

# ARUBA PRODUCT UPDATE

TRADE EDITION

THE ARUBA TOURISM AUTHORITY (ATA)  
IS THE DESTINATION MARKETING  
& MANAGEMENT ORGANIZATION FOR ARUBA.

FEBRUARY 2023

## 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  
Pioneering  
Integrity

## CORE PURPOSE

We drive prosperity for Aruba through sustainable tourism.

# BELOW WE OFFER A SYNTHESIS OF SOME OF THE MOST PROMINENT AND IMPORTANT NEWS DURING THE MONTH OF FEBRUARY 2023

## ATA NEWS

### TRAVEL AGENTS OF NASSAU COUNTY & QUEENS



It was a busy month in the NY, NJ territory. There were bridal shows and travel shows every weekend. The Aruba Tourism Authority's NY rep hosted a cocktail reception for select New York travel advisors in the swanky rooftop Upstairs at The Kimberly Hotel.

In attendance was Trish Sanzone – Hyatt Regency Aruba Resort & Casino, Milly Paskel - First Class Experience, Jeanine Gilchrist- Hilton Aruba Caribbean Resort & Casino, Everald Christie - Barcelo Aruba, Lynette Dmuchowski - Embassy Suites Aruba Resort & Deborah Traussi representing, De Palm Tours, Bucuti & Tara Beach Resort, Aruba and Renaissance Wind Creek Aruba Resort.

The next night the Aruba Team were the special guests of TANQ (Travel Agents of Nassau County & Queens). The meeting started with networking amongst the travel advisors from Long Island and Queens with the reps from Brickell Bay Beach Club Aruba, Pelican Adventures, Barcelo Aruba, Renaissance Wind Creek Aruba Resort, De Palm Tours & Bucuti & Tara Beach Resort, Aruba. The new Area Director for North America, Sjeidy Feliciano, was in attendance to witness firsthand how important the relationship between a local agent industry club and reps are. Prizes were given out after a formal presentation and dinner was served.

### BOSTON TRAVEL AND ADVENTURE



The Travel & Adventure Show Series have been the go-to place for over 2.5 million travelers and over 4,500 of the world's top destinations, tour operators, cruise lines and travel providers from around the globe. Aruba Tourism Authority had a great presence at the Boston Hynes Convention Center with many of our loyal vendors participating with us.

### CRUISE PLANNERS BOOT CAMP



Cruise Planners is the nation's largest home-based travel agent franchise network. The company's agency franchisees travel specialize in booking luxury vacations, cruises, tours and travel to destinations around the world. The company has more than 2,500 franchise owners in all 50 states. Beginning in Boston on February 3rd they will conduct 2 day Educational Boot Camps for their Travel Advisors.

## RESORTS

### RENAISSANCE WIND CREEK ARUBA RESORT



#### DINNER UNDER THE STARS AT RENAISSANCE PRIVATE ISLAND

Take a boat trip to Renaissance Island and let your taste buds travel to paradise. Enjoy our 4-course dinner menu consisting of Herb Crusted Lamb Rack or Pan Seared Salmon, while your toes get pampered in our white sand at our secluded beach. Our private dinner setting is only on Wednesdays and includes a welcome cocktail at Lucy's boat dock, boat trip to Renaissance Private Island at 6:30pm, dinner on the beach and live entertainment for only \$80 per person including taxes. Children from 5 to 12 yrs pay \$40. Book your table at [www.renarubaevents.com](http://www.renarubaevents.com)



### RADISSON BLU ARUBA



#### AWARD-WINNING SENSES FINE DINING EXPANDS TO OFFER LUNCH

The award-winning restaurant at Radisson Blu Aruba now also offers lunch to its guests. When Senses Fine Dining opened to high acclaim on Palm Beach back in December 2022, the restaurant only offered a-la-carte dinner and the Chef's Table experience they are well-known for. Starting on February 14, Senses Fine Dining has now expanded its meal options with a tasty lunch menu that guests and locals will enjoy.

From mouthwatering appetizers to a selection of light dishes and specialty sandwiches, meat, poultry, and fish, as well as delicious desserts. The restaurant, which is the perfect location for a business luncheon on Palm Beach, can serve diners both indoors and outdoors. With floor to ceiling windows, the new offering at Senses Fine Dining can be enjoyed on the poolside patio overlooking the lush gardens and luxurious pool, or indoors offering an intimate and upscale ambiance with stunning architectural designs sure to impress each restaurant patron.

Senses Fine Dining is open daily from 11AM to 10PM and offers three concepts under one roof. A delectable a-la-carte lunch menu, as well as a-la-carte dinner menu with mouthwatering appetizers, main course and desserts, or diners can opt to embark on their exclusive 8-course culinary journey at their Chef's Table Experience.

Walk-ins are also welcome for a-la-carte lunch and dinner menu. Reservations for the Chef's Table Experience are required. Email [SensesALaCarte@gmail.com](mailto:SensesALaCarte@gmail.com) or visit the website: <https://sensesaruba.restaurant>.

## HOLIDAY INN RESORT ARUBA

### EARLY BIRD SPECIALS AT HOLIDAY INN RESORT ARUBA

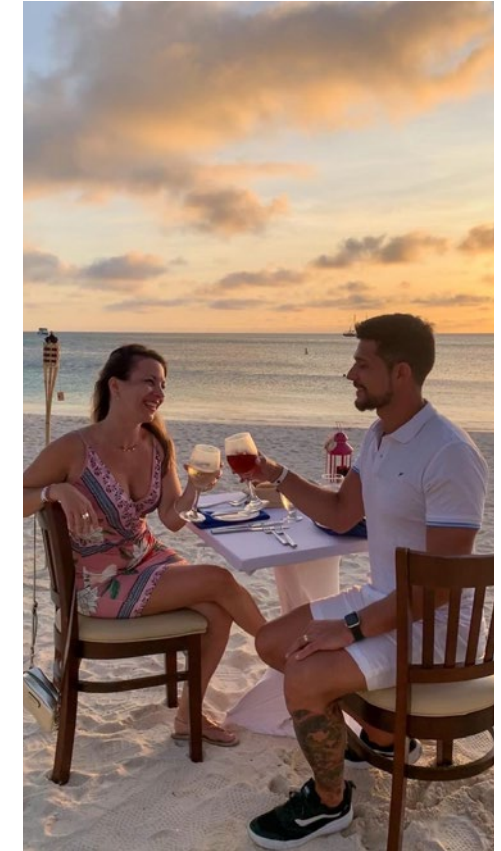
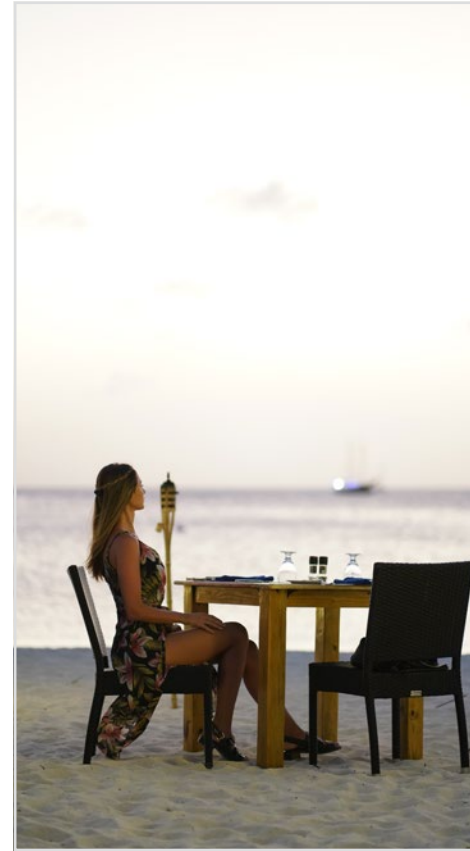
Take advantage of the sunset hour and enjoy the perks of joining us for dinner early. Sea Breeze Restaurant & Bar located right on the beach and has the perfect setting for a magical experience. Open from 5:30pm to 10:00pm and offering 20% off on all dinner menu items between 5:30pm and 6:30pm. Indulge in a carefully crafted menu, including a vast variety of dishes; from your favorite steak cuts to fresh seafood, delicious salads, vegan delights and to die for desserts. The team at Sea Breeze Restaurant & Bar offers to set up your table right on the beach, giving you the opportunity to feel the sand in your toes and the Caribbean breeze in your hair, enhancing your dinner experience to an unforgettable event.

### DINNER BY THE BEACH AT HOLIDAY INN RESORT ARUBA

Indulge in a delicately designed dinner menu right on the beach; created to provide you with a magical experience during your visit. Enjoy a warm setting where you can forget the world around you and savor a mixture of flavorful dishes with your feet in the sand and a glass in your hand. Reserve the perfect spot to celebrate any occasion from birthdays to honeymoons, anything is a great excuse to have a blast, after all you are in Aruba.

### THE ROMANTIC ESCAPE AT HOLIDAY INN RESORT ARUBA

Recollect unforgettable memories alongside your loved one with the perfect getaway to Aruba in the longest stretch of white sand on Palm Beach. Reconnect with a welcome bottle of bubbly, chocolates, and flowers. You can personalize your package by choosing your preferred views and include all-you-can-eat breakfast at our Corals buffet. For more information visit <https://www.holidayarubaresort.com/en/aruba-resort-packages/romantic-escape/>



## HYATT REGENCY ARUBA RESORT, SPA AND CASINO

### A ROYAL VISIT

Hyatt Regency Aruba Resort, Spa and Casino had the distinct honor of hosting His Majesty King Willem-Alexander, Her Majesty Queen Máxima and Her Royal Highness Catharina-Amalia, Princess of Orange on January 31 – February 1 as the Royal Family introduced our One Happy Island to Princess of Orange. When not touring the island, the family enjoyed hotel amenities and food and beverage services. They concluded their stay thanking the resort colleagues before departing for Curaçao.

### COUPLES SUMMER GETAWAY

Celebrate summer with a romantic escape to Hyatt Regency Aruba Resort, Spa and Casino. Experiences include couples massage, \$100 casino credit, dinner for two, and daily Regency Club services. Book online at [aruba.regency.hyatt.com](http://aruba.regency.hyatt.com)

### ZOIA SPA IN MARCH

Regenerate and moisturize skin with the ZoiA Moisture Drench Facial. Perfectly timed for spring renewal, the treatment features a combination of hydrating botanical blends with an enzymatic exfoliation. Learn more at [zoiaspaaruba.com](http://zoiaspaaruba.com)

### EASTER EGG HUNT

Gather the kids and make the most of a spring getaway at Hyatt Regency Aruba Resort, Spa and Casino. The annual egg hunt is back and sure to please resort guests ages 3 to 12. To learn more about this egg-straordinary event, please visit [hyattbeachservices.com](http://hyattbeachservices.com).



## ARUBA MARRIOTT RESORT & STELLARIS CASINO

### MEXICAN FLAIR STEPS INTO THE FOOD SCENE AT ARUBA MARRIOTT

Bon bini to Campeones, where the outdoor streets of Mexico find their way indoors to our themed restaurant. At Campeones, you can delight in all our Tex-Mex inspired dishes, from tacos to enchiladas, quesadillas to fajitas, while enjoying a world of tequila as you taste a variety of top-line tequila brands and flavors. During your visit, get immersed in all the details and insta-worthy spots that the restaurant has to offer including a chips station served in the back of a car, the extensive hot sauce collection, beautiful fountains, or take a photo in front of the life-like Mexico houses. Campeones is located at the Marriott's Aruba Ocean Club. For more information and latest offers, visit the [Campeones Facebook page](#) or find us on [OpenTable](#). Reservations are recommended.

### ARUBA MARRIOTT RESORT NOW OFFERS WEEKLY SUNDAY BRUNCH AT LA VISTA

Join us for your favorite all-you-can-eat Brunch in La Vista, now being offered every Sunday from 11:00AM – 2:00PM! Grab your brunch tribe and head on over to the Sunday Brunch you look forward to, as you dig-in to our popular stations, such as pancake & waffle, omelet, fresh fruit & smoothies, our new stations such as poke bowls, BBQ smoker, raw bar & ceviche, carving station, pizza & pasta, gelato & pastries, and many more stations and items to delight all your taste buds! Enjoy our extensive brunch for the price of \$59 p/p, kids ages 6-12 eat for half price, and kids ages 0-5 eat for free. For reservations, contact 520-6312 or find us on [OpenTable](#). Reservations are required.



## BUCUTI & TARA BEACH RESORT, ARUBA



### TOP CARIBBEAN RESORT REIGNS IN EARLY 2023 AWARDS SEASON

Bucuti & Tara Beach Resort, Aruba is providing top notch service and dream vacations according to Booking.com, USA Today, and US News & World Report. Each of the major media and travel outlets recently recognized the Eagle Beach resort for being among the best of the best in the world. Most importantly, these awards assure travelers that they are choosing a heralded, memorable vacation when they stay at the independent, adults-only resort.

### BOOKING.COM

Bucuti & Tara received an overall 9.6 out of 10 rating from Booking.com, making it the highest rated Aruba hotel receiving a Travellers Review Award 2023. Accompanying the news, Booking.com shared, "This award is a symbol of all the times you went above and beyond to create special experiences and lasting memories for travelers."

The Exceptional-level rating includes specialty categories including 9.9/10 for its location on Eagle Beach and 9.9/10 for adults recommending a stay for a two-person visit. Booking.com is one of the world's leading digital travel companies. Available in 43 languages, it represents more than 28 million accommodations.

### USA TODAY

With the holidays passed and visiting relatives having returned home, USA TODAY 10Best solicited votes just in time for the dreamiest places in the world for couples planning a getaway together. More than 70 million people read the far-reaching news outlet. Bucuti & Tara is grateful to the nominating editorial board including journalist Melanie Reffes and all who voted for it as a Reader's Choice Award 2023 winner for Best Adults Only Resorts in the World. Additionally, the resort took home two more USA TODAY 10Best awards for Top 10 Best Caribbean Resort and Top 10 Best Restaurant in the Caribbean for its Elements beachfront restaurant.

### US NEWS & WORLD REPORT

Longstanding US News & World Report, read by more than 48 million people every month, covers international and national news and is also home to ranking goods and services so consumers experience the best. For 2023, its editorial board once again awarded Bucuti & Tara with a Gold Badge for being among the top 10% of the Best Hotels in the Caribbean. It is also named the No. 1 Best Hotel in Aruba and No. 1 Best Resort in Aruba. Bucuti & Tara was also named among the Top 25 Best Hotels in the Caribbean and Top 25 Best Resorts in the Caribbean.

U.S. News analyzed more than 30,000 hotels to find the best in the USA, Europe, Canada, Mexico, Bermuda and the Caribbean, based on reputation among travel experts, guest reviews and hotel class ratings.

### JOINS SUSTAINABILITY RECOGNITION

Recently, Caribbean Journal named Bucuti & Tara as the No. 1 Hotel in the Aruba and the "Top 10 Romantic Resorts to Visit Now." This supports the resort's top ranking for the island in Google hotels with a 4.8/5.

These latest quality awards are joined with Bucuti & Tara's latest sustainability achievement accolades. The property once again earned global recognition by being honored with a National Energy Globe Award. The annual Energy Globe Awards are one of today's most prestigious environmental accolades. Bucuti & Tara's submission, "Journeying to Carbon Negative," was recognized out of more than 2,500 projects aimed at protecting the environment submitted by over 180 countries. Learn more by visiting [Bucuti.com](https://www.bucuti.com)

## BOARDWALK BOUTIQUE HOTEL ARUBA

### SOMETHING VERY EXCITING IS AIRING THIS SPRING ON CBS!

We're thrilled to be one of the hotels chosen for *Hotels by Design*, a unique travel show focussing on hotel design! The most distinctive, luxurious, and immersive designer hotel experiences in the United States and overseas are displayed in this series. Each tale focuses on a brand-new hotel, including its architecture, the setting in which it is situated, and the experiences and amenities that they offer.

We had a few wonderful days with the CBS crew Mike & Kyle who were immersed in the Boardwalk design and interviewed the owners Kimberly & Stephany. They spoke about the wonderful team of designer masterminds whom they selected and put together and have made Boardwalk the beautiful, colorful, oasis it is today. A very important link in this team is Claudia from Artesano Design Studio who is the conceptual designer at Boardwalk. She makes sure to safeguard the Boardwalk DNA in every nook and cranny. The episode will go live in May this year, so stay tuned!





## HILTON ARUBA CARIBBEAN RESORT & CASINO



### OUR KIDS MATTER AT HILTON ARUBA

In view of the Carnival activities, Hilton Aruba Caribbean Resort & Casino orchestrated an internal Our Kids Matter event in the ballroom, in which eleven local social agencies set up information booths and were available for Team Members to ask questions, raise concerns and obtain information about the availability of social services on the island.

The resort invited its Team Members to attend during working hours. Parents, grandparents, siblings, uncles, and aunts are often confronted with stressful situations without knowing where to turn for support.

It was a unique opportunity to interact with experts and learn more about the existing social organizations where support can be found for the protection, education, growth and care of children in our community. It was great to show Team Members that help is available for everyone, says Glenn Farro, Director of Human Resources.

Numerous organizations participated in the informal and informative conversations: Fundacion Pa Nos Muchanan, whose vision is to provide education to children 12 years old or younger and give them the opportunity for optimal development, bringing parents and educators together; Tienda di Education, supporting parents and educators in parenting their children 18 years or younger; Wit Gele Kruis, promoting, activating and optimizing health care for the Aruban community; Sociale Zaken, the Department of Social Affairs in charge of care, welfare, legal aid, and guidance; Rode Kruis, the Red Cross Aruba; FADA, an educational anti-drug foundation, aiming to prevent the use and abuse of drugs on the island; FEPO a foundation where help may be found for the hearing impaired, and many more.

Our Kids Matters event was a pilot program, and the resort looks forward to having more events like this in the future.

### MARK DI MARTINO IS THE NEW DIRECTOR OF GROUP SALES AT THE HILTON ARUBA

The Hilton Aruba Caribbean Resort & Casino is proud to announce the appointment of Mark DiMartino to Director of Group Sales, a much-deserved promotion.

Mark, now at the helm of group sales has been working for the island of Aruba for decades, and joined the sales team for the Hilton, in June of 2017.

The group business was thriving and he enjoyed fantastic relationships with his peers in the Aruba Convention Bureau and his colleagues at other resort properties, as well as his experienced and capable in-house team.

Then the pandemic struck and Aruba closed down. Committed to the island and its people, determined to support his beloved resort, Mark hit the road as soon as it was possible in a motorcoach, visiting key business and travel accounts around the country, keeping in touch with the industry and sharing updates about the island. Thanks to his extensive travels, the resort experienced a brisk recovery shortly after opening back up again, and Mark loves to tell the 'out of the box' story, reflecting on Aruba's resilience and creativity.

Mark who worked his way up in the industry is very familiar with all players, knows the market well and always shares his love for Aruba first, before promoting his resort.

Mark understands the needs of people to vacation, rest and reconnect with loved ones, and values the historical importance the Grande Dame of Palm Beach, the Hilton Aruba Caribbean Resort & Casino, delivering top notch hospitality, and making memories. "We provide a high quality holiday experience, and I consider our sales team the great Caribbean vacation-ambassadors," he says.

Headquartered in the US, Mark frequently returns to his island, to recharge his batteries, and armed with strong knowledge of our vacation product, he hits the road refreshed, set to identify and secure more lucrative group business for the island.

## DIVI ARUBA PHOENIX BEACH RESORT



### DIVI ARUBA PHOENIX HONORS BETICO CROES DAY

To celebrate Dia di Betico, purebeach Restaurant at Divi Aruba Phoenix Beach Resort served up a special burger on Wednesday, January 25. The Aruba Islander Burger, a burger topped with Gouda cheese, fresh lettuce, tomatoes, pickled onions and fried plantains served with fried funchi and Creole sambal mayo, was a hit with guests!

## RESTAURANTS

### SENSES FINE DINING



### TWO CONCEPTS UNDER ONE ROOF

Senses Fine Dining is now serving two concepts under one roof in their new Palm Beach location situated inside Radisson Blu. In 2022, TripAdvisor Traveler's Choice named Senses as the #2 best fine dining restaurant in the entire Caribbean. The establishment is the only dining option in the high-rise hotel area offering the on-demand Chef's Table experience along with a la carte.

Senses is well established on the island. For five years, Executive Chef Kelt Hugo Maat and Maitre D' Sebastian Kruisselbrink combined forces to develop the Chef's Table restaurant concept at their previous location inside Bucuti & Tara Beach Resort, Aruba.

Both Maat and Kruisselbrink hail from the Netherlands but lived and worked all over the globe, accumulating the knowledge and influences guests will find on display in their culinary and cocktail creations. The team crafts a fine dining experience that truly delights the senses. Everything you see, smell, taste, hear and touch will be of the highest quality. The cuisine at Senses emerges from a solid foundation of classic French techniques enhanced by Dutch, Norwegian, and Indonesian influences in an innovative approach that transforms classic dishes into new creations that surprise and delight the palates of discerning guests. For more information on Senses Fine Dining, visit [SensesAruba.Restaurant](https://www.sensesaruba.com).

## RETAIL

### ROYAL ARUBA ALOE



#### UNFORGETTABLE MOMENT: ROYAL ARUBA ALOE RECEIVES VISIT FROM THE DUTCH ROYAL FAMILY

The Dutch Royal family visited Royal Aruba Aloe as part of their Caribbean trip to the Dutch Kingdom. Upon their visit to Royal Aruba Aloe, they received a tour highlighting Aruba's history and the significance of Aloe vera on the island after being welcomed by the company's friendly staff. They were also shown the full range of products offered by Royal Aruba Aloe in their newly renovated store, including the company's commitment to using only the highest-quality Aloe in their state-of-the-art production facility.

As part of the interactive experience provided by the company, Princess Amalia was also granted the privilege of harvesting an Aloe leaf and receiving an informative discussion from the field manager regarding the plant. Subsequently, the Princess and her family were led through a hands-on "scrub-making workshop" utilizing Royal Aruba Aloe products and additional premium ingredients to elevate their skin's health and well-being.

Royal Aruba Aloe is deeply honored to have hosted the Royal family at their company. Founded in 1890, the company was recently granted a Royal warrant by his Majesty King Willem Alexander of the Netherlands, making it the first in the Caribbean part of the Dutch Kingdom to receive such a distinct privilege.

As one of the oldest Aloe companies in Aruba, it is known for growing, harvesting, and processing its Aloe vera on-site, which they use to formulate its premium skin, sun, and hair care products. Visitors can take guided tours of the facility, learn about the Aloe plant and its uses, and get a behind-the-scenes look at the manufacturing process of their products.

### RENAISSANCE MALL



#### OPENING AMERICAN EAGLE®

The Renaissance Mall is happy to announce the opening of our new member to the family, American Eagle. The brand-new store is located at the main corridor of the Mall next to Dolce & Gabbana. American Eagle Outfitters® is a leading global specialty retailer offering high-quality, on-trend clothing at affordable prices under its American Eagle® and Aerie® brands. The brands are inclusive, optimistic, and empowering that celebrates the individuality of the customers and their associates. In other words a perfect match for the Renaissance Mall.

We are an inclusive, optimistic and empowering company that celebrates the individuality of our customers and associates. Our purpose is to show the world that there's REAL power in the optimism of youth.



## LAVA ARUBA GLASS STUDIO

### NOW OPEN!

The Lava Aruba Glass Studio opened its doors. The newly constructed building houses several areas, including a workshop, gallery and café. Owned and operated by the Ava family, more than five decades of tradition and experience provide a solid foundation for a new and exciting beginning in Aruba under the leadership of Director Bruno Ava.

The family's workshop and gallery was originally founded in Venezuela in 1957, resourcing artists and equipment from Italy to employ the glassblowing techniques used by Venetian artisans on the island of Murano for more than eight centuries.

Recognizing the potential that Aruba offers and the great trust they have in the island's continued economic success, the Ava family is looking forward to sharing the tradition of glassblowing art with both local residents and visitors.

Tours of Lava Aruba Glass Studio are free. The large workshop area features several industrial glassblowing ovens set in an open-view space, where visitors can experience the master artisans—typically working in synch in teams of two—and their craft in action. Looking forward to 2023, a series of classes and workshops for all ages will be offered to the public from resident and guest artisans from all over the world. The large exhibition gallery features a vast collection of pieces by various artisans inspired by life and nature. Each piece is exquisitely unique, guaranteeing buyers a one-of-a-kind piece crafted from centuries-old techniques. Lava Aruba Glass Studio is open daily from 9am to 5pm





# ARUBA CERTIFIED EXPERT



**KIM RIDDLE**  
BDM, US  
[k.riddle@aruba.com](mailto:k.riddle@aruba.com)



**LILIANA MANCINI**  
Sales Manager, Canada  
[l.mancini@aruba.com](mailto:l.mancini@aruba.com)



**DONNA SMITH**  
Sales Manager, Southeast US  
[d.smith@aruba.com](mailto:d.smith@aruba.com)



**NATASHA LEE SOY**  
Sales Manager NY, NJ, CT  
[n.lee@aruba.com](mailto:n.lee@aruba.com)




**AIDEEN MULHOLLAND**  
Sales Manager, New England  
[a.mulholland@aruba.com](mailto:a.mulholland@aruba.com)



**ANGELA RESTIVO**  
Sales Manager, West  
[a.restivo@aruba.com](mailto:a.restivo@aruba.com)

[WWW.ARUBACERTIFIEDEXPERT.COM](http://WWW.ARUBACERTIFIEDEXPERT.COM)

 ArubaTravelExperts

# ARUBA PRODUCT UPDATE

**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 [r.dirksz@aruba.com](mailto:r.dirksz@aruba.com) and [content@aruba.com](mailto:content@aruba.com) by the 5th of each month for it to be featured in the same month.