

# ARUBA PRODUCT UPDATE

TRADE EDITION

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

DECEMBER 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 DECEMBER 2021

## ATA NEWS

### ATA IS PROACTIVE IN THE DEVELOPMENT OF THE NICHE TOURISM SECTOR WITH ARUBA SIGNATURE EXPERIENCES



ATA recently organized a train the trainer session for the coaches of Qredits Aruba aimed at familiarizing them with niche tourism so as to better guide clients interested in developing a business in this sector. Niche tourism refers to a product or service aimed at a particular tourism market segment. Qredits Aruba organized the session to keep coaches, and consequently entrepreneurs, better informed about opportunities to create products, services and experiences that support the longterm goals of the tourism industry in the framework of sustainable development. The session was aimed at the “Wellness, Romance, and Adventure” niche market. ATA illustrated what characterizes a niche versus a product, the elements and factors that need to be included as to create a niche experience, and how the niche will continue to evolve in line with the preferences of future visitors.

This initiative is part of Aruba Signature Experiences, a new program developed by ATA. Qredits Aruba is tasked with selecting five businesses that best contribute to a particular niche market, based on criteria presented Aruba Signature Experiences.

## AGRICULTURE

### NEW HYDROPONICS PROJECT TO BE INTRODUCED IN ARUBA



Aruba’s producers have expressed their need for knowledge on how to grow crops in a hydroponic system but wanted a small-scale system to start with. In the past, Hydroponic Technologies Suriname had approached the Department of Agriculture, Livestock and Fishery, better known as Santa Rosa, with an offer to start a cooperative project in Aruba to create awareness, educate and present the possibilities of producing fresh produce locally while contributing to the local economy with their micro business. Unfortunately, the pandemic caused this project to come to a halt. Santa Rosa appreciates the support and cooperation received from Minister Arends who gave the green light to continue with this project in Aruba. The agreement was recently formalized between the Government and Urban Hydro Tech Surinam in the presence of Nathalie Maduro, Director of Santa Rosa and Karin Paris, Chief of Staff of the Ministry of Integrity, Nature, Transport and the Elderly. The project will officially start in January 2022.

## AIR TRAVEL

### CELEBRATION OF FRONTIER AIRLINES INAUGURAL FLIGHT FROM MIAMI



Frontier Airlines new itinerary, direct round-trip service to and from Miami every Saturday afternoon was received enthusiastically by partners in the tourism industry. Representatives of Aruba Tourism Authority (ATA), Aruba Airport Authority N.V. (AAA N.V.), and Aruba Hotel and Tourism Association (AHATA) were present to wish a warm welcome to the Frontier passengers and airline representatives.

“Our phase of continual and stable recovery is transitioning to a new phase of growth, and we thank Frontier Airlines for their confidence in Aruba. Occasions such as this speak volumes about Aruba’s resilience during a historically unparalleled period of challenge for the travel and tourism industry worldwide,” stated ATA CEO Ronella Croes.

Frontier Airlines is known as a very competitively-priced airline offering a high quality of service, combined with their environmental mission to become “Americas Greenest Airline” and a leader in sustainability - a priority that Aruba shares. Headquartered in Denver, Colorado, Frontier Airlines operates more than 100 A320 family aircraft, and have the largest Airbus A320neo fleet in the Americas, serving approximately 120 destinations in the US, Caribbean, Mexico, and Central America. With this new service between Aruba and Miami International Airport, Aruba stays connected with more than 100 destinations in North America via Miami connections.

Croes also stated that Aruba’s impressive tourism recovery reflects the determination of the public and private sector, and the entire community. She said that the island is very grateful to their visitors for their support during an extremely difficult time for international travel.

As a symbol of the connection between Aruba and Frontier Airlines in their environmental priorities, Croes presented the airline with a painting of a prikichi (endemic Aruban parakeet) by local artist Armando Goedgedrag.

### ATA WELCOMES THE EXPANSION OF FLIGHTS FROM COLOMBIA WITH SARP A AIRLINES



SARPA will operate four weekly flights from Medellin to Aruba and returning to Barranquilla, and then also flights from Barranquilla to Aruba returning to Medellin starting January 2nd. These triangular flights will create an additional 200 weekly seats from Colombia to Aruba. SARPA is known already to AAA for its medical, ambulance and charter flight operations and now recently launched its commercial operations. SARPA will operate out of its base in Medellin with a 50-seat Embraer 145-LR with weekly triangular flights on Wednesdays and Sundays. The announcement was made by President and CEO of Aerolíneas Sarpa, Carlos Andrés Mesa, together with Minister of Tourism Dangui Oduber; CEO of Aruba Airport Authority Joost Meijjs; and Ronella Croes, CEO of ATA. “These new routes will definitely contribute to the continued recovery of Aruba’s tourism. We celebrate these new flights of Sarpa Airlines, and its transformation to a commercial airline with flights from Medellin and Barranquilla, our most important Colombian markets. We wish Sarpa Airlines a warm welcome as they choose Aruba as a partner in their first itinerary of international routes,” said Ronella Croes.



## Ving Announces Direct Flights from Stockholm, Sweden, in Winter 2022/2023




As announced by Nordic Leisure Travel Group AB, the inaugural flight is scheduled for November 24, 2022, and thereafter every two weeks. It is estimated that Aruba will have 3,357 visitors from Sweden during the four-month period. The last flight is scheduled for March 16, 2023. “The demand for Aruba from the European market is growing, and direct flights from Sweden are part of our diversification strategy. VING decided to return to Aruba after a two-year hiatus as in the past, Aruba was always one of the best sold destinations, with high visitor satisfaction,” Tirso Tromp, Area Director ATA Europa, explained. Claes Pellvik, Head of Communication for Nordic Travel Leisure Group AB, expressed the same sentiments. He said that Aruba is seen as a destination perfectly positioned for the future, with its focus on well-being, sustainability, nature, offering fantastic hotel products and outstanding hospitality. The intention had been to begin direct service to Aruba earlier, but the company wanted to wait for their new Airbus A330-900neo from Boeing, with 373 seats in three classes of service.

## Passenger Flow Control at Check-in for US-bound Passengers

**ARUBA AIRPORT**  
DEPARTURE CHECK-IN TIMES QUADRANT COLOR CODES

|                | Yellow                | Blue                  | Orange                |
|----------------|-----------------------|-----------------------|-----------------------|
| Departure Time | Between 10:00 - 15:00 | Between 15:00 - 17:00 | Between 17:00 - 18:00 |
| Check-in Entry | Between 7:00 - 14:00  | Between 12:00 - 16:00 | After 14:00           |

**Note:** For check-in times, please maintain this at 3 hours prior scheduled departure time.  
 Period December 1, 2021 - March 12, 2022.  
 If flight is delayed, please maintain your scheduled departure time



Aruba Airport Authority N.V. (AAA), the company that manages and operates Aeropuerto Internacional Reina Beatrix (AUA Airport), announced a new “Passenger Flow Control” at the check-in terminal for all passengers to the USA. This entails that passengers are allowed to enter the check-in facilities based on separate groups (Yellow, Blue and Orange) established by scheduled airline departure times. Passengers will receive a dedicated timeslot to enter the terminal as indicated in the table below, determined for visitors based on the information provided in the ED (Electronic Disembarkation) Card where information on the departure flight will also have to be submitted. Residents travelling out of Aruba to the US should take their scheduled departure time into account to determine at what time they are allowed to check-in (not earlier than 3 hours before that time of departure). The Passenger Flow Control is in place for the winter season starting December 1, 2021, until March 12, 2022, to better manage the processing of passengers at the different check points inside the terminal areas and therefore also contribute to shorter lines and waiting times.

## RESORTS

### 2022 GOOGLE TRAVEL TRENDS SEND CUPID'S ARROW TO CARIBBEAN'S TOP ROMANTIC VACATION

Results of a new study by giant search engine Google reveal travelers' top criteria for 2022: life moments, value, health safety, community first, digital presence, and sustainability. At the heart of it all is Bucuti & Tara Beach Resort, Aruba, with its responsible romantic travel.

The Bucuti & Tara adults-only enclave has long been heralded as a romantic haven for honeymoons, intimate weddings, anniversaries, and "just because" vacations. Bucuti is Tripadvisor's No. 1 Hotel for Romance in the Caribbean for six years running and Top 10 Hotel for Romance in the World. The resort debuted its live-streamed, micro-weddings service in the midst of the pandemic and has long only allowed wedding parties of up to four people, letting well-wishers "attend" the ceremony from afar. Couples enjoy private beachfront dining, beach butler service and weekly honeymoon toasts, along with curated romance experiences thanks to romance concierges.

#### VALUE

Bucuti & Tara's "no surprise fees" rates include nightly accommodations, full breakfast daily, daily wellness activities, use of in-room tablet throughout stay, WiFi, parking and local calls.

#### PROVEN SAFETY MEASURES

Bucuti & Tara leadership hosted ICU doctors and nurses to develop and implement high-tech, hospital-grade COVID-19 safety protocols. 100% of staff are fully vaccinated and as of Dec. 23, 2021, all guests must be fully vaccinated as well.

#### COMMUNITY FIRST

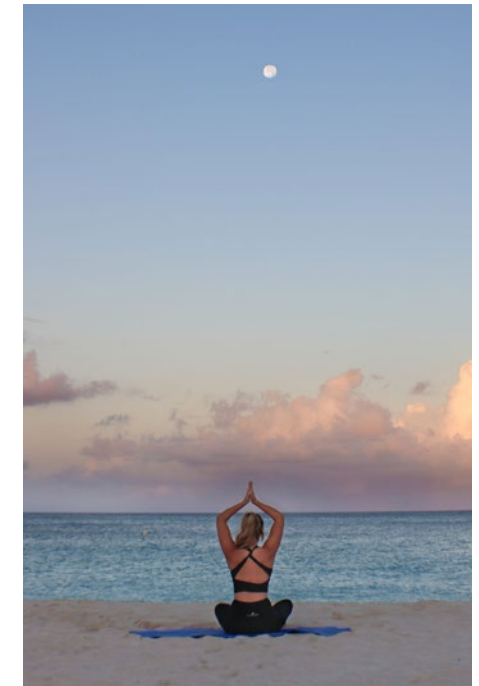
Millennials and Generation Z are seeking local experiences focused on equity and inclusivity, as well as authenticity. Twosomes enjoy local musicians, handworks by community artisans and an interactive gallery art exhibit by internationally acclaimed Elisa LeJuez. The newest vegan menu highlights the island's farmers. Elements restaurant features an Authentic Aruban & Caribbean menu.

#### WELLNESS

The island's top wellness professionals help couples on their continuum of wellness together whether it's beach massages, meditation, full-moon yoga or even windsurfing with a world champion.

#### SUSTAINABILITY

At the Caribbean's first and only carbon-neutral hotel, lovebirds can have the guiltfree vacation of their dreams. In fall 2021, Bucuti & Tara debuted the world's first Carbon Offset Concierge. A stay at the Caribbean's most eco-certified resort is already carbon neutral.





## BOARDWALK BOUTIQUE HOTEL ARUBA



### BOARDWALK MAINTENANCE MAN 'JUNIOR' RECIPIENT OF AHATA EXCELLENCE AWARD 2021

During the annual AHATA Excellence Awards ceremony in December, Angel Rodriguez Amaro, nicknamed Junior, received the Excellence in 2021 Award for his outstanding work as Maintenance Man at Boardwalk Boutique Hotel Aruba. "Junior is a dedicated employee who has never wavered in his commitment to excellence, is a positive-minded team player with a yes, can do attitude who is also always eager to learn. No ask or task is off limits for Junior; he will always get it done and with a smile. Boardwalk is a very small hotel and the key to our successful hotel operations is all about teamwork and flexibility. Not only does Junior's work contribute to our excellent guest ratings for overall maintenance and cleanliness of our property, but he is also a fantastic person to work with," says assistant hotel manager Mickael Mesker. Angel Rodriguez Amaro was born and raised in Venezuela, has a bachelor's degree and six years of work experience as a maintenance man in Aruba under his belt, of which the last four years at Boardwalk Boutique Hotel Aruba.



### NEW SPA FACILITY OPENS

On December 1, a brand-new Spa facility opened its doors at Boardwalk Boutique Hotel Aruba. The Boardwalk Spa, operated by local partner Aruba Wellness Therapies, is open daily from 8 am – 7 pm and can be booked for variety of wellness treatments by both Boardwalk guests, locals, and other visitors, by appointment only. Aruba Wellness Therapies is a locally owned and operated small business run by Tatiana Bohorquez, a professional massage therapist with over 10 years of wellness experience. The Spa facility is located on the ground floor of the Palapa Lodge 360, adjacent to Boardwalk's indoor fitness facility. Aruba Wellness Therapies offers scrubs, facials, various types of massages and a self-care package that includes a combination of services with a body scrub and a massage of your preference. Spa treatments are available indoors at the Boardwalk Spa facility; hotel guests of Boardwalk can also book a treatment inside their casita or outdoors on their private patio. Spa services are available upon request only and need to be booked in advance, walk-ins without reservations are not accepted.



## ARUBA MARRIOTT RESORT & STELLARIS CASINO



### MIXOLOGY CLASSES AT ARUBA MARRIOTT RESORT

Guests can now craft their own versions of the Smoking Old Fashioned and Elite Martini during The Lobby's mixology classes with breathtaking views of the sunset to complement. These special curated sessions take place on Mondays from 5PM – 6:30PM on the grass lawn outside of the lobby. Price is \$75 per person and guests can sign up at The Lobby.

## COMMUNITY

### ARUBA MARRIOTT SURPRISED 600 KIDS WITH A SPECIAL TREAT ON WORLD CHILDREN'S DAY



A total of 25 associates of the Aruba Marriott volunteered to organize a special event where they visited five schools and personally delivered a total of 600 cupcakes to 600 kids in celebration of World Children's Day. The associates had a wonderful morning with the kids and enjoyed seeing how happy they were to receive their special treat. This initiative is part of Aruba Marriott's commitment to the Marriott's culture of "Spirit to Serve" and "Serve 360: Doing Good in Every Direction", through which associates do volunteer work, raise funds, and extend donations around the world, as an effort to give back and have a positive impact in the communities in which they operate.





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## TO OUR TOURISM PARTNERS

### THANK YOU FOR PROVIDING US WITH YOUR UPDATES.

To ensure that your news is featured in the monthly Aruba Product Update of the Aruba Tourism Authority, please send information as it becomes available to [copywriter@aruba.com](mailto:copywriter@aruba.com) with a copy to [s.feliciano@aruba.com](mailto:s.feliciano@aruba.com) and [content@aruba.com](mailto:content@aruba.com) by the 5th of each month for it to be featured in the same month.