



Aruba Tourism
Authority

Aruba Product Update

January 2016

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 January 2016

TRAVVY

AWARDS

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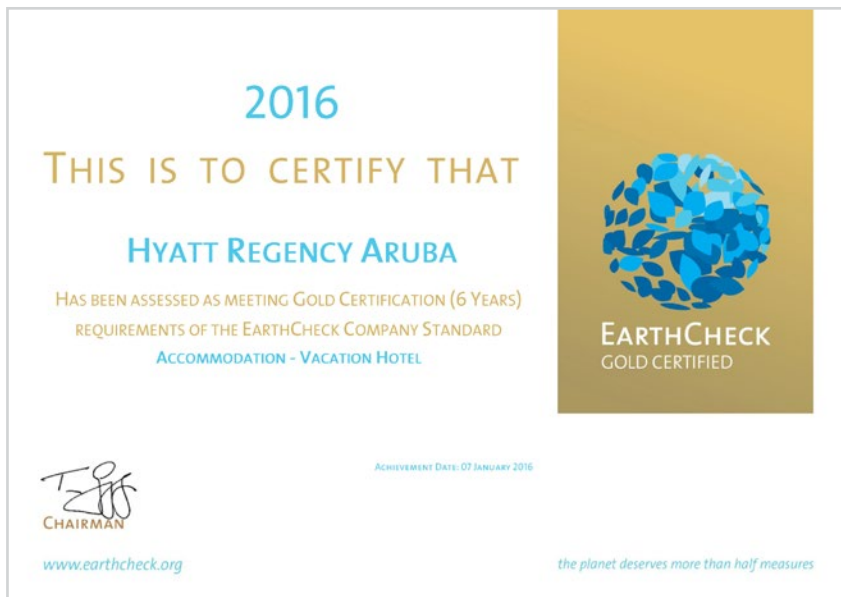
Awards

Aruba Tourism Authority

The Aruba Tourism Authority took home the Best Overall Tourist Board award at the 2016 Travvy Awards presented by Dream Vacations on January 6 at a gala event in New York City.

Winners were selected by voting among 39,000 travel agents. More than 150 gold award winners were announced among the 500 honorees at what has become the brightest night of the year for travel professionals.

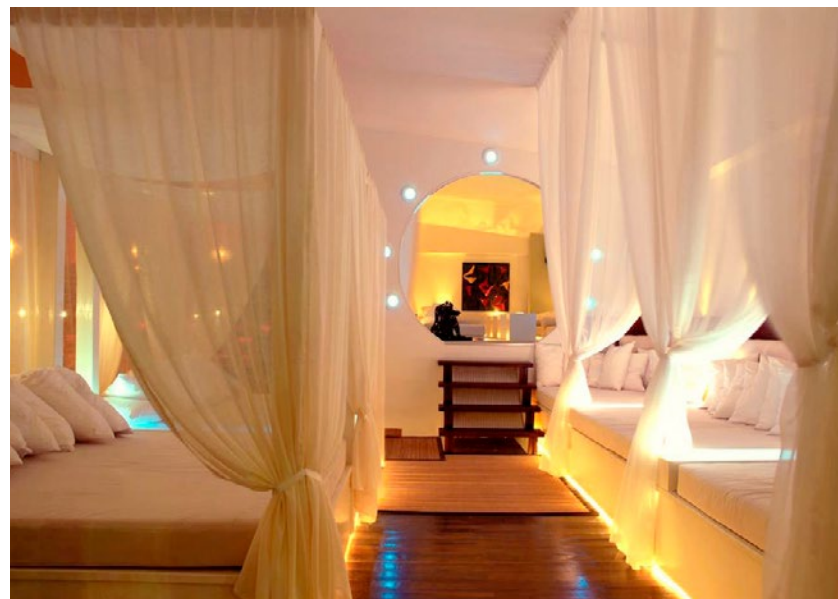




Hyatt Regency Aruba Resort, Spa & Casino

Hyatt Regency Aruba has achieved EarthCheck Certified Gold status, demonstrating the hotel's commitment to preserving Aruba's cultural heritage and natural surroundings.

EarthCheck is the world's leading scientific benchmarking, certification, and advisory group for travel and tourism. It works with businesses, communities, and governments in over 70 countries to deliver clean, safe, prosperous, and healthy destinations for travellers.



Screaming Eagle

Screaming Eagle, a unique French fusion restaurant with a Miami-style interior design and chic lounge, was recently named the number one restaurant in the Caribbean in Caribbean Journal's listing of 50 Best Caribbean Restaurants.

"Chef Erwin Husken hasn't just created the signature eatery in Aruba, he has developed what is the best restaurant in the Caribbean. This is a cutting edge chic restaurant where the food just keeps getting better and better." Caribbean Journal is the region's leading digital newspaper.

Resorts

Hilton Aruba Caribbean Resort & Casino

eforea spa by Hilton

With the launch of eforea spa, Hilton Aruba introduces a new and refreshing spa concept. The Essentials Journey, the Escape Journey, and the Men's Journey are each comprised of a selection of face, body, and massage treatments with select add-on options. Additional treatments include advanced skincare therapies, therapeutic and integrated massages from around the world, exfoliation and detoxifying body treatments, and a full-service salon. All of the massage treatments may be experienced in the tranquility of one of the ten treatment rooms or in a beachside cabana.

Gerard Coste, new executive chef

The resort welcomes Gerard Coste as the new executive chef who will be leading the culinary team. He is a creative, passionate, and hard-working chef with over 25 years of experience in hotels, fine dining restaurants, and banquets. No doubt his innovative ideas and outstanding culinary skills will reinvigorate the menus in the resort's food and beverage outlets. Chef Coste's goal is to create an unforgettable dining experience for every guest by delivering exceptional quality and extraordinary presentation.

2016 Aruba Bird Calendar

For the eighth consecutive year, Aruba Birdlife Conservation has published its 2016 Aruba Bird Calendar, and the Hilton Aruba Caribbean Resort & Casino is the proud sponsor of this year's edition. The calendar features beautiful photos of Aruba's national symbol, the burrowing owl (Shoco), as well as spectacular images of various migratory birds from the north and south. All photographs have been taken in Aruba by Greg and Albert Peterson from the Aruba Birdlife Conservation, a foundation which strives to protect and preserve Aruba's bird wildlife.





Divi Resorts Aruba

New website launch

A new and exciting website redesign has been launched on DiviAruba.com and TamarijnAruba.com. Aracely Sansone, vice president of marketing, commented, "The sites' new look showcases the properties' abundance of choices for dining, entertainment, and relaxing. They are a fresh new addition to our digital marketing toolbox." More visual and user-friendly, the sites showcase a full range of details highlighting accommodation options, all-inclusive amenities, specials, wedding and honeymoon information, kids and family activities, and more. All of the landing pages include a booking screen and social media widgets. A new photo gallery offers stunning visual images of the properties. Both sites are fully compatible with popular mobile devices.

Divi Aruba All-Inclusive - New Pool View Building

Recently unveiled at a grand opening event was Divi Aruba's new pool view building. Divi Aruba's first pool view category building offers 60 luxury rooms and two swimming pools. Each guest room has a patio or balcony facing the pools, and amenities that include built-in fridge, floating desk with pop-up electrical outlets and 5 USB ports, and bathroom with walk-in shower and granite counter with double sinks. The entire structure was constructed as a "green" building in accordance with sustainable practices. It is well-insulated and equipped with solar heaters, sun reflecting sliding doors, and LED lighting to keep the rooms cool and electricity consumption low. Also new is a more contemporary porte cochere with reflective fountain pool at the entrance and pillars accented with blue LED light strips.



Pure Lime

Located at the Divi Aruba All Inclusive, Pure Lime marks the 10th dining option for guests staying at the properties. One of the first full service Mexican restaurants on Aruba, the kitchen is led by Executive Chef Lyssette Van Der Biezen who was born and raised in Mexico, grew up with its traditional cuisine, and later studied international gastronomy. The restaurant has an open kitchen concept, and the menu offers a variety of savory dishes that include traditional Mexican flavors and spices such as cilantro, avocado, and lime. The cocktail list features signature drinks such as margaritas and sangria made with pears, grapes, and apples. The restaurant's vibrant décor is inspired by modern Mexican art with bright colors accented with lime green, chalkboard painted booths, and high tables.



Divi Dutch Village Beach Resort

In spring 2016, the Divi Dutch Village will undergo a multimillion-dollar property upgrade to modernize and enhance the resort. This will range from exterior improvements to balconies, railings and roof to new furniture, lighting, appliances and upgraded bathrooms in all 123 suites. Kitchens will receive new stainless steel appliances, cabinetry and granite countertops. In addition, all three pools and deck areas will be upgraded and a new lobby building will be added.





Air Travel

Aruba Airport Authority

At its traditional year-end party, a Carnival-themed event, Aruba Airport Authority presented three valued airport partners with awards for the efforts in 2015.

Jo-Anne Arends, head of airline marketing, presented the Airline Marketing Award 2015 to American Airlines, a loyal airport partner for many years. Nelson Cortes and the rest of the American Airlines team proudly accepted the award.

Marc Figaroa, head of commerce at AAA, presented the 2015 Concession Award to Calloway Corporation, catering to airlines for decades.

AAA CEO James Fazio presented the Partnership award to IASA (Local Immigration) for their valuable cooperation and support in the previous year, received by Gerald Vingal. Said Mr. Fazio, "We are growing and developing into a world class airport, and this is thanks to the combined efforts of every member of the Aruba Airport family. On behalf of AAA we are proud to work together with such great partners!"



Restaurants

Kono Pizza

Enjoy pizza in a cone, in a unique, delicious, fun, less caloric, and more satisfying way! The many varieties include margherita, caprese, rustico, pepperoni, ham, alfredo, chicken, beef, fra' diavolo, and Hawaiian. Patrons can also enjoy yummy desserts in a cone with Nutella, cream, nuts, and mixed fruit.

Kono Pizza is served in two different venues. Piazza Italia, in the heart of Palm Beach Plaza, is a convenient stop with a bar serving cocktails, beer, and coffee. A perfect spot for shoppers, locals and tourists alike, it is open from 11 am to 1 am Monday - Thursday, 11 am - 3 am Friday and Saturday, and 4 pm - 1 am on Sunday. Sciu Sciu is a shop on the main street in downtown Oranjestad (last tram stop) that serves Kono Pizza as well as such traditional Italian favorites as homemade pastas with a variety of sauces. It is open from 11 am - 7 pm Monday - Saturday.



Atardi

Aruba Marriott Resort & Stellaris Casino announced the opening of Atardi, its new rebranded beachfront restaurant. Formerly known as Simply Fish, Atardi offers guests the same relaxing casual barefront dining experience with an elevated ambiance.

Atardi, which translates as “afternoon” in Papiamentu, transforms the resort’s daytime lounging area into a magical and memorable pop-up restaurant at sunset. Atardi features a coastal design concept with blue tones and a natural

color palette. The refreshing design incorporates images of shells and sand, touches of gold and soft textures and patterns. The menu showcases Aruban favorites and the island’s best seafood. Atardi specializes in creative combinations of fish, meats, sauces and vegetables.

Tantalizing options include tropical bouillabaisse, macadamian-crusted grouper, traditional Aruban keshi yena (stuffed cheese) to finales such as banana brulee and the Star Chaser specialty coffee. Open nightly from 6:15 - 10 pm.



Fusion Restaurant

Located at Alhambra Casino & Shops, Fusion Restaurant recently introduced its new steakhouse menu with entrees prepared on the lava stone grill. Before feasting on traditional grilled salmon, surf & turf, sirloin steak, filet mignon, rack of lamb, and Kobe burgers, diners can enjoy such appetizers as Caesar salad, tuna tataki, and escargots in garlic butter. Pianist Roel de Vries plays songs on request on Monday, Tuesday and Friday, while versatile guitarist/singer Angelo Koolman is onstage Wednesday and Sunday nights. The eatery’s other charms include daily happy hour from 6-8 pm, extensive premium bar, walk-in cigar humidor and al fresco dining under the stars.



Buccaneer Restaurant

Guided by new general manager, Chef James Rogan, Buccaneer is presenting a new dinner menu and wine list. A favorite with locals and tourists for decades, the iconic restaurant with its 18,000-gallon aquariums is upgrading its menu with great prime meat dishes, innovated seafood dishes, fantastic wines, and new plate presentations. At the same time, it will continue to feature local favorites of their long standing clientele visiting the restaurant for over 35 years. The Buccaneer Restaurant is known for locally caught seafood and a diverse menu that includes Angus prime cuts of steaks, pasta, poultry, duck, lamb, and children’s specialties.



Culture

Caribbean Queen

Each month, Caribbean Queen at Palm Beach Plaza Mall honors one local female artist who lives and creates in Aruba. For January, local artist Gale Roossien was the boutique's celebrated Caribbean Queen, showcasing her charming ladder necklaces crocheted with a variety of vibrant colors. The colors, she hopes, will bring wearers of the necklaces back to Aruba, reviving memories of time spent on the island on vacation. The necklaces, she adds, look like shiny beads, and they are lightweight and fun to wear.



HArt Gallery of the Ritz-Carlton, Aruba

Four of Aruba's most talented artists unveiled expositions recently at a trunk show for the HArt Gallery of the Ritz-Carlton, Aruba. The impressive works of Elisa Lejuez-Peters, Elvis Tromp, Frank Croes, and Stan Kuiperi were then moved the HArt Gallery for an exposition throughout the month. These added a new dimension to the South American collections on display in the gallery, showcasing the artists' unique styles which represent the best of Aruba's talents. The HArt Contemporary Art Gallery is located at the lobby level in the Ritz-Carlton, Aruba, and is open daily from 10 am – 7 pm.



Shopping

T.H. Palm & Co.

This trendy boutique located street side at Playa Linda Beach Resort now has its own artisanal jewelry line which attracts locals and visitors alike. This new unique Papiamento-inspired line includes bracelets and blessing rings all inscribed with the message "Ami ta Aruba", expressing that all who call Aruba home truly are Aruba, and "Mi Ta Stimabo," the universal declaration of love. The blessing rings may be worn on ball chains, suede or black leather cords, and can also be strung on key chains.





iStore

Aruba's second iStore recently opened on the main street in downtown Oranjestad. It carries the complete Apple product line including desktops, portables, laptops, iPods, iPads, and accessories. The store boasts a Genius bar and education center where clients can learn more about using Apple technology. This hi-tech store boasts simple architecture, large glass panes, and natural light, reflecting the Apple philosophy of marrying function with aesthetics.



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:

s.feliciano@aruba.com

m.feliciana@aruba.com

and j.tilma@aruba.com

by the 25th of each month.

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Business & Technology

TEDxAruba Foundation

In 2016, TEDxAruba Foundation and Sir Edward Cheung will collaborate on a cool wearable technology project for a select group of younger students. The project entails wiring electronics and gluing strips of programmable LED lights onto sneakers or shoes.

The central goal of the project is to teach kids new skills such as computer programming and building with electronics. TEDxAruba speaker Sir Edward Cheung, chief engineer of NASA

and a wearable technology enthusiast, will be guiding this project along with Dagmara Avanindra (Electrical Engineering background) and Marlon Kock (Computer Science background) and Lead Web Developer at TEDxAruba.

This is the first project of the foundation where TEDxAruba speakers will directly contribute in teaching a new skill to a group of younger students.