



Aruba Tourism
Authority

Aruba Product Update

TRADE EDITION

February 2021

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

Core Purpose:

We drive prosperity for Aruba
through sustainable tourism.

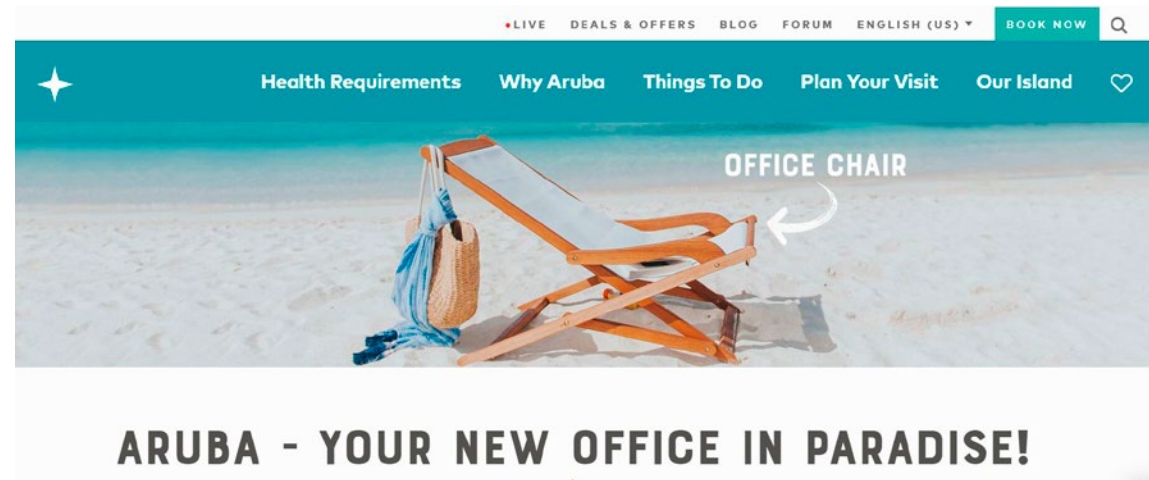
Our Vision:

To lead the positioning and
development of Aruba as a desirable
and sustainable destination,
by being an innovative and
agile Destination Marketing and
Management Organization.

Core Values:

Passion
Excellence
Unity
Forward Thinking

Below we offer a synthesis of some of the most prominent
and important news during the month of February 2021



ATA News

Aruba Tourism Authority: 'One Happy Workation' Campaign a Total Success

Due to the Covid-19 pandemic, most companies were forced to close their doors in order to respect safety protocols such as social distancing, which resulted in people working remotely or from home. The Aruba Tourism Authority (A.T.A.) saw this as an opportunity to present Aruba as an alternative destination for those wanting to move away from the chaos while working at the same time, calling it a "Workation", with the intention of stimulating the local economy. This program has seen great results, and continues to be a total success moving into 2021.

Since the launch of the campaign back in September 2020 up to December 2020 a total of 3,161 visitors took part in the workation campaign, either alone or together with their families. 85% of total visitors was from the North American market. To note, 62% of them were first-time visitors, 43% were between the ages of 20 – 39 and 36% were between the ages of 40 – 59. 31% of all visitors stayed at a highrise hotel, 5% stayed at a lowrise hotel and 30% stayed at a timeshare. The majority of visitors, 34% to be exact, stayed at what we call "other accommodations".



Awards & Recognition

Eagle Beach named #3 best beach in the Caribbean, #7 best beach in the world

Every year Trip Advisor pulls together all of the reviews, ratings and saves that travelers share from across the globe; and use that information to spotlight the very best. The Traveler's Choice Best of the Best awards celebrates them all. Aruba's Eagle Beach placed #7 in the best beach in the world. Only two other Caribbean destinations placed higher on the listing making Eagle Beach #3 best beach in the Caribbean.



Hyatt Place Aruba Airport has Achieved GBAC STAR™ Facility Accreditation as Part of Hyatt's Global Care & Cleanliness Commitment

Hyatt Place Aruba Airport announced that it has achieved Global Biorisk Advisory Council® (GBAC) STAR™ accreditation – the gold standard for prepared facilities. Under the guidance of GBAC, a Division of ISSA, the worldwide cleaning industry association, Hyatt Place Aruba Airport has been recognized for implementing stringent protocols for cleaning, disinfection and infectious disease prevention on property.

“Hyatt was the first hospitality brand to commit to GBAC STAR accreditation earlier this year, Hyatt Place Aruba Airport is proud to earn this recognition,” said Marta Raven, general manager, Hyatt Place Aruba Airport. “Our team members received training as part of this process. In addition, Hyatt's multi-layered Global Care and Cleanliness Commitment further enhances operational guidance and provides resources around colleague and guest safety and peace of mind.”

To achieve GBAC STAR™ accreditation, Hyatt Place Aruba Airport was required to demonstrate compliance with the program's 20 core elements, which range from standard operating procedures and risk assessment strategies to personal protective equipment and emergency preparedness and response measures. Accreditation will be complemented with regular internal and third-party auditing. Learn more about GBAC STAR accreditation at www.gbac.org/star.



Resorts

eforea spa: The Best Destressing Remedy

“As a new year presents us with added challenges and unrelenting pressure, clients in need of self-care, striving to maintain a vibrant immune system, turn to our professional therapists, for more than simple pampering,” says Marielle Smeets, Sr. Director of Resort Experience.

The popular oceanfront Palm Beach location, with eight treatment rooms, offers an extensive menu of services for women and men, providing exceptional sanctuary, designed to balance body, mind and soul, for those who arrive at the gate weary and leave completely refreshed. The spa requires all staff members to wear masks and face shields, while maintaining the facility’s overall cleanliness and hygiene in accordance to Hilton’s CleanStay protocols. Spa guests are kindly asked to wear face coverings, which are provided by the spa, upon arrival. All therapists wear aprons to cover their uniforms, which are changed between treatments, and all body massages may be performed with gloves, upon guest request. Shared service such as saunas, steam rooms, cold plunge pools, locker rooms, and facial services have been temporarily suspended.



School Kids Receive Tablets Donated by Divi & Tamarijn All Inclusive!

Representatives of Divi & Tamarijn all-inclusive delivered 200 tablets to the eagerly awaiting students at elementary school Pius X in Dakota, who will now be studying math and other complicated subjects on an interactive Dutch platform, with their teacher as coach and mentor, helping them through the curriculum at their own pace.

Divi & Tamarijn have been involved with the school for many years, and it shows. The facility, classrooms and gym hall, is nicely painted and in excellent state of repair, including flowering pots everywhere, the classrooms are all air-conditioned and a list of future projects is continuously compiled.

The resorts’ Managing Director, Alex Nieuwmeyer, had the distinct pleasure of handing out the tablets purchased, from a local purveyor.



Restaurants

Que Pasa is Bringing Back Dragonfly's All You Can Eat Sushi!

The sushi at Que Pasa Restaurant is delicious! Locals and visitors alike go crazy for the carefully fabricated rolls by the in-store sushi chef of Dragonfly. You will go even more crazy now, as Que Pasa is announcing an amazing special: eat as much sushi as you like for just US \$ 29. Whether it is a California Roll, the Spicy Tuna Roll, or the Tiger Roll, just to name a few. Just order them time and time again, two rolls per round. This sushi special is available every Wednesday afternoon from 3PM till 6PM. Reservations are needed and the special is not available as shareable.

Included in this special are rolls like the California, Alaska, Tuna Tekamaki, Spicy Tuna, Tiger, Dynamite and Alaska Special as well as the Dragon roll. In addition, the sides are Edamame, wakame, calamari, rice and shrimp crackers. Heralding delicious times, the All You Can Eat Sushi Special at Que Pasa sets the tone. Enjoy!



Café the Plaza is Re-Instating its Popular Weekly Ribs Night!

Every Wednesday Café the Plaza in Renaissance is having a mouthwatering barbecue night with all-you-can-eat ribs for just \$25 per person. It is a night that will deliciously give you the most bang for your buck. Ribs Night runs from 5pm till 9pm and reservations are needed. So, grab your appetites and head out the door. It is time to chow down at Café the Plaza!



Private Experiences

Private Chefs & Exclusive Dining Experiences

Having a chef do the grocery shopping, prepare and serve the meal, and clean up afterwards is becoming quite the trend, particularly for those wishing to avoid public spaces but still wanting to enjoy restaurant-quality cuisine, service, and convenience. In Aruba we have several to choose from. e.g. **Michelin-trained European chef Griet**, or **award-winning chef Erwin Husken** can create dishes for any size group, accommodate taste preferences and allergies.

Chef@Home (www.chefathomearuba.com) and Aruba Planners (www.arubaplanners.com) are both duo teams who have been providing home chef experiences for many years on island.



Aruba Nature Explorers

This eco-minded tour company is all about Aruba's great outdoors. A variety of private hikes can be booked, including a unique sunrise mindfulness hike/beach meditation combo, bird watching/hike combo, and a local farming tour. arubaeco.tours

Self-Guided UTV & 4-Wheel Drive Tours

Many local car/jeep, ATV, and UTV rental companies are offering self-guided tours, highlighting Aruba's must-see attractions and landmarks. Simply rent the vehicle that suits your needs, and easy-to-follow instructions and maps are provided, allowing you to tour the island at your own pace and in the privacy of your own vehicle. Aruba is one of the safest nations in the world, allowing visitors to comfortably roam and enjoy the island without a guide.





Casinos

The Aruba Poker Series, TAPS, Returning in April 2021

The Casino Aruba offered an exciting Poker Series January 4th to 10th, 2021.

The event was very well attended by enthusiastic poker players, 38% local and the majority of 62%, international. The Casino Aruba is proud to report that the tournament was run by its local management team and dealers, with ample focus on social distancing, and the wearing of masks.

By popular demand, preparations are now in full swing for the next TAPS events scheduled April 24th to May 2nd, 2021. Poker players are advised to save the dates, for future travel arrangements in time for the welcome reception.

The tournament series will include a number of special events leading to the main one on May 2nd, 2021.

The series complete list of events will be announced on the casino's official website and social media channels, tcaruba.com/taps.

The Poker Room at the Casino Aruba is fully compliant with all health department regulations and offers a safe and inviting gaming environment. The Aruba Casino, at the Hilton Aruba Caribbean Resort & Casino, is affiliated to Liv Casino at the Barcelo Aruba, and under the management of Island Gaming N.V.



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