



Aruba Tourism  
Authority

## Aruba Product Update

January 2018

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 2018



## ATA News

The Aruba Convention Bureau team recently attended the Site Global Conference in Rome, Italy. Site is the global authority on incentive and motivational travel, the conference consists of various educational and networking sessions with suppliers and buyers in the incentive travel industry.

Aruba participated by sponsoring the Aruba Wellness Coffee break at the SITE -MPI Global Forum. It was a very successful action as Aruba was promoted as a MICE destination in a unique way, keeping current industry trends in mind! The relaxing massages were right in line with the wellness theme of the coffee break! Everyone that came by received Aruba Aloe mini gifts.







## Resorts

### Playa Linda Beach Resort Earns RCI Gold Crown Resort Award

Playa Linda Beach Resort once again proved its excellence in hospitality and quality accommodations, earning the RCI Gold Crown Resort® property designation for 2018. Recent news of the award represents an unbroken streak of 26th years in which the Playa Linda has garnered gold by demonstrating its commitment to delivering exceptional guest experiences.

RCI rates its participating exchange properties according to guest comment card assessments that grade on resort facilities, service delivery and overall experience. Playa Linda consistently exceeds standards in all categories, and therefore, has maintained RCI's highest

honor of "gold" for more than a quarter of a century.

On accepting the award, Playa Linda Beach Resort General Manager Peter van Grinsven commented, "On many different fronts, it has been a team effort – our members who back a continuous round of initiatives and improvements, our exchangers and guests who provide valuable feedback and our employees, whose ability with hospitality, and who always give 100%, has helped set us apart." He adds, "We are proud to accept the classification, once again, as a RCI Gold Crown resort, and intend to continue to hit high points for many more years to come."





### A Sustainable Solution for Food Leftovers

Amsterdam Manor Beach Resort has always been committed at providing the highest level of service for its guests. The same commitment has been shown in our pledge to protect Aruba's environment. Passions on the Beach is one of Aruba's most popular, and by far, one of the most romantic places to dine at. If you want to experience international cuisine, Mango's Restaurant is the perfect place.

When you choose to stay at Amsterdam Manor Beach Resort or eat at any of our restaurants, you are supporting green initiatives for our environment. One of these initiatives has leftover dishes from our restaurants transported to a local farm.

Cunucu Aruba Dushi Tera, an Aruban local farm, picks up our food waste (averaging 100kg per day) to feed their pigs. Additionally, Cunucu Aruba Dushi Tera collects our leftover water from laundry to water their plants and make mud for the pigs to play in. The farm is famous for growing their own food to feed their animals and has their organic foods sold in supermarkets across the island.



### Strategic Alliance Signed Between Red Cross Aruba and Amsterdam Manor

On Thanksgiving Day, Amsterdam Manor Beach Resort and Red Cross Aruba signed a strategic alliance that is expected to yield several benefits to both parties for the next five years. One of the most exciting aspects of the partnership are the series of courses and trainings that the Red Cross will be providing for the employees of the Amsterdam Manor. These courses (First Aid, CPR, Lifeguard, etc...) teach our staff how to respond appropriately to different scenarios. The Amsterdam Manor has been a partner of the Red Cross Aruba for several years and this new alliance only strengthens the relationship between both parties.

Amsterdam Manor is very proud with this alliance and is committed to maintaining a constant dialog with the local community to help when needed. Red Cross Aruba's prime motivation is to alleviate human suffering in vulnerable communities. This effort is accomplished with the structural help and support of local companies. [info@redcrossaruba.com](mailto:info@redcrossaruba.com)





### La Cabana Beach Resort & Casino Gives Back to Community

In the spirit of Christmas, and the wish to give rather than receive, La Cabana Beach Resort & Casino mobilized to spread happiness. The resort's annual Food Drive Project spearheaded by Nilda Girigori, the assistant executive housekeeper, celebrated 5 consecutive years, and resulted in a resounding success.

Associates happily donated coffee and tea, milk, rice, sugar, flour, beans, lentils, condiments, canned food such as vegetables, tuna, sausage, soup, spaghetti and sauce, crackers, candy, cooking oil, tooth paste, soap, pineapple slices and more. They were able to fill 40 grocery bags and deliver the goodies to 40 less fortunate families. This was a truly memorable and greatly appreciated holiday gift for many local families in need.



### Elegant Red & Black Gala Event for Caribbean Palm Village Resort

The traditional year-end celebration for Caribbean Palm Village Resort took place at Indian Rock Garden with all employees and members of management in attendance. The facility was beautifully decorated and the party atmosphere was festive and elegant.

Having announced all 4th quarter nominees, Interim General Manager Astrid Muller enjoyed the honor of naming Juanita Dorothal as employee of the 4th quarter, and Kenjah Howell, employee of the year for 2017, both of whom had been nominated many times before. A host of other employees in all departments of the resort were also lauded for their job dedication, ingenuity and fast response.

At the conclusion of the official part of the evening, employees enjoyed food, drink, music and dance, sending the old year off in style and welcoming the new one.





### At the Hilton Aruba Caribbean Resort & Casino Hanukkah Candle Lighting Ceremony Observed

On the 6th night of Hanukkah, the Jewish Festival of Lights, local members of the Jewish community joined visitors staying at the Hilton Aruba Caribbean Resort & Casino for an informal, family style lighting of the resort's custom-made khanukiyah. The honor to light the sixth candle was given to Rene Kan, owner representative, and his teenage

sons. Rabbi Daniel Kipper, of Beth Israel Synagogue in Oranjestad, congratulated guests on the occasion of the holiday commemorating the rise against Greek oppressors and the rededication of the Temple in Jerusalem, in the second century B.C. Guest Cantor Gaston Bogomolni, from Argentina, accompanied the ceremony with his guitar.



## Bucuti & Tara Beach Resort Introduces Caribbean's First Healthy Hour and New Complimentary Wellness Activities

Bucuti & Tara Beach Resort announces a major upgrade to its successful wellness program by introducing the Caribbean's first and only Healthy Hour, along with a significant expansion of its wellness offerings including complimentary activities and classes.

Healthy-minded couples can now enjoy nourishing refreshments during Healthy Hour, the first of its kind in the Caribbean. Served with a complimentary wholesome snack 3 to 4 p.m. daily, nutrient-packed smoothies and Bucuti's craft mocktails are half-price at the guests-only SandBar.

The all-new daily rotation of complimentary wellness activities and classes include yoga and meditation, Tai Chi on the beach, sunrise beach walks, nutritional counseling, group personal training sessions and chef-led cooking demonstrations of healthy dishes.

Led by full-time wellness specialist and a certified nutritionist Isabel Struve-Rasmijn, guests receive tailor-made itineraries to support

their individual wellness goals in four areas – nutrition, fitness, mental wellbeing and mindfulness. Private beach boot camps, wisdom walks, therapeutic painting, and horse coaching are just a few of the unique experiences that can also be arranged for individuals, couples, or small groups.

Bucuti's Elements restaurant features healthy portions, flavorful vegan and vegetarian dishes, and plentiful gluten-free options. Purun Spa offers indoor and outdoor treatments coupling locally-harvested ingredients like aloe with Aruban techniques to tap into the island's natural healing powers.

Also unveiled is the Couples Wellness Retreat Package including five nights in an Oceanfront Tara Suite, daily full American breakfast buffet, welcome amenity including a bottle of organic wine, one-house session with in-house nutritionist to create a personalized meal plan to take home, couples massage in the Spa Beach Hut along with access to the Fitness Center, Wi-Fi and daily wellness activities.





## Restaurants

### Carte Blanche is Moving!

After another evening of amazing food experiences, perfect wine matching and top notch service, Carte Blanche's Dennis and Glen had 16 of their dedicated clientele around the table to celebrate their last dinner at the present location.

Chef Dennis van Daatselaar introduced this unique and exceptional formula to Aruba already 7 years ago; a concept with limited seating but limitless service! Dennis moves his restaurant downtown as of January 2nd.

With Wilhelmina Restaurant and Maroc, his 2 other restaurants located in Wilhelmina straat downtown, it was a 'no brainer' to move his popular and unique concept with Carte Blanche to the same location. With all his restaurants under one roof, Dennis hopes to attract tourists and locals. The 3 restaurants offer favorite dishes for every taste and every wallet



### Culinary Secrets by Hadicurari

Culinary Secrets by Hadicurari is the name of a once-a-month special dinner which is an adventurous trip delighting the palate. In December, this event was held on Friday, December 29 and on Saturday, December 30, featuring Chef Nando's 4-course creative menu serving the best this tasty season has to offer and an optional wine pairing.

Diners began with a pate of wild boar with a cranberry glaze and nut bread, followed by a second course of celeriac soup with wild forest mushrooms and hazelnuts. Then venison took the spotlight threefold as the entrée: steak, stew and fritters were served with a Port sauce and caramelized pearl onions. The grand dessert finale was French gingerbread toast, cinnamon ice cream, a pineapple confit and nutmeg foam.



### Aruba Wine & Dine Group Introduces its First Junior Sommeliers

Lieke Wijga and Tim van der Vegt, both working at Aruba Wine and Dine (AWD), have successfully completed a sommelier course called WSET level 2 (Wine & Spirit Education Trust). The two now know a lot more about grapes, wines, regions, flavors, flavors and characteristics after having sipped fifty different wines in three days. Their expert teacher was Christian Esser from Austria, now living in the Cayman Islands.

The WSET is an internationally recognized sommelier course with its headquarters in London. Lieke (26) is the F&B Manager of

MooMba, Hadicurari and Nos Clubhuis, and Tim (28) is the manager of Tango Argentine Grill. The wine course held in November at Pepia Est consisted of theory, general and specific information, tasting, smelling and studying. The comprehensive course also covered included wine regions and their respective grape varieties, as well as food and wine pairing. Said the graduates, "We now have a much better insight in what would go well with which dish...A Riesling, for instance, will go well with Asian food, while skirt steak (lean, with much taste) is complemented by a smooth and soft Malbec."



### Sushi Lounge Events at Dragonfly Restaurant

Dragonfly is announcing its Sushi Lounge on Wednesday and Friday nights. The Sushi Lounge entails a wonderful mix of delicious sushi and drinks at special prices and great music.

On Wednesdays (10 pm - midnight) and Fridays (10 pm - 1 am), Dragonfly's resident DJ will be honing his skills in presenting the most chill beats. Also on Wednesdays, the ladies receive a complimentary glass of Prosecco.

Enjoy great specials on beer brands, house cocktails, house brands and saké as well on the most popular and sumptuous sushi rolls.





## Activities

### Pelican Adventures and Pelican Nest Celebrate Work Anniversaries of 5 - 25 Years

During the festive event that celebrated the end of the year with employees, Alexandra (Sandra) Simmons, Accounting Manager at Pelican Adventures, was named Employee of the Year. It was a double celebration for her, as she also celebrated her 25th anniversary with Pelican Adventures. She received a certificate along with a few beautiful gifts as a token of appreciation for her hard work, dedication and loyalty.

During the same event, several other employees were congratulated with their respective work anniversaries and thanked for their continuous support and loyalty to Pelican Adventures and Pelican Nest. Honorees

were Mr. Robert Geerman, 20 years; Mr. Roy De Kort, 20 years; Mrs. Lenie Jeandor, 15 years; Mrs. Emma Danies, 10 years; Mr. Miguel Morales, 5 years; Mr. Walter Vasquez, 5 years and Mrs. Maria Luz Mancilla-Hernandez, 5 years of service.

Pelican Adventures N.V. currently operates on-land and on-water tours, including the exclusive Monforte III Luxury Cruise, sales force and activity desks at 8 prime locations, a restaurant (Pelican Nest) and the Pelican Pier Bar at Palm Beach, employing 90 people. For more information visit [www.pelican-aruba.com](http://www.pelican-aruba.com) or [facebook.com/PelicanPierAruba](https://facebook.com/PelicanPierAruba).





## Pelican Adventures Makes Donation to Wilhelmina Fonds

Last month, as a part of the 'season of giving', Pelican Adventures made a donation of 5.000 florins to the Koningin Wilhelmina Fonds, a well-respected local foundation with the objective to prevent and fight cancer in Aruba. The generous check was donated to Lillian Prince, representative of the Aruban Cancer Foundation.

Pelican Tours and Watersports Inc. was founded on May 26, 1986 as a subsidiary of S.E.L. Maduro & Sons, Aruba Inc. In 1988, Oscar S. Henriquez and Martin Molina acquired Pelican, and they still own and manage the company today. Pelican Adventures N.V. currently operates on-land and on-water tours, sales force and activity desks at eight prime locations, a restaurant (Pelican Nest) and the Pelican Pier Bar at Palm Beach, employing 90 people. In the photo, Mrs. Prince received the donation from Pelican Adventures' owners Martin Molina (left) and Oscar Henriquez (far right), and manager Ian Molina.



## Shopping

### Cartier Celebrates its 25th Anniversary

Opened 25 years ago by Gandelman Holding at the Renaissance Mall on December 3, 1992, the prestigious Cartier brand has become a favorite with both locals and tourists. As Lydia Booi, the boutique's Sales Manager who has been there from the start, can attest, many of their customers are really more like family.

Cartier's first location in the Mall faced Havenstraat, and in 2007, the Boutique was moved to a new location across from the Gandelman store where it still stands today. The Boutique offers the finest selection of watches, jewelry and accessories from the renowned French luxury brand, one of the oldest and finest of its kind.



To our tourism partners:  
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[content@aruba.com](mailto:content@aruba.com)  
[s.feliciano@aruba.com](mailto:s.feliciano@aruba.com)  
and [j.tilma@aruba.com](mailto:j.tilma@aruba.com)

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



## Red Sail Aruba Opens 2 New Retail Stores

Red Sail Aruba is proud to announce that they opened 2 new retail stores and expects the stores to be as successful as the ones that are already open!

The store at Hyatt Regency offers a wide array of bathing suits and other beach clothing with popular brands like Seafolly, Vix and Nanette Lepore, just to name a few. With a modern look and fresh interior details the store looks amazing. Red Sail customers can expect a warm welcome by the sales associates, and to find something to their liking.

The second store opened its doors on Hilton property, next to Red Sail Aruba's Activity Desk. You can find the Red Sail store and the Activity desk right behind the Kid's Club. This store has a more broad selection of retail products with an assortment of T-shirts, casual wear and designer swim wear for men, women and children. But guests can also find gift items, bags and sunglasses. Popular brands include: Cabana Life, Ralph Lauren, Robin Piccone and Trina Turk. After a stroll down the beach or just because it's worth it; Hop in and take a look!