



Aruba Tourism
Authority

Aruba Product Update

February 2015

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 2015



ATA News

Continued Focus on Latin America

In Bogota, Colombia, the Aruba Tourism Association held strategic meetings dealing with the Latin American market. In attendance were Ronella Tjin Asjoe-Croes, CEO of ATA; Sanju Luidens-Daryanani, Chief Marketing Officer; and other members of the ATA Aruba team, as well as the entire Latin American team including representatives of Venezuela, Brazil, Chile, Argentina and Colombia, headed by Miriam Dabian, ATA Latin America Director. Airline meetings were attended by Jo-Anne Arends, Head Airline Marketing of Aruba Airport Authority.

ATA holds such meetings at the beginning of every year to share objectives and implement best practices. For 2014, there were a total of 336,364 visitors from Latin America, making

it Aruba's #2 market after North America and one that has been growing every year.

The key message was that ATA will pursue diversification in the region to extend from its traditional valued partners to countries such as Paraguay, Uruguay, Peru and Ecuador. During the meetings, valuable interchanges took place with airline partners including Avianca, Copa Airlines, LAN and KLM reflecting continued growth in this sector.

Aruba has shown itself to be a strong destination for Latin America, remaining in the top five. The aim for 2015 is a growth of 3.5%. The market continues to grow worldwide with affluent tourists seeking a five-star vacation destination with good climate and infrastructure.





Happy Liaison Officers

A few months ago, ATA launched a project named “Happy Liaison Officers”, in which a uniformed team of associates were located in key tourist and cruiseship areas to provide information and service to visitors. These officers worked with the Aruba App on their iPads which is an excellent source of information. ATA is now evaluating the program, studying the questions asked and tourist traffic patterns to fine tune this initiative which has been generally well-received by visitors.

“This project is going very well. Conversing with tourists not only provides pro-active service but also informs them about the different options they have on Aruba, enriching their experience and raising their on-island spend,” explained Ronella Tjin Asjoe-Croes, CEO of the Aruba Tourism Authority. “The more informed they are of all that Aruba has to offer, the greater the chance that they will do more on-island...The feedback from tourists as well as local businesses has been very positive. The needs of stay-over and cruiseship visitors vary, confirmed by the information compiled from the officers.”



Aruba Brings a Slice of Sun to Sundance Festival

Aruba Tourism Authority extended a warm welcome to Hollywood stars, inviting them to Aruba during the Sundance Film Festival that takes place annually in Utah. Just as Aruba participated last year at Super Bowl with the “Aruba Super Bar” and captured the attention of celebrities, a “gifting lounge” was set up in the Karin Feinstein Style Lounge on the main street in Park City. From January 23-25, selected artists were invited to the Aruba-themed suite to accept a fictitious award for a fictitious film they made on Aruba. Among the visiting celebrities were Nikki Reed, Tono Colette, Molly Shannon, and Gina Rodriguez who enjoyed their time with Team Aruba and received gifts ranging from jewelry to technology.

The Aruba brand shone brightly in every scene which was taped, and artists received as gifts a clapperboard and Aruba star sign. Posters were accompanied by slogans such as “Headed to Star-Studded Aruba” and “The Stars Shine Brighter in Aruba”.

This event was posted on Facebook, Twitter and Instagram as well as on aruba.com. Even before the festival started, the Aruba team engaged with artists and invited them to visit Aruba in Park City, with a video seen by 92,000 fans in only four days.

This festival provided a wonderful opportunity to show off Aruba’s attractions and the diversity of all the island has to offer, especially to affluent and young vacationers. Sjeidy Feliciano, PR Director of ATA, had interviews aired on ABC Utah, Hollywood Stars and other media.



Awards

Aruba Wins HSMIA Adrian Awards

Aruba continues to be recognized internationally for the unique and diverse way the island is projected and promoted. This year, Aruba was proud winner of two Adrian Awards of the Hospitality Sales and Marketing Association International (HSMIA).

For the past 58 years, HSMIA has recognized inspiring best practices in sales and marketing for the hospitality industry. The HSMIA Adrian Awards competition is comprised of multiple categories in three entry divisions:

advertising, public relations and web marketing. The HSMIA Adrian Awards Dinner Reception and Gala took place on February 23, 2015; it is the pinnacle event that celebrates award-winning approaches to advertising, public relations and digital marketing, and the teams that make it happen.

This year, Aruba won bronze and silver awards in digital and traditional print categories. The online video of Devin Supertramp, famous on YouTube, attracted young affluents to the island in a compelling, innovative and creative way, winning the silver award. Devin Supertramp created a different image of Aruba – a destination younger and unique as seen in six 26-minute videos capturing an Aruba full of exciting adventures.

The print campaign that won the bronze award was aimed at attracting the affluent visitor, reflecting the island's exceptional setting and its spas, culinary arts and diverse vacation experiences.



AAA Wins “Highly Commended” Award For Excellence in Airport Marketing

More than 650 professionals in the world of aviation were present for the awards and participated in the 8 Routes Americas event in the Denver International Airport. Reina Beatrix Airport received “Highly Commended” award for excellence in Airport Marketing in the category of less than 4 million passengers.

This annual award was proudly received by Jo-Anne Arends, Head Airline Marketing, and Barbara Brown, Business Unit Manager Terminal, of the Aruba Airport Authority. It is considered the most prestigious in the industry because it is based on votes from airline network planners. Aeropuerto Reina Beatrix of Aruba was nominated by the airlines together with Regina Airport Authority (Saskatchewan, Canada), Montego Bay International Airport, Savannah/Hilton Head (Georgia) and State College (Pennsylvania). A panel of judges consisting of senior members of the community of airline network planners in the region determined the winners.

“The nominations and the awards are an important benchmark to monitor what Aruba is doing in comparison with the competition. This recognition is proudly shared with our clients and other stakeholders. This is testimony to the accomplishments of our aviation marketing team. To be recognized for our hard work by those in the industry is quite an accomplishment,” noted AAA CEO James Fazio.



Hertz Aruba - Frontline Performance Group Awards

Sonja Franken and Julia Ras, customer service representatives at Hertz Aruba recently received well-deserved recognition from the Frontline Performance Group. For over 16 years, Frontline has redefined how companies grow their bottom-line. Their specialties include optimizing sales and service abilities of frontline associates, service-based sales cultures, creating superior working environments, and generating bottom-line results.

Both longstanding Hertz Aruba employees recognized for the high level of excellence achieved in providing the best possible service to customers, while never losing sight of the bottom line. Hertz Aruba is committed to providing the best possible environment for continuous employee development and growth. As recipient of numerous prestigious awards from Hertz International such as 'Excellence for Exceptional Customer Service and Revenue Growth', Hertz Aruba's continued effort brings the best quality line-up of vehicles to its clients, paired with the best and most heart warming partnership in adventure, with a smile.

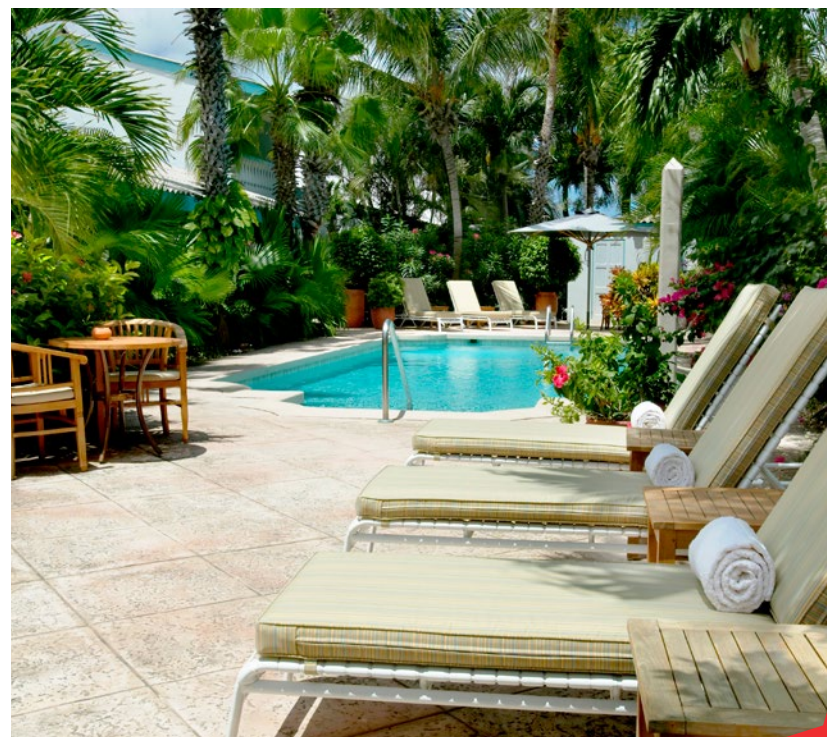
Paradera Park Wins TripAdvisor® Award

The 2015 TripAdvisor® Award for Best Bargain Hotels in the Caribbean was won by Paradera Park. It is the 6th TripAdvisor Travelers' Choice award for this resort over the past 10 years. The hallmarks of Travelers' Choice Best Bargain Hotel winners are remarkable service, quality and value.

"We are proud of this award in the category Best Bargain Hotels Caribbean as it reflects our concept of offering value for money, a relaxing, comfortable and private place to stay with excellent personal service. It is another milestone in our 20 years of existence. Over the past years review sites such as TripAdvisor and most recently Zoover have recognized and awarded us, which is very rewarding", states Managing Director Deborah de Weerd.

"We receive a variety of nationalities at Paradera Park, such as guests from North- and Latin America, as well as Dutch, other European and local guests. Being recognized and awarded by two of the most renowned review sites in our top markets is an indication that our guests truly appreciate our product and service."

The 17-unit apartment resort consists of spacious Deluxe Studios, 1-and 2-Bedroom Suites and is centrally located in Paradera. Each accommodation offers a kitchen, living area, bedroom and bathroom as well as a private patio. All accommodations are privately situated and are overlooking the lush gardens.





Amsterdam Manor Beach Resort Winner of Orbitz Best In Stay Award

Amsterdam Manor Beach Resort recently received the Orbitz Best In Stay Award during the Orbitz appreciation cocktail party in Puerto Rico. Jurgen van Schaijk, Managing Director, and Joanne Dirksz, Sales and Marketing Manager, were present to receive the award.



The winners were selected based on the overall numeric score of hotel reviews submitted by Orbitz customers that have booked and stayed at hotels over the past year. Customers were asked to rate a variety of hotel attributes on a scale of 1 to 5, including amenities, maintenance, hotel staff, room comfort, location, and value. Those ratings are supplemented by input from nearly 150 Orbitz hotel experts who factor in other market conditions, such as the number of reviews, frequency of booking and reputation of hotel staff.

Amsterdam Manor Beach Resort will be highlighted on a dedicated page on Orbitz.com and a short description of the award and the “Best In Stay” icon will be featured on the property’s hotel details page.



The Boardwalk Small Hotel - Certificate of Excellence by TripAdvisor®

Boardwalk Small Hotel Aruba has just been recognized among TOP 25 BEST HOTELS for service, and awarded a Certificate of Excellence by TripAdvisor®, one of the world’s largest travel sites. The continuous efforts made by the hotel’s staff and the consistency in hosting and pampering guests combined with professional and personalized service earned the Boardwalk this distinguished international recognition.

“It is for us the biggest compliment,” says owner Kimberly Rooijackers, who with her sister Stephanie, manages the property. It’s a team effort, from housekeeping, maintenance and front desk to external consultants and members of management, we all go the extra mile every day, take pride in what we do, and love our lifestyle job! We are grateful for the hundreds of reviews posted by our guests and will continue to strive to make every stay one in a lifetime!

The Boardwalk Small Hotel is a friendly, tropical retreat, within a three-minute walk to the white sandy beaches and turquoise waters of the Caribbean, and within another five-minute walk to all of Aruba’s exciting nightlife, restaurants and activities on Palm Beach. The charming resort offers privacy and relaxation, within a tropical oasis, in an authentic Caribbean ambiance, with 14 spacious Aruban casitas spread out around a swimming pool and Jacuzzi, enhanced by many amenities and special features.



Divi Resorts Aruba

Travelife sustainability award

Divi Resorts Aruba received a prestigious certification for sustainability by Travelife. This is the second annual Gold Certificate of Excellence awarded by the auditor after Divi met all the criteria of sustainability. The Travelife awards are part of the British travel company TUI Group, and are based on a fair and affordable system that helps its members to develop good practices of sustainable hospitality. The awards promote these achievements within the travel industry and publish results shared with European and international consumers.

Silver certification from Earthcheck

For the first time, all five Divi Resorts properties in Aruba have achieved Silver certification for 2014 from Earthcheck, the world's largest certifier of sustainable travel and tourism operators. In order to become Silver certified, the properties were required to meet measurable standards for key environmental indicators such as energy and water consumption, total waste production, community commitment, and others.

“We are very pleased to have all five Divi Resorts properties in Aruba achieve this certification from Earthcheck, which is a testament to our company’s commitment to environmental responsibility,” said Alex Nieuwmeyer, Managing Director, Divi Resorts Aruba. “We have been working diligently to ensure that our resorts operate in accordance with internationally-accepted standards for sustainability while, at the same time, continuing to optimize our guest experience.”

This year, all five Divi Resorts properties in Aruba officially became silver certified and it is the third year in a row that Divi & Tamarijn Aruba are receiving the silver certification. After five consecutive years of achieving this status, the resorts will qualify for Gold status. In addition to the Divi Aruba All Inclusive and the Tamarijn Aruba All Inclusive, the other Divi Resorts properties in Aruba that received certification this year are the Divi Aruba Phoenix Resort, Divi Village Golf & Beach Resort and the Divi Dutch Village Beach Resort.



Resorts

Radisson Aruba Resort, Casino & Spa

Valentine's Day Dining

Radisson Aruba Resort, Casino & Spa celebrated Valentine's Day with a special menu at its signature restaurant, Sunset Grille. The menu included Lobster Bisque, the signature Sunset Salad, and either a Surf & Turf dish of Beef Tenderloin and Lobster Tail served with steamed vegetables and garlic mashed potatoes, or Chateaubriand with mushroom, asparagus and scalloped potatoes. The meal concluded with a warm, flaky apple tart. All guests also received a special Valentine's Day cocktail.

Romance at Radisson Aruba Lasts Beyond February

Additionally, guests took advantage of the resort's Romance Package. With rates up to 40% off, a five-night stay begins at \$3,625 and includes a bottle of Champagne upon arrival, daily breakfast for two, a dinner with bottle of wine at either Sunset Grille, or right on the beach by torchlight, sunset sail for two, 50-minute couples massage and a nightly turndown service. A special gift to commemorate the occasion was given complimentary to guests who booked the package during February. The package is available through December 22, 2015.

Snow Shoveler's Spa Package

The Groundhog has officially announced that six more weeks of winter are in store. Radisson Aruba is offering some relief just for those who are still shoveling snow across the US. The Snow Shoveler's Spa package offers travelers a complimentary 50-minute massage with a four-night stay booked for travel in March. Rates begin at \$413 per night, and guests must use booking code SHOVEL to receive the added perk.

Radisson Aruba Honors Employees

On February 3, the resort held a Carnival-themed celebration to honor its Colleague of the Year, Supervisor of the Year, Manager of the Year, and the 12 employees celebrating their 25th anniversary at the resort. Colleague of the Year was awarded to Omar Castañeda who serves as Houseman during the day and works functions and banquets in the evenings. Supervisor of the Year was awarded to Marilu Erasmus who oversees F&B at the resort's Sunset Grille. Manager of the Year was awarded to Chef Hector Espinoza.



Aruba Marriott Resort & Stellaris Casino

New Complex Director of Finance

Aruba Marriott announced the appointment of Raymond Habibe as its new Complex Director of Finance. Raymond started his career as Assistant Controller at the Aruba Marriott in 1995 and was the first Operations Controller at the Marriott Aruba Ocean Club. Habibe previously worked as Director of Finance at Curacao Marriott and other renowned hotels on the island.

As Complex Director of Finance, Raymond will be responsible for leading the hotel accounting and finance activities, as well as contributing to the overall success of the three properties by effectively managing all financial objectives. "We are very excited to have Raymond on board as part of the Aruba Marriott family and are confident that he will bring great energy, focus, local knowledge and enthusiasm into his role," said Tom Calame, Complex General Manager of the Aruba Marriott.

Champions Introduces a New Look and Feel

Champions recently introduced a freshly revamped look and feel to the restaurant's logo, interior design and menu. The new interior design now offers a modern and light new ambience with 33 high-definition flat screens throughout the venue, a hip L-shaped bar and an updated menu. In addition, the Champions' logo has also been revamped to fit the freshly updated look and feel.

Champions' is currently offering a special 20% discount on food and non-alcoholic beverages for locals and an Executive Happy Hour every Friday from 6 pm – 8 pm with \$5 premium bar and live entertainment.

Champions' also provides a private area perfect for any event such as kid's birthday parties. Stay tuned for Champions' Express Lunch to be introduced in March, which will offer a fixed lunch menu at a special price.

GoPro technology

Marriott Hotels, Marriott International's flagship brand, is elevating their guests' experiences by enabling them to document their adventures using the most advanced GoPro camera yet - the GoPro HERO4. The program, currently available at 17 hotels and resorts across the Caribbean and Latin America, allows guests to take a complimentary test drive of a GoPro HERO4.

"The Marriott Hotels continually demonstrate leadership in bringing new travel-enhancing experiences to their guests and the GoPro HERO4 cameras are the perfect device for their guests to capture their Caribbean and Latin American vacations," said GoPro Senior Vice President of Marketing, Paul Crandell. "Resort destinations in tropical locations are where passionate people go to enjoy amazing new experiences and we can't wait to see the GoPro photos and videos that Marriott guests create during their stay."

Guests are encouraged to submit their GoPro photo and video content across social platforms using the hashtags #GoPro, #travelbrilliantly and #viajegenial for the chance to be featured on the Marriott Hotels website, www.travelbrilliantly.com/gopro. The submitted content will be curated to share across Marriott International's social media channels and the in-room entertainment system at participating hotels.



Caribbean Palm Village Resort

Front Desk and Hotel Reservations named Department of the Year

The department entrusted with the combined operation of the Front Desk and Hotel Reservations was recognized recently as the Department of the Year Award for maintaining the highest standards and for providing topnotch customer service to owners and guests at the resort. The award ceremony took place at Sweet Peppers Restaurant and lauded a standout department for its work.

The award also signifies meeting departmental goals as approved by the Board of Directors, and also attaining top ratings gleaned from the Customer Service Satisfaction Survey administered weekly at the resort. Additionally, says Board Member Dr. Zendzian, all members of the department demonstrated high levels of commitment in accomplishing their department's goals. They displayed good teamwork as well as dedication to improvement.

Carnival Queen Election and Coronation

In a colorful Queen Election and Coronation, the Caribbean Palm Village Resort elected its Carnival royalty from among four fun-loving candidates, all of whom are repeat-guests of the resort and frequent Aruba visitors.

Margy Irizarry of Brooklyn, NY; Josefina Monsato of New Jersey, Barb Craighead from Chicago, and Maureen Mini and Hali Internicola of Boston, were presented as queen candidates dancing their way into the crowd's heart. The best dancer and most joyful of the four, Hali Internicola, won the contest and most cheers.

The contest was presided by famous local Carnival-lovers including Nancy Brete of Aruba Kayak Adventure, and Gerla Chayadi who escorts the famed bar hopping bus, Kukoo Kunuku. They were joined on the jury by Ana Wanga from Madeleine's Spa, and Harold Pasch, owner, Sweet Peppers Restaurant. Emceed by Farley Croes, the energetic activities coordinator, the crowd consisting of resort guests and candidates, including three additional cross-dressing candidates from among the resort male guests, had a great time!

Divi Resorts Aruba

New Divi Vacation Club debuts

The Divi Vacation Club has launched, and this new points-based club offers members access to premier destinations in the Caribbean and worldwide travel opportunities. The Divi Vacation Club began enrolling members in January.

The featured Caribbean properties include Divi Aruba Phoenix Beach Resort, Divi Village Golf & Beach Resort and Divi Dutch Village Beach Resort on Aruba. These resorts, known as Divi Club Destinations, feature a range of vacation experiences, from modern high-rise hotels, to intimate beachside settings, to top dive resorts.

In addition to the Divi Club Destinations, members can vacation in more than 80 countries through the Divi Exchange Network, which partners with Interval International® to access hundreds of resorts around the world.

“The Divi Vacation Club offers more travel flexibility than traditional vacation ownership, allowing club members to travel where they want, when they want and how they want, based on the amount of points they wish to spend,” says Marco Galaverna, president of Divi Management Group. “With Pure Points, the currency used to book vacations, our members only spend the points they need depending on the season, resort, accommodation size and length of stay.” The Divi Vacation Club also helps members save money on their travel, insuring that their yearly vacation costs will remain stable and affordable for years to come.



Restaurants

Hard Rock Café

Down South Tennessee flavor has come to the Hard Rock Café Aruba. Pulled pork and pulled chicken, melt-off-the-bone ribs, and half chicken in specially seasoned rub make their way out of the smokehouse carrying with them hickory barbecue sauces, chipotles, southern style mustard

sauce and a spicy jalapeno here and there. In addition to their legendary burgers, entrees on the international menu include Beer battered Alaskan cod, Norwegian salmon, and Famous fajitas with preference of grilled chicken, beef or shrimp.



Arubaville

At Arubaville, Chef Rawlin brings to the menu Caribbean flavor Aruba-style with locally grown Aruban cucumbers, tomatoes and mushrooms, and local catch such as mahi mahi, tuna and wahoo. Lionfish and lobster are sometimes offered as specials. Beef stew, fish soup, fresh fish in banana leaves, and flan are among the traditional local specialties.

Arubaville has the total package with good food at modest prices, spectacular view, a Caribbean vibe, and live music. It is the perfect spot to watch the sunset and eat after a dusty day of Jeep off-road adventure. On Friday nights at Arubaville, enjoy happy hours, live music and the chicken grill special for only \$10. On Sundays, the shrimp and chips is offered at only \$ 12. Arubaville is open daily from 11 am till 5 pm for ice-cold drinks and from 5 pm till 10 pm for dinner.



TGI Friday's

TGI Friday's recently introduced its "Taste of Miami Beach" menu and treated local press to the spicy hot new selections. Sweet and spicy Beef Pineapple Habanero & Shrimp, Caribbean Sirloin & Jerked Jumbo Shrimp, Caribbean Seafood & Chicken Rice, and sizzling Chimichurri Chicken were served, along with a refreshing Friday's mojito. General Manager Tony Bonilla hosted the group, which thoroughly enjoyed these delicious new additions to the traditional TGI Friday's fare.



Environment

Aruba Prime Minister Attends First Energy Security Summit

Aruba Prime Minister Mike Eman was invited to the First Energy Security Summit, organized by US Vice President Joe Biden. Caribbean leaders from 36 delegations participated in this summit held in Washington DC to discuss solutions for the transformation of conventional energy to sustainable energy. He had the opportunity to share several of Aruba's great strides toward sustainability with Mr. Biden and the 700+ conference delegates. The Prime Minister discussed Aruba's desire to not only have 5-star hotels but also 5-star schools, neighborhoods, elderly homes and quality of life for citizens. Mr. Eman assured the audience that this was attainable, and his words were reiterated by Biden in his speech stating that Aruba has shown proven progress towards sustainability in reference to renewable energy.

US Vice President Joe Biden referred to Aruba as a country showing demonstrable progress achieved by uniting government, utilities and business behind a common strategy and comprehensive action plan. "Fulfilling Aruba's 2020 sustainability commitment is made possible because we have opened the market for private investment in the conversion from our conventional energy systems rather than asking a larger country or any international organization for help, but by accepting our own responsibility towards our citizens," stated Mr. Eman.



Activities

De Palm Tours

Aruba's leading tour, activity and transfer company celebrates its 55th anniversary

Since its founding on January 15, 1960 by Luis C. De Palm, and later acquired by Harold Malmberg in 1971, the company has serviced and transported millions of visitors all over the island. Under the leadership of Harold Malmberg the company flourished, growing from six employees to 300 staff members, all committed to providing visitors with a convenient, hassle-free, one-stop portal to a wide variety of vacation experiences on Aruba.

De Palm Tours' portfolio includes 33 deluxe Volvo buses, a fleet of Land Rover and UTV off-road vehicles, a 100 passenger catamaran, a 48 passenger Atlantis Submarine, a 44 passenger semi submarine called Sea World Explorer, Aruba's premier attraction called De Palm Island and De Palm Pier on Palm Beach.

Over the years the company has expanded its services to running concierge and sales desks at hotels in 25 locations throughout the island as well as a Destination Management Services division, which caters specifically to the groups market. In 2012, De Palm was one of the founding members of a local charity called Family First, which serves to offer guidance and assistance to families in need.

De Palm Tours grants its success to their dedicated staff members, the many loyal customers and Aruba's visitors. They are proud to have served Aruba's tourism for past 55 years and will continue to do so by operating safe, fun and enjoyable products and services for all to enjoy.



Shopping

Gandelman Jewelers

New Patek Philippe Corner

An impressive new location has been unveiled in Gandelman's Renaissance Store for the prestigious brand Patek Philippe, of which Gandelman is the exclusive retailer in Aruba. The newly redesigned Patek Philippe corner uses materials such as leather, alabaster, sycamore and brass to create a subtle range of natural colors going from light beige to dark bronze and conveys a subdued sense of luxury, reflecting the renown and prestige that Patek Philippe has acquired amongst watch connoisseurs.

Patek Philippe's classic and elegant styling, combined with their unparalleled watchmaking craftsmanship makes the new Patek Philippe corner at Gandelman Renaissance a truly captivating reflection of luxury.



Photo Opps

A host of Miss Universe contestants in Miami including Miss Argentina and Miss Netherlands received an Aruba pin, putting Aruba in the spotlight.

Aruba was represented by a delegation of 20 participants at the Miami Marathon, proudly sporting their Aruba shirts.





Events

Carnaval

Rivalling that of Rio de Janeiro and New Orleans, Aruba's Carnaval is a thrilling show of over-the-top pageantry. It is the biggest party of the year - a month-long celebration with festive street parties known as "jump-ups" and spectacular parades.

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 special gestures.

This wild and wonderful season of Carnaval 61 was punctuated by thrilling parades. The Lighting Parade was 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 were joined by imaginative rolling road pieces and well-known bands. Some carnival groups had hundreds of participants dancing in the streets and entertaining all the spectators.

Trailers lined the streets all along the routes of the Grand Parades. A spirit of camaraderie was felt by all as the hours of waiting were filled with food and drink, greeting and socializing.

Then Aruba bade farewell to Carnaval 61 with the traditional midnight burning of King Momo, a life-size effigy of the spirit of the Carnaval, signalling the end of the season.

To our tourism partners:
Thank you for providing us
with your updates

To ensure that your news is featured in
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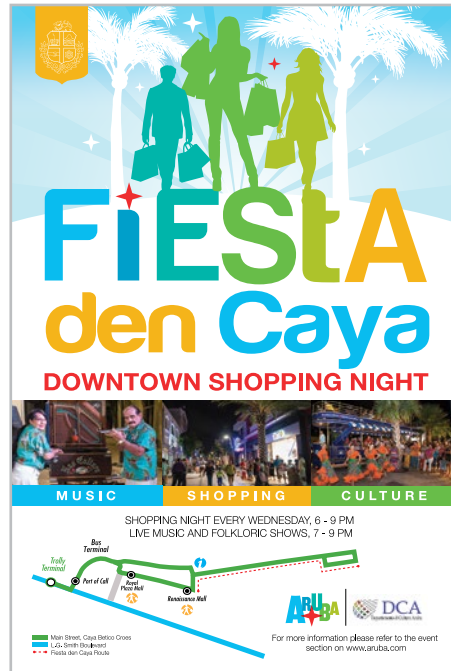
A special thank you to Aruba Daily,
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Sail Aruba

At the invitation of Governor Fredis Refunjol, His Majesty King Willem Alexander and Her Majesty Queen Maxima will be present at Sail Aruba commemorating the 200th anniversary of the Dutch Kingdom and the 350th anniversary of the Dutch navy.

This exciting maritime event will take place at the Oranjestad wharf from May 1 – 3, 2015. It is organized by the Governor of Aruba in collaboration with partners including Marina Real, Aruba Ports Authority, SEL Maduro, Divi Resorts, and the Government of Aruba.



Fiesta den Caya

"Fiesta den Caya", the new weekly cultural festival introduced last November, takes place every Wednesday evening from 6 pm – 9 pm on the main street in Oranjestad. This delightful evening featuring shopping, local music and dance performances is enjoyed by tourists as well as cruise ship passengers. It is made possible by collaboration among the Ministry of Culture, Aruba Tourism Authority and Department of Culture. Enjoy caha di orgel (barrel organ), brass bands, disco, and carnival music while mingling with locals.