderland with Renaissance Marketplace!

Renaissance Marketplace was transformed into a magical Winter Wonderland from December 1-23. Every evening, there were various activities for children and adults, live musical entertainment and the main man himself, Santa Claus accompanied by his elves! Visitors enjoy tasty food, ice skating, ginger bread cookie decorating fun, shopping,

a few rounds on the merry-go-round, shopping for Christmas gifts, face painting, taking a picture with Santa Claus and more! Several restaurants served special, delicious menus for the occasion. Local musical entertainment for the month included Tsunami, Las Unicas, Grupo Autentico, Grupo di Betico, Le Groove, N'Fuzion and Claudius Phillips & Oreo.



Renaissance Mall Announced Opening of Castaner Boutique

Adding to its impressive portfolio of luxury brands, Renaissance Aruba Resort announced the opening of Castaner, a fashion leader in shoes, accessories and clothing. Other Castaner stores are located primarily in Spain, and also in France and Chile.



PANDORA Aruba Celebrates Two Store Anniversaries with Petals & Pumps 2017!

PANDORA Aruba celebrated their 1st Anniversary at PANDORA Oranjestad and their 7th Anniversary at PANDORA Paseo Herencia Mall with Petals & Pumps 2017.

The Petals & Pumps 2017 celebration treated guests to gifts with purchase, fun raffles, sparkling wine and delicious sweets. Customers, socialites and members of the press in attendance had the opportunity to preview PANDORA's new autumn collection.

All customers received a goodie bag to remember the event and an engraved

champagne glass. Esleine Croes, Marketing Manager of The Boolchand Group, describes "Our Petals & Pumps 2017 theme stemmed from our new stiletto charm in PANDORA's Girl's Night Out collection and our PANDORA Rose pieces which incorporate beautiful florals. We were happy to give back to all our loyal customers and thank them in a celebratory way."

PANDORA launched their new Holiday Collection and Holiday Gift Sets in the month of November with several promotions running through the end of the year.



T.H. Palm & Company Celebrates 3rd Annual Rainbow Night

Just one night after celebrating its 14th Annual Girl's Night Out event on December 6, the boutique hosted its 3rd Annual Rainbow Night to celebrate the island's LGBT community. They also support local charities through its Tikkun Olam corporate giving program.

The foundations receiving checks included Aruba International Dance Foundation, Ateliers '89, Bon Nochi Drumi Dushi Aruba, Fundacion Autismo Aruba, Fundacion pa Hende Muhe den Dificultad, Koningin Wilhelmina Fonds voor de Kankerbestrijding op Aruba, Telefon pa Hubentud Aruba, Mary Joan Foundation, and Clown Doctors.

Guests enjoyed making purchases from the boutique's newest collections including island-inspired clothing and accessories for men and women, unique home décor, a refreshed "Biba Lekker" apparel collection, inspirational signs, and a wide range of one-of-a-kind gifts.



T.H. Palm & Company Honors Its Local Clientele for 14th Year in a Row

On December 6, T.H. Palm & Company proudly held its 14th Annual Girls' Night Out event. The much-anticipated event gives the popular Palm Beach boutique the opportunity to express its gratitude to its local female clients for choosing the boutique, year after year, as a destination for retail therapy.

As always, the boutique's team members embodied a theme for the evening, and this year, they opted for a Moroccan vibe, each member wearing a red fez. To add to the festive atmosphere, everyone's glass was kept full with local forager Frank Kelly's handcrafted concoction made with fresh-squeezed lemons, oregano, and rum. Local chefs Bas Kuurstra and Bas de Boer delighted guests with round after round of savory noshes. Jodi and The Salamander Group Family extend their warmest thanks to every guest, not only for attending, but for making T.H. Palm & Company one of their favorite boutiques on the island.



Arubans In The News

Aruba Tattoo Artist Takes First Place

Aruba tattoo artist Rachell Peterson took first place at the Tattoo Exposition in Alexandria, Louisiana, with her exposition Red River, in the category of colored tattoos. She also took third place for hand tattoos. Together with her partner Gregory Tromp, she runs Black Sheep Body Arts, a tattoo shop in downtown Oranjestad.



Events

MooMba Beach's Fantastic New Year's Eve Party

The New Year's Eve Party at MooMba Beach was fantastic, with food, drinks and fun galore. Moët & Chandon, the prestigious champagne brand from France, was on stand-by the entire evening and live music by awesome vocalist C-Zar & Friends got everyone into the true New Year's Eve spirit. C-Zar began his music at 7 pm, and a live DJ took over at 10 pm, right up until the midnight countdown. MooMba Beach is always the perfect vantage point to view the exciting fireworks show.

Hundreds Take the Plunge at the Unox Nieuwjaarsduik (New Year's Plunge)

On January 1st, many took the plunge to welcome 2018. In their Unox hats, and often still the worse for wear drink wise, athletes of all ages ran into the ocean at the starting sign. The party music started at 10am with DJ Diablo and radio DJ Rico Rijk. At 12 noon sharp, it was time for the annual Unox Nieuwjaarsduik. This group joined thousands all over the world who follow this tradition, many in freezing cold water. Those who took the plunge enjoyed a bowl of hearty 'Unox Erwtensoeep', pea soup with sausage.

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



Rosé All Day Event

Held at Queen Wilhelmina Park in downtown Oranjestad on the evening of November 25, this innovative event was perfect for wine lovers.

Govert van der Hout of Arion Wine Company selected the Sweet Relax Pink Rosé of Germany, Dry Whispering Angel Rosé, the most popular rosé in the world, and Bollinger Champagne Rosé.

DJ Rustica and DJ Joa Salas entertained while guests enjoyed their basket for 2, bites and bottle.