

ARUBA PRODUCT UPDATE

TRADE EDITION

THE ARUBA TOURISM AUTHORITY (ATA)
IS THE DESTINATION MARKETING
& MANAGEMENT ORGANIZATION FOR ARUBA.

JANUARY 2023

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
Pioneering
Integrity

CORE PURPOSE

We drive prosperity for Aruba through sustainable tourism.

BELOW WE OFFER A SYNTHESIS OF SOME OF THE MOST PROMINENT AND IMPORTANT NEWS DURING THE MONTH OF JANUARY 2023

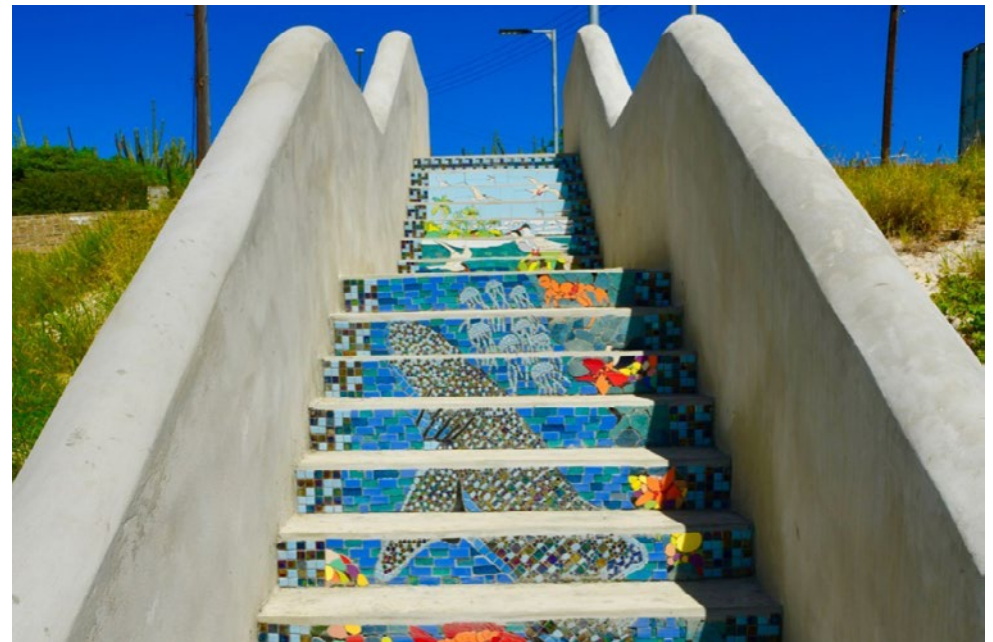
ATA NEWS



Aruba Tourism Authority names Sjeidy Dijkhoff- Feliciano to Area Director of North America, overseeing the tourism board's regional sales and marketing teams. Dijkhoff-Feliciano has been at the A.T.A. since 2002, with her most recent role as Communications Manager, spearheading Aruba's public relations and influencer marketing efforts, across ten international markets, to promote the destination's vibrant culture, stunning beaches, and top-rated hotels.

"We are thrilled that Sjeidy is stepping into her next role of Area Director of North America and continues to grow within the A.T.A.", said Ronella Croes, Chief Executive Officer, A.T.A. "Sjeidy is a senior tourism professional well respected both within our organization and among our many external stakeholders within and outside the tourism industry. Of her many career milestones, she played a critical role in managing Aruba's crisis communication strategy during the COVID-19 pandemic, later shifting her focus to communicating the island's re-opening, healthy and safety procedures and visitor travel requirements."

RODGER'S BEACH STAIRS



Projects like the stairs at Rodger's Beach are products that the A.T.A. stands behind because these are the types of projects that amplify the promotion of Aruba. The beautification of the stairs will for sure be showcased and posted on all social media channels by many visitors and content creators worldwide.

After weeks of preparation and execution, a group of 24 artists specialized in mosaics led by international mosaic artist Isadora Paz created a breathtaking design illustrating Aruba's flora and fauna in all its glory of fantasy and creativity with some glow-in-the-dark effects. The A.T.A. wants to congratulate all involved and those who contributed to this beautiful project. The Minister of Tourism, Infrastructure Committee, D.I.P., DOW, and Artisa supported this project.

TOURISM

ECODMS ARUBA



HOLIDAY FESTIVAL OF LIGHTS

For a 3rd year in a row, ECODMS got the opportunity to plan and execute our Holiday Festival of Lights, an event that is organized for the entire community of Aruba. This event started during the pandemic when everyone was avoiding being outside because of COVID. We saw an opportunity to create an experience so that the community could still enjoy Christmas in the presence of their loved ones. Organized as a drive thru, we decorated the TEC property with different stations, each having a different theme. This year some of our themes were Winter Wonderland, Cunucu Christmas, Candy Cane Lane, and Ginger Bread Bakery just to name a few. Over a span of four nights, we had over 1,000 vehicles pass by and drive thru with most of them donating clothing, toys, and food. With everything that was donated, our team went created packages that were hand delivered to families across the island needed a little holiday spirit. Watching how much fun each car that went through our Christmas village was having (even passing multiple times) and how grateful the families in need were, made all our hard work, time, and dedication, worth it and we look forward to next year's Holiday Festival of Lights.

RESORTS

BOARDWALK BOUTIQUE HOTEL ARUBA WINS 2023 USA TODAY 10 BEST READERS' CHOICE FOR BEST CARIBBEAN RESORT



SELECTED #2 IN A TRAVEL AWARD CONTEST AMONGST 20 CARIBBEAN RESORTS

Boardwalk Boutique Hotel Aruba is a winner in the 2023 USA TODAY 10Best Readers' Choice travel award contest for Best Caribbean Resort. This boutique property, tucked on the lush gardens of a former coco plantation in Palm Beach, ranks number 2 in the top ten Best Caribbean Resorts. Boardwalk was elected in this category consisting of 20 Caribbean nominees. According to 10Best voters and jury Boardwalk Boutique Hotel brings the island's past and present together by combining unique architectural features with local nature, artisans, warmth and history.

Nominees for all categories are chosen by a panel of relevant experts which include a combination of editors from USA TODAY; editors from 10Best.com; relevant expert contributors; and other sources. After the 20 nominees were announced, readers and the general public could vote for their favorite resort for the duration of four weeks. All winners of the 2023 10Best Caribbean Resort winners can be found at [10best.com](https://www.10best.com).

"We want to thank everyone that has voted for our hotel and are pleasantly surprised with the outcome, landing the second position amongst the 2023 10Best Caribbean Resort winners", said Stephanie Rooijakkers, hotel manager and co-owner of Boardwalk Boutique Hotel. "It truly means a lot to receive a travel award like this and is a great motivation in our overall mission to deliver memorable vacation experiences to Boardwalk guests. We hope to inspire a new audience to come and stay at our boutique hotel in the near future".

HYATT REGENCY ARUBA RESORT, SPA & CASINO

RELAX AND UNWIND WITH REGENCY CLUB PRIVILEGES

Book the Regency Club Access Package and enjoy breakfast, snacks, evening hors d'oeuvres, and dedicated concierge along with spacious indoor and outdoor seating. Entrance to the newly opened Regency Club Lounge is through the resort courtyard. T&C apply. View this offer and more at aruba.regency.hyatt.com

AWARD-WINNING EXPERIENCES

Hyatt Regency Aruba Resort Spa and Casino was recently named a 2023 Good Housekeeping Family Travel Award Winner in the Family-Focused Experiences category and Aruba's Best Casino Hotel in the 2022 World Casino Awards. The accolades demonstrate our continued commitment to create exceptional experiences for all of our guests. To learn more about Hyatt Regency Aruba, please visit aruba.regency.hyatt.com

HYATT REGENCY ARUBA DONATES 11,000 AWG

The Aruba Chapter of Women@Hyatt, a networking and professional development group that supports the global efforts of Hyatt's Change Starts Here goals, recently organized a Cupcakes for a Cause fundraising event for the Mary Joan Foundation. Through a dedicated team effort and enthusiastic colleagues, the group raised AWG 11,614 (US \$6,525). Mary Joan Foundation helps to offer local women psychosocial support as they are facing breast cancer. The foundation brings survivors and patients together and raises awareness about breast cancer.

SUN AND WINTER SKIN RESCUE

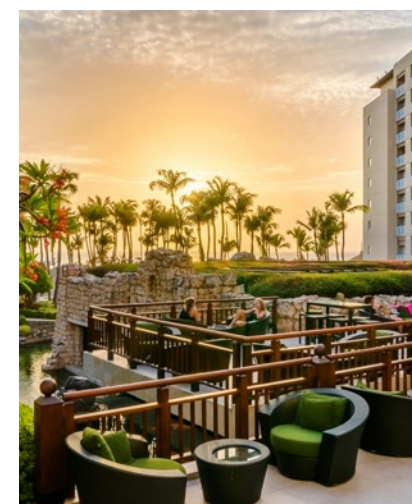
Discover the healing benefits of locally farmed Aloe Vera at ZoiA Spa. Wrapped in healing local Aloe, skin inflammation and redness are reduced while hydration is restored. To learn more or book this winter special, please visit zoiaspaaruba.com

NEW SHOPS AT HYATT REGENCY ARUBA

Discover precious gems, soothing aloe products, Italian coffees, exciting full and half day excursion planning, and daily car rental all in our breezy open-air lobby. Our shops include Little Europe Jewels & Time, Aruba Aloe Store, Shoco Coffee Bar & Market, Red Sail Sports and Top Drive Car Rental. Shops are located both near the Casino and World of Hyatt desk. To discover more about Hyatt Regency Aruba, please visit aruba.regency.hyatt.com

NEWLY REFRESHED ALFRESCO BAR + BITES

Relax and savor the start of an evening on the island with a specialty cocktail or premium liquor and menu selection of chic bites all in one idyllic setting. Discover the newly refreshed Alfresco Bar + Bites located in the main courtyard of Hyatt Regency Aruba Resort Spa and Casino. The ideal space for any gathering, it features the landmark bougainvillea rooftop garden, cascading waterfalls, a koi fish lagoon and live music Thursdays through Saturdays from 5:30 to 10:00 p.m. Learn more at aruba.regency.hyatt.com



ARUBA MARRIOTT RESORT & STELLARIS CASINO



HOLIDAY SPIRIT ACTIVATED AT ARUBA MARRIOTT

The complex of the Aruba Marriott celebrated the season of giving in full by hosting Emmaschool and Scol Scucha Nos for their holiday celebration. During the event, the children, teachers and staff members enjoyed a delicious breakfast prepared by Aruba Marriott's talented culinary team. In addition, Aruba Marriot associates together with Fundacion Pa Nos Comunidad came together to help prepare food packages for the community, and also assisted with the delivery many of these packages to their respective homes. This is an initiative the hotel does every year for the local community and part of the hotel's ongoing efforts to serve the local community.

As part of Aruba Marriott's festive season activities, the associates enjoyed a number of special team bonding events including a gaita competition and a deck the door competition. Activities such as these encourage associates to participate together as a team with aim to strengthen their team environment and team engagement.



LOVE IS IN THE AIR AT ARUBA MARRIOTT RESORT & STELLARIS CASINO

Make this valentine's day a special one at the Aruba Marriott Resort, highlighting the must-do's for an unforgettable celebration! Is steak the way to their heart? Then date-night us at Ruth's Chris Steak House is the perfect idea! Combining steak and top wines from all over the world, available from 5PM – 10:30PM. Reservations are recommended, so call us at 520.6600 or find us on OpenTable.

More into seafood and beach views? Look no further! Atardi, our beach-front restaurant brings the romance to life as you dip your toes in the sand and cheer at the sight of the sunset. Grab a photo with a lovely valentine's day photo-op and make sure your table is booked by calling us at 520.6537 or finding us on OpenTable. Open for dinner from 6:15PM – 10PM.

For those looking to eat their hearts off, the dinner buffet at La Vista will surely entice your senses! Offering a variety of flavors as well as the sweetest of treats at our dessert station, making the night extra special. Join us for a night full of love by reserving at 520.6312 or finding us on OpenTable. Open for dinner from 5PM – 10PM.

Finally, celebrate sweethearts' day in the best way, by joining us for teatime at The Lobby. Feel like kings and queens as you share delightful scones, mini sandwiches and desserts while sipping on tasteful teas with the ultimate teatime setup. Reserve today by emailing us at Ricardo.Zambrano@marriott.com

THE RITZ-CARLTON, ARUBA



THE RITZ-CARLTON, ARUBA UNVEILS NEWLY DESIGNED GUEST ROOMS AND SUITES ALONGSIDE CURATED OFFERINGS

The Ritz-Carlton, Aruba announces the completion of their most recent reimagination with the debut of new, island-inspired designs in all of the 320 guestrooms, suites and corridors. The contemporary design pays homage to the hotel's unmatched location along Aruba's acclaimed Palm Beach with locally inspired design motifs and color waves across the resort's new textiles and textures featuring custom artwork and elevated comfort. Perfectly paired with a stay in the refreshed guestrooms, The Ritz-Carlton, Aruba has also introduced new culinary experiences for guests to enjoy in 2023

RESORT ROOMS AND SUITE REFURBISHMENTS

The refurbished guestrooms at The Ritz-Carlton, Aruba were inspired by the natural beauty of the island and offer a seamless experience for the enjoyment of all guests. The 320 spacious guest rooms now feature an organic color palette of beiges, blues and greens inspired by Aruba's beaches, sea, and desert landscapes alongside natural woods and organic granite accents. The updated artwork displayed in each room features endemic succulents and aloe plants, reminiscent of the island's rugged and vibrant setting, alongside new textured carpets and window curtains framing the ocean views. King guestrooms have been upgraded for extra accommodation with the addition of versatile pull-out sleeper sofas, and all rooms were updated with state-of-the-art technology, paperless offerings, and other modern touches.

"We are thrilled to welcome guests to the new guestrooms at The Ritz-Carlton, Aruba," said Hotel Manager Louella Brezovar. "The updates represent a new chapter in this amazing resort's history, celebrating the beautiful island of Aruba while maintaining the signature level of luxury and design ethos of The Ritz-Carlton brand."

Brand new hallways feature a flowing bright blue carpet, inviting guests to imagine the Caribbean Sea just outside their balcony, and feature locally inspired artwork, brighter walls and enhanced lighting, putting the natural beauty of the island on display.

NEWLY INTRODUCED RESORT PROGRAMMING

The resort's newly appointed guestrooms and suites are complemented by an exciting lineup of new experiences at The Ritz-Carlton, Aruba, ranging from culinary offerings to family-friendly packages. At Divi Sushi Bar and Lounge, guests can experience an exclusive rum-tasting flight as the resort's team of mixologists take guests on a journey of Caribbean rums, showcasing the region's signature spirit. The Rum Tasting flight experience is now available for reservations with a minimum of two guests and starting at \$65 per person.

For the ultimate Caribbean vacation, the resort has introduced the Madero Pop-Up Bar, a vibrant addition to the pool area where guests can delight in tropical flavors while indulging on handcrafted cocktails prepared to their desires. A selection of fruits and spirits are displayed at the bar for the mixologist to create refreshing cocktails or mocktails served in either a coconut, pineapple or regular cocktail glass. The experience is perfectly paired with lively Caribbean rhythms from a live DJ to fill out the island ambiance.

For an extended stay in the newly reimagined guest rooms and suites at The Ritz-Carlton, Aruba, guests can take advantage of the **Stay Longer, Experience More** package to make the most of their accommodations. The offer, which is available until April 30, 2023, provides guests 25% off of any stay of four nights or more. This unbeatable package allows guests to stay longer in paradise and enjoy some of the best Aruba has to offer, on the property and around the island. For more details on current offerings and to book reservations, visit The Ritz-Carlton, Aruba website at www.ritzcarlton.com.

HILTON ARUBA CARIBBEAN RESORT & CASINO



HANUKKAH CANDLE LIGHTING CEREMONY HELD AT THE HILTON

As is the Jewish custom, on the 1st night of Hanukkah, the Festival of Lights, visitors and locals, joined together at the Hilton Aruba Caribbean Resort & Casino for an informal, family-style Hanukkah lighting of the resort's custom-made chanukiyah.

The honor to conduct the candle lighting ceremony was given to Rabbi Blasberg, of Chabad Jewish Center of Aruba. He congratulated guests on the holiday commencement and spoke about the importance of delivering happiness & light, lighting just one candle each day, to illuminate and brighten the world.

The event had a great turnout, and guests loved the prepared traditional Hanukkah treats - Latkes, warm potato pancakes, and round donuts, filled with jelly or chocolate, dusted with powdered sugar. Guests toasted the joyous occasion and received traditional chocolate gold coins, as a yummy surprise memento.

LA CABANA BEACH RESORT & CASINO



GIVING AND RECEIVING, A TWO WAY STREET AT LA CABANA

At the end of 2022, La Cabana Beach Resort & Casino joyfully upheld all its annual traditions, in the spirit of wanting to give and help people in need, besides celebrating the season with their own family members.

Helping Hands, is one of those traditions. It is a regular feature on the resort's volunteer social-activities menu. Helping Hands is organized by the Department of Human Resources, designed to highlight its loving family ties to colleagues in need, in addition to sharing special moments with those on the outside, in the community at large, always remembered during the holidays. This year the team was successful in making an impact on associate families and on families outside the immediate resort circle. With the annual tradition of lending a Helping Hand to Aruban Families in need, resort associates generously contributed by donating financially. They also gave generously of their time, making care packages, prepared with love and delivered, so that less fortunate individuals could also enjoy the Holidays with their loved ones.

As a gesture of reciprocations, and appreciation for everything associates do daily, members of management personally handed out hams, in respect for their hard work throughout the year. The Department of Human Resources contributed to the holiday vibe at the associates' entrance with Christmas music by DJ Ito and a group of Dande singers, under the direction of a contract associate, wishing all a happy, healthy and prosperous new year. Associates were elated with of their Christmas surprise, demonstrating the concept that giving is a two way street.

RADISSON BLU ARUBA



SENSES FINE DINING OPENS PRESTIGIOUS CHEF'S TABLE EXPERIENCE AT RADISSON BLU ARUBA

Senses Fine Dining opened its Chef's Table Experience on January 3, 2023, after opening its doors on December 15, 2022, at Radisson Blu Aruba. The grand opening back in December was a success with many diners leaving raving reviews about the new a-la-carte experience offered by Senses.

Executive Chef and Co-Owner Kelt Hugo Maat alongside Maitre'D and Co-Owner Bas Kruisselbrink take diners on an interactive culinary journey, showcasing talent and knowledge during the prestigious Chef's Table Experience, serving a carefully composed 8-course menu, perfectly paired with wines from the curated wine list offering the best of the best, as it is ever-changing using only artisan wine makers that are passionate about excellence, while respecting nature.

Reservations for the Chef's Table Experience are required, walk-ins are also welcomed for a-la-carte. Email SensesALaCarte@gmail.com or visit the website: sensesaruba.restaurant.



RADISSON BLU ARUBA NOW OFFERS A DESIGNATED BEACH AREA FOR GUESTS

Just in time for the high winter season, Radisson Blu Aruba now has a designated beach area for its guests to relax and unwind on the white sand, overlooking the crystal-clear waters of Moomba Beach.

The Blu beach area is less than three-minutes walking distance from the hotel, and for the ease and comfort of the guests, the hotel also offers complimentary shuttle service. Taking the scenic route, the enclosed six passenger electric shuttle carries guests comfortably to the beach in just under one minute.

Now guests can have the best of both worlds, from pool hopping in one of the three luxurious pools, including Aruba's only rooftop infinity pool, or spend the day relaxing on the white sand beach while receiving the best service from our on-site beach attendant.

RENAISSANCE WIND CREEK ARUBA RESORT

EMBRACE DRY JANUARY WITH FRESH AND FLAVORFUL MOCKTAILS AT RENAISSANCE WIND CREEK ARUBA RESORT

To kick off 2023 the resort's many restaurants are offering up diverse island cuisine and plenty of 'low and no' drink options for those reducing their alcohol intake in the new year without having to compromise on flavor. Here are some highlights:

- LG Smith's offers two delicious mocktails and a refreshing low-ABV cocktail that incorporates local Aruban aloe
 - Orgeat Touch: Grape Juice, Lemon juice, Orgeat, Sparkling Water
 - Raspberry Basil Smash: Pineapple Juice, Raspberry, Basil, Coconut Cream
 - Water: Local aloe vera, fresh sage, fresh grapefruit juice, herbal gin
- Fresco's, the resort's casual family-dining restaurant features a fresh juice bar. For a boost of energy consider these options:
 - Eagle Eye Juice: fresh carrot juice, fresh orange juice, raw honey, fresh ginger juice, turmeric powder, heart-shaped orange rind garnish
 - * Vampire: green granny smith apples, beets, dehydrated apple slice garnish
 - Green Monster Smoothie: banana, fresh spinach, broccoli, green granny smith apple, celery, cucumber, celery and thyme garnish
 - or choose between an aloe grape or ginger turmeric shot among other options.
- At Papagayo on Renaissance Island, you'll also find The Happiest Bird of Aruba, a mocktail that combines fresh raspberry, fresh lemon juice, ginger ale & soda water. Served with your very own flamingo floatie!

For guests detoxing (and those who are retoxing), Renaissance Wind Creek Aruba has the freshest seasonal ingredients to please the palate in paradise.



BUCUTI & TARA BEACH RESORT, ARUBA



TOP ROMANCE RESORT WELCOMES COUPLES TO THE YEAR OF TRAVELING WHEREVER THE HEART DESIRES

Bucuti & Tara Beach Resort, Aruba, is delivering on the trifecta travelers want for 2023 – romance, wellness, and sustainability. The adults-only, Eagle Beach enclave provides a tranquil setting among laidback luxury, authentic dining and entertainment, and an open door for guests to connect with the local community. Combined with several new awards, the resort is brimming with the travel search trends vacationers are clicking for online.

2023 TRAVEL TRENDS SURVEY

“This year is about travelers doing what they want to do, not what everyone else is doing,” reveals Expedia, Hotels.com and VRBO, in its 2023 Travel Trends Study. With 2022 being the first full year of post-pandemic travel where people were still traveling to reconnect with families and friends and go on outdoor adventures, 2023 has been deemed the year of traveling wherever your heart desires.

Come to Bucuti now because Tripadvisor, CNT, T+L, all hold Bucuti as a top resort in the world for romance, more flights (reference Netherlands flights), escape the winter or secure plans for spring/summer, cultural experiences and cuisine, all of travel’s top demands in one place - sustainability without going off the grid, community support, laidback luxe life.

ROMANCE

With the holidays newly past and many couples fresh off of spending time with family, love in the air especially with engagement season in full swing. In a study by wedding registry Honeyfund, almost 90% of couples rate their marriages as “Excellent” or “Good” when they take a honeymoon and continue traveling together. In fact, 91% of survey participants replied that their partner is their favorite travel buddy.

Bucuti & Tara’s powdery white sands and turquoise-clear waters are a dreamy draw as Caribbean Journal just declared the resort’s Eagle Beach location, “Aruba’s most stunning stretch of sand” and National Geographic named it one of the “Dream Beaches of the World.” Bucuti & Tara is the only Aruba hotel where every couple is guaranteed a pair of luxurious cushioned sun loungers and umbrella complete with the resort’s signature red flag service from staff. Each pair is distanced from others so couples can relax simply listening to the soft waves or chat without being overheard as they plan their outings on island, decide which Bucuti & Tara-exclusive romance experiences to enjoy, and what itinerary planning to request from their personal concierge.

As an independent resort, Bucuti & Tara’s romance experience cannot be found anywhere else in the world. TripSavvy recently named Bucuti & Tara a 2022 Editors’ Choice Award for Best in Romance and a Hall of Fame winner. USA TODAY 10Best just announced 2023 awards for the property including Top 10 for Best Caribbean Resort, Top 10 for Best Caribbean Restaurant for Fine Dining, and Top 10 Best Adults-only Resort in the World.

BUCUTI & TARA BEACH RESORT, ARUBA



SUSTAINABILITY THAT ACTUALLY DELIVERS

Bucuti & Tara is the Caribbean's first and longest-reigning certified carbon-neutral hotel. Elevating this, the resort offers the world's first Carbon Neutrality Concierge who turns their carbon-neutral stay into a complete door-to-door carbon-neutral vacation assisting them with neutralizing emissions for the flights, airport transfers, and even island excursions. A vacation at Bucuti & Tara is literally healthier for the planet – and one another – than staying home.

A 2022 Sustainable Travel Study by Expedia showed that 90% of consumers are looking for sustainable options and seek hotel, transportation, dining, and excursions that align with their own personal commitments to sustainability. This dovetails with Bucuti & Tara's own extensive standards for caring for guests, associates, and community understanding that making genuine connections strengthens understanding. Couples quickly discover this as the resort understands that bringing them together with the resort's very community spanning authentic meals created from family recipes, nature and wildlife excursions with a local resident expert, visiting rescues at the Donkey Sanctuary, and even participating side-by-side with staff and other guests at the resort's 30-year tradition of monthly beach clean-ups that keep the beach and water pristine for the island's flora and fauna. To plan the ultimate 2023 vacation, visit [Bucuti.com](https://www.bucuti.com)



WELLNESS FOR THE MIND, BODY, SOUL

Staying health continues as a priority for travelers in 2023. Couples delight that Bucuti & Tara has an all-compassing wellness program helmed by certified wellness specialists. Whether a duo is highly disciplined with their wellness or are embarking on a new year's resolution to become healthier, Bucuti & Tara's wellness specialists are poised to elevate their vacation experience. The island's top fitness, nutritional, and mental wellbeing professionals are all on-hand for customized sessions with Bucuti & Tara guests.

Couples can opt for complimentary, daily wellness activities such as yoga, Qi Gong, Pilates, and vegan cooking demos. They can begin working with the wellness specialists before wheels down on island so they can plan hiking throughout the desert setting and rugged coastline of Arikok National Park, save their mat space for full moon yoga, plan a mindfulness walk within the shoreline labyrinth, and many more Aruba-specific experiences from Bucuti & Tara's wellness catalog.

EVENTS

ARUBA TIMESHARE ASSOCIATION

ARUBA TIMESHARE ASSOCIATION CELEBRATES 2022 ISLAND-WIDE HOSPITALITY TRAINING WITH CHTA EDUCATION FOUNDATION

Luigi Heredia, President of the Aruba Timeshare Association (ATSA) has lauded the successful completion of the island-wide training initiative, delivered by the CHTA Education Foundation. In his closing remarks at the celebration for the participants, Heredia told the gathering that “We want our members, guests, colleagues, owners, partners, investors, and communities to see that we’re on a journey to be successful in every sense of the word. I believe how we grow our properties and Aruba, and work to be a greater force for good, are linked. When looking at the training and speaking to the Education Foundation from the onset, we decided that we did not only want our ATSA members to be trained but to open to all Aruba hospitality professionals, where we invited the members of AHATA, Aruba Food & Beverage Association and Vacation Rental Professionals Aruba.”

Mr. Heredia shared that within two weeks of opening training registration, they had to increase the capacity from to 240 to 336 seats, with their hospitality partners committing four months in advance.

Participants hailed from timeshare properties, resorts, small and large restaurants and bars, car rental companies, adventure and tour operators, and students. Also, several private individuals invested in themselves to attend the training.

Karolin Troubetzkoy, Chair of the Education Foundation added her congratulations to the Aruba cohort.

“We are incredibly proud of this island-wide initiative conceived and led by the Aruba Time Share Association. The Education Foundation is no stranger to Aruba, and it has been our pleasure to deliver 14-days of service-centric training. Thank you to the Aruba Tourism Authority for supporting the reach of this hospitality and training initiative and acknowledging the critical importance of supercharged, engaged, focused, and trained, service professionals, to the overall tourism product of Aruba. To each participant; remain energized and sparkle in your care of everyone. Thanks to AHATA for endorsing us.”

Trustee, Professor Mike Hampton, represented the Education Foundation at the closing event. In his remarks he gave “Enormous kudos and thanks to Luigi Heredia, President, and the Executive Board Members of ATSA, who have personally poured their passion, time, and resources into action for many months to make the past three weeks a reality.”

Trainers Louise John and Suzanne Shillingford-Brooks facilitated sessions in Happy Housekeepers, Strengthened Supervisors, Food and Beverage – Light Up Tastebuds and Food and Beverage – Dinner Observation, Anticipation, Interaction, and Upselling.



“The broad spectrum of attendees has been amazing. They have been focused and the communication and sharing of ideas has been wonderful,” John said of the Aruba cohort.

Participants are expected to engage in classwork but are also given homework to immediately put into practice what they are learning.

“The work of the Education Foundation impacts the trainees and the properties in many ways, including hard currency,” explained Louise. “After the first Food & Beverage day, teams were challenged to go back to their properties and work on ways to increase either drink or dessert sales, managers reported seeing up to 25% uplift in sales of mimosas and desserts. Others have added new drink offers because of the input from their team members.”

The CHTA Education Foundation is a vibrant charity that focuses 100% on the strengthening of Caribbean industry professionals through academic and technical learning, practical application and experiential training, alongside personal professional development, and mentoring. Learn more about the training opportunities and scholarships available at chtaef.com.

ARUBA TIMESHARE ASSOCIATION



INTERVAL INTERNATIONAL CO-SPONSORS DEVELOPMENT PROGRAM FOR CARIBBEAN HOSPITALITY AND TOURISM PROFESSIONALS

Interval International, a leading worldwide provider of vacation services, recently co-sponsored an educational conference for hospitality professionals in Eagle Beach, Aruba. The program ran from Nov. 26th to Dec. 13th at the La Cabana Beach Resort and Casino, organized by the Aruba Timeshare Association (ATSA) and Caribbean Hotel & Tourism Association Education Foundation (CHTAEF).

More than 300 Aruba-based hospitality professionals from over 30 companies attended the conference, which provided participants with full-day, interactive workshops. Industry training professionals led sessions focused on housekeeping, food and beverage, and supervising personnel.

“ATSA would like to thank Interval International for its sponsorship of this important event, as well as its continued support of both our organization and the Aruba tourism industry,” says Luigi Heredia, president of the Aruba Timeshare Association. “It has been an honor to see so many associates participate in our training program with the help of our sponsors.”

In addition to Interval, other sponsors of the event were the Aruba Tourism Authority, La Cabana Beach Resort & Casino, and Sunset Car Rental.

THE ARUBA TIMESHARE ASSOCIATION CONCLUDES 2022, WITH GREAT SATISFACTION

The last ATSA meeting for 2022 carried a packed agenda, coming at the heel of a very successful Supercharged Island-Wide Hospitality Training project, with the CHTA's Education Foundation.

The last ATSA meeting for 2022 at La Cabana Beach Resort & Casino included a number of presentations that were of great interest to the members of the association, among them Howard Maxwell, regarding an upcoming Disability Accessibility Survey. Maxwell also elaborated on Accessible Tourism, as envisioned by his company Care-Adise, serving visitors with physical disabilities.

Another presentation by Neil Kolton, Interval International, delivered the latest news and views of the international timeshare travel segment, which were received with great interest. Kolton, was a key figure in getting the CHTA Education Foundation on board with the Supercharged Service Training project, and became one of the main sponsors.

Former association president Andy Osborne reported on his latest activities in the field of coaching and training junior members of business management on the island.

The meeting unanimously accepted the candidacy of Pedro Vargas, Marriott Vacation Club, to the ATSA board, as representative of his timeshare resorts, and warmly welcomed him to the team, his contributions will no doubt be many.

In summing up the three weeks of Supercharged Island-Wide Hospitality Training, ATSA President Luigi Heredia reported that he was quite surprised, when the training registration opened to accommodate 240 candidates, in 10 days, and ended up with 385 registrations, in 14 days. ATSA was able to extend the program, and answered the need of all hospitality partners, who committed, as early as 4 months in advance.

In that vein, ATSA also decided to grant scholarships to future local hospitality professionals, and these were allocated to students of EPB Oranjestad, EPB San Nicolas, EPI and the University of Aruba Faculty of Hospitality and Tourism Management Studies.

The forum got an update on the activities of TPEF, the Tourist Product Enhancement Fund, by Sulaika Kelly, Playa Linda, and the Security Foundation, handled by Bob Curtis, Casa del Mar. The meeting concluded with a positive outlook for 2023, and wishes for a wonderful holiday season by Luigi Heredia, President, Aruba Timeshare Association.

MOOMBA BEACH

MOOMBA BEACH IS THE HOTSPOT FOR SUPER BOWL 2023!

Slowly but surely the Super Bowl Mania is starting to get its grip on Aruba. Hearts are starting to beat faster; expectations are running high as the excitement keeps building. On the island, there are several great locations to watch this 'Game of Games', but there is one location that stands out: MooMba Beach, 'the Aruban home for the Super Bowl'. Guests can expect a beach stadium with big screens all over the place and specials on food and drinks. The 500-plus spectators at MooMba are sure to enjoy the 2023 edition of this extraordinary event, which is held in the State Farm Stadium in Glendale, Arizona.

At MooMba guests can already make reservations for VIP tables including a fixed 3-course choice dinner menu. Starting at 6:30 pm, the place will be filling up; seating in the bar areas is free and based on a first come, first serve. There will also be specials on buckets of Amstel Bright beer. It promises to be another exciting night at MooMba!

Make your reservations as soon as you can at www.superbowlaruba.com; it will soon sell out as locals and repeat visitors know that watching the Super Bowl at MooMba is going to be an unforgettable experience.





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