



Aruba Tourism
Authority

Aruba Product Update

January 2019

The Aruba Tourism Authority (ATA) is the Destination Marketing & Management 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 2019



ATA News

ATA Signs Agreement with the Dare to Dream Foundation

Through this initiative, Aruban Xander Bogaerts will play an integral part in promoting the island internationally. Shortstop for the 2018 World Series winning Boston Red Sox, Xander was named one of Aruba's goodwill ambassadors in November. Boston is one of the top two key US markets for Aruba. The Dare to Dream Foundation was founded by

this talented athlete and his mother Sandra Brown in November 2013 to provide resources for Aruban youth to develop their talent in the sport of baseball through training camps and clinics. Ever since last year, Xander has been part of the Authentic Aruba promotion, joining other accomplished Arubans in sharing what they love about their island.





Awards & Recognition

Aruba Marriott Resort Awarded Top 100 LGBT Award by Hotels.com

The resort recently took the Top 100 LGBT Award for receiving exceptional guest ratings and reviews from the customers of Hotels.com, showing dedication and high standards. “This award honors LGBT hotels that consistently earn top ratings from Hotels.com guests, and with a rating of 4.4 out of 5.0, Aruba Marriott Resort & Stellaris Casino deserves a place among the very best!”, shared Johan Svanstrom – President, Hotels.com brand.

Resorts

La Cabana Beach Resort & Casino Names Top Performers for 2018

The Annual Christmas Gala Unfolded at the Renaissance Convention Center

Elegantly dressed party-goers were greeted by GM Joe Najjar, his executive committee and department heads, and DJ Metropolis entertained while guests visited Instant Studio and posed with Santa.

A moving Christmas Blessing by Jessica Franken, Assistant General Manager, was offered just before the opening of the sumptuous holiday buffet. Over dinner, GM Joe Najjar delivered his inspiring annual Christmas message, followed by the associate award ceremony.

Rufina Orman (Accounting) won the Associate of the Year 2018 title, followed by first runner-up Micherlande Prophet (Housekeeping). Jeanette Brooks (Food & Beverage) was elected Supervisor of the Year, and Igmarr Franken (Food & Beverage) landed the Manager of the Year title. The PBX department was named Team of the Year. Executive Committee members presented awards and an array of gifts to winners who were praised for their dedication, motivation, collaborative spirit, and support of the resort’s mission to Create Memorable Vacations.





Caribbean Palm Village Celebrates the Season

The resort's annual Christmas Celebration rocked Indian Rock Garden with Employee of the Year title winner Janeth Brinkmann, who was also named Employee of the 4th Quarter. Jane was honored in recognition of her outstanding performance and positive attitude by Interim General Manager Astrid Muller. The nominees for the 4th Quarter of 2018 also included Agnes Arias (Housekeeping); Mislady Fingal (Activities); and Kenjah Howell (Front Desk).

The gathering also awarded special tokens of appreciation to members of Housekeeping department: Jean Philemon, Henrica Tromp, Ramona Kelly, Gilberto Sapataro, Cesar Martinez, Nattalee Morisson and Janet Brinkmann, as well as to Mislady Fingal (Activities) and Elvis Tromp (Purchasing). Front Desk personnel Evelyne Boekhoudt, Robeshca Vrolijk, Rashida Gomez and Deborah Rasmijn were also recognized.

The award ceremony demonstrated the closely-knit ties between associates and the spirit of mutual respect at the resort.



Paradera Park Apartments Celebrates Silver Anniversary

Privately owned and managed by Deborah de Weerd and Henk Steenbergen, this exclusive tropical escape is located in Paradera, in the heart of the island. The full-service apartment resort was set up 25 years ago by a pair of visionary European entrepreneurs who predicted that the vacation rental segment of the market would eventually grow. They built and managed a charming ten-studio complex surrounded by nature, off the beaten path.

Thirteen years ago, Deborah and Henk, here on vacation from their successful careers in the Netherlands, decided to grant Deborah's parents their wish to retire, to assume the ownership role of Paradera Park Apartments. They translated the boundless love they had for the property and the island into a successful business - a full-service tropical oasis. The owners are very guest-focused and advocate personal service as key to high guest satisfaction scores resulting in multiple awards by review sites such as TripAdvisor & Zoover.

Staffers of Caribbean Palm Village Resort Organize Holiday Charity Drive

In the spirit of the season, staffers decided to jointly create ten food baskets and deliver them just before the holidays to families of lesser means in the Paradera and Noord districts of the island.

The staff members at Caribbean Palm Village Resort had a great time organizing the charity drive, collecting food products, packing them carefully and personally delivering them to their destination.

Their baskets brimming with goodies brightened up the day for needy recipients.



“Hende Sano, Bida Sano” Debuts at Amsterdam Manor Beach Resort and MVC Eagle Beach

Associates of the two resorts participated in a 4-month long health program named “Healthy People, Healthy Life”, consisting of physical exercise three times a week combined with workshops and lectures. At the helm of this program were Nannelle van der Spil-Croes and Jerome van der Spil of Transition 2 Health who successfully executed this program along with Fundacion Movimiento pa Bida, in cooperation with partners Aruba Medical Assistance, Laboratorio di Servicio and other professionals in their respective fields. The associates learned more about the importance of nutrition, mental and physical health. The exercise routines were a combination of flexibility, cardiovascular and strength exercises. Evaluated on the basis of physical progress, motivation and participation, the overall winner was Maria Leidy Muñoz (Maintenance).



Bucuti & Tara Beach Resort Debuts a New Arrival Experience

Caribbean's Fastest Check-In!

Despite substantial investment in a newly unveiled grand entrance and modern lobby, guests do not stop there on the way to checking in, as there is no front desk! Forward-thinking owner Ewald Biemans has decided to bypass the traditional lobby check-in completely. Arriving guests are met curbside by their personal skilled concierge who, armed with an iPad and carefully reviewed guest profile, conducts the personalized check-in process as they proceed directly to their room. Along the way to their room, guests are offered a refreshing flute from the new lobby's built-in Champagne bar for a warm welcome to the resort.

Laidback Luxury

The new entrance reflects the tranquil, romantic atmosphere known to entice couples from around the world. Upon arrival, guests step out to a grand covered walkway, flanked with towering pillars and signature Aruba aloe. The walkway leads to the new contemporary lobby that evokes the laidback luxury reflected throughout the adults-only resort. No longer needing a front desk, this space has been transformed into the resort's new concierge lobby where couples can visit and meet with their dedicated romance and wellness concierges. The quiet, intimate setting allows guests the opportunity to plan their own customized Aruba vacation experience.



Hilton Aruba Caribbean Resort & Casino

eforea spa Reinvents its Spa Menu in Honor of the Holidays

Four new delicious treatments are offered in this exceptional sanctuary, designed to balance body, mind and soul. Those who arrive to the end of the year weary left the spa completely refreshed.

Tis the Season body scrub and massage; Bourbon Marshmallow Butter body scrub and massage; Rescue me body scrub, wrap and massage; and Passionfruit Cake body scrub, wrap and massage utilize novel ingredients such as warm rice bran, nectar compresses, brown sugar, pecan, gingersnap, whiskey, and citrus scrubs; honey chai moisturizer, passionfruit moisturizer; hot marshmallow butter, cactus and agave nectar wraps; and banana and turmeric wraps.

Yuletide Favorites at the Elegant Sunset Grille

The culinary team of the Hilton Aruba Caribbean Resort & Casino served a veritable holiday feast at the Sunset Grille on December 25. The special Christmas menu included a Merry Berry Salad, chased by a plentiful platter featuring holiday favorites: Bourbon glazed baked Virginia

ham, roasted Vermont turkey, stuffing and turkey gravy, garlic mashed potatoes, and grilled asparagus spears. Bouche Noel, a traditional French pastry with Ponche Crema sauce, was the highlighted dessert.

Memorable New Year's Eve Includes SPECTACULAR Fireworks

The outgoing year was celebrated in style, with two delicious dinner options, followed by a fun after-dinner Countdown Celebration party with live entertainment on the tropical pool deck, including a spectacular firework show. The resort's elegant, top-rated Sunset Grille, served dinner in two seatings, offering three-courses with a gourmet choice of appetizers and entrees. For those seeking a more casual evening, Laguna restaurant hosted a sumptuous New Year's Eve dinner buffet, including a glass of house wine. All guests were invited to the fun after-dinner Countdown Celebration, a fabulous party on Palm Beach with live entertainment on the tropical pool deck with a spectacular firework show at midnight. The old year was escorted out, ringing in the New Year in a brilliant way!

Holiday Artisan Fair

A full-scale Artisan Fair was incorporated into Hilton Aruba Caribbean Resort & Casino's holiday program providing guests with an enjoyable holiday activity that focused on supporting local artists. Among the certified local artisans who presented their impressive work were ceramic artist Trudy Lampe; mixed media specialist Diana Hopman; Cunucu Mondri Fierno with a line of craft wines, liquors, and spirits made from organically grown local fruit; William Jansen and Nanda Braemer showcasing their stylish driftwood lamps; photographer Carmen Mesar with 3D frames; Amanda with her homemade Kombucha, CR Sea Glass & Sterling Jewelry; and painter Johnson Altagracia. Aruba Aloe also presented their acclaimed product line.





Activities

Team Members Initiate “Let’s Adopt a Child for Christmas” Gift Drive

The volunteer-based Blue Energy committee shared the idea of this gift drive with their resort colleagues, and within two days, had team members sign up to select, buy, wrap and deliver their gift to the resort.

On December 20, the Blue Energy Committee delivered all gifts to the headquarters of the White-Yellow Cross, for distribution to children 9 months to 12 years of age by the White-Yellow Cross Coordinator Monique Giel. A grand total of 66 gifts were purchased, in addition to Care Packages of diapers, baby formula, and clothing gifted to young teenage mothers, which brought the total of generous, contributing team members to 75.

The Blue Energy Committee represents the vibrancy, passion and pride as embodied by Team Members, as part of the Hilton flagship brand. It’s an expression of the unique spirit team members show their guests, their communities and each other.



Air Travel

American Airlines Introduces Direct Flights from Dallas and Chicago

ATA is pleased to announce that, as of December 22, American Airlines has expanded its US market with direct weekly flights from new routes: Dallas (Texas) and Chicago (Illinois). Efforts by the Aruba Tourism Authority together with the Ministry of Tourism, Aruba Airport Authority, Department of Aviation and Aruba Hotel & Tourism Association were instrumental in achieving this new airlift.

American Airlines has been a key partner for Aruba, contributing to the island’s tourism development for more than 45 years. At one time the only provider of direct air service from the US, American Airlines remains one of the island’s top two carriers in terms of seat capacity, and provides direct service from such markets as Miami, Charlotte and Philadelphia. The new Chicago flight facilitates continued growth in the five most important markets of North America. The new Dallas service coincides with efforts to diversify the North American market, attracting visitors from the western US.



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Arubans In The News

Team Aruba Readies for 2019 Tour, Including Four NHRA Nationals

Team Aruba enjoyed a historic year in 2018. They debuted a beautiful new Jerry Haas-built 2018 Mustang, attended their first ever NHRA U.S. Nationals, went to the semi-finals or finals at every race, and driver Trevor Eman welcomed his second baby girl, Maya, into the world – all laying the the groundwork for a promising 2019.

Eman and the Aruba.com Mustang will once again compete on their regular Professional Drag Racers Association circuit, chasing an Extreme Pro Stock Championship. “Mountain Motor Pro Stock will participate in four NHRA National events in 2019, which could not have come at a better time,” explained team owner, Ven Eman. “American Airlines has just added four new straight flights to Aruba. We can market The One Happy Island to a new population, and it’s easier than ever for them to enjoy a paradise vacation. Direct flights are available from Charlotte and Houston, providing an incredible opportunity for us to promote our island.” The team is very appreciative of their crew and their partners, Aruba.com and the Aruba Airport Authority.



ESPN LATIN Covers Aruba's Professional Female Athletes

As an initiative of the Aruba Tourism Authority, ESPN - Women Latin America recently visited the island to cover the lives of four Aruban athletes who have captured international attention for their great achievements in sports. They tell their unique stories through a look at their daily life, training, and the challenges they encounter as female athletes.

The Aruban women interviewed were Kayla Arends and Mali Rafini (Beach Volleyball) who participated in the Youth Olympic Games in Buenos Aires, Argentina; Sarah-Quita Ofringa, professional windsurfer who has won world champion titles in freestyle and slalom 14 times, and taekwondo champion Monica Pimentel who represented Aruba at the Olympic Games in Rio de Janeiro, Brazil, in 2016. ESPN also included Aruba's attractions in their footage.

ESPN Woman focuses on remarkable athletes with an innovative and inspirational angle, shown in more than 12 Latin American countries reaching an average of 20,000,000 viewers. Each program is aired twice a day for one week and is also transmitted in the ESPN North America market.





Events

Exciting Dande Festival 2018 Sponsored by Digicel

Digicel has been a strong supporter of Aruba's cultural events since the company was established 15 years ago. Their latest initiative was the sponsorship of the Dande Festival, the traditional song festival of the holiday season.

Digicel is particularly gratified by the participation of young and old at the two-day cultural festival held in the neighborhood of Tanki Leendert, and at Plaza Betico Croes in downtown Oranjestad. Appreciation was expressed for the public's support as well as for the other sponsors. Participants and finalists did a wonderful job, including those who participated for the very first time.

The King of Dande Edjean Semeleer was selected for his creativity and musical talent. The Queen of Dande Sharella Lopez delivered a strong and dynamic performance. Aruba's Minister of Culture Xiomara Ruiz crowned the two winners.



Riu Palace Antillas and Riu Palace Closed 2018 with the Traditional Pagara

Hotel guests and employees as well as locals and tourists enjoyed the exciting spectacle of the giant pagara, a huge firecracker setting off 6 million shots, lit by the hotel's General Manager on the last day of the year. The Riu hotel family wished everyone a happy and prosperous New Year!





The Torch Parade Opens the Carnival Season

On January 5, the streets of downtown Oranjestad were illuminated by the Torch Parade, marking the official opening of the Carnival season. An easy-going event in which the costumes are mostly decorated T-shirts in various colors, this is just a warmup for the most colorful and spectacular parades that are to come. Sensational musical events and queen elections are also part of months of excitement and fun.

Carnival is the largest cultural festival in Aruba during which islanders express their creativity and break away from their daily routines. Oranjestad and San Nicolas are the stages for the grand carnival parades, enjoyed by thousands of spectators. Visit www.aruba.com for the complete schedule of Carnival parades and events.



The Annual Donkey Walk on January 19 Attracts Hundreds of Participants

This annual 5K event was not only great fun but also raised funds and awareness for Aruba's donkeys. The route wound through the island's scenic countryside beginning at the Donkey Sanctuary at Bringamosa and traversing Boton, Jan Fleming and Frenchman's Pass before returning. Walkers and runners were accompanied by donkeys Igor, Simba and Diva. The Aruba Donkey Sanctuary depends upon contributions and support from the local community and visitors.



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by the 5th of each month for it to be
featured in the same month.



Monthly Farmers Markets Organized Throughout the Year

The first farmers market of the year was held on February 3,
and will then take place on the first Sunday of every month.

The venue is the Aruba Ostrich Farm, making for an interesting
and enjoyable event to be enjoyed by the whole family. It's
a perfect opportunity to discover the authentic Aruba and
discover local art, crafts and products, while meeting talented
and fascinating people.