



Aruba Tourism
Authority

Aruba Product Update

February 2018

The Aruba Tourism Authority (ATA) is the Destination Marketing & Management 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 2018

ATA News

Aruba Showcased at CMT Stuttgart

From January 13-21, Aruba was showcased at the largest consumer travel fair in Germany, CMT Stuttgart.

ATA Aruba was present with a counter at the stand of AGK, the Caribbean Travel Association, where they distributed promotional materials and consulted interested clients. They also visited tour operators and travel agents present at the fair to share the latest news from the island with them.

Every year, CMT receives more than 235,000 visitors.

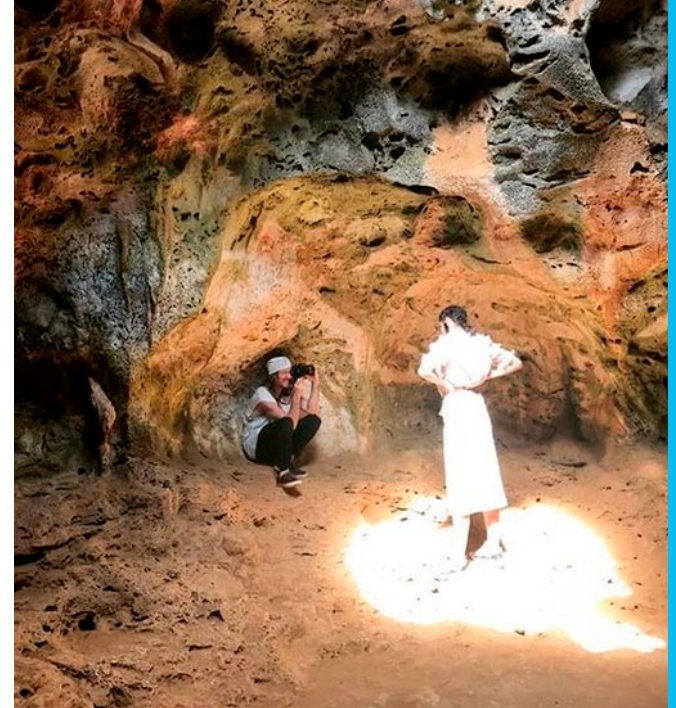




Aruba Delegation at the Caribbean Travel Marketplace

One of the most important events for the tourism industry and hotels in the region is the Caribbean Hotel Marketplace organized by the Caribbean Hotel and Tourism Association (CHTA). Executives of the Aruba Tourism Authority (ATA), Aruba Hotel & Tourism Association (AHATA) and local hotels have the opportunity to learn more from the travel trade of North America.

This year's event took place at the San Juan Convention Center in Puerto Rico. Much of the focus this year was on the impact on tourism in the region in light of the natural disasters of 2017, as well as on new developments in tourism on the other islands. Meetings and contacts made during this marketplace are key to adjusting tourism strategy and defining future direction.



ATA Germany Hosts Photo Shoot of German Fashion Magazine

From January 29 - February 5, ATA Germany hosted a production team from the Germany fashion magazine Jolie on Aruba where they shot the upcoming swimwear collection for summer 2018. Locations included Flamingo Beach, Eagle Beach, Arikok National Park, the Lighting Parade, San Nicolas and downtown Oranjestad.

The magazine will produce three different stories in three issues of the magazine. During the trip, all members of the production crew posted actively on Instagram, they have accounts with follower numbers ranging from 20,000 to 250,000.



Aruba Tourism Authority Named Best in Holland

The work and dedication of the Aruba Tourism Authority in Aruba and around the world continues to receive praise and recognition.

At the recent Reis Gala, ATA was named Best Tourism Office in Holland by TravMagazine at their annual Vakantie Awards, the most prestigious prize of the tourism industry in Holland.

During the awards ceremony, Tirso Tromp, Area Director of ATA Europe received the prize from Theo de Reus, Chief Editor of TravMagazine.



Resorts

Annual Team Member Recognition at the Hilton Aruba Caribbean Resort & Casino

The year-end reception recognizing the resort's top-performers from among team members took place at the resort over refreshments and delectable hors d'oeuvres. Team members whose performance excelled during 2017 were publicly praised and presented with a much-deserved certificate of excellence.

General Manager Hans-Georg Roehrbein congratulated the winners in his welcome address, calling them the frontline heroes of the

operational opportunities. He acknowledged the challenges faced when managing their departments' teams, revenues, costs and customer relations, in a resort which runs very high occupancies.

Contributions made by team members at all levels of the operation are recognized monthly, and then again at the end of the year, presenting top honors.



Boardwalk Small Hotel in Top 25 for Best Service in the Caribbean Fourth Time!

The resort received the TripAdvisor Travelers' Choice Award for the fourth consecutive year, ranking #11 amongst the Top 25 Hotels for Best Service in the Caribbean.

This 2018 Service Award is testimony to the Boardwalk's personalized service, unique experiences with a local touch, and utmost cleanliness. Service areas include the Front Desk, Concierge Services (online concierge as well as the famous Treasure Box, an exclusive in-room amenity for Boardwalk guests, Beach

Service (with free palapas, lounge chairs, and discounted F&B Service delivery by Segway), Housekeeping, Breakfast Service (daily delivered to the room, at a fee and with reservations made in advance) and Pool/Garden Service (lounge area, public hut with hammocks, free cocktails every Thursday).

Boardwalk Hotel has ranked #2 of Best Hotels in Aruba for six consecutive years and was named Best Hidden Gem by USA Today.



Tropicana Aruba Resort & Casino Upgrades South Tower

The resort has updated the landscaping to go with the new patio and balcony furniture. Wi-Fi has been installed and the tiles in the staircase have been redone. Added are lighted mirrors in the bathrooms and new light fixtures in the dining areas. New furniture for the South Tower arrived mid-January for the premium condos and penthouses.

The top project for this year is the renovation of another 100 rooms which have already been stripped and demolished and ready for a complete overhaul.

A new restaurant, Uncle Tony's Pizza, which will be located in the previous location of Pizza Bob's in the courtyard.



Aruba Marriott Resort Launches Newly Refreshed Guest Rooms

The resort's newly updated guest rooms have recently undergone a soft goods renovation. The upgrades included changing the beds to more modern floating style beds, repainting the walls a contemporary sky-blue color, upgrading all the light fixtures, reupholstering the furniture of the sitting area, and adding entirely new desks, desk chairs and desk lamps. Additionally, the bathroom wall mirrors have also been upgraded to a more up-to-date style with lights built in and new standing showers have been installed in the king bed guest rooms.

The new look and feel of the guest rooms complements the recent enhancements of the lobby and beautifully represents the overall hotel upgrades.



Major Renovations and Updates at Divi Aruba Phoenix Beach Resort

The resort recently revealed major renovations including completely remodeled rooms with new living, dining and bedroom furniture, new sleeper sofas, stainless steel kitchen appliances and brand-new washers and dryers. In addition, all suites are now outfitted with 55" smart TVs, new window treatments, lighting, blue tooth clock radio and air conditioning units. Other resort updates include new tower elevators, the enclosure of PureDeli restaurant and new lobby furniture.



Appreciation Day at La Cabana Beach Resort Focuses on the Resort's Pursuit of Excellence

A festive assembly in the conference room began with opening remarks and a safety message by General Manager Joe Najjar, followed by a motivational rally by Human Resources, an attractive raffle, an award ceremony placing the resort's stars in the spotlight, and finally, as is the tradition, the annual queen election. Najjar welcomed the associates acknowledging their many contributions and the total commitment of team members to guests and colleagues.

The hotel tracks its customer satisfaction scores via Medallia, an effective customer experience management system that captures feedback from all guests, transforming the data into insight in real time. Going down the list of accomplishments for 2017, new goals were set for the coming year and some of the resort's core values were reviewed.



Aruba's Bucuti & Tara Beach Resort Named One of World's Best - Again

TripAdvisor®, the world's largest travel site, announced the winners of the 2018 Travelers' Choice Awards. For the second time in three years and out of more than one million hotels around the globe Bucuti & Tara Beach Resort is named among the Top 25 Hotels for Romance in the World. Complementing the repeat performance, this year the adults-only resort is the only Caribbean property to make the highly coveted list. Coupled with this major accolade, for the third year in a row, Bucuti & Tara is also named the No. 1 Hotel for Romance in the Caribbean.

Bucuti & Tara has long catered to lovers. On a typical day, couples hail from 25 countries worldwide. With fastidious attention to detail, a dream beach setting and commitment to

offering a forward-thinking guest experience such as the resort's new Healthy Hour, Bucuti has steadily been honored for its reputation as one of the world's best and most romantic resorts for more than a decade.

"Being named TripAdvisor's No. 1 Hotel for Romance in the Caribbean for the third year running and being the only Caribbean property named to the Top 25 Hotels for Romance in the World is a testament to the amazing dedication of our entire staff of associates at Bucuti & Tara Beach Resort," said Ewald Biemans, owner and CEO of Bucuti & Tara Beach Resort. "We strive to provide the most memorable vacations to our guests and thank them for giving us this great honor to represent Aruba and the Caribbean on the world stage."



Restaurants

Take Your Love an Island Away with Renaissance Island

Just a 10-minute boat ride from Aruba, guests are pampered with white sands, comfy sun beds, pink flamingos, tropical flora, smiling waiters and delicious culinary treats.

Especially for Valentine's Day, Renaissance Island offered a heavenly dinner experience for two. Tables and chairs were set up on

the beach with hearts and candles. The romantic four-course dinner included a bottle of Prosecco.

In addition, every Wednesday, a Private Island Dinner begins with an amuse-bouche, followed by an appetizer, two choices for the main course and a lovely dessert.



Nos Clubhuis Goes Local on National Holiday Dia di Betico

Dia di Betico on January 25 commemorates the birthday of Aruba's statesman, the late Gilberto Francois (Betico) Croes. He is especially remembered for fighting for Aruba's Status Aparte. The day is celebrated with local folklore, athletic events, food and games. At Nos Clubhuis, the bar and restaurant above Hadicurari Restaurant, the chef prepared local delicacies of keri keri (saltwater fish) with a Creole sauce, fried funchi, fried yuca, Aruban herb salad, pastechis and pan bati.



Divi & Tamarijn Aruba All Inclusive Red Parrot Restaurant Receives a Makeover

The resort's signature restaurant started the New Year off with a fresh new look. Offering dining options indoors and beachside on the outdoor terrace, Red Parrot was remodeled to offer guests a brand new contemporary interior design. Renovations to the décor include all new white fabrics, lighting, chairs, carpeting, paint and artwork.

The new menu offers a variety of savory appetizers, main courses and dessert dishes that range from Carpaccio & Truffle, Tenderloin & Pepper, Glazed Salmon Fillet, Apple Strudel and Carmel Fondant. The beef dishes for all the properties' 10 restaurants are Argentinian sourced grass-fed beef, which is higher in certain vitamins, antioxidants and healthy fats. Red Parrot is open for dinner by reservation only.



Mouthwatering Selections at Taste of Belgium and Papillon

Taste of Belgium in Palm Beach Plaza presented distinctive menus both on Flag Day and Valentine's Day. The Flag Day menu featured Tempura Red Snapper fillet with Creole sauce, French fries and salad, as well as the traditional SACO Paper bag stuffed with tenderloin, ribs, chicken breast and shrimp Served with French fries. Also offered was Beef Tenderloin topped with Mushrooms and Blue cheese.

On Valentine's Day, couples are treated to a 3-course extravaganza beginning with a combination of smoked salmon, Tuna Tataki and Peruvian ceviche with lime and cilantro; followed by beef tenderloin béarnaise topped with a Lobster-Shrimp skewer; and a grand finale Lover's Dessert. The menu at the iconic Papillon restaurant is now enhanced with Dover Sole from the North Sea, accompanied by a classic beurre noisette with fresh parsley and lime.

Alfresco.

MONDAY - FRIDAY
7:00 A.M - 9:00 P.M

SATURDAY
8:00 AM - 9:00 P.M

SUNDAY
8:00 A.M - 4:00 P.M

L. G. SMITH Blvd # 150

Alfresco

Alejandra Maya, a personal trainer by profession, has opened a healthy breakfast and lunch eatery. Among her healthy and delicious specialties are vegan falafel made from a lentil-chickpea mash, drizzled with vegan mayo and escorted by sweet potato fries and a tasty green salad with shredded vegan cheese. Favorites are the Killer Burger, a homemade veggie patty, and the black bean burger. L.G. Smith Blvd 150 (former location of Delifrance), open 7am to 9pm.



Pura Vita

As part of its Eat Clean, Train Dirty philosophy, BODY TECH Fitness Club is now offering the Pura Vita Kitchen. The stylish restaurant delivers portion-controlled, nutritious, tasty and clean food combinations that fit a wide variety of diets and healthy eating lifestyles. Selections include smoothies with apple, celery, and cucumber; vegan chickpea and lentil curry; overstuffed chicken wraps; grilled salmon with sautéed vegetables, smashed avocado and egg on toast, and aromatic, fresh fruit infused teas. Italiestraat 40, open 7am to 9pm.

Beach Food Take-Away

Located on the Noord Road not too far from the Marriott Aruba Resort, this new restaurant offers dishes prepared Sous Vide (French: under vacuum). Lean and flavorful selections are vacuum sealed in plastic pouches and cooked for hours in a steam environment.

Patrons can WhatsApp their orders in advance. Popular selections include burgers, panini of pulled pork and pulled chicken, various lasagna and pasta, and platters including rib eye, salmon, steak, and baby back ribs. Salina Cerca 9n, open 10am to 10pm.

Platters	Paninis & Burgers	Pastas	Fresh Juices/Soft Drinks
Tenderloin \$27.50 Rib Eye \$28.50 Salmon \$29.50 Chicken Breast \$19.50 Pulled Pork \$19.50 Pulled Chicken \$19.50 Pork Tenderloin \$29.50 Baby back ribs \$29.50 Chicken Thigh \$19.50	Rib Eye \$18.50 Salmon \$18.50 Chicken Breast \$18.50 Pulled Pork \$18.50 Pork Tenderloin \$18.50 Pulled Chicken \$18.50 Ham & Cheese \$18.50	Ravioli/Pasta \$14.50 Ravioli w/ Sauce \$14.50 Ravioli & Cheese \$14.50 Penne \$14.50 Fettuccine \$14.50 Sauces: Beef Steak \$14.50, Medium & Bacon \$14.50, Bolognese \$14.50, Vegetarian \$14.50, Bacon/Lasagna/Chicken \$14.50	Mango \$1.50 Pineapple & Sausage \$1.50 Pineapple/Onion \$1.50 Strawberry / Fresa \$1.50 Passion Fruit \$1.50 Banana \$1.50 Papaya \$1.50 Watermelon \$1.50 Melon \$1.50 Blueberry/Strawberry \$1.50
Each platter includes: Zesty dressing / sauce + rice Medallion pork w/ onion - tomato/plantain Corn / green beans - tomato / french Medallion pork w/ onion - tomato/plantain	Meat burger single \$12.50 Full \$17.50 Chicken burger single \$12.50 Full \$17.50 Chorizo \$12.50	Lasagnas: Chicken/4 cheese \$15.50, Bolognese \$15.50, Vegetarian \$15.50, Bacon/Lasagna/Chicken \$15.50	Soft Drinks: Coca Cola \$1.50, Sprite \$1.50, Fanta \$1.50, Fruit Tea Lemon \$1.50, Fruit Tea Peach \$1.50, Water \$1.50, Sparkle water \$1.50
Sauces: Beef Steak \$14.50, Medium & Bacon \$14.50, Bolognese \$14.50, Vegetarian \$14.50, Bacon/Lasagna/Chicken \$14.50	Opening Hours: Tuesday to Sunday 10:00 to 22:00	Salina cerca 4N: +2975444741 Send your order by whatsapp	



Casinos

The Casino at the Hilton Reveals Offers, Members More Winning Opportunities

The casino introduced a number of new and exciting promotions for the first quarter of 2018. Through the popular Spin the Wheel of Fortune promotion, players can spin the wheel on any Tuesday, Thursday or Saturday for prizes and surprises. On Sunday, Triple Points are awarded on slot machine play from 6pm to 11pm.

During Cash Madness on Monday evenings from 7pm to 11pm, patrons may win up to \$200 in cash and free play at the hourly drawings. Other fun added-value activities include Pick a Card on Wednesday, and the daily Mystery Jackpots. Aruba's busiest Poker Room features nightly cash games and the fun Poker Party Tournament every Tuesday, among other events.

The Casino Aruba at the Hilton Aruba Caribbean Hotel & Casino is operated by Island Gaming NV, also the operators of LIV Casino, at the Barceló. Both casinos share a local management company, EXI, Executive Island Gaming NV.



Activities

Fofoti Tours & Transfers Adds New Vehicles and a New Facility

Since being founded in 2010 as a family-owned and operated tour and transfer company in Aruba, the company has witnessed steady growth in the demand for its reliable high-quality services. To meet this rising demand, Fofoti is pleased to announce the completion of its new building facility and the addition of 13 vehicles to its fleet. "We are thrilled to be able to add several new buses and UTVs to our fleet that is particularly suited to serving small, medium and large-sized groups," said Sharlise Croes, Managing Director of Fofoti Tours & Transfers.

Environment

Raising Awareness of Recycling Plastic During Carnaval Season

Plastic Beach Party is an initiative of Brenchie's Lab and Academy of Fine Arts & Design. Volunteers collect plastic for recycling and are in the process of raising funds and finding sponsors to purchase additional machines and parts to work with the plastic.

So far, Brenchie's Lab has been able to process plastic and create new products, such as plastic souvenirs. During the Children's Parade they collected plastic that was left in the street and was also collected by the public.



Airlines

Delta Airlines Announced New Nonstop Service Between Boston and Aruba

The new flights, which will operate weekly on Saturdays, will officially launch on June 9 2018. The nonstop Aruba service will operate between June 9 and August 18 on Boeing 737-800 aircraft with 16 seats in first class, 36 in Comfort+ and 108 in the main cabin. The new service complements existing flights between Boston and Aruba on fellow air carrier JetBlue.





Stimami Sterilisami Community Platform Continues

Launched at the end of 2015 by Bucuti & Tara Beach Resort, this initiative “Love me, sterilize me” reduces the large population of street dogs and cats.

More than US \$ 350,00 has been contributed to-date by the resort, Aruba Tourism Authority and the Tourism Product Enhancement Fund.

In 2018, the program will expand to cover all the sterilization expenses incurred by the foundations that take the dogs and cats off the streets, and also a partial subsidy for individual pet owners. The goal is to generate additional revenue this year to assure the continuity of the program.

Around Aruba News

Aruba Aloe Sponsors Police & Red Cross During Carnaval Season

Aruba Aloe is making sure that Aruba's police force and the volunteers of the Red Cross are well taken care of during this busy time for them. As last year, the company handed out its Broad Spectrum SPF 50 tubes to all officers. Members of the Red Cross each received a tube of Aruba Aloe's Foot Creme, formulated with 100% Pure Aloe Vera Gel.

This sponsorship will help protect officers' skin against the damaging rays of the sun during

daytime parades. Likewise, the Foot Crème will help provide Red Cross volunteers with relief after spending many hours on their feet during Carnaval events.

The donation also serves to set an example for the community, reminding people how important it is to wear sunscreen. The company also offers a wide range of after-sun products to help soothe and heal skin that has undergone prolonged exposure to the sun.



Spring Break Family Special at Blue Residences Aruba

To enjoy some quality time with the family, Blue Residences is offering a special 25% discount during Spring Break at their beautiful modern two- and three- bedroom condominiums or one of their luxurious penthouses. All units include a balcony ocean view to enjoy the sunset.

This offer is valid from March 1-17, on a minimum stay of three nights.



Arubans In The News

Antoinette Van den Berg was recently named Vice President of Sales & Marketing Operations for the Caribbean and Latin America. In her new role Antoinette will oversee the Area Directors of Sales & Marketing, and she will keep her responsibilities for the Caribbean Area. In addition, she will be our Luxury Lead for the Discipline as part of Steve Contos Luxury Team.

Antoinette brings to the role the expertise from years in the Caribbean and Latin American Region and her outstanding performance as Area Director of Sales & Marketing in multiple occasions and markets; her passion for the Caribbean and Luxury are key ingredients for her success.

Antoinette's career with Marriott began in 2005 at the Aruba Marriott Resort & Stellaris Casino, as a Sr. Sales Manager. She was promoted to Director of Sales and later, Director of Sales & Marketing. Prior to this since 1991, Antoinette held various positions in different areas of the hospitality industry, as well as other global hotel chains, including Sales, Food and Beverage, Catering and Tours & Transportation.



Taekwondo Champion Chiara Petrocchi

At G2 Open Taekwondo Championships in Las Vegas, Chiara Petrocchi won bronze in the category of 49K Junior, defeating Valentina Guzman of the USA. The taekwondo star won with a score of 25-4 under her belt. Chira has also won the silver during the same championships last year. At the South American Youth Games 2017 in Santiago, Chile, she also excelled, taking a gold medal.



Events

Carnaval 64

It was another festive Carnaval season, culminating with Grand Parades in Oranjestad and San Nicolas mesmerizing thousands of locals and tourists with great music and brilliant pageantry. The Burning of the Momo

is the grand finale of jump-ups, competitions, elections, and spectacular parades. Stay tuned for next year –the 65th year—which promises to be another fantastic and exuberant season to experience and remember!



13th Annual Donkey Walk a Great Success

Visitors and locals enthusiastically took part in the annual Donkey Walk, raising funds for the Aruba Donkey Sanctuary located in its new location at Bringamosa.

This 5K walk meandered through the countryside through Frenchman's Pass and then back to the sanctuary. Fruit at the conclusion was sponsored by Super Food and all participants received a gift courtesy of Matthew's Restaurant.

The sanctuary existing solely through volunteers and private sponsorship is a safe haven for more than 130 animals.

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:

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.



Guy Bavli Entertains the Mind

Israeli mentalist, illusionist and lecturer, also known as Kinetic Man from Stan Lee's Super Human, Guy Bavli entertains a mesmerized audience every Tuesday and Wednesday night at the Grand Ballroom of Divi Resorts, above the Alhambra Casino. During the show, he speaks about his childhood and how it

triggered him to do what he does and be who he is. His interaction with the audience and his sense of humor enhance his amazing art. He has starred in over 400 TV shows, toured 60 countries around the world, and headlined more than 1200 shows at Caesar's Palace in Las Vegas.