



Aruba Tourism  
Authority

## Aruba Product Update

January 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 January 2017



## Awards & Recognitions

### HSMIAI Adrian Awards

Insta-Adventure has won prestigious Hospitality Sales & Marketing Association International (HSMIAI) Adrian Awards, in the category of Destinations/Offices of Tourism. AFAR Media's newest platform created with the Aruba Tourism Authority took the Gold for Digital Marketing: Social Media Campaign and Digital Marketing: Game. Instagrammers who embark on AFAR's Insta-Adventure "tap" their way along a nine-section Aruba map,

exploring experiential content while hunting for hundreds of real-world rewards and a grand prize vacation to Aruba.

HSMIAI also recognized Aruba's Local Shortcut Series with Silver for Advertising: Complete Campaign and Digital Marketing: Multimedia Series, both in the category of Destinations/Offices of Tourism, as well as Gold in Digital Marketing: Integrated Campaign for Consumers.





## Caribbean Journal

Aruba was also recognized as Innovative Destination of the Year by the Caribbean Journal, and appeared on their "Caribbean's Best" list for The Best Beach You Can Stay on in the Caribbean: Eagle Beach (top 10); Top 50

restaurants in the Caribbean: Screaming Eagle and Wilhelmina Restaurant; and All-Inclusive Resort: Barcelo Aruba All-Inclusive, Manchebo Beach Resort & Spa, Divi Village Golf & Beach Resort and Hotel RIU Palace Aruba



## Resorts

### Hyatt Regency Aruba Resort, Spa & Casino

#### Bridal Press Trip

In November 2016, the resort served as host hotel for a bridal press trip organized by the Aruba Tourism Authority. The press trip included media attendees from Aventura Magazine, Bridal Guide, JustLuxe, Inspired by This, Southern Bride and Champagne Living. The itinerary consisted of a mock wedding ceremony, cocktail reception and dinner at the resort's newest venue, the Front Drive Ruines. The itinerary also consisted of a bridal brunch in Padu del Caribe ballroom.

### La Cabana Beach Resort & Casino

During a memorable holiday celebration, Assistant General Manager Jessica Franken, MC for the evening, took to the stage for a welcome speech followed by a Christmas Blessing. The buffet-style dinner was followed by dancing to the tunes of DJ Metropolis and D-Licious Band. La Cabana's top performers of the year were named. Marina Stamper, from Food & Beverage, was selected as the First Runner Up for Associate of the Year; Minerva Hayes from Housekeeping won the top title of Associate of the Year for 2016. Other winners included Helen Werleman of the Executive Office for Supervisor of the Year, Frank Sabajo of Engineering for Manager of the Year, and the Public Area Housekeeping Team as Team of the Year.





## Aruba Marriott Resort

### New Associate Cafeteria

The resort recently took on the challenge of renovating its associates' cafeteria, giving it a totally new look and feel inspired by the hotel's brilliant hosts.

Associates can now enjoy an inviting and relaxing lunch space with a brand new paint job, refurbished furniture, new lighting, new kitchen equipment and stunning associate photography on the walls.

Together with local photographer Dwight Jimenez, the hotel created a beautiful wallpaper collage of associate photos. Additionally, associates now enjoy a better air ventilation system and healthier food options.

A ribbon cutting event took place with members of the Executive Team to officially unveil the new cafeteria to the associates.



### Christmas brunch for Fundacion Pa Nos Comunidad

The Aruba Marriott Care Foundation together with collaboration of Aruba Marriott employees, volunteers and Kiwanis Young Professionals Aruba, organized a Christmas Brunch for the clients of Fundacion Pa Nos Comunidad. Traditional "gaita" singers entertained and the kids had fun with face painting.

Santa Claus dropped by to greet the kids and hand out presents and each family received a box of commodities to take home, collected and prepared by Marriott associates during the month of December.



## Riu Palace Antillas & Riu Palace Aruba

### A Stand Against Bullying Workshop

The resorts partnered with the Fundacion pa Nos Muchanan (Foundation For Our Children) to conduct a Bullying Awareness Workshop, offered to all employees and staff. The group consisted of members of the Front Desk, Entertainment, Food & Beverage, Kitchen, Maintenance and Housekeeping departments. All participants were eager to contribute to the group discussion and voice their personal stories and experiences involving bullying.

### Christmas Spirit to Maristella Residents

The resorts recently treated elderly residents of the Maristella Nursing Home to a festive lunch and a glitzy, exciting variety show to brighten up their holiday season. Maristella is a government-run facility, providing housing and care to the elderly. The resorts delivered meals, entertainment, and company to Maristella's 160 residents and staff members. 15 employees helped to serve the festive meals. Regular performers at the resorts dazzled the elderly residents with a fun variety show.



## The Ritz-Carlton Aruba

On December 16, members of the press, guests of the resort, and staff gathered in the lobby to witness the lighting of the gingerbread house. This year's edition is modeled after Aruba's cherished and historic Alto Vista Chapel.

The gingerbread house is an annual tradition globally for The Ritz-Carlton, with many properties around the world creating confectionary constructs, often inspired by symbolic local sites.

Last year, the resort featured a gingerbread replica of The Olde Molen, complete with a working windmill, and the year before, a tower of gingerbread cookies formed the historic California Lighthouse. Chef Yiduo "Dora" Wang and her pastry team baked 2,500 gingerbread cookies from scratch to form the foundation of this year's creation, decorated with piped royal icing and assorted holiday candies. While visiting the house, guests have the opportunity to donate to Fundacion Bon Nochi Drumi Dushi, a local foundation that shares the joy of reading with children on Aruba.





## Amsterdam Manor

### Last Beach Clean-Up for 2016

On December 28, the resort held its last beach clean-up for the year. This is an activity that takes place every Wednesday throughout the year and is a way to help maintain the beach right in front of its property and raise awareness about the environment among its employees as well as among its guests. This green initiative held to close the year in a productive and positive way was attended by staff and invited guests.

### Christmas dinner for Cas Sjabururi

On December 19, Cas Sjabururi had a very special Christmas dinner at the Tulip Brasserie Restaurant, courtesy of Amsterdam Manor. Cas Sjabururi is a foundation that offers care, guide and education to people with intellectual limitations. For the tenth consecutive year, 20 of these people between the ages of 30 and 60, along with volunteers, were invited, pampered throughout the night with wonderful service and exquisite food.

### Kids Counsel

The Missing Chapter Foundation was created under the sponsorship of UNICEF in 2010 by Princess Laurentien van Oranje, to come up with sustainable solutions to solve actual social problems. Kids Counsel is a program to encourage decision makers of participating companies to consider the perspective and point of view of youth in solving problems postulated by the company. This is the second year that the resort has participated and the first time for the team of Prinses Amalia School. Recently, sixth graders visited the resort to determine how it could expand in a way that will be beneficial for Bubali Pas. The children have eight weeks to investigate the issue and to present their suggestions and solutions to Amsterdam Manor.







## Costa Linda Beach Resort

Manager Luigi Heredia recently joined his top performers for breakfast at the Water's Edge Restaurant. As guests of restaurateur Roy Leitch, they enjoyed plentiful platters and much-appreciated time in community.

Heredia thanked his team members for going the extra mile in 2016, and helping the property obtain high rankings on search engines and in social media. "They fulfill their professional obligations to the resort and connect in very meaning ways with our guests, who are valuable, multiple-time repeat visitors to the island."

The resort, which recently celebrated its 25th anniversary, is currently developing the much-anticipated Frangipani suites - five additional units on the ground floor featuring 3 bedroom/3 bathroom and 2 bedroom/2 bathroom luxury accommodations.

Costa Linda has won consecutive Certificates of Excellence by TripAdvisor and Bookings.com, and a number of difficult-to-obtain environmental awards.



## Hilton Aruba Caribbean

For the past 18 months, the resort has undergone extensive, multi-million dollar renovations, updating everything from its rooms and suites, to its restaurants, common areas and lush tropical grounds.

To celebrate the completion, the resort recently hosted a special ceremony and unveiling in the newly renovated lobby of the Grande Dame, attended by government dignitaries, press, Aruba Growth Fund partners, Hilton Worldwide representatives, and many of the 414 resort team members. Rene Kan representing the Aruba Growth Fund addressed guests about

the resort renovations and the future of tourism in Aruba.

The ribbon cutting ceremony took place with Oscar Henriquez, Aruba's first Commissioner of Tourism in 1955; the Governor of Aruba, Rene Kan and Justus Martens of the Aruba Growth Fund, the Minister of Tourism and David Keys, VP of Sales & Marketing for the Americas, Hilton Worldwide. A cocktail party followed at the Sunset Grille Restaurant serving all specialties from the resort restaurants. Tours of the property were accompanied by the hotel GM Olivier Maumaire and his team.



## Restaurants

### Asi Es Mi Peru

Asi Es Mi Peru, recently opened at Paradise Beach Villas by Peruvian-born Roxanne Salinas, features a genuine Peruvian ceviche bar with fresh fish marinated in lime juice prepared from scratch and to order.

The gazebo features a genuine, colorful Peruvian marketplace with crafts on sale, with a portion of the proceeds donated to Aruba's cancer foundation.

Inside is a more formal dining room featuring such authentic specialties as Lomo Saltado (stewed beef), Aji de Gallina (creamy chicken dish), and typical preparations for potatoes. Plans are to develop a Chefs Table menu featuring Peru's Costa (coast), Sierra (mountains) and Selva (Forest) with live cooking for small gatherings.



### Taste of Belgium

With the New Year, Taste of Belgium Restaurant, located at Palm Plaza Mall in Palm Beach, has introduced Live Cooking with the OFYR Grill, more practical and stylish than a typical barbecue.

Diners enjoy the romantic and entertaining atmosphere inspired by Belgian quaint markets every Friday and Saturday from 6PM – 9.30PM.

Chef Ronald places anything one might desire on the grill, while he plucks the fresh herbs hanging behind him. Servers recommend a delicious Belgian beer or wine pairing for the meal.





## After Dinner Drinks Special

Every Friday 9 - 10PM

House Wines & Beers 1/2 Price

Antipasti Platter for 2: \$10,-

### Papillon

Papillon Restaurant is introducing a Friday Night Happy Hour from 9-10PM where people can order all house wines and beers for 1/2 price and an antipasto platter for 2 for just \$10.



### Chicken & Lobster

Chicken & Lobster located at the front of Playa Linda Resort has recently joined the lineup of restaurants participating in the Aruba Gastronomic Association's dine around program.

For a complete listing, visit [www.arubadining.com](http://www.arubadining.com)

**Cuban Breakfast Times**  
 Deliciously Entertaining for Over 17 Years! Served Fresh Daily!

# GOOD MORNING SUNSHINE

**Cuba's COOKIN'** **THE MOST IMPORTANT MEAL OF THE DAY**  
 Served from 6:30 - 11:00 am

### Cuba's Cookin'

At Cuba's Cookin', a new Cuban Breakfast has just been launched especially targeted towards the business crowd downtown, featuring coffee made the 100% the Cuban way.

Open from 6:30 - 11:00am, everything served sunny and fresh daily.





## Casinos

### Hyatt Regency Aruba Resort, Spa & Casino

Hyatt recently introduced a new non-smoking room at the 12,500-sq-ft Hyatt Casino. The Casino, which plays host to 221 slot machines, 19 video poker machines, 13 gaming tables and live entertainment, is the first and only casino on the island with a non-smoking area.

The casino is open daily from 10:00am until 4:00am and parking is free for guests. From Tuesday through Sunday each week, visitors can indulge in the “Carnival in Rio” celebration, with live music, refreshing cocktails, and a fun crowd.



## Air Travel

### Jet Blue

January 4 marked the start of daily non-stop service from Fort Lauderdale-Hollywood International Airport to Aruba’s Queen Beatrix International Airport.

Fort Lauderdale will now join New York and Boston as the third US airport with non-stop JetBlue flights to Aruba.

“This new daily service allows Aruba to cater to our key Fort Lauderdale market, while also serving as a crucial feeder market for U.S. westerners who have shown an increased propensity to visit Aruba in recent years,” said Ronella Tjin Asjoe-Croes, CEO of Aruba Tourism Authority.

### Flying With Pets

To protect public health in Aruba, importers who bring pets to Aruba must make sure that they comply with local law and regulations. The Veterinary Service of Aruba enforces the regulations on the importation of dogs and cats into Aruba.

To avoid issues and unnecessary delay at local customs due to improper documentation of a pet, or a pet being sent back to its country, always, prior to travel, contact the Veterinary Service of Aruba ([vetservice@aruba.gov.aw](mailto:vetservice@aruba.gov.aw)) at the Department of Public Health Aruba, to make sure entry into Aruba is allowed.



## Activities

### MooMba Beach

More than a thousand people showed up at MooMba Beach to take a dip in the ocean to welcome the New Year. Some youthful partygoers extended the festivities for the New Year in this way; others were families and lots of visitors

who came down especially for the event, joining a growing number of Arubans. 650 Unox hats had been distributed; sponsor of the traditional Dutch pea soup that was enjoyed afterwards, sent to shore locations all over the world.



### Fofoti Tours & Transfers

Fofoti's two new motor coaches have state-of-the-art technology including leather seats, adjustable backrests, seatbelts, DVD screens, LED lighting, large luggage compartment and overhead bins. The large side windows and curved windshield offer a beautiful panoramic view perfect for island tours. Fofoti Tours & Transfers offers free WiFi on all its motor coaches. Fofoti's fleet of five 51-passenger and two 30-passenger fully air-conditioned luxury buses is planned for expansion in 2017.

### ECO Destination Management Services of Aruba

Eco DMS Owner and CEO Wichita Villacres were honored by worldwide peers during the SITE Global Conference in Panama, with the Kevin Forde 2016 Spirit Award. It is presented annually to a SITE member who exemplifies generosity and energy to those in the industry who needed help or advice represents the motivational experiences industry within a professional role endorsing one's destination; volunteers with SITE and gives back to the SITE global community. Ms. Villacres serves not only as a great supporter of the young professionals in the industry but as an inspiration and example to follow.





## Red Sail Aruba

With 1 desk at Ritz Carlton, 5 desks at Marriott, 2 desks at Hyatt, 2 desks at La Cabana, 1 desk at Renaissance Island, and now a new desk at the Hilton, Red Sail is tallying up the total to 12! The desk is already operating but renovations at the location are in full swing, with completion around March 2017, along with a retail store.

With a total of 9 retail stores at the main hotels, on Renaissance Island and now at the new location at Hilton, Red Sail Aruba has made

quite a splash in the retail market. They carry an assortment of designer swim wear and casual wear for men, women and children with popular brands including Roxy, Quicksilver, Tommy Bahama, Billabong, Under Armour, Maaji and more... But guests can also find gifts and vacation necessities such as hats, caps and suntan lotion from Aruba Aloe and sunglasses including brands like Maui Jim, Oakley and Ray Ban.



## Culture

### Caribbean Queen

For the month of January, local artist Karla Amany Solis is the boutique's celebrated Caribbean Queen, hailing from Monterrey, Mexico. "I have always been attracted to art," says Amany, "which I know goes back to my ancestral cultural heritage and what I believe is innate, supreme divine wisdom."

As a teenager, she began to weave dream catchers using natural and recycled materials, including seeds, leaves, palm branches, and bird feathers. All of her creations are now made from materials she finds on the island, and she calls them Art of the Spirit.



## Retail

### Pandora Oranjestad Grand Opening

On December 8, Pandora celebrated the Grand Opening of their newest Aruba location. The second concept store on the island is located in the downtown area of Oranjestad.

Prime Minister Eman congratulated the Boolchand family on the opening of their new

store and a renowned brand name in the downtown area.

Pandora is known for their bracelets and charms but also offers a wide variety of necklaces, rings, earrings which all combine perfectly together to create a unique look.



### Paseo Herencia

Paseo Herencia welcomes Aruba's first Carmen Steffens store.

This popular, exclusive Brazilian designer brand is known for its flippant and fun styles, which are quality handcrafted of fine materials such as pure silk.

The charming new shop now features their Spring/Summer collection for 2017, one of 11 annual collections.

Ideal resort wear, the current collection features fabulous leather sandals and shoes with complimentary handbags, casual wear, and stunning dresses for both breezy, romantic dinners on the beach or formal events.

The shop also has a complete line of tropical jewelry and accessories.



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



## Aruba Aloe

On January 10, CNN Travel published an online article about Aruba Aloe—the oldest Aloe Company in the world—and the amazing plant that it grows, hand-harvests, and processes into highly sought-after health and beauty products.

The article, written by Lindsay Lambert Day, an Atlanta-based freelance travel and lifestyle journalist, touches on the many beneficial aspects of the plant, information gleaned from an Aruba Aloe free guided tour.

Marketing Manager Jessica Posner commented, “Our entire team does the utmost to make sure we’re producing high-quality products with the finest Aloe in the world grown on Aruban soil.”

The article also highlights some of the other aloe-related experiences that visitors to the island can enjoy, including spa treatments and cocktail hours featuring aloe-infused creations. Posner adds, “The charisma and openness of our tour guides comes through, indicative of the genuine friendliness of the Aruban people.”