



Aruba Tourism  
Authority

## Aruba Product Update

February 2014

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

**Our Mission:**  
To be an innovative and effective DMO that positions the brand Aruba as a premier tourism destination, which meets interest of it's stakeholders.

**Our vision:**  
For the ATA to be recognized as the leading and cutting edge Destination marketing Organization

**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 February 2014

## ATA News

Business Mixer 2014



Minister of Tourism, Transportation, Primary Sector and Culture Otmar Oduber and Ronella Tjin Asjoe-Croes, CEO of Aruba Tourism Authority, showed their great appreciation for the business sector with an elegant networking event held at Papiamento Restaurant on the evening of January 29. Attended by many tourism, public and private sector executives, this delightful evening under the stars was highlighted by delicious hors d'oeuvres and open bar. It was the perfect opportunity to make new contacts and catch up with colleagues and friends.





## Super Bowl

Just recently the Super Bowl was celebrated in the US and the Aruba Tourism Authority also participated at the pre-event. At the 8th annual Beach Bowl, New York City was converted into a gift lounge in a sand bar. A flatscreen TV showed images of Aruba while celebrities enjoyed unique cocktails.

Creative Aruba cocktails prepared by Aruba's own "mixologist" AJ Tromp included Conchi Cosmo, Guadirikiri Cave Cooler, Hadicurari Windy Sour, Mangel Haltorita and Eagle Bellini. Visiting celebrities included Cole Hauser (2 Fast 2 Furious), Meghan Makle (Suits), Mike Golin (ESPN TV: Mike and Mike), Jessie James (Pop singer), Daryl Johnston (NFL analyst), Serena Williams (No.1 Tennis player), Jermaine Dupri (music producer), Peter Facinelli (Twilight Saga), Parker Young (actor) and Alicia Quarles, producer of E! News.

The event received a great deal of attention from bloggers, a 9.5 million social media impressions has been surpassed. Written and televised programs such as USA Today, OK! TV, E! and Fox 5 News New York, as well as CBS New York and CBS Los Angeles.

See all the fun: <http://www.youtube.com/watch?v=VBpVxv9TWKM>





# Resorts

## Radisson Aruba Resort, Casino & Spa

Radisson Aruba is excited to launch their next Discover Program – Discover Your Core. Discover Your Core is a program made up of daily, complimentary activities that address the needs of the resorts' energetic, experienced travelers and fall into the categories of Rest & Relaxation, Nutrition & Diet, Rejuvenation, and Exercise & Fitness.

Through June 15, guests can take advantage of activities including an island cycling journey to the California

### Radisson Aruba Welcomes New Conventions Manager

Audrey Wolff has been named the new Groups and Conventions manager at the Radisson Aruba. An Aruba native, Audrey's previous experience includes various convention services positions on island. She most recently



served as European Market Representative for the Radisson Aruba, attending tradeshows, marketplaces, conferences and meetings with the Aruba Tourism Board in Europe. While abroad in Brussels, Audrey promoted and educated travel agents and conference visitors on what the Radisson Aruba has to offer. The resort is excited to have Audrey back on property where she will continue to provide guests with the warm hospitality and attention to detail for which she is best known.

Lighthouse; a morning distance swim off Malmok beach; boarding through the Caribbean waves; and an ATV trek through Arikok National Park. The program also features sunrise yoga gatherings, specialized sports massages, thalassotherapy restoration treatments, and ocean therapy sessions.

The Discover Program was designed with today's traveler in mind and offers countless options for a completely personalized experience.



### Valentine's Day

Love was in the air this Valentine's Day at Radisson Aruba as guests enjoyed a romantic four-course dinner at Sunset Grille, Aruba's only AAA Four-Diamond restaurant. Couples feasted on a special Sunset Salad and had a choice of a Surf and Turf dish with a 6 ounce beef tenderloin and 8 ounce lobster tail served with butter, béarnaise, steamed vegetable and garlic mashed potatoes or a Chateaubriand for Two served with mushroom, asparagus and vegetable fried rice with a peppercorn sauce. The dinner also included an indulgent warm apple tart dessert with hot pineapple chunks and vanilla ice cream.

Couples looking to heighten the romance opted for a special dinner under the stars at La Playa Torchlight Dinner. The special beachside menu included entrée choices of Surf and Turf, Entrecote for Two, or Sea bass. The meal ended with a Strawberry Cheesecake for Two.



## Renaissance Aruba Resort & Casino

Renaissance Aruba Resort & Casino now provides guests with WiFi throughout the entire hotel. Free WiFi is available in the lobby for every guest to enjoy, along with new wireless access available in guestrooms at several tiers of pricing.

Papagayo, Renaissance Island's open-air eatery and beach hangout, debuts a colorful new look this season, along with a new menu. Guests enjoying the sun and sand on Aruba's only private island can enjoy frozen drinks, sandwiches and light bites, along with custom pizzas from the new stone fired pizza oven.

The Lounge Midnight Grill has added to its minimalist style with an enhanced color scheme of creams, browns and whites adorned throughout the lounge. Guests can still expect quality service and live entertainment until

dawn. The Lounge Midnight Grill is open daily until 6:00 am for cocktails, dining or late-hours hang out.

Renaissance Aruba Resort is currently offering the following special packages:

### **Retail Therapy**

Fashionistas can get their fix in a tropical setting with the Retail Therapy package, which includes room accommodations for two at the adult exclusive Renaissance Marina Hotel, daily breakfast for two, a shopping discount booklet for use at Renaissance Mall and MarketPlace, a \$75 cocktail credit per room and \$25 casino credit per person.

### **Ultimate Romance**

Couples can relax in paradise with accommodations in an Ocean King room in the

adult exclusive Marina Hotel, daily breakfast for two, a bottle of Veuve Cliquot champagne in room, \$100 dining credit, a 50-minute indoor couples massage and late check out. Renaissance Island is the only private beach in Aruba exclusively available to guests of the resort.

### **Inclusive Getaway**

Guests seeking a truly carefree escape can take advantage of Renaissance Aruba's Inclusive Getaway package which includes daily breakfast, lunch and dinner; unlimited standard brand beverages, including frozen drinks; 15% off indoor spa treatments and \$10 casino match play coupon. Meals can be enjoyed at BLUE, Aquarius, Captain's Corner, LG Smith's Steak and Chop House, Papagayo Bar & Grill, The Lounge: Midnight Grill and Solé.





## Jump In!

Guests seeking the authentic Carnival experience can get in on Aruba's largest party with accommodations at the newly-renovated adult exclusive Marina Hotel or family friendly Ocean Suites, full Carnival costumes with headpieces, participation in the Grand Parades in San Nicolas and Oranjestad (including beverages) and the option for professional makeup application for each parade. The Jump In! package is available for travel February 25 – March 4 , with parades taking place on March 1 and 2.

## Boardwalk Small Hotel

Boardwalk Small Hotel has a 100% translated version of its website available in Portuguese. The team at Boardwalk is extremely proud and thrilled that visitors from Brazil now can explore this website in their own language.

When you visit [www.boardwalkaruba.com](http://www.boardwalkaruba.com) please make sure to select 'portuguese' in the top right hand corner of the home page under 'language'.

**A POUSADA**

- Sobre Boardwalk Hotel
- Nossa História
- Comodidades e serviços
- Serviço de café da manhã
- Perguntas mais frequentes
- Eco-Friendly

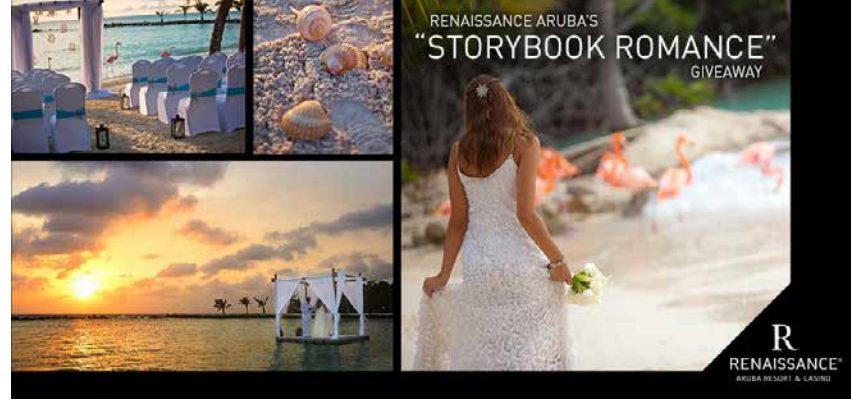
**PROMOÇÕES**

Certificate of Excellence  
2013 WINNER  
Boardwalk Hotel Aruba

**Boardwalk Pousada em Aruba**

Uma pousada em Aruba em uma localização exclusiva, oferecendo:

- Casitas caribenhas completamente renovadas escondidas em uma romântica plantação de coco
- Classificado #2 de #24 hotéis em Aruba TripAdvisor



## Storybook Romance Giveaway

In anticipation of National Proposal Day, Renaissance Aruba Resort & Casino has launched their "Storybook Romance" Giveaway for the chance to win a 5-night romantic Aruban getaway. To enter, couples are asked to share their proposal story that deserves a #RenArubaRomance getaway. The winning couple will be announced on National Proposal Day, March 20, 2014.

Starting February 19, the resort will be starting a weekly wedding inspired #WedChat on their new Facebook bridal tab. Renaissance Aruba Wedding Coordinator Randolph Geerman will host the weekly chat, giving people expert advice in real time.



## Blue Residences

Blue Residences, a luxury condominium resort opening on Aruba's Eagle Beach in March 2014, will soon be home to a new upscale restaurant, The Kitchen Table by White Modern Cuisine, scheduled to open July 1, 2014.

Under the direction of renowned chef/proprietor Urvin Croes, The Kitchen Table will provide both travelers and residents a truly unique gastronomic experience, as dinner will be served nightly in the actual kitchen so that diners can watch as the expert culinary team prepares a nine-course meal made with locally sourced ingredients and home grown vegetables and herbs. Just 14 reservations and four walk-ins will be accepted each night.

Chef Urvin Croes recently earned the top spot in the island's first "Iron Chef Aruba" competition and has been recognized for his culinary prowess by Taste of the Caribbean and the Aruba Gastronomic Association Culinary Student Competition. Croes received culinary training in Italy, The Netherlands and Aruba. His experience includes Aruba resorts, Chef de Partie at Grand Hotel Karel V (1 Michelin Star) in The Netherlands, and sous-chef at Amuse Bistro in Aruba.

Blue Residences Resort will also be home to The Fraggiani Bar, opening March 1, 2014, where visitors can enjoy breakfast, lunch and handcrafted cocktails from an expert mixologist while overlooking the island's famous Eagle Beach. The Mirador Deck, serving specialty drinks, wines and tapas amid breathtaking sunsets will open on July 1, 2014.

Blue Residences is currently under the final phase of development and will consist of three residential towers with the debut of its first tower scheduled for March 1, 2014.





# Awards

## Travel + Leisure Opportunity



Aruba Tourism Authority is excited to report ballots are now open for the Travel + Leisure 2014 World's Best Awards. Aruba is on the ballot for the "Islands Caribbean" category.

To view the complete ballot and vote for Aruba, visit [www.tlworldsbest.com](http://www.tlworldsbest.com) now through March 31, 2014.

The winners and other top vote recipients of the World's Best Awards will also be considered for the T+L 500 List, which is chosen by the editors and is one of the most significant awards lists in the hospitality industry.



## Caribbean Journal

### Caribbean Journal Recognizes LG Smith Boulevard, Aruba

Caribbean Journal ([www.caribjournal.com](http://www.caribjournal.com)) features news, travel, commentary and culture from the world of the Caribbean. They recently recognized LG Smith Boulevard in their listing of top Caribbean streets.

"Aruba's most popular thoroughfare is all about shopping - with duty-free shops, boutiques and more in the heart of Oranjestad. Of course, you can't go wrong on Aruba's Main Street, either."

### TripAdvisor's Accolade for #1 Destination for Family Vacations

Aruba's newest accolade is the No. 1 Destination for Family Vacations this year as awarded by TripAdvisor's online travel website Family Vacation Critic:

"This self-proclaimed "One happy island" has plenty to keep kids and parents happy, from shell hunting tours and windsurfing, to Papiamentu language classes, merengue dancing, and exploring limestone caves at Arikok National Park. In addition, the Aruba government is currently investing \$1-billion in infrastructure and beautification improvements that include a revitalized Oranjestad, a new trolley system throughout the historical and commercial centers, and the development of the Caribbean's largest linear park, which features a playground and bike paths."

"Consider staying at Radisson Aruba Resort Casino & Spa (a Family Vacation Critic favorite), set on 1,500 feet of beautiful beachfront, and home to 355 recently renovated guest rooms. Or, check out the swanky new 320-room Ritz-Carlton, Aruba, which opened in November 2013 on prime Palm Beach real estate. The resort's Ritz Kids program includes movie nights, as well as nature and cultural activities inspired by Jean-Michel Cousteau. 2014 marks the 60th anniversary of Aruba's "Carnival," the island's biggest annual party..."

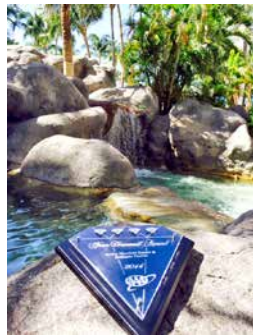


## Aruba Marriott Resort & Stellaris Casino

The Aruba Marriott Resort & Stellaris Casino has received the distinguished American Automobile Association (AAA) Four Diamond Award 2014 in recognition of its outstanding quality and longtime commitment to impeccable service.

The AAA Four Diamond Award is awarded to hotels that are upscale in all areas with gradually more superior and trendy accommodations, admirable physical attributes, extensive array of amenities, splendid attention to detail and excellent hospitality. Only 5.3 percent of the more than 29,000 hotels approved by AAA make the Four Diamond list. To participate for the AAA Four Diamond Award, hotels undertake a thorough inspection of size, service and overall appearance.

“We are honored to receive the AAA Four Diamond Award and will continue to create memorable experiences unique to each guest to ensure lasting customer satisfaction and loyalty to the Aruba Marriott”, expressed Matt Knights, Hotel Manager.



# 2

# HYATT

## REGENCY ARUBA RESORT SPA & CASINO EARNS PLACE ON U.S. NEWS & WORLD REPORT'S LIST OF THE BEST HOTELS IN ARUBA



ARUBA - Hyatt Regency Aruba Resort Spa & Casino has received recognition as one of the area's "Best Hotels in Aruba" by U.S. News & World Report. The 2014 Best Hotels rankings are available online at <http://bit.ly/AAAaward>.

The 2014 Best Hotels recognition methodology was ranked based on an unbiased methodology that includes the collective opinion of travel experts and guests, expressed through online reviews and ratings.

To create this year's rankings, U.S. News & World Report's panel of industry experts ranked a hotel across six criteria: location, service, amenities, food and beverage, value and guest experience. The 2014 Best Hotels list is based on the collective opinion of travel experts and guests, expressed through online reviews and ratings.

"We are excited to be ranked as one of the Best Hotels in the Caribbean by U.S. News & World Report for the second year in a row," said Fred Hoffmann, General Manager of Hyatt Regency Aruba. "The 'Best Hotel in Aruba' accolade shows that our continued commitment to enhancing the resort and providing our guest with the best possible experience has paid off and that people are noticing the exceptional product." "The 2014 Best Hotels were selected because they meet the highest standards of travel experts and guests alike," said Matt Knights, Hotel Manager for U.S. News & World Report. "These properties are recognized as the most reliable for their luxury services and quality customer service." The U.S. News rankings of the 2014 Best Hotels can be found online at [www.usnews.com/best-hotels](http://www.usnews.com/best-hotels). For more information about the Hyatt Regency Aruba call 1-800-HYATT or visit [www.hyatt.com](http://www.hyatt.com).



## Hyatt Regency Aruba Resort Spa & Casino

Hyatt Regency Aruba Resort Spa & Casino has received recognition as one of the 2014 "Best Hotels in Aruba" by U.S. News & World Report.

The 2014 Best Hotels recognize hotels that were ranked based on an unbiased methodology that includes the collective opinion of travel experts and guests, expressed through online reviews and ratings.

Hotels named "Best" in their destination are typically the properties that have ranked in the top 30 percent of U.S. News-evaluated properties in that region. A smaller, more selective group of hotels ranked in the top 10% are named in the "Best Hotels in the USA," "Best Hotels in the Caribbean," "Best Hotels in Mexico" or "Best Hotels in Canada" category.

“We are excited to be ranked as one of the Best Hotels in the Caribbean by U.S. News & World Report for the second year in a row,” said Fred Hoffmann, General Manager of Hyatt Regency Aruba. “The ‘Best Hotel in Aruba’ accolade shows that our continued commitment to enhancing the resort and providing our guest with the best possible experience has paid off and that people are noticing the exceptional product.”





## Bucuti & Tara Beach Resorts

U.S. News & World Report, a multi-platform publisher of news and information, has awarded Bucuti & Tara Beach Resorts the coveted #1 ranking hotel among 78 hotels in Aruba. U.S. News travel rankings are based on an unbiased analysis of awards, expert recommendations and user ratings. Also noted was that travelers consistently praised the guest room views of Eagle Beach and the relaxing, adults-only tranquil environment provided by the resort.

In addition, TripAdvisor has announced the winners of the 2014 Travelers' Choice hotel awards, which identifies the world's top properties, and Bucuti & Tara Beach Resorts is pleased to be honored among the top 25 hotels in the Caribbean, the only resort in Aruba to receive this distinction. Additionally, the resort was named among the top hotels for romance in the Caribbean category, again the only resort in Aruba to receive this distinction.

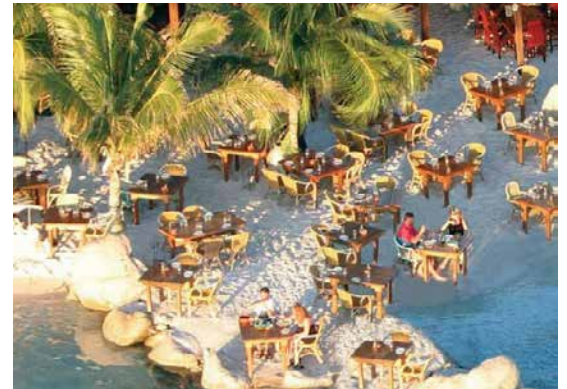
The resort's two restaurants, Carte Blanche and Elements, also made their #1 and #2 debut among the top 115 restaurants listed on Palm and Eagle Beach, Aruba.

## Restaurants

### Papiamento Restaurant, Screaming Eagle and Flying Fishbone

In late December, the Caribbean Journal published the Best Restaurants in the Caribbean list, asking its readers what turns a great meal into a memorable one. As it turns out, it is a combination of food, service, ambience and a secret ingredient that is hard to define.

Whether dining at a beach shack or a fine-dining eatery, the mystique is always part of the experience. In Aruba for 2013, Papiamento Restaurant, Screaming Eagle and Flying Fishbone, were named places you won't soon forget!





## Activities

### Sea Trek De Palm Tours

Sub Sea Systems, the manufacturer and developer of the Sea TREK® helmet diving program and equipment, has distinguished Sea TREK De Palm-Aruba as the 2013 Sea TREK operator of the year.

De Palm Tours has made incredible enhancements to their touring area, including sinking an airplane, a bus, and a café table, but this past year, Sea TREK De Palm faced many challenges including the water visibility at the Sea TREK dive site. Facing this difficulty, Sea TREK De Palm sought an alternate dive site on the other side of De Palm Island. The new location is a flat, sandy area with exquisite coral 'trees'. Sea TREK divers have been approved to create another underwater café and build various surprises.

Jim Mayfield, president of Sub Sea Systems, says, "Sea TREK De Palm truly exemplifies the best of SeaTREK. Their dedication to the program's standards and procedures, reef conservation, tour innovation, and their determination to overcome the past year's challenges is extremely commendable."



# SOUTHWEST AIRLINES®

## Air Travel

### Southwest Airlines

As of July 1, 2014, Aruba will be introduced to a new airline: Southwest Airlines. After acquiring AirTran in 2011, Southwest, known to fly only domestic routes within the US, will now begin flying internationally. Their arrival on Aruba will provide 4 additional flights and capacity of 638 extra seats from three destinations.

Southwest will be flying their new A737-700 planes with 143 seats. AirTran/Southwest began their operations on Aruba on December 19, 2009. Southwest and AirTran together serve no less than 97 destinations within the USA, Mexico and the Caribbean.

Southwest Airlines recently announced their plans to launch their first international flights on July 1, 2014. They will have daily flights from Atlanta to Aruba, the same route that Delta Airlines is flying. They will also have daily flights from Baltimore-Washington to Aruba. There will also be weekly flights from Orlando, Florida, to Aruba, which will make them the only operator of this route.



## Aruba's Airport Approach Named on PrivateFly.com

Aruba's Queen Beatrix International Airport has again been shortlisted by a panel of travel industry experts in this year's PrivateFly.com rundown of the most stunning global airport approaches.

This year, the expert judging panel has put together a shortlist of 37 global airports, offering a range of truly inspirational views on the approach - world-famous cityscapes, stunning coastlines or beautiful mountain views. Previous winners include St Maarten in the Caribbean and Barra, in Scotland's Outer Hebrides. Votes from travel fans will now decide this year's Top 10 global airport approaches from this shortlist, with the airport that receives the most votes named the world's most stunning landing 2014, after the poll closes at the end of March.

To give Aruba's airport the best chance of making the Top 10, vote on:  
[www.privatefly.com/airport-poll/PrivateFlyAirportPoll.html](http://www.privatefly.com/airport-poll/PrivateFlyAirportPoll.html).

PrivateFly.com is the leading online booking platform for private aviation charter.

ARUBA (QUEEN BEATRIX INTERNATIONAL) AIRPORT



Previously shortlisted, you said: "There is nothing more beautiful than seeing the sparkling blue waters of Aruba on approach. The color of the buildings against the clear waters is picture perfect!"

Email Address:   Send me PrivateFly's monthly offers by email.

Tell us why you love this airport approach

Submit your vote

## Community

### Donkey Sanctuary

The ninth annual Donkey Walk of the Donkey Sanctuary was a great success with hundreds of participants walking the 6.6 km route.

As the current Donkey Sanctuary at St. Lucia is becoming too cramped for the many inhabitants, a new sanctuary has been found and construction has begun. However, a lot of money is needed, so the proceeds of the walk were very welcome: the donkeys are AWG. 2.000 closer to their new home.

Back to Ayo, the starting place and finish of the walk, where the following overheard comment made the organizers smile: "What a pity that we have to wait another year for the next Donkey Walk!" Next year will be the Donkey Walk's tenth anniversary, so everybody, get in shape and come and walk along in 2015!





## Island Developments

### Baby Beach Beautification

The second phase of the beautification of Baby Beach will continue in February after receiving the green light from the Minister of Finance.

The project runs from just above the old tennis court up to the Pet Cemetery, passing through the middle of the grape trees so as to conserve the existing vegetation. The cost of this project, estimated at 1.7 million Florins, will be financed by funds from the Fondo Desaroyo

Arubano (FDA). The entire parking lot and road will be reconstructed with concrete, more resistant to saltwater than asphalt.

The area will have a walking path and a stone wall as a separation between the beach and road. There will also be an area for depositing trash. Coconut and grape trees will line the area. The entire project is scheduled to be completed around mid-July 2014.



## Groundbreaking for Serena Residence

A number of island dignitaries attended the official groundbreaking for a new condominium project for Aruba in Seroe Colorado within the former Lago colony, on a cliff overlooking Rodger's Beach.

The site for the 30-unit Serena Residence, a long-time dream of islander Glenn Briesen whose father had owned the popular little cafe that resided there for decades, has a stunning view of the bay. Rodger's Beach is one of the island's most attractive and unappreciated beaches.

Mr. Briesen's partner in the project, Juan Carlos Henriquez, better known as J.C., was on hand to welcome Minister of Economic Affairs, Communications, Energy and Environment, Mike de Meza, who affirmed his belief in controlled development of the untapped resources of San Nicolas and its coastlines. Plans for this facility encompass five small buildings of six condominiums each, spread along the cliff face, and a small swimming pool and deck.

Minister of Social Affairs, Youth Policy and Labor Paul Croes stated how this and similar projects will encourage attractive restaurants, shops and nightspots for San Nicolas.

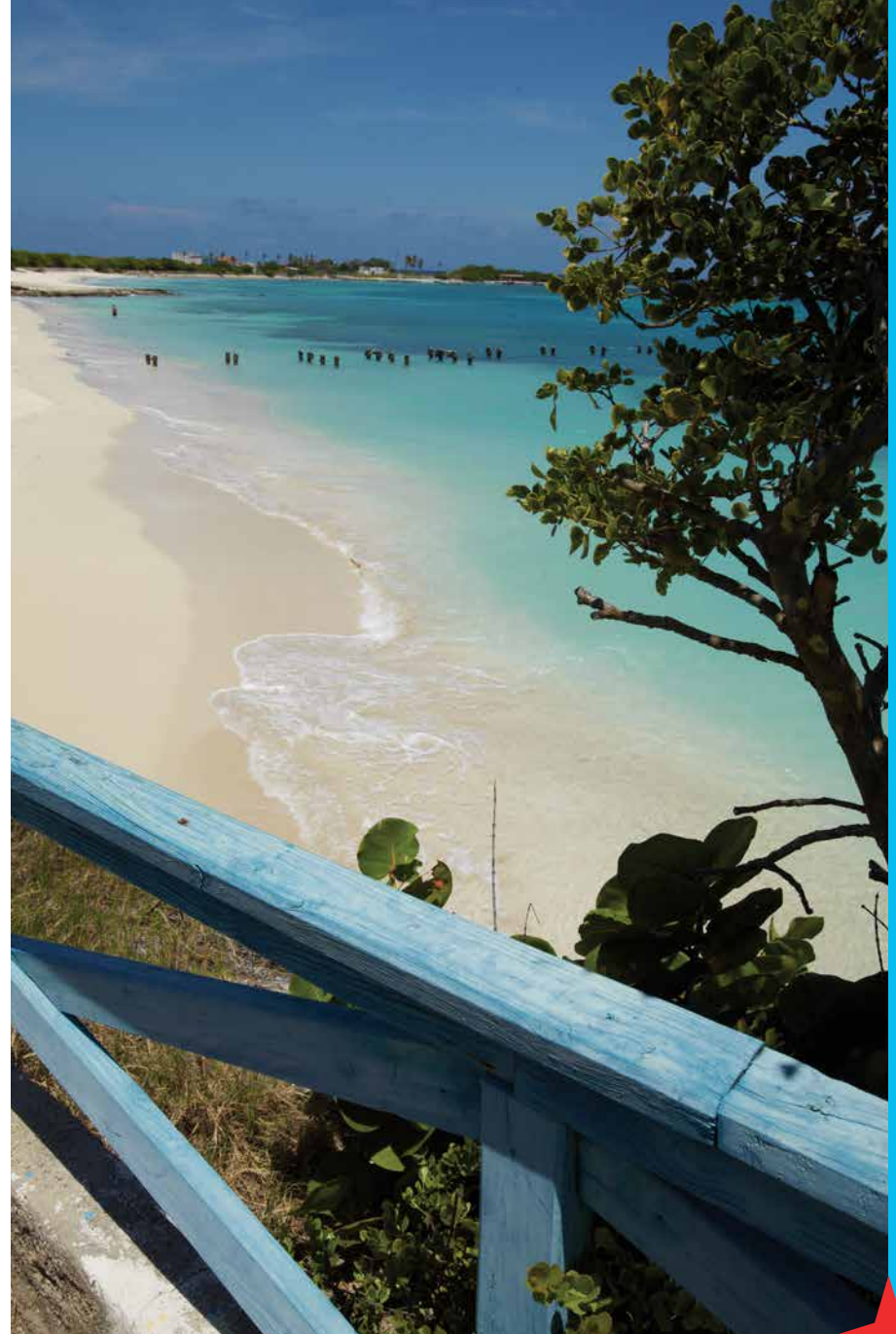
At the groundbreaking, Minister of Economic and Energy Affairs Mike de Meza reported that there is a great deal of interest from other investors and local developers in the Seroe Colorado area.

## Urgent Care

A walk-in immediate medical care center is opening in the Noord Medical Center Building, designed to treat non-life-threatening medical conditions. The center, under the direction of Dr. Carlos Yagua Velasquez, MD, MHA, will be open 7 days a week during extended hours, and no appointment is needed to be seen by a medical professional, in English, Spanish, Dutch and Papiamentu, at reasonable rates for self-pay patients.

Colds, coughs, ear and throat infections, flu-like symptoms, sprains, and the like can be treated fast and efficiently at the clinic – an option additional to the emergency room at the hospital.

The modern clinic has five consultations rooms and modern equipment. This new medical facility is located five minutes from the hotel area.





## Retail

### Murano Bijoux and More

Murano Bijoux and More is the first and only store with the concept of Murano home decorations and jewelry in the Caribbean. The shop carries a selection of authentic Murano art to make any home look spectacular, and fine jewelry including charms, bracelets, necklaces and rings made of glass, using many ancient techniques from the best glass masters in Venice/Italy.

All the pieces are unique, since they are all hand-made. Murano is art, tradition, style and design, an explosion of colors and shapes. Murano Bijoux and More is located in the Paseo Herencia Mall, local C-10.

## Arubans In The News

### Wichita Villacres Named President of 2014 Site Florida and Caribbean Chapter

Wichita Villacres, whose life-long career in tourism is closely intertwined with the island of Aruba, has accepted the position of President of the 2014 SITE Florida and Caribbean chapter.

Headquartered in the US, SITE (Society of Incentive and Travel Executives) was founded in 1973 as an international, not-for-profit, professional association devoted to incentives, a multi-billion dollar global industry. Currently counting over 2,100 members in 87 countries, with 34 local and regional chapters, SITE is an important partner of the Aruba tourism industry.

As President and ECO of Destination Management Services of Aruba & Curaçao, Wichita has been a member of SITE for 25 years. As board member of the original Caribbean Chapter, Wichita brought the Florida Chapter closer to incentive planners from Canada. She actively worked and lobbied for many years to unite the Florida chapter with the Caribbean. Wichita has lobbied and initiated the Caribbean workshop forums, delivering content to various Caribbean destinations. Through her efforts, in collaboration with the Aruba Tourism Authority, the Aruba Convention Bureau and Jerusha Rasmijn, an educational forum is now set in Aruba on May 16, 2014.



## Team Aruba, Goodwill Ambassadors

Team Aruba has made a name for their 'One Happy Island' among drag racing fans. Many racers, officials and fans have made Aruba their vacation spot, including famous names like Harold Martin. Now, a group of 35 folks from Union, South Carolina are planning a trip of their own.

Bobby Hicks manages U.S. operations for Team Aruba and is spearheading the group's trip. Those who have enjoyed an Aruba vacation at the bidding of the Emans and Team Aruba include World Champion racer Cary Goforth and Greg Brown, an Engine Builder at Jon Kaase Racing Engines, as well as fellow racer John Pluchino, whose entire team visited the island. Pluchino crew member Bill Madden even bought a timeshare in Aruba.

World Champion John Montecalvo stated, "You could always count on seeing lots of people surrounding the Team Aruba pit area, as Trevor and his crew were always mingling with the fans and promoting tourism for the island."

While Aruba's efforts on the track are receiving more and more recognition after their stellar 2013 performance, they are best at accomplishing what they originally set out to do: attract people to their island paradise home.



## Events

### Watching The Superbowl at MooMba Beach was a Vacation Highlight for Fans

Whatever one may think about the end result of the Superbowl which was held in New York, the atmosphere at MooMba Beach, where more than 500 fans were cheering on their favorite teams, was sizzling. Two giant screens on the beach, one in the restaurant and 4 in the bar showed every little detail of the game as well as the terrific ads and half-time performance. Guests shouted and screamed, applauded and groaned as the game proceeded, while nibbling on chicken wings, pizza slices and nachos; Beer bucket specials went like hot cakes as well.

The party at MooMba Beach continued after the game under the spirited guidance of DJ Diablo, the house dj of choice at this fantastic, tropical location. MooMba Beach was mentioned last week on the Fox News internet site as number two of the 'Best exotic escapes for Superbowl Sunday', a listing of great places with nice, hot climates. The place made this honorary listing more than true - the evening was fantastic!

### 7 warm-weather escapes to watch the Super Bowl

Published January 27, 2014 / FoxNews.com



## Carnival!

Get into the spirit of Aruba's biggest party of the year - a month-long celebration with festive street parties known as "jump-ups" and spectacular parades. And this year's Diamond Jubilee 60 th anniversary promises to be bigger and better than ever!

Aruba Carnivals are remembered for their powerful music; winning songs selected at competitions include the best calypso with politically-charged lyrics and social commentaries, and the best road march with catchy lyrics and melodies and movements all perform together.

Lining the streets along the routes of the Grand Parades are trailers of all shapes and sizes; many spectators are also happy just to stand at the side of the road. A spirit of camaraderie and happy anticipation is felt by all as the hours of waiting are filled with food and drink, greeting and socializing.

This wild and wonderful season is punctuated by thrilling parades. The Lighting Parade is a twinkling nighttime extravaganza. Grand Parades in San Nicolas and Oranjestad shut down both cities. Under the blazing sun, marchers in resplendent feathered and sequined regalia are joined by imaginative rolling road pieces and huge music machines on wheels. Some groups have hundreds of participants. The midnight burning of King Momo, a life-size effigy of the spirit of the Carnival, signals the end of the season.

Rivaling that of Rio de Janeiro and New Orleans, Aruba's Carnival is a thrilling show of over-the-top pageantry 60 years in the making.

For more information on the history of Carnival in Aruba and a full 2014 schedule, visit [www.aruba.com/our-island/carnival-aruba](http://www.aruba.com/our-island/carnival-aruba).



## Carnival Viewing In Style

For carnival viewing in style, the diamond platform is a one-of-a-kind stage built in the yard of Cas Di Cultura facing the Vondellaan street. This platform is roughly six feet high and can carry up to 200 guests to enjoy the best view of the most prominent parades of the 60th

This Prime Location features comfortable padded seating with clear unobstructed view, shade sails for sun protection, premium bar and buffet, security, gated parking lot and private bathroom.

For reservations and information, contact [jonathan@casdicultura.aw](mailto:jonathan@casdicultura.aw) or [janevermaas@gmail.com](mailto:janevermaas@gmail.com).







### Mix Up Mondays at Cas Di Cultura

Introducing a brand new concept to Aruba, MIX UP Mondays provides a platform for young talented and already established artists to show their discipline to the public. The first edition took place at Cas Di Cultura on January 27. Similar to the open stage idea, the night highlights selected art forms per edition.

This first edition focused on circus; dance and jazz music. Featured were the very talented Jolinde Nijland, a trapeze artist that has worked with Cirque du Soleil, accompanied by the soulful tunes and sensual voice of Roel de Vries. Niels Onstenk, Voted Holland's Best Gitarist 2013,



provided the audience with his repertoire, and Sanghita Muntslag, who sounds and looks like Erykah Badu, filled the night with romance. Silvia Mataloni, Italian born dancer, gave her velvet rope show with music, and a special performance was given by Ritmo Cubano.

This evening is suitable for everybody, all ages and languages because the songs will be in English while the performances take place. For information about future events, contact Jane Vermaas at [janevermaas@gmail.com](mailto:janevermaas@gmail.com).

Pictures are courtesy of 24ora.com





## XPO 1880

Visitors to Fort Zoutman have an exciting new exposition awaiting them at the Aruba Historical Museum within the landmark. Officially opened on January 24, XPO 1880 is a unique exploration of Aruban history and culture particularly devised to spark interest among island youth in investigating and appreciating their cultural heritage. The program deployed 20 schoolchildren, dubbed “Special Agents,” to obtain family heirlooms, investigate such traditional practices as natural herbal remedies, and explore the history of their school or house.

The objects and their stories, as well as the family histories of the children involved, are recounted in Papiamentu and English, along with the investigative process in obtaining the information.

XPO 1880 is scheduled to be on display for one year, with a dynamic format entailing new investigations which will further involve Aruba’s youth. The Aruba Historical Museum in Oranjestad is open Monday through Friday, from 9:00 AM until noon and from 1:30 to 4:00 PM. Entrance fee is \$5. Fort Zoutman is also the venue for the weekly Bon Bini Festival on Tuesday evenings, when the museum exhibits are also available.



## Dress To Impress

Claudius Phillips, an icon of Aruba’s carnival celebration, considered by many to be Aruba’s premier singer, musician and composer, celebrated the opening of his club, “Dress 2 Impress,” better known as “D21” in the heart of downtown San Nicolas.

Targeting the over-21 crowd with discerning taste in music, D21 has a comfortably-sized dance floor next to the ample bandstand, a stunning VIP lounging area, and a stylish bar section.

Aruba’s Minister of Economic Affairs, Communications, Energy and Environment, Mike de Meza, who harbors a special interest in his home town, lauded the club as a precursor to other attractions that will revitalize San Nicolas.

This charming lounge offers an excellent destination for vacationers to rub elbows with the local community and experience a stylish taste of island life.



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by the 25th of each month.

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### Soul Beach Music Festival

Award-winning vocal powerhouse Robin Thicke will headline the 2014 Soul Beach Music Festival hosted by Aruba from May 21-26 to culminate a power-packed Memorial Day weekend including comedy night and sensational music performances.

Robin Thicke is established as one of the most respected singer-songwriters in soul and R&B music today. Nominated for three Grammy Awards, *Blurred Lines*, Thicke's recent release is a worldwide hit. Festivalgoers will sway and rock to the melodic vibrations of the lyrically gifted soulful crooner, Sunday, May 25 at the Nikki Beach Amphitheatre.

The 2014 Soul Beach Music Festival will roll out more highly anticipated announcements of main stage performing artists in the weeks to come. For information about ticket sales, accommodations and the latest updates sign up for CLUB SOUL BEACH, visit [www.soulbeach.net](http://www.soulbeach.net). Join the Soul Beach Music Festival community: follow us on Twitter @SoulBeachMusic and become a fan of 2014 Soul Beach Music Festival on [www.Facebook.com/soubeachmusic](https://www.facebook.com/soubeachmusic).