



Aruba Tourism
Authority

Aruba Product Update

TRADE EDITION

January 2021

The Aruba Tourism Authority (ATA)
is the Destination Marketing &
Management Organization for Aruba.

Core Purpose:

We drive prosperity for Aruba
through sustainable tourism.

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
Forward Thinking

Below we offer a synthesis of some of the most prominent
and important news during the month of January 2021

Seashells belong by the seashore not in your suitcase



Collecting seashells, coral, and beach sand to take home may seem like an innocent token of your stay on the island, but be aware that it is against the law in Aruba; these items will be confiscated by customs and a fine will be imposed.

Help us sustain the delicate ecosystem of our coastlines and beaches by leaving all shells, sand, and coral in place.



ATA News

Reinforcing Laws To Protect Sea Shells

As of January 5, 2021, Aruba Customs will start enforcing the fining process together with the Public Prosecutor if and when passengers are detected with sea shells at the security checkpoint upon departure. This will involve an administration process, which may have an impact on the passengers and the catching of their flight. On the contrary, passengers will still have the opportunity to dispose of sea shells at

check-in to avoid being fined, or possibly missing their flight. The ATA has partnered up with the Directorate of Nature and Environment, the Aruba Airport Authority and the Aruban Customs in creating different visuals/social media campaigns to remind all passengers that these items are prohibited by law, and hope that it will in some way raise awareness amongst all visitors and locals alike, when departing the island.





Aruba Tourism Authority with New Awareness Signage for the Fofoti Tree

The Aruba Tourism Authority (ATA) initiated a solid effort, as part of the strategic plan to protect and strengthen our environment, to create awareness and protection for our local nature. This in reference to a specific local tree, the Fofoti at Eagle Beach. The tree is located right in front of the Amsterdam Manor Beach Resort and has become a renowned icon of the island.

The Fofoti tree grows everywhere on the island, but specifically close to the sea and the one located at Eagle Beach is the most famous one. This location is used for many occasions throughout the year and became a well-known symbol on our island. The famous international brand IKEA even used

a picture of our Eagle Beach Fofoti tree as a framed picture for sales in all their stores.

As petitioned by the associates of Amsterdam Manor Beach Resort, a special sign has been placed to further inform the locals and visitors about the Fofoti tree and to create awareness about its protection by local law. The main goal of the signage is to educate our locals and visitors that it is not permitted to climb the tree or hang goods in it. The branches could break off with the consequences of permanently damaging the tree. The protection and further maintenance of this area is of utmost importance for our visitors, our locals and generations to come.

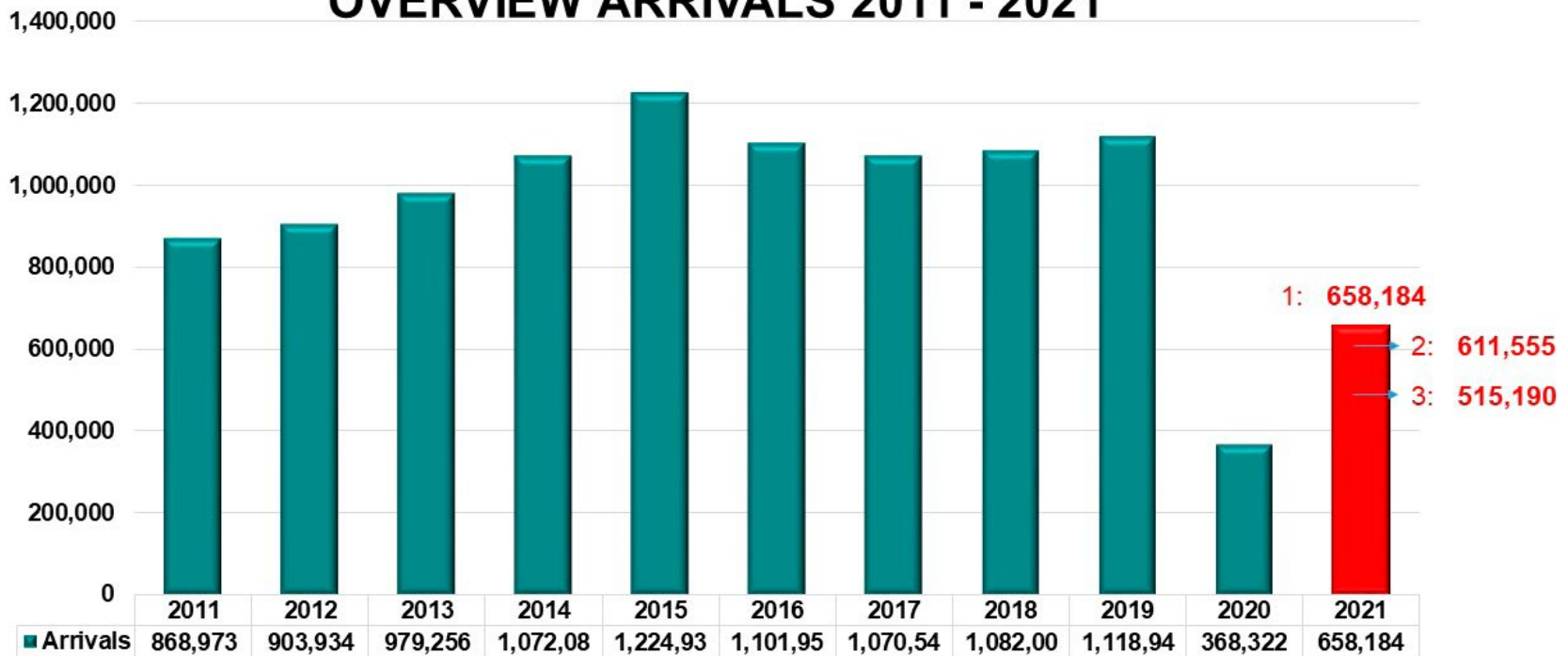


The Aruba Health and Happiness Code Continues to Certify New Partners

As of last year, The Aruba Tourism Authority together with the Department of Public Health initiated the Aruba Health & Happiness Code (HH-Code). This program imposes all participating companies to comply with national safety protocols recommended by the Department of Health as indicated by the World Health Organization with the objective to limit the transmission of Covid-19. The HH-Code honors all their participating partners first a blue seal and later a golden seal, which must be placed in key areas for the consumer's eyes. This creates a sense of peace of mind amongst our visitors and locals alike. Nearly 3000 local companies have registered for the HH-code ever since its implementation, of which 2,517 have received a blue seal and 1164 have received the golden seal.

The difference between the blue and the golden seal, lies in the physical inspection conducted by the department of health before being able to obtain the golden seal. Regardless of the differences in colors, all companies must yet adhere to the national protocols. The protocols have been put in place in order to ensure that Aruba remains a Happy and Safe destination to both our visitors and locals. For more information please visit www.aruba.com/healthcode.

OVERVIEW ARRIVALS 2011 - 2021



* 2021 is estimated
based on expected
seat capacity

Aruba Tourism Authority; What to Expect for 2021

Since the reopening of our borders the Aruba Tourism Authority (A.T.A.) has been working on different forecasts of what could be expected on the amount of tourists visiting our destination. The projections for 2021 consists of three scenarios; an optimistic, a conservative and a cautious one.

For 2021 the numbers of 2019 were taken into account as a benchmark in order to create a visible comparison. This led to the projections of a tourism recovery for Aruba of between 45% and 60%. To date Aruba is just in line with the projected forecast which indicates a 50% recovery for 2021, however this figure remains fluid, given the global situation. It is anticipated that North America, will continue to be a major contributor to Aruba's tourism, with a market share of over 80% of visitors visiting

Aruba, followed by Europe and Latin America with each a market share of around 5% of visitors visiting Aruba, and the remaining countries and islands will have a market share of 3%.

In the cautious scenario a recovery of 45% is projected and in the optimistic scenario a 60% recovery is projected. Three other key indicators for 2021; the recovery of Cruise Tourism is projected between 25% and 50% for 2021 compared to 2019. The so called Tourism Credits is expected to have a recovery of 45% to 60% compared to 2019 and the Average Daily Rates (ADR) lead to a grade of recovery of 75% compared to 2019. ATA would like to thank all their partners and organizations working untiringly toward Aruba's tourism recovery.

Testing In Aruba

In the Aruban Government's continuing efforts to provide the most safe, seamless and coordinated travel experience possible, all necessary facilities and procedures are in place for any visitor needing to take a Covid test while in Aruba as a requirement for re-entry to their country/state/city of origin.

Laboratory Horacio Oduber Hospital

Phone: 297 597-4522

Email: servicecenter@hoharuba.com

Hours of operation: 8:00am–6:00pm – 7 days a week

PCR Test cost: \$75 US

For more information: www.arubahospital.com/covid-19.

MedCare Clinic (next to the Courtyard Marriott)

Phone: 297 280 0630 WhatsApp: 297 562 4440

Email: info@medcare.aw

Hours of operation: 9:30am–12:30pm – 7 days a week

Antigen Test cost: \$50 PCR Test cost: \$125

Testing is also available at the visitor's accommodation by appointment for an additional fee. For more information: medcare.aw/en/covid-19-testing.

Medlab – Urgent Care Aruba

Phone: 297 586 1600 WhatsApp: 297 597 5544

Email: info@lab.aw

Hours of operation: 7:00am–4:00pm – 7 days per week

PCR Test cost: \$126

Testing is also available at the visitor's accommodation. There is no additional charge for this service if the appointment is booked in advance. An extra fee will be applied if the appointment is made on the same day. For more information: covidaruba.com.

Please make test appointment at least one week in advance the earlier the better. For complete information visit aruba.com/returntraveltesting.

Aruba Increases COVID-19 Testing Capacity With More Hotels

Aruba has increased its COVID-19 testing capacity to meet the demands of the recent US Executive order requiring all International travelers to provide proof of a COVID-19 test taken no more than 72 hours prior to arrival in the US. Currently, 12 resort on island are providing guests with on-site testing with additional resorts pending arrangements.

Bucuti & Tara Beach Resort

Bucuti & Tara is aiding guests by providing access to pre-departure testing with same day results prior to returning to their homes. This allows them to travel home with treasured memories and peace of mind as they return to busy lives. A testing facility has been set up in the wellness office Monday through Friday from 8am – 10am. The cost for the PCR test will be \$100 per person and is paid directly to the doctor during the visit. For Saturday or Sunday tests, please contact the resort prior to guest arrival.

Renaissance Aruba Resort & Casino

Renaissance Aruba is very happy to announce that we will provide COVID-19 antigen testing at the resort for all guests starting January 26! Through every step of the pandemic we have been working to help navigate and simplify this confusing and complicated time. With the announcement of the CDC's new regulations requiring proof of a negative COVID-19 test to return to the United States, we have created an on-site testing facility that will offer all guests the ability to take a test with results available within 24-hours. The test is \$50 per person or complimentary with our "We've Got You Covered" package. To book the package please visit renaruba.com and use promotional code: W21.



Resorts

Divi Resorts' Windows on Aruba Restaurant Now Serving Weekly Late-Night Brunch on Fridays

Back by popular demand, Divi Resorts' Windows on Aruba restaurant is now hosting weekly late-night brunches every Friday from 6-10 p.m. or 7-11 p.m. (depending on local COVID restrictions).

Diners are treated to a delightful night of live entertainment, decadent dishes served from a special late-night à la carte menu thoughtfully prepared by Head Chef Darwin Torres, Diplomático mojitos, and satisfying bellinis.

Special Valentine's Day at Hyatt Place Aruba Airport

In the mood for a different romantic Breakfast on Valentine's Day?

Hyatt Place Aruba Airport invites you to come and try their Romantic Valentines Extended Breakfast Buffet starting at only \$28 per person from 7am to 11am on Sunday February 14th 2021. More of a romantic dinner type of mood? Love is in the air and they've got you covered! Come and enjoy their amazing 3 course Romantic Dinner For 2 starting at \$65 per couple. Dinner starts at 17:30pm until 22:00pm. Reservation for breakfast and dinner is required. For reservations or more information please call 523-1234 ext 0.



Your Aruba Adventure Awaits!

Hyatt Place Aruba Airport, is now offering the Aruba Adventure Package, which you can book starting now until March 31st for stays starting now until July 31st 2021, with a 7 Night Length of Stay Required and One (1) UTV Adventure Tour for 2 included!

Book your stay now at Hyatt Place Aruba Airport:

www.hyattplacearubaairport.com





Bucuti & Tara Beach Resort

Increase in Romance Travel Reservations

Bucuti & Tara Beach Resort, long the romantic enclave of couples, is seeing an increase in reservations for the coming months from guests who are specifically coming to celebrate engagements, honeymoons and anniversaries. As pandemic vaccinations roll out, Bucuti & Tara is hearing from couples who have postponed important events such as their weddings, honeymoons, birthdays and milestone anniversaries, wanting to make up for lost time, but in a safe manner.

"We are cautiously optimistic in seeing the increase in guests returning to Aruba, especially planning on coming to Bucuti & Tara Beach Resort, and they are specifically sharing they trust us to host their special, romantic getaways and celebrations because of our offerings and our doctor-created health and safety protocols," shares Owner/CEO Ewald Biemans. "With more known about the wellness and safety of air travel, solid COVID-19 safety protocols at the resort and the abundance of personal space, couples are signaling to us they are resuming romantic travel."

Lost in Love, Not a Crowd

Before social distancing was a term, Bucuti & Tara had made it an art form. The goal has long been for couples to enjoy laidback luxury along famous Eagle Beach where the focus is on them. No groups, no families, no noise beyond lapping waves, swaying palms and the occasional steel drums.

Sun loungers are guaranteed for every couple and come paired, surrounded by at least 24 ft. (7m) of nothing, but powdery white sand. The newly renovated SandBar includes welcoming couples' settees and beach butler service. Diners to the acclaimed Elements restaurant are seated at couples-only tables or can opt for the private palapa Romantic Beach Dining experience.



Intimate Excursions and Wellness

While couples are drawn to the deep relaxation and serenity of lounging along the beach or poolside, when it's time for a little adventure, couples can work with their romance concierge. Examples include:

- Sweetheart Picnic: A picnic basket filled with gourmet food and sparkling wine, a blanket and a map marked with the island's romantic hideaways lets today's modern couples discover a timeless sweetheart's tradition.
- Yachting: Sailing the open seas, couples can feel refreshed in the crisp, salt air and dive into the clear waters to swim together with vibrant fish and marine life.
- Birding: The resort's newest excursion is exclusive to Bucuti & Tara. Couples can team up with Aruba's avian expert and professional photographer whose work and expertise is captured in National Geographic, field guides and global birding repositories.
- Wellness offerings: Onsite or off-property, couples can work with Bucuti & Tara's wellness specialists for couples-focused experiences. From beachside bootcamp and national park rugged coastline hikes to open-air spa treatments and full moon yoga complete with a drum ceremony, couples can connect and restore balance in their lives with customized wellness offerings.

COVID-19 Safety Protocols

Bucuti & Tara's safety protocols were developed within Center for Disease Control guidelines, World Health Organization recommendations and in-person evaluations by practicing ICU (intensive care unit) doctors and nurses who were hosted onsite.

As the region's most-eco certified hotel, Bucuti has long had a heightened awareness for the health and safety of both guests and the planet. With its new touch-free experience combined with the new hospital-grade, high-tech health safety protocols and Aruba's Health & Happiness Code seal, couples can confidently relax into vacation mode.

To learn more and book a romantic getaway, visit www.bucuti.com.



Activities

Luxury Picnics in Paradise!

Get to know Aruba's new and the only official and fully licensed picnic company. Your number one choice for luxury pop up picnics that are the perfect way to celebrate life's big and small moments with loved ones on the One Happy Island. Picnic Aruba has revamped the classic picnic and given it a modern twist, with a hint of island chic, while still retaining the nostalgic charm of a bygone era. Whether it's a birthday, anniversary, proposal, girls night or date night; they've got you covered!

Customize Your Own Kukoo Fun For Your Wedding Party!

Kukoo Kunuku offers one of a kind exclusive experiences, for groups of 8 people or more. They can customize a whole day or days of fun for your wedding party by designing a bus tour that fits your needs, Day Island tours, Nightlife Party tours, or Wine Tasting Tours. There are many options including locations, food, drinks, always great music, maracas, and of course the most energetic and professional crew. Join Kukoo Kunuku for your unforgettable wedding in paradise!

For more information about prices or booking please contact reserve@arubaadventures.com with the details of your wish list so we can make your vacation one to remember.



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