

ARUBA PRODUCT UPDATE

TRADE EDITION

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

DECEMBER 2022

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 DECEMBER 2022

ATA NEWS

A.T.A. PROUDLY LAUNCHED THE FIRST QR-FIT ON ISLAND WITH FOCUS ON WELLNESS

The Aruba Tourism Authority together with the Minister of Tourism and Public Health, Minister of Education and Sport, IBISA and QR-FIT announced the first ever QR-Fit for the island of Aruba, the first one outside Holland. Wellness is one of the niches A.T.A. concentrates on and is always looking for new products in this niche to attract more visitors to the island especially after the Pandemic. For many years A.T.A. together with other partners are investing in public areas around the island, one of these areas are the boardwalks used by many for running or exercising. For this reason, the QR-FIT Team launched QR-FIT in The Netherlands. The purpose of the QR-FIT is for sporters train or exercise their muscle using out-door space. The QR-FIT is an app to be used on your mobile phone and exercise your muscle group at one of the 12 stops along a route of 2.5KM. Once at the stop, you scan the QR-FIT Code and a video will pop-up on your phone showing you how to exercise. Between the stops, one can either run or walk from one point to another. Aruba is the first destination outside Holland to have the QR-FIT as an app for both locals and visitors to use and exercise during their stay on the island.



TOURISM

ECO DESTINATION MANAGEMENT SERVICES ARUBA

35 YEARS OF DMC EXCELLENCE

Our story is not just a story of a company dedicated to hospitality, ours is the story of an island-nation, the story of Aruba, as we know we have forever changed the economic and social fiber of the island. This year at Eco Destination Management Services Aruba we are celebrating 35 years of not just being in business, but being an Ambassador of our island. As the only 2nd generation family-owned, woman-owned, and minority owned DMC in the Dutch Caribbean, we pride ourselves on providing the best destination



knowledge and memorable experiences to our clients and their attendees. Throughout these 35 years as a small company, we have gone through a lot, but we are always able to come out stronger and more resilient because of the amazing team that we have that is always striving to move forward and working hard to innovate our business.

In her own words, Maureen Every, Managing Director and COO of ECODMS since 2017, explains "The dedication, passion, and creativity that each of our team members bring to work, makes them each a pillar of our very foundation. Every single one of us comes to work with a smile and a love for our island, making us brand Ambassadors for the past 35-years and inspires the next 35-years. The best is yet to come!"

RESORTS

ARUBA MARRIOTT RESORT



ARUBA MARRIOTT RESORT NOW OFFERS WEEKLY SUNDAY BRUNCH AT LA VISTA

Join us for your favorite all-you-can-eat Brunch in La Vista, now being offered every Sunday from 11AM – 2PM! Grab your brunch tribe and head on over to the Sunday Brunch you look forward to, as you dig-in to our popular stations, such as pancake & waffle, omelet, fresh fruit & smoothies, our new stations such as poke bowls, BBQ smoker, raw bar & ceviche, carving station, pizza & pasta, gelato & pastries, and many more stations and items to delight all your taste buds! Enjoy our extensive brunch for the price of \$59 p/p, kids ages 6-12 eat for half price, and kids ages 0-5 eat for free. For reservations, contact 520-6312 or find us on OpenTable. Reservations are required.

THE RITZ-CARLTON, ARUBA



HOLIDAY PROGRAMMING

The Ritz-Carlton, Aruba will treat travelers to the Happy Island to a lineup of unforgettable holiday experiences, available the week of Christmas, and New Year's. Each morning during the holiday season, guests can visit Ritual Coffee Culture for themed drinks, including roasted marshmallow mochas for Christmas.

During the day, guests can enjoy holiday-themed cocktails under the Aruban sun at the Madero Pop-Up bar and at nightfall, guests can indulge in BLT Steak New Year's signature blackboard menu for a dinner of curated seasonal favorites.

On Christmas Day, guests can enjoy a buffet of specially selected holiday favorites at Casa Nonna New York. The Christmas Day Feast at Casa Nonna New York will feature festive holiday dishes with a Caribbean twist alongside a selection of sweet treats for dessert. On New Year's Eve, guests can enjoy a New Year's Eve Buffet at The Ritz-Carlton Ballroom or a Family New Year's Eve Buffet at Casa Nonna New York, both offering holiday favorites and signature selections.

The Ritz-Carlton, Aruba will also host holiday favorite fashion shows showcasing collection of resort chic pieces on December 27, 2022. Each featured item, perfect for holiday gifts or a souvenir to take home, will be available for purchase at The Shops at The Ritz-Carlton, Aruba. The Christmas Fashion Show will also be attended by some very special guests, a group of adorable rescue puppies for guests to hold and play with, in partnership with Sgt. Pepper's Friends Foundation, the largest animal rescue on the island.

Guests of The Ritz-Carlton, Aruba can ring in the New Year in elegance with celebrations throughout the resort. The Divi Balcony Bash will take place at Divi Sushi Bar & Lounge, offering guests a delicious selection of sushi and bottles of champagne and a prime view of the New Year's Eve celebration, while the Pool Deck will host a New Year's Eve Party Soiree featuring fireworks and live entertainment, which guests can enjoy from a Stage Front Table, Premium Table, or their own Private Cabana.

BUCUTI & TARA BEACH RESORT, ARUBA

CLIMATE ANXIETY?

TAKE THE WORLD'S FIRST CARBON NEUTRAL VACATION

Carbon-neutral Bucuti & Tara Beach Resort, Aruba, on track to becoming carbon negative.

Bucuti & Tara Beach Resort, Aruba, is inviting climate-anxious travelers to find solace and continue to pursue their desire to travel with the world's first carbon-neutral vacation. New studies by Harvard Medical School and Virtuoso revealed skyrocketing climate anxiety by luxury travelers. As the Caribbean's first certified carbon-neutral hotel, Bucuti & Tara is connecting those discerning travelers with the growing demand for climate-friendly vacations that's healthier for the planet than even staying home.

In Aug. 2018, Bucuti & Tara became the Caribbean's first certified carbon-neutral hotel. In Sept. 2021, as a complement to the resort's honoring and presenting at the United Nations COP26, the resort debuted the world's first Carbon Neutrality Concierge so guests now have the opportunity to enjoy a complete carbon-neutral vacation. This service assists guests with neutralizing emissions from flights, airport transfers, and even island excursions through certified programs. New for 2022, the Caribbean's most eco-certified resort contracted with Aruba's first EV taxis and supplies them at the resort with charging stations further helping guests trade carbon footprints for sandy footprints.

"As long as people can, they will travel, and here at Bucuti & Tara Beach Resort, Aruba, our promise to them is they can have a dream vacation that is as healthy for them as it is the planet thanks to our door-to-door climate neutral vacation," shares Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort. "The Google 2022 Travel Search Trends revealed that among the top six search criteria is sustainability. By Bucuti & Tara providing travelers with the world's first carbon-neutral vacation, we are giving them the control of how they impact the planet and there is peace through purpose."

NEW SURVEYS REVEAL SKYROCKETING CLIMATE ANXIETY

A new Harvard Medical School article shared that a survey by the American Psychological Association, revealed more than two-thirds of Americans experience some climate anxiety. Global luxury and experiential travel giant Virtuoso just published survey results reveal "luxury travelers remain ever conscious of their place and impact in the world, with more than 80% of respondents indicating that the pandemic has made them want to travel more responsibly in the future – and almost as many are willing to pay to more to do so." Acclaimed long-time medical journal, The Lancet, just published findings that 84% of people ages 16 to 25 are worried about climate change with 59% are very or extremely worried. Suggested support for those with climate anxiety, among many things includes spending time with nature – all that comes with a guilt-free carbon-neutral, Bucuti & Tara vacation.



WHAT A CARBON-NEUTRAL VACATION LOOKS LIKE

A door-to-door carbon-neutral vacation through Bucuti & Tara is as simple as the resort stay being carbon neutral and by opting for the Carbon Neutrality Concierge to neutralize flights, airport transfers and island excursions. Understanding how critical carbon neutrality is in combating climate change, Bucuti & Tara does not charge for the Carbon Neutrality Concierge service. The Carbon Neutrality Concierge helps guests by calculating the carbon emissions guests want to neutralize based on their vacation plan and provides options to purchase those from verified neutralization programs such as renewable energy. From most gateways, this typically averages \$30 per person for the entire stay.

ON A MISSION TO CARBON NEGATIVE

Biemans was inspired to take action at Bucuti after the 1993 United Nations Conference on Environment and Development, Rio de Janeiro, Brazil, better known as the Earth Summit. He created a framework of eco-certification guidelines and best practices to ultimately arrive at the Caribbean's first carbon-neutral hotel.

Today, Bucuti & Tara continues to follow the science as it drives forward towards becoming the world's first carbon negative hotel. Through special insulating paint that reduces energy consumption, putting the administrative offices on a microgrid, being almost 100% paperless, EV taxi service and charging station, and offering a growing selection of plant-based meals at its heralded Elements restaurant, preserving travel for generations to come is part of Bucuti & Tara's commitment to every guest and staff member. To learn more about the world's first carbon-neutral vacation, visit [Bucuti.com](https://www.bucuti.com)

BUCUTI & TARA BEACH RESORT, ARUBA



A SAMPLING OF CARBON-NEUTRAL VACATION EXPERIENCES INCLUDES:

- Transportation. Guests can opt for using an EV taxi, EV rental car, or even the resort's EV car for exploring Aruba via clean energy whether it be an island tour or excursion. To promote electric vehicles, Aruba only imposes a 2% import tax on them versus up to 50% for traditional gas/diesel-powered vehicles.
- Excursions. They can take a soul-stirring hike or biking through Arikok National Park complete with refillable water bottles gifted to every resort guest and opt to bring a picnic to rest and recharge while overlooking the rugged coastline. Guests can head to Arashi to awaken their senses with paddle board yoga. They can discover the cultural capital of mural-laden San Nicolas. Couples can team up with professional photographer and wildlife expert Michiel Oversteegen for a nature and birding adventure to witness some of the 280 species that call Aruba home or their favorite layover when migrating between hemispheres.
- Dining. Aruba is a dining hot spot. Bucuti & Tara's own food-forward Elements restaurant offers full vegan and vegetarian menus as plant-based dining continues to be the fastest-growing dining segments. For one of the most eco-conscious experiences, guests and locals alike love the freshest catch of the day at Zeerovers restaurant nestled on the docks where fishing boats return with their hauls.
- Wellness. Onsite, eco-friendly activities include settling into Bucuti & Tara's lush loungers and swimming in the turquoise crystal waters of Eagle Beach. Guests also can enjoy complimentary wellness activities most days such as ocean front Pilates, yoga, Tai Chi energy healing, and vegan cooking demos. They can even burn calories while generating kilowatts for the resort on electricity-generating bikes and treadmills in the beachfront Fitness Centre.



BUCUTI & TARA EARNS FIFTH CERTIFICATION AS CARIBBEAN'S FIRST CARBON-NEUTRAL HOTEL

Bucuti & Tara Beach Resort, Aruba continues its promise to protect its little piece of Aruba as the world races to mitigate the harmful effects of climate change. The Caribbean's first decarbonized hotel recently received its recertification as the Caribbean's first CarbonNeutral® hotel. As it cares for its treasured spot on Eagle Beach, the adults-only enclave just achieved its 22nd recertification at the elite Green Globe Platinum level.

"A fast-growing number of travelers worldwide are demanding responsible hospitality experiences through travel professionals and through their online searches as reflected in the Google 2022 Travel Search Trends survey," shares Susan Logan, Director of Sales & Marketing for Bucuti & Tara Beach Resort, Aruba. "Climate change affects everyone around the world and the awareness is increasing in every aspect of their lives including where they choose to vacation so here at Bucuti & Tara, we provide the door-to-door carbon-neutral vacation they want in a turnkey approach so all they have to do is simply come and enjoy themselves with a guilt-free vacation."

BUCUTI & TARA BEACH RESORT, ARUBA



CERTIFIED DECARBONIZED, AGAIN

Bucuti & Tara became the Caribbean's first carbon-neutral – or decarbonized – hotel in 2018. Each year, the resort goes through rigorous recertification that must reflect improvement year or year. Bucuti & Tara continues to grow its sustainability program to decrease its footprint even as occupancy continues to soar. Bucuti & Tara recently received its 2022-2023 CarbonNeutral® certification – a true reflection of leaving only sandy footprints behind for every guest it hosts.

“To hold the two highest scores for Green Globe Platinum means here at Bucuti & Tara Beach Resort, Aruba, we are successfully emulating the highest sustainability standards for a hotel to perform as we care for every guest, staff member, and our shared environment,” share Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort, Aruba. “Once again being recertified as the Caribbean's first CarbonNeutral® hotel while maintaining near sellout every night is a testament that guests want climate-forward vacations and Bucuti & Tara is delivering those in a setting of superior guest service and laidback luxury.”

LONGEST-CERTIFIED GREEN GLOBE HOTEL

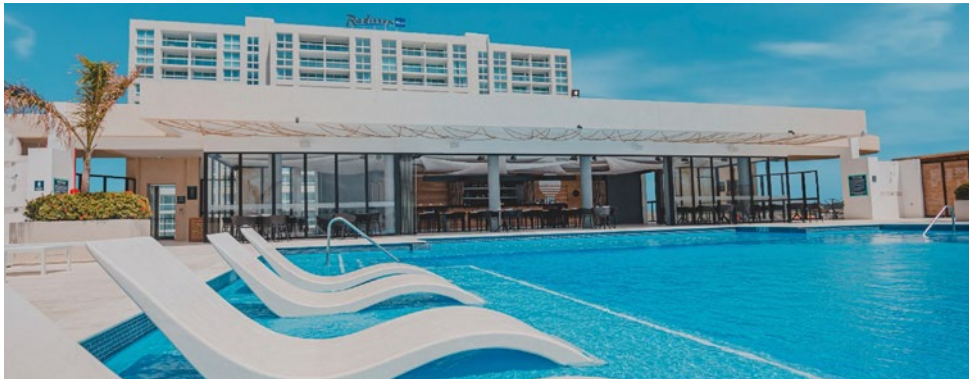
Biemans was inspired along with the rest of the world with the United Nations' famous 1992 Earth Summit in Rio de Janeiro. One result within the hospitality field was the beginning of Green Globe, an organization to help hotels and soon others throughout hospitality to operate responsibly and therefore protect the planet. Today, Green Globe continues to lead the travel and tourism sector in providing research, guidelines, and certifications so operators provide the sustainable experience travelers want. This year marks the 22nd straight year Bucuti & Tara received recertification. The resort holds the two highest certification scores – 99% and 100%. To learn more, visit [Bucuti.com](https://www.bucuti.com).

NEWEST INITIATIVES

To achieve the pinnacle level certification of Green Globe Platinum, Bucuti & Tara's existing sustainability program continued with the addition of new initiatives. These climate-friendly initiatives over the past year include:

- Being the only Aruba hotel to implement the use of UVC technology to fully disinfect and sanitize guest rooms and public areas as the final step to safe, green cleaning. This process eliminates all bacteria from the rooms leaving the space at the same level of sanitation as a hospital operating room.
- Hot tub heated 100% by solar panels
- Installation of new solar water heaters for the hot water system for accommodations further reduced gas consumption for heating water by more than 55%
- Upgraded some lawn equipment from gasoline to electric, which produce less noise and less pollution
- Conducted Air Quality Audits to maintain the resort's high standards of indoor air quality for guests and associates
- Painted the facade of the Bucuti Wing with a cutting-edge MIG insulating paint keeping the warmth of the sun's rays out, and air-conditioning in. This combined with the installation of a new, even more efficient air-conditioning system in one wing of the resort led to a 40% reduction in energy consumption in that wing making for an additional 14% decrease in energy consumption for the entire resort.

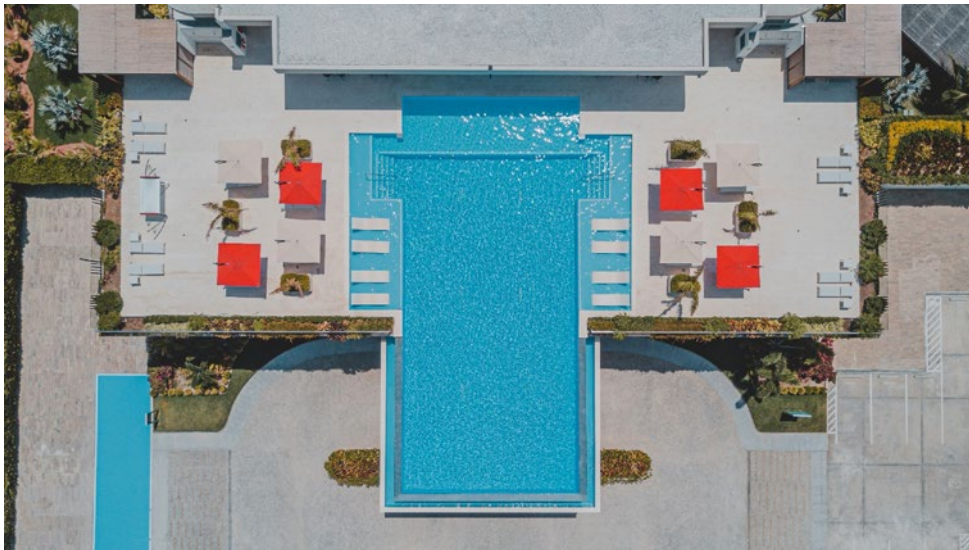
RADISSON BLU ARUBA



RADISSON BLU ARUBA RE-OPENS ROOFTOP INFINITY POOL

The newly reconstructed rooftop infinity pool is the highlight of the resort and boasts remarkable views of lush palm trees, stunning sunsets, and vast blues of the Caribbean Ocean. With its new look and luxurious feel, the adults-only rooftop infinity pool features 275 square meters of uninterrupted water, poolside cabanas, sunbeds and Tuuci umbrellas. Partially submerged marble loungers add to the boujie feel of the place, and with a cold tropical drink in hand you'll soon be teleported to your own little slice of bliss.

Aside from the infinity pool, at the rooftop you will find Sunset Bistro which offers poolside service, themed nights, daily happy hours, and a tapas menu with mouthwatering delights.



SENSES FINE DINING OFFICIALLY OPENS ITS DOORS AT RADISSON BLU ARUBA

The only restaurant in Palm Beach offering chef's table and a la carte.

In 2022, TripAdvisor Traveler's Choice named Senses the #2 best fine dining restaurant in the entire Caribbean. For five years, Executive Chef Kelt Hugo Maat and Maitre D' Sebastian Kruisselbrink combined forces to develop the restaurant concept inside Bucuti & Tara Beach Resort. With the relocation to a prime location, Senses Fine Dining is now calling Radisson Blu Aruba its new home and having opened just in time for the Holiday Season.

Senses Fine Dining is now the first and only restaurant establishment in Palm Beach to offer a chef's table experience along with an a la carte option; two concepts under one roof.

A few key dishes from the newly developed a la carte menu that guests can look forward to include oysters with champagne as a starter, wagyu A5 beef tartar with caviar of sturgeon, Tomahawk steak carved at the table, pork and scallops plus an array of delectable desserts and much more.

Senses Fine Dining is open daily from 5PM to 10PM. For reservations, send an email to sensesalacarte@gmail.com

HILTON ARUBA CARIBBEAN RESORT & CASINO



THE VANGUARD OF HEALTH PROMOTION

Two local organization, Stichting BOB and IBISA visited the resort to raise awareness of the importance of personal health care, as they relate to routine health care and improved lifestyle choices.

Stichting BOB, dropped in, in connection with Breast Cancer Awareness. The foundation is dedicated to on-time detection of irregularities in the breast of healthy women between the ages of 45 – 75 for possible breast cancer. Early detection increases the life expectancy of breast cancer survivors and makes a less invasive and intensive treatment possible. Resort female Team-Members were invited to attend an interactive lecture with Dr. Sharline Vis taught Team members proper self-check procedures.

IBISA, Instituto Biba Saludabel y Activo, a local government department, organizes active-life sport activities. They conducted a “Women’s Health Survey,” in which 11 Team Members participated, women between the ages of 35 – 45. The group IBISA was poling for the purpose of gaining insight into their health habits, seeking ways to improve them, picking healthier options. Both organizations report that the Hilton Team Members are aware of the connection between lifestyle and health, and are making efforts to prevent and reduce disease.

TIS THE SEASON AT HILTON ARUBA CARIBBEAN RESORT & CASINO

The resort’s festive season calendar is decked with unforgettable joyous activities and events for the whole family to enjoy along with a New Year’s Eve Extravaganza.

RESORT ACTIVITIES

Throughout the entire month of December guests can enjoy a variety of activities specially designed to celebrate the holidays. Lounge under the Caribbean sun with a festive-themed decorated palapa, create your very own holiday scrub with Aruba’s finest Aloe and even learn how to craft the island’s iconic cocktail, the Aruba Ariba. Guests will have a chance to stop

by the Aruba Ariba corner at our Mira Solo Lobby Bar to learn more about its history. From decorating and designing your ultimate holiday sweet treat with our Executive Chef Olivier, to indulging in holiday s’mores and photos with Santa or spending some cozy time with the family to watch all-time favorite holiday movies on the big screen at the pool with Dive in Movie nights every Thursday evening, there is something for everyone to enjoy.

SPECIAL MENUS

Put a twinkle in your morning step with our seasonal coffee specials at Oscar’s Market or warm up from the inside out with festive cocktails at Mira Solo. Indulge in a Spaliday that will leave you feeling pampered at eforea Spa with our Jingle All the Way package, including scents of marshmallow and sandalwood, perfect for the season. Celebrate at Sunset Grille with a special holiday menu crafted by Executive Chef Olivier.

GIVING BACK

For the 3rd year in a row, Hilton Aruba is spreading the love for Aruba’s One Happy Island with our Tree of Giving. Guests can purchase a poinsettia for \$25 and to help us build our holiday tree. Purchases made will be used 100% for food donations directly to Aruba’s food bank, Fundacion pa Nos Comunidad (FPNC). Guests can visit the Front Desk to purchase a poinsettia. As part of our 12 Day Holiday Countdown, Hilton Aruba will match all donations made to the Tree of Giving.

NEW YEARS EVE EXTRAVAGANZA

Join us for our New Year’s Eve Extravaganza to welcome 2023, a year full of color under the Aruban sky! Guests can enjoy an extensive buffet, offering holiday favorites and signature selections along with a premium open bar, live music and entertainment, a lightshow, party favors and fireworks. For reservations, contact AUAHH_RSVP@HILTON.COM.

RENAISSANCE WIND CREEK ARUBA RESORT



GOODBYE 2022 & A TOAST TO 2023

This New year's Eve, Renaissance Aruba is offering a festive fine dining experience as we usher a new year at the newly renovated Renaissance Convention Center. It's the last meal of the year—and it just so happens to be the perfect excuse to get dressed up and be part in our annual New Year's Eve Gala dinner party on December 31st from 8-12am with an open bar, live entertainment, and fireworks show at Renaissance Festival Plaza. Ticket price for adults \$200, kids 13-17 \$100 or kids 6-12 \$60. Book your tickets now at renarubaevents.com

BIG BANG!

Join us as we keep up with the tradition and celebrate New Year with a BIG BANG on December 31st at 1PM in front of Renaissance Wind Creek Aruba Resort. Let's welcome 2023 with a 6 million shots 'pagara', with afterwards a typical local band singing the 'Dande'. This is an Aruban tradition when everyone sings the 'Dande' to bring prosperity for the New Year. Right after the Dande we invite you to dance it off at the mainstage of the Renaissance Marketplace and close the year with Robert Jeandor y su solo banda show. HAPPY NEW YEAR!

DUSHI ARUBA THIS WAY, PARTY LIKE A LOCAL

Experience Aruba's local culture with this exciting theme night featuring an impressive Carnaval show, brass band, local artists, souvenirs, handcrafted cocktails, and an all-you-can-eat BBQ night with a local twist at Renaissance Ocean Suites Beach every Thursday for only \$55 per person

Bring those camera's... this will be a perfect memorable photo op!

Book your event ticket at renarubaevents.com



BOARDWALK BOUTIQUE HOTEL



BOARDWALK INTRODUCES NEW BEACH SHUTTLE CHICHI

In preparing for the busy winter season Boardwalk Boutique Hotel introduced Chichi, their brand-new beach shuttle with lashes! The shuttle is a complimentary service to hotel guests and operates daily between 10AM – 5PM, transporting passengers to and from Boardwalk's beach area on Palm Beach. The electric cart seats a maximum of five passengers and offers additional space in the back for bags, coolers, towels and other complimentary beach items that the hotel offers to guests.



SHARI MADURO-SIELD RECIPIENT OF AHATA'S EXCELLENCE AWARD

Boardwalk Boutique Hotel's Sales and Marketing Manager Shari Maduro-Sield received the AHATA Excellence Award during a festive event. AHATA's CEO & President Tisa LaSorte presented Shari with the Excellence Award, which she earned for continuously going above and beyond, her dedication and unwavering love for Boardwalk. Owners, management and staff of Boardwalk Boutique Hotel celebrated Shari's success and her contributions to the team. Shari joined Boardwalk in 2018 and has been instrumental in the transition phase to a boutique hotel, the relaunch and rebranding after an extensive renovation and expansion, while also guiding the hotel through the worldwide pandemic and keeping occupancy numbers and ADR up. Masha Pabien Shari!



RESTAURANTS

TANGO ARGENTINE GRILL



A MAGICAL EXPERIENCE AWAITS AT TANGO ARGENTINE GRILL

We are closer to the most wonderful time of the year, and Tango Argentine Grill is ready for this year's end-of-the-year celebrations. For this spectacular Holiday season, Tango Argentine Grill has crafted an incredible 3-course choice menu containing Chef Julian's personal favorites.

For appetizers, guests can choose between a tasty lobster bisque that comes with a creamy lobster soup enriched with shrimp and cognac or a tenderloin carpaccio with pesto -garlic, pine nuts, and parmesan cheese. These are paired with a Josh Chardonnay and Laroche Pinot Noir. The night will continue with two main courses that guests can choose from and their pairings from California USA. For dessert, the choice can be made between an amaretto crème brûlée, vanilla ice cream & speculaas or a crepe filled with dulce de leche, strawberry, meringue, and vanilla ice cream.

This menu reflects the love and appreciation everyone at Tango Argentine Grill has for their guests during this Holiday season. The Holiday menu is available daily until December 21st from 4PM until 10PM. The price for this wonderful 3-course choice dinner menu with wine pairing is \$45 per person (a 15% service charge will be added to your bill), and reservations are needed. For more information, visit tangoaruba.com or call (+297) 586-8600.

CAFÉ THE PLAZA



SPECTACULAR DECEMBER SPECIAL

The Holiday season is finally here! To celebrate this incredible season, the chef of Café the Plaza has come up with a fantastic 3-course choice menu that features a variety of superb unique dishes for just \$27.50 per person.

For appetizers, guests can choose between Café the Plaza salad or tuna tartare. The main course will consist of the following choices: pork tenderloin or land & sea café the plaza. Guests can enjoy a delicious pina colada cheesecake or vanilla cake to complete the menu.

This special December menu is available daily for lunch and dinner for just \$27.50 per person. Café the Plaza is located at Renaissance Marketplace in the city center of Oranjestad. For more information and the menu go to cafetheplaza.com or call (+297) 583-8826.

ACTIVITIES

DE PALM ISLAND



PURPOSEFUL COLLABORATION AT DE PALM ISLAND!

Embracing change and working together to save the planet prompted a collaboration between the University of Aruba, the University of South Carolina, Aruba Ocean Villas, The -O- Foundation, and De Palm Island.

15 Honor students from the University of South Carolina were here as part of an exchange program between the two universities.

Students from both universities learned about De Palm Island's sustainability initiatives, which address the key sustainability and climate change issues confronting tourism destinations, as well as the island's pledge to reduce its carbon footprint. That is significant given that De Palm Island is one of Aruba's most popular tourist destinations.

The students and a few teachers did a beach clean-up as well as planted over 100 mangroves along the coastline, that will help prevent beach erosion, absorb storm surge impacts during extreme weather, and provide nursery ground for marine and bird life in the future.

This collaboration was primarily an opportunity for the students to learn about mangroves and the benefits they will provide to De Palm Island and its marine and bird life. After a hard day's work, the students and teachers got to enjoy the rest of the day on De Palm Island. A special thanks to everyone who was involved.

EVENTS

HILTON ARUBA CARIBBEAN RESORT & CASINO



HOLIDAY MARKET

On December 24, be sure to line up along Tropical Candy Cane Lane at eforea beach to meet Santa for his grand arrival. You won't want to miss it! Join us in the Lobby as we celebrate the festive season with our first ever Holiday Market, with local vendors and traditional Aruban Gaita holiday carols. The Holiday Market will take place on Wednesday, December 7, 14 and 21 from 6:30PM-9:30PM.

RETAIL

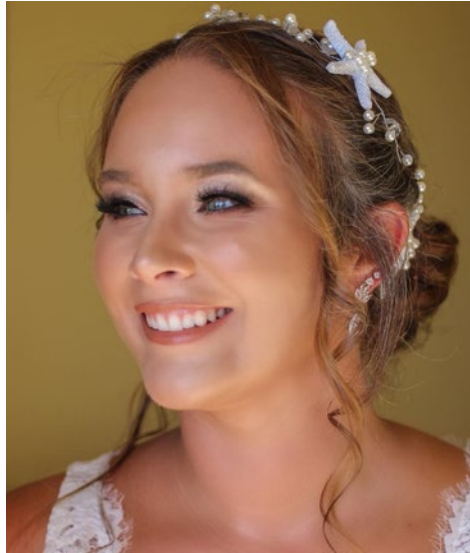
THE FANCY FACES BEAUTY STUDIO

BEAUTY SERVICES FOR WEDDINGS

2022 marked the start of a new era for business partners Angele Geerman and Ruchella Yarzagaray with the opening of The Fancy Faces Beauty Studio. Ruchella Yarzagaray, born and raised in Aruba, is a local professional and certified make-up artist. The Fancy Faces Beauty Studio, located in the center of Aruba, provides all beauty services under one roof. As the popularity of Aruba increases year-over-year regarding destination weddings, these beauty services are also available for weddings and groups.

The make-up artist, Ruchella Yarzagaray, puts her knowledge, experience and creativity together with the wishes of the bride, to create amazing and mind blowing make-up for the bride, bridesmaid and other guests. The beauty services are available on-site, so this could be arranged at the host resort or at the wedding venue. Aruba provides multiple outstanding locations for this magical celebration, either at the beach with the sunset as background or the dessert characteristics with the cacti accents.

It is our aim to provide the additional touches of beauty to make the pictures perfect and enhance the memories of each guest involved in this celebration. Our team is well-versed and we are your beauty partners when coming to all the beauty details for this special day. Our team understands the power of beauty and we are looking forward to providing you with our beauty services. For additional information or inspiration, please visit our Social Media 'The Fancy Faces Beauty Studio' or contact us at info@thefancyfaces.com.





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ARUBA PRODUCT UPDATE

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