



Aruba Tourism
Authority

Aruba Product Update

February 2017

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

Our Mission:

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

Our vision:

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

Core Values:

Empowerment
Productivity
& Ownership
Professional
Respect
Fun & Passion.

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



ATA News

Expedia named Aruba Tourism Authority the 2016 “Destination of the Year” at the CHTA Conference. This distinguished award reflects Aruba’s valued partnership with Expedia as well as the destination’s accomplishments in product enhancement and on-island visitation.

The Aruba Tourism Authority also received a special recognition from Classic Vacations. The awards were received by Ronella Tjin Asjoe, Sanju Luidens, Ed Malone and Adwina Arends.



Awards & Recognitions

Bucuti & Tara Beach Resort

The resort is beginning the New Year with five honors naming the adults-only Aruba resort among the top hotels in the Caribbean. U.S. News & World Report named Bucuti as the No. 1 Hotel in Aruba and among the Best in the Caribbean for the second year in a row.

TripAdvisor®, the world's largest travel review website, honored the resort with three 2017 Travelers' Choice awards. Heralded for being a tranquil and intimate retreat, it has been named the No. 1 Hotel for Romance in the Caribbean. The guest-centric hotel is also honored as the No. 2 Hotel for Service in the Caribbean and the No. 6 Hotel in the Caribbean overall.



Boardwalk Small Hotel

Boardwalk Small Hotel recently was awarded second place on the 2016 Readers Choice Award of Best Boutique Hotels in the Caribbean, selected by readers of Caribbean Journal. Of the 25 pre-selected Caribbean nominees, it was the only Aruba property to make the short list. In addition, it just received the TripAdvisor Travelers' Choice Award 2017, ranking ninth place in the Top 25 Hotels offering Best Service in the Caribbean, and the Guest Review Award 2016 from booking.com.

The resort now offers a tranquil beach area on Palm Beach, with new beach service that includes complimentary use of beach huts (palapas), lounge chairs with comfortable cushions and a shower facility. The neighboring Ritz-Carlton, Aruba caters to Boardwalk guests by Segway, offering F&B services conveniently at their beach huts. Adjacent watersport center Vela offers discounted services, lockers and watersport rentals.



Aruba Marriott Resort

Best Hotels in the Caribbean

The Aruba Marriott Resort received an award in the Silver level “Best Hotels in Aruba” category. U.S. News & World Report ranks the best hotels by taking into account their reputation among professional travel experts, guest reviews and hotel class ratings. 286 scored high enough to be recognized as Best Hotels in the Caribbean.

USA Today 10 Best Readers’ Choice Travel Awards

USA Today 10 Best Readers’ Choice Travel Awards has asked a panel of Caribbean travel experts to nominate their favorite attractions in the Caribbean region, and Arikok National Park has made the list! USA Today 10 Best has also nominated the Antilla Wreck for ‘Best Caribbean Dive Site’, Bucuti & Tara Beach Resort for ‘Best Caribbean Resort’, Tierra del Sol for ‘Best Caribbean Golf Course’, Arashi Beach for ‘Best Caribbean Beach’ and Wilhelmina for ‘Best Restaurant in the Caribbean’. Voting Ended on January 30.



Manchebo Beach Resort

Manchebo Beach Resort & Spa was officially handed over the Green Globe Platinum Award by Guido Bauer, CEO Green Globe Certification during CHA 2017 held in the Bahamas last week. This prestigious Platinum Award was achieved last year 2016 after more than 13 years active participation in the Green Globe Program and being one of the outstanding Green Globe properties in Aruba.

We are delighted to announce the Green Globe Re-Certification 2016- 17 of Manchebo Beach Resort & Spa.



Paradera Park

The 2017 TripAdvisor Travelers’ Choice Award for Best Bargain Hotels in the Caribbean went to Paradera Park - the 8th award for this resort over the past 12 years. “It is another milestone in our 24 years of existence. Over the past years review sites such as TripAdvisor and 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.”



Resorts

Divi Dutch Village Beach Resort

The resort recently completed the first segment of a major two-phase renovation project, including a complete overhaul of 48 suites, an extensive update of the pool area with the addition of underwater lights and music, and an entirely new lobby building devoted to checking in guests. All newly renovated suites were outfitted with porcelain flooring, LED recessed lighting, fresh paint, new furniture and

window treatments. Kitchens were upgraded with new cabinetry, granite countertops, glass-tile backsplashes, and stainless-steel appliances. New vanities, granite countertops, fixtures, hardware, and makeup mirrors were added to the bathrooms, along with floor-to-ceiling tile. Existing bathtubs were replaced with new showers.



Manchebo Beach Resort

The resort has been a leader in sustainability and responsible tourism for years, and was the first Green Globe member to earn prestigious Platinum Status since January 2016. Part of the ongoing green initiatives is the participation in the Sponsor a Mile concept. Every third Wednesday of the month, guests, staff members and management teams are invited to participate in keeping Aruba's pristine beaches clean. In January, the first cleanup of the year started on Eagle Beach, filling many bags with plastic and other trash. Numerous green initiatives which target major environmental and social issues are in place at the resort, as well as various projects on renewable energy sources. "We must preserve the environment so that our children and future generations can benefit from it, and enjoy the same life we have," concludes Lidia Halley, Manchebo's Environmental Leader.



Caribbean Palm Village

Special Luncheon

The resort recently recognized the recipients of its 2017 Customer Service awards at a special luncheon hosted by management at Sweet Peppers restaurant. This year's award was shared between the Customer Service & Yield Department (CSYD) and the hardworking Housekeeping Department, won respectively by Daisy Gomez and Cristina Galindo. The 36 employees were thanked for their dedication to excellence, responsible for guest experiences rated as being above and beyond their expectations for the fourth consecutive year.

Interactive Carnival Party

Caribbean Palm Village recently hosted a Carnival-themed Managers' Cocktail Party commemorated the resort's 30th anniversary, featuring the activities team, Carnival dancers and a fantastic brass band. Music, dancing, and delicious snacks prepared by Sweet Peppers Restaurant added to the fun, yet what long-time guests appreciated most was playing the Carnival drums under the conductor's directions. As a timeshare property, Caribbean Palm Village Resort enjoys the loyalty of many repeat-guests with vision who originally bought timeshare units when the resort was still under construction.



The Mill Resort & Suites

Interamerican Promo Hotels will be rebranding the 188-room Mill Resort & Suites into a Courtyard Resort by Marriott. The property will close its doors on April 30, 2017 following a multimillion dollar renovation and is expected to reopen by the end of 2017. The Courtyard Resort by Marriott will feature renovated guest rooms, a new Spa, renovated lobby, pool area, multiple bars and restaurant, meeting room,

a new kid's activities center, complimentary wireless Internet service and onsite self-parking. With 1,000 locations in 38 countries and territories, Courtyard hotels participate in the award-winning Marriott Rewards® frequent travel program that allows members to earn hotel points or airline miles for every dollar spent during each stay.



La Cabana Beach Resort & Casino

The department of Human Resources in conjunction with the Engineering and the Housekeeping departments hosted a recent Job Fair at the resort, openly soliciting potential candidates for employment in various positions. The idea to host a Job Fair popped up in a recent management meeting, and the team decided to recruit additional helping hands internally.



Aruba Marriott Resort

Starbucks

The largest Starbucks kiosk on the island has recently opened its doors at the resort, the first location in the Caribbean that features the “Wall of Chill”. The wood waves that cascade above the kiosk mimic the legendary beaches of Aruba. The reclaimed wood finish is a nod to Starbucks’ signature style as well as the rustic

wood texture of the tropics, while the antique brass accents add a more polished feel. The hand painted Siren, designed custom for the store by artist Natalia Perez Penagos, is the familiar symbol of the Starbucks brand, and a whimsical introduction to the Marriott lobby.

Hyatt Regency Aruba

Super Bowl Event

On Sunday, February 5, guests of Hyatt Regency Aruba watched the Patriots face the Falcons on an 18-foot HDTV screen that hung above the surface of the Caribbean Ocean. With front-row-center loungers on the beach, guests were able to sit back, relax and watch the heated game unfold with their feet in the sand and an ice cold bottle of Aruba's Balashi beer in their hand. A special Super Bowl menu was available to truly make everyone feel at home with chili dogs, hamburgers, a Nacho station and more.



Restaurants

Renaissance Private Island

SIP & SAVOR on the beach in a perfect setting under the stars. After a welcome cocktail at ex-Carpe Diem restaurant in front of Renaissance Mall, guests enjoy a boat ride to the island followed by an exquisite dinner at Iguana beach with live music and a theme-inspired menu from Papagayo Restaurant. The culinary team prepares a special menu each month, served every Wednesday from 7 pm.

The Asian inspired menu consists of Dim Sum with sweet tamarind sauce, followed by Tom Yang Goong (shrimps mixed with lemongrass, chili, spring onions and mushrooms) or the Green chicken curry with jasmine rice. The grand finale is a Thai trio dessert consisting of Coconut custard, Mango sago and Fried banana drizzled with chocolate.

The Sands Eatery

In the evening, Marriott Ocean Club, Pool Bar & Grill is transformed into the Sands Eatery.

"We buy the best seafood," says restaurant manager Adolfo Bonarriva. "We cook it lightly, and serve it to our guests with a variety of sauces, so that dinner becomes a customized affair grilled, seared or blackened." Menu highlights include appetizers of Crab Claws Al Ajillo with parsley, thyme, basil, cilantro and garlic butter; Ancho Fried Shrimp with plum tomatoes and red onions; Sautéed Clams in a light Saffron Balashi beer broth with garlic butter and Roma tomatoes; and Fried Tempura Dusted Calamari with sage and spicy marinade. Main courses are just-caught Mahi Mahi, Grouper, Tuna, and Scallops in a Lemon Caper sauce and Caribbean Lobster Tail with beurre noisette.





Activities

ECO DMS

In 2017, ECO DMS will celebrate thirty years of service to its clients and the community, setting aside the 30th of each month for commemorative events focusing on the four pillars which assisted in making the company a success - its clients, partners, employees and community. The first event on January 30 is at Kibrahacha 60+, an adult social center, delivering entertainment, snacks and fun to brighten up the day of 80 seniors. ECO DMS, the Dutch Caribbean's premier full service Destination Management Company, combines creativity, personal service and superior professional skills to deliver memorable motivational experiences to clients from around the globe.



Retail

Aruba Aloe

Aruba Aloe is known for continually introducing innovative premium Aloe-infused products to the market. Most recently, the Aloe Company's new Dream Soap Bar hit the shelves at all of its 17 island retail locations.

The Aruba Aloe R&D team specifically developed the soap and the fragrance for the "Soapers' Showcase" competition at the Handcrafted Soap & Cosmetic Guild's Annual Conference in Tampa, Florida. Infused with a unique, dreamy scent, the soap took first place

in the "Melt & Pour Best Scent" category.

Dream is the latest addition to Aruba Aloe's growing line of handmade soap bars, formulated with ultra-moisturizing 100% Pure Aloe Vera Gel, extracted by hand from the company's own Aloe Vera plants.

Aruba Aloe invites locals and island guests to visit its state-of-the-art facility in Hato to enjoy its factory and museum tour and, soon, the soap making process firsthand.



Arubans in the News

Team Aruba

The Extreme Pro Stock team from 'The One Happy Island' of Aruba left its mark on the Mountain Motor world in 2016. It was their best season yet, with a strong championship chase that earned driver Trevor Eman and the team a solid second place finish.

After a brief off-season Team Aruba is back in the states, prepping for another championship run in 2017. Eman and the Aruba.com Mustang will switch gears from quarter-mile to eighth-mile racing this season. The

team is currently testing at Bradenton Motorsports Park to prepare for the eight-race PDRA schedule.

"We are excited to run the PDRA schedule this season," told Eman. "We've followed the series' progress and see the strong fan support. They run on great tracks and running to the eighth-mile is easier on our Aruba.com Mustang and Jon Kaase Engine."



Environment

Ban of Single-Use Plastic Bags

Aruba Tourism Authority

As of January 1, 2017, there is a ban on single-use plastic bags, which take years to decompose, wreak havoc on fragile ecosystems, and are carried by island breezes to rest on trees, shrubs and the coastline. On January 24, the Aruba Tourism Authority (ATA), involved in this environmental initiative from the start, held a press conference. To keep visitors informed, the plastic bag ban was announced on aruba.com, synergizing with other environmental initiatives including “Stimami Sterlisami” (a spay/neuter awareness campaign), the addition of informative beach signage, and “Duna Aruba e Miho” (Give Aruba Your Best) campaign. Mi Tas Ta Reusable (My Bag is Reusable) has teamed up with ATA and Green’S’Cool; an island-wide competition awards winners with prizes and the distinction of their illustration or words printed on reusable bags, to be sold in local grocery stores and shops in the hotel areas. Proceeds will go towards continued environmental awareness campaigns on Aruba.

Aruba Hotel and Tourism Association

The Aruba Hotel and Tourism Association, and its Environmental Committee, totally supported the awareness campaign organized by Plastic Bag Ban Aruba which was designed to inform the public about the details of this ban.

In order to help support this law, members of the Aruba Hotel and Tourism Association decided to print reusable bags which could be purchased at cost from members who in turn make the bags available to their guests and employees.

In our pictures Divi Resorts in full support of the new law, distributed the attractive large reusable bags, with a leaf design, representing the environment, to employees at Divi and Tamarijn All Inclusive Resorts, as the preservation of the island’s nature is of utmost importance to the success of the local hospitality industry.

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

To ensure that your news is featured in
the monthly Aruba Product Update of
the Aruba Tourism Authority, please send
information as it becomes available to:

copywriter@aruba.com

with a copy to:

d.croes@aruba.com
content@aruba.com
s.feliciano@aruba.com
and j.tilma@aruba.com

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



2017 Aruba Birdlife Calendar

The gardens at the Hilton Aruba Caribbean Resort & Casino were the perfect backdrop for the 2017 Bird Calendar reveal, published by the Aruba Birdlife Conservation and sponsored by the Hilton for the second year in a row.

Greg Peterson, President of Aruba Birdlife Conservation, reports there are 236 registered bird species on Aruba with just two that are endemic to the island, the Shoco (Burrowing

Owl) and the Prikichi (Brown Throated Parakeet), both featured in starring roles in the calendar.

Peterson's renowned images appear not only in the calendar but in a hardcover coffee-table book entitled Bird Wildlife of Aruba, available on Amazon.com, containing full page photographs of over 200 species of birds taken all over the island.