



Aruba Tourism  
Authority

## Aruba Product Update

July 2015

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

Our Mission:

To be an innovative and effective DMO that positions the brand Aruba as a premier tourism destination, which meets interest of it's stakeholders.

Our vision:

For the ATA to be recognized as the leading and cutting edge Destination marketing Organization

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 July 2015

## ATA News

### ATA Business Session

Representatives of retail, transportation, food & beverage, hotels, activities and allied businesses were invited to a recent Aruba Tourism Authority business session to exchange ideas, share tourism and marketing information, and network. ATA shared recent initiatives including beach improvements, introduction of WIFI in tourist areas, better signage, upgrades in infrastructure and Happy Information Officers. ATA believes in maintaining close communication with all businesses and services operational in the tourism sector. ATA highlighted the importance of online visibility and the opportunities presented by Aruba.com to promote their businesses and help to present the island as a complete destination.

ATA also shared information about Aruba's visitor profile, principal markets and niche markets, and innovative programs being created to offer to visitors. ATA also pointed out that Aruba places first in the percentage share of tourism in GDP (88.4%) among 184 nations, with over 90% of the labor market employed in the tourism sector. This signals the importance of working together with all sectors to keep Aruba's tourism position strong.

The pursuit of quality throughout the destination is key to attracting the affluent tourist, as are such initiatives as the "One Happy" programs and new Restaurant Week, as well as the focus on shopping and wellness. Ronella Tjin Asjoe-Croes, C.E.O. of The Aruba Tourism Authority, commented that investment and innovation are key to a sustainable tourism market.



# Awards

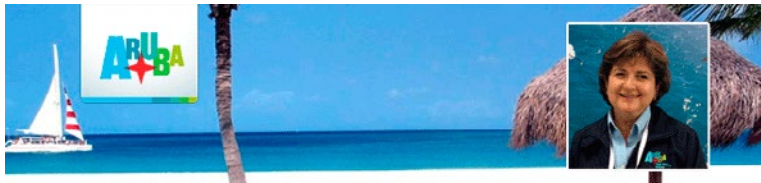
## Best Gambling Destination

Aruba is one of the winners of the Best Gambling Destination category in 10 Best Readers' Choice travel award contest sponsored by USA TODAY.

Nominees for all categories are chosen by a panel of relevant experts, which includes a combination of editors from USA TODAY; editors from 10Best.com; relevant expert contributors; and sources for both these media and other Gannett properties. All voting

is digital and the 10 Best Readers' Choice Award contest is accessible on the 10Best.com website.

10Best.com provides users with original, unbiased, and experiential travel content of top attractions, things to see and do, and restaurants for top destinations in the U.S. and around the world. The core of the site's uniqueness is its team of local travel experts.



## María Victoria Galán Sarmiento, Director of ATA Colombia

María Victoria Galán Sarmiento was recently named one of 15 leading women in Colombian tourism by Reportur.com, an internationally recognized online magazine specializing in tourism. These winners are recognized for performance in their respective positions and making significant contributions to the industry.

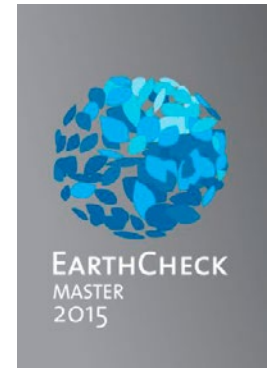
María Victoria studied Tourism Management in the USA before returning to Colombia. She worked for Avianca for 15 years in the sales department, corporate sales, marketing and advertising, and introduced various loyalty programs. She has been Director of ATA Colombia for 18 consecutive years. During this time, she has succeeded in promoting Aruba as one of the favorite destinations for Colombians, in spite of visa challenges. She leads in strategy, marketing, communication, and maintaining good relationships with the tourism sector, agencies and airlines.

## Amsterdam Manor Beach Resort

Amsterdam Manor Beach Resort recently obtained the Master achievement Award for the second time for EarthCheck, the global leader in sustainable tourism. EarthCheck Master Certification confirms the position of Amsterdam Manor Beach Resort as a world leader in sustainable tourism and embodies their fifteen plus years of continuous dedication to Benchmarking and Certification with EarthCheck.

Amsterdam Manor Beach Resort received their first EarthCheck Certification in 2000 and is still the only hotel in Aruba that obtained the Earth Check Master Achievement Award. Obtaining the EarthCheck Master Achievement Award requires commitment from the entire personnel to achieve better results in terms of sustainability each year.

EarthCheck is widely regarded as the world's most scientifically rigorous environmental management program, designed specifically for the travel and tourism industry. It looks at key environmental indicators such as energy and water consumption, total waste production, and community commitment to determine an operator's standard of performance.







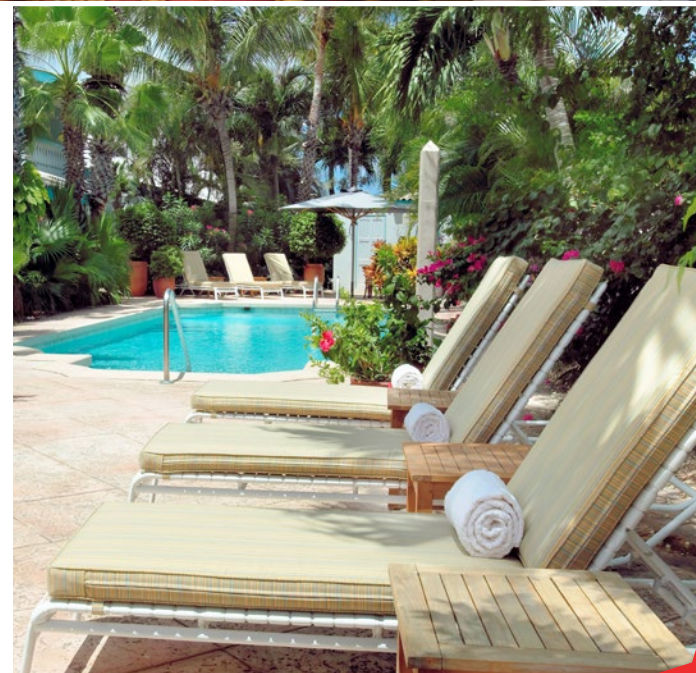
## Paradera Park

Winners of the 2015 Zoover Awards were announced in the Netherlands. Zoover, the largest independent review site of the Benelux, named Paradera Park the 2015 Zoover Award winner for Best Apartment Resort in Aruba. It is the third time Paradera Park is awarded by this European review site, which gained in popularity and is visited by 185 million users annually.

The Zoover Awards were established to give recognition to high performing holiday accommodations in the Netherlands and abroad. In the Netherlands, Dutch consumers have rated more than 7,500 accommodations on Zoover in 60 countries.

“Receiving the highest recognition of European review site Zoover is rewarding and makes us very proud indeed”, states Managing Director Deborah de Weerd. “For the past ten consecutive years American review site TripAdvisor has recognized and awarded us. We receive a variety of nationalities at Paradera Park. Being recognized and awarded by two of the most renowned review sites in our top markets is an indication that our guests truly appreciate our product and service.”

Paradera Park is family-owned and managed and has successfully hosted local and international guests in Aruba for the past 21 years. The 17-unit apartment resort consists of spacious Deluxe Studios, 1-and 2-Bedroom Suites and is centrally located in Paradera.







## Air Travel

### InselAir Aruba

Four new destinations and additional flights on new routes are being launched by InselAir, resulting in more options, different markets and more seats available to locals and tourists travelling to and from Aruba. Aruba Airport Authority announced that as of the beginning of July InselAir Aruba will be flying to Puerto Rico, Dominican Republic and St. Maarten. The airline launches flights to San Juan, Puerto Rico as of July 2, and to Medellin, Colombia, as of July 6. Most of these flights will begin initially with two weekly frequencies using the newly expanded Fokker 70 fleet. Insel also has plans to serve Havana, Cuba, from Aruba starting August 15. It has been more than seven years since Aruba had direct flights to Puerto Rico.



## Cruise Travel

### Sabor Latino-Joint Cruise Destination Alliance

Curaçao, Aruba, Colombia and Santo Domingo, launched SABOR LATINO-Joint Cruise Destination Alliance at the Florida-Caribbean Cruise Association (FCCA) Cruise Shipping Miami at the Greater Miami Convention & Visitors Bureau.

SABOR LATINO-Joint Cruise Destination Alliance is the initiative of Aruba, Colombia, Curaçao, and Santo Domingo to present a unique cruise itinerary focused on market segments that have an affinity towards Latin influences.

This destination and port promotion cooperation between Aruba, Colombia, Curaçao, and Santo Domingo focuses on the Southern Caribbean ports of Cartagena, Oranjestad, Santo Domingo, and Willemstad. These destinations are unique for their Latin zest, cultural diversity, ethnic heritage, historic architecture, harmonious rhythms, arts and handiworks, brand shopping experience, culinary pleasures, natural Caribbean delights, and unsurpassed hospitality. Tailor-made proposals will be available upon request.





## Aruba Convention Bureau

### MICE Argentina

In a special sales and marketing initiative, a group of Aruba tourism executives recently visited five agencies in Argentina specializing in meetings & incentives market, including Carlson Wagonlit, Action Travel, Furlong Fox, BCD, and Patagonik. This visit was followed by a press conference and cocktail reception attended by tour operators, Avianca and Copa Airlines, and other distinguished partners involved in Aruba tourism.

Present were Miriam Dabian-ATA Director for Latin America, Jerusha Rasmijn- Aruba Convention Bureau Manager, Marta Raven-Hyatt, Howard Maduro & Jorge Castillo-Divi Resorts, Angelo Tromp-De Palm Tours, Milton Donofrio-Radisson, GSA of Holiday Inn. The ATA Argentina team was represented by Director Pablo Rodriguez, Juliana Razetto, Melisa Zupichiatti, Catalina Sydor and Pablo Garcia.





## “Pirates Bounty” Breakfast Wins First Prize

Susan Avery of Andromeda Consultants attended the “Pirates Bounty” Breakfast set in Aruba’s Arikok National Park during the December 2014 Destination Review sponsored by the Aruba Convention Bureau. This theme is a colorful and overflowing bountiful table of popular local cuisine and treasures set under a shady canopy of Divi-Divi trees. Susan submitted this stunning event to Smart Meetings, where it took 1st prize in their “Think Big Meetings Contest”.

Smart Meetings Magazine focuses on the meetings, travel and hospitality industry in North America. Meeting professionals sent images of their “Best” Meetings and Events and winners were chosen by votes of their peers.

ACB is very proud of this event created by Mosaic since this breakfast scores very high in destination reviews and is often requested by hotel partners for their in-house fams.



## Resorts

### Tierra del Sol Resort & Golf

Tierra del Sol Resort & Golf, premium lifestyle resort community on Aruba, has selected Troon,® to manage its golf operations.

Says Cisco Quant, General Manager of Tierra del Sol Resort & Golf Aruba, “Troon has an excellent track record of marketing and managing over 250 world class golf facilities in 20 countries. Our partnership will provide Tierra del Sol with unparalleled expertise in all aspects of golf operations as well as access to a substantial market of active Troon golfers that can now add Aruba as a golf destination.” Jim Bellington, Troon’s senior vice president, operations and development, stated, “We are fully confident our involvement will help deliver an exceptional experience to the residents, members, and visitors of Tierra del Sol and Aruba alike.”



Tierra del Sol and Troon also announced the return of Oliver Riding as the Director of Golf Operations. For the past three years, Riding has held a leadership position with Troon in Acapulco at Turtle Dunes Country Club. Riding previously served as head golf professional at Tierra del Sol for seven years. He brings a positive history and familiarity with the members and local community combined with leadership development and experience with Troon.

The acquisition of Tierra del Sol by a new ownership group marks an exciting future for the property with many new changes including new real estate ownership opportunities, the construction of a five star hotel, and many improvements already made to the existing golf, villa rental, food & beverage, and clubhouse operations. The partnership between Troon and Tierra del Sol is one example of this commitment.





## Radisson Aruba Resort & Casino

The Carlson Group has sold the Radisson to the Aruba Growth Fund after almost nine months of negotiations. The Aruba Growth Fund signed the agreement with the Carlson Group, owners of Radisson, to take over the hotel which will become Hilton Aruba Caribbean Resort & Casino.

In 2011, local businessmen had created the Aruba Growth Fund to invest Aruban pension funds in companies and projects on the island. This extensive hotel renovation project will be concluded in 2016 with plans to add one more building. The hotel consists of 355 rooms in three buildings, employing 450 direct employees and 75 employees via other companies.



## Divi Mega Resorts

Fireworks lit up the evening sky as Divi Mega Resorts celebrated the 4th of July. The fireworks were artfully fired from a barge in the ocean, between the Divi and the Tamarijn all inclusions. Musicians on the terraces of both resorts added to the festive ambiance by playing the blues and also country & western music to complement the memorable spectacle, attended by visitors out to patriotically support this day. Following the grand firework finale, a local brass band marched onto the terrace at the Tamarijn and entertained the crowd with Carnival music.



## Hyatt Regency Aruba

Recently, a team of fifteen Hyatt Regency Aruba associates were proud participants in one of their annual EMBRACE projects. They spent half a day cleaning up in and around the Balashi Goldmine Ruins, a gold smelter built in 1899 which closed down in 1916 during World War I. EMBRACE stands for Employees Maintaining, Beautifying Revitalizing, Authentic Cultural Elements. Hyatt resorts and their associates are committed to doing their part to enable thriving communities, places where they are proud to work, their neighbors want to live, and their guests want to visit. They do this by contributing to the prosperity, health and advancement of the many communities around the world that they call home. One aspect of Hyatt Thrive is the protection and cleanup of parks and local natural resources.





# Real Estate

## Gold Coast

When Gold Coast broke ground in the mid 90s, local developers, Cas Bon NV., expressed their desire to make it into the premiere residential community on the island. They envisioned finely designed high quality homes and infrastructure, and later, providing high quality services compatible with five star resorts.

Cas Bon NV was already popular in the local market delivering affordable housing when it ventured into the condo and villa market with its locally financed Gold Coast project on Malmokweg, with spacious two level homes, and upscale condos, with attractive amenities from picturesque plazas and fountains to lush landscaping.

Now in its final phase of construction Gold Coast is offering a not-to-be missed opportunity with only a few lots available suitable for the construction of homes, and only a few 2/3 bedroom condos for sale in its inventory. The development, now over 80% sold out, is inviting investors to visit the gated community, and tour its condos, townhouses and luxury villas. This affordable premiere residential community in prestigious Malmok is just blocks away from the scenic northwest coastline and the island's most beautiful sandy white beaches. For quality, design, style, security and convenience, Gold Coast is entering its final phase.







# Restaurants

## The Kitchen Table

At The Kitchen Table by White, Chef Urvin is revolutionizing the way vacationers and islanders regard Aruban and Caribbean cuisine. Using a monthly changing, fixed menu concept for the 16- seat restaurant, guests are surprised by elegant and exquisite dishes, with the option to be perfectly paired with a wide-ranging selection of fine wines.

For his 11th menu, Chef Urvin was inspired to pay tribute to the Afro-Caribbean cuisine as he feels that this is the foundation of most Caribbean cuisine today. The eight-course culinary journey starts with a trio of amuses, including a nod to the French Creole cuisine with Crab and Grits. These are followed by a succulent Jerked Tuna, a salute to the island of Jamaica. Chef Urvin explains that he replicated the process of jerking the Martinique way, and included mango chutney.

The third course is Saltfish Keri Keri with a Johnny Cake, staples of Caribbean cuisine. The fourth course is a Pumpkin Soup, prepared with coconut milk, giving it that authentic Caribbean flavor. The sixth course is the Filete de Res Dominicana. Grand finales are the Pineapple Upside Down cake and Banana Cream Pie with Spiced Rum.







## Windows on Aruba

Windows on Aruba Restaurant at Divi Links recently announced seasonal menu changes introduced by Executive Corporate Chef Matt Boland and his talented culinary team.

The new menu offers contemporary and classic favorites, perfectly harmonizing sweet and salty, savory and tart, crispy and creamy elements.

First, diners are offered a varied, just-baked basket of breads with Jalapeño Muffins, Olive Sticks and Parmesan Cookies, escorted by pitted olives and herbal butter. New appetizers include Tuna Tataki and Tomato Carpaccio and features long forgotten favorites such as Oysters Rockefeller and Wild Mushroom Pie. The duo concept retains its menu presence with Shrimp & Escargots and Crab Cake & Salmon. Main courses include freshly caught seafood with Sea Bass, Salmon, Crab & Shrimp, Twin Lobster Tails, and Swordfish,

graced by contemporary escorts such as Coconut Black Rice, Asparagus, Red Quinoa, Baby Rainbow Potatoes, Truffle Mashed Potatoes and Baby Bok Choy.

The menu also features US Angus Beef, Lamb, Duck and Veal. The Veal Oscar with Lobster meat, Asparagus, Swiss Chard, Spinach and Kale is amazing. Interesting combinations are the Chateaubriand that comes with Chimichuri sauce and Yucca fries; and the Kurobuto Pork Chop with Apple-Ginger Chutney and Bacon Potatoes. Soups, salads and desserts are all worthy of diners' attention.

The restaurant is open for lunch from 12noon to 2:30pm and for dinner from 6pm to 11pm. Sunday Brunch features an endless a la carte menu of traditional and not-so-traditional specialties served with Champagne and Mimosas.







### Ritz-Carlton, Aruba

In partnership with ESquared Hospitality, The Ritz-Carlton, Aruba will debut a new BLT Steak restaurant this summer. Set to open in August, the critically acclaimed restaurant will celebrate its second outpost in the Caribbean, following the extraordinary success of BLT Steak at The Ritz-Carlton, San Juan.

With more than fifteen locations around the world including Hong Kong, Tokyo and New York, BLT Steak has been a landmark for signature style and exceptional service, setting the tone for the Modern American Steakhouse since its flagship location opened in New York City in 2004. Signature elements include BLT Steak's famous warm popovers and world-class selections of USDA choice steaks, along with weekly blackboard specials highlighting seasonal flavors and local ingredients.

The new BLT Steak space will include elegant indoor and outdoor dining options, as well as a private dining room for special occasions. BLT's iconic design and décor will be showcased alongside a vibrant bar and lounge area featuring curated, cocktails, craft beer, and a robust wine list with selections from around the world.

### Manchebo Beach Resort & Spa

Ike's Bistro and the French Steakhouse have recently introduced two different local menus, highlighting the island's culinary heritage, and its unique flavoring. Executive Chef Ever de Pena's dishes featured rely heavily on the abundance of locally caught fresh fish, tropical fruits and herbs, also highlighting the island's Dutch heritage.

The French Steakhouse local menu features Keshi Yena, delectable baked stuffed cheese with chicken, capers, celery, carrots, green olives, onions and raisins served with polenta and plantain; and Keri Keri Fish Cakes served on mixed greens with Pica di Papaya tartar sauce. Pica di Papaya is the local hot sauce made with Scotch Bonnet peppers and sweet papaya. The menu continues with a Grilled Filet Mignon and Chicken duo served with pumpkin puree, seasonal vegetables and chimichuri sauce; and Catch of the Day, served with plantain, fried funchi, Creole rice and Creole sauce. Quesillo, Aruban caramel flan, is served with vanilla ice cream and seasonal berries.

At Ike's Bistro, the local menu every Saturday features a Fish Soup & Pica di Papaya as appetizer, served with pan bati, cilantro and plantain chips. Potato Croquettes are served on a mesclun salad, with mango, drizzled with sweet mustard vinaigrette.



Tempting entrees include Land & Sea, a combo of filet mignon and black Tiger shrimp served with mashed potatoes, seasonal vegetables and rosemary sauce; and pan seared fresh Red Snapper & fried funchi, with sweet pea and basil puree, sweet banana salsa and Creole sauce. Pasta Carbonara delivers grilled Shrimp on a bed of homemade linguini. The dessert, a sumptuous duo of Pan Boyo and cinnamon ice cream, presents warm bread pudding, layered with sweet strawberry salsa, chocolate tuile and strawberry powder.



## Retail

### T. H. Palm & Company

This year, for the very first time, T.H. Palm & Company hosted an event in celebration of Dads. The event was held on June 18 at the store located at the Playa Linda Resort. In attendance were customers who enjoy what T.H. Palm & Company has to



offer all year round, invited to shop and enjoy complimentary servings of 'Bourbon and Bites' served by SideBar Bistro Aruba. The store itself offers an atmosphere that stirs up curiosity because of all the different product lines of men's and women's clothing, footwear, home and kitchen wear, books and other novelty items. That ambiance was coupled by the sounds of jazz music and friendly chatter mixed with cocktails made with 'Evan Williams Black Bourbon' and 'Angels Envy Bourbon'.

### Diamonds International

On June 25, Diamonds International hosted a special event honoring the best graduates from each high school on island. Pampered with cupcakes and gifts from Diamonds International, the students posed for pictures and enjoyed the evening together with their parents as guests of honor.

### Aruba Monopoly

Aruba now has its own version of the iconic game of Monopoly. "This is a fantastic initiative and good promotion for the island," stated Alfonso Boekhoudt, Gevolmachtigde Minister of Aruba and also an enthusiastic game player, when he was presented with the game by Astrid Schoofs of the Dushi Company.

Players can "own" Aruba businesses, hotels, beaches and even the California Lighthouse. The game can be found on the facebook page of Aruba Monopoly and has the interest not only of Arubans but also of tourists of all nationalities. The Aruba Monopoly game is also available on the island at such stores as Plaza Bookshop, Bruna, De Wit & van Dorp, Antraco en Top1Toys. Orders are available on [www.thedushicompany.nl](http://www.thedushicompany.nl)







## Spas

### Okeanos Spa

Okeanos Spa offers a fun, pampering package until Aug 31, recently enjoyed by press members who were treated to a Pink Flamingo Happy Hour at the Renaissance Marina Tower. The extravagant affair included OPI Flamingo Pink pedicures and manicures, hand and foot massages, pink champagne, pink macaroons, and access to the spa deck and steam room. The flamingo-inspired campaign celebrated romance on the occasion of the International Pink Flamingo Day, which marked the wedding of the gorgeous pink feathered pair residing at the private Renaissance Island. Discover the flamingo love package at the resort, when guests check in with their love-bird. Accommodations, pinktinis, and an inflatable giant flamingo pool floatie are included.



## Activities

### Red Sail Sports

Red Sail's Hoverboard combines surfing and flying over the water. The Hoverboard is a surfboard that is attached to a jet ski which gives the Hoverboard its jet propulsion as one flies above the water's surface. One can grab the nose of the Hoverboard and soar 15+ feet in the air; do spins, flips and more. Hoverboard Certified Instructors will ride the jetski and communicate during the ride.

With JetLev, one can literally fly over the ocean, soar up to 30 feet in the air... or hover and walk along the water. It is unlike any other thrill ride and exclusively available at Red Sail Sports. JetLev is a water propelled Jetpack. The system is powered by a custom-designed 225 horsepower engine creating 800 – 1000 gallons per minute of thrust, which can propel the pilot to heights of 30 feet. The throttle can also be controlled remotely by the flight instructor. A flight assistant will accompany each JetLev pilot to ensure a safe and uninterrupted flight experience.



## Arubans In The News

Aruba's Alina won the Cap Cana Shootout in the Dominican Republic. The team aboard Alina took the early lead from day one releasing six white marlin including a triple-header, plus a blue, and held on till the final day to take Top Boat honors as well as top team in the Barceló Rum Division in this year's International Cap Cana Billfish Shootout.

"Finally, after about fifteen years competing in the Shootout we won the whole thing. We have finished second or third a few times before but this time we made it", commented an elated Captain Eric Mansur as he toasted with ice cold champagne with his team mates.



## Culture

### Art Rules Aruba 2016

Young aspiring artists once again had the opportunity to experience an outstanding educational arts program with Art Rules Aruba 2016 that kicked off on July 20. Art Rules Aruba introduced a new team of teachers this year, calling the summer program for artistic teens the Master Edition, with seven art disciplines taught including Creative Writing, Creative Media, Dance, Theater, Music & Performance, DJ and Culinary Arts.

The culinary arts program has recruited the island's top chefs shared their valuable time

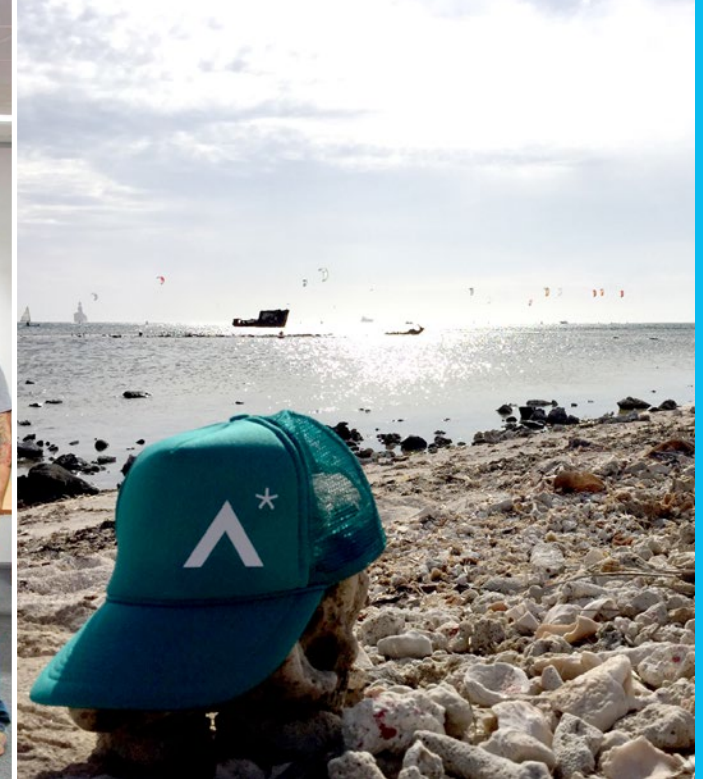
and valuable knowledge with students. Chef Miguel Garcia, of the Aruba Marriott Resort will teach the history of culinary arts; Chef Ervin Husken, of Screaming Eagle Restaurant presented the principles and practices of ice cream making; Chef Matt Boland, of Divi Resorts discussed healthy cooking principles and helped kids made their most common everyday dishes super healthy.

Chef Urvin Croes of the Kitchen Table and White Modern Cuisine introduced vegetarian and vegan cooking Ppinciples; Chef Stephen

Toevs of the Ritz-Carlton, Aruba demonstrated fish & meat butchery and the basic skills necessary to tackle beef and seafood, while Chef Dora Wang of the Ritz-Carlton elaborated on pastry baking and pastry principles.

Over the last five years, the program has enrolled more than 700 aspiring artists, all local teenagers between the ages of 13 and 26. Since 2010, Art Rules Aruba has brought more than 65 international artists and teachers from around the world to the island to teach art in several disciplines.





## Business & Technology

### ATECH Conference

Aruba's first ever tech conference invigorates the entrepreneurial spirit of "Silicon Beach of the Caribbean". During this two-day Aruba event to be held on August 28-29, 2015, key global players in the technology and startup scene will discuss the future of tech, invest in startups and showcase the latest and greatest trends in the industry. Investors will get to connect with startups from all over the world which will be able to showcase their products in front of an influential crowd and international press (including South America, Europe and

USA). Industry leaders will have the opportunity to share their perspectives on the future of tech and investing in innovation.

ATECH\* Conference is the first conference of its kind in the Caribbean, creating a technology hub for startups in Aruba and with it an acceleration of the regional startup ecosystem. Ideally situated near Latin America, with great flight connections to the U.S., and its ties to the Netherlands and the European Union, Aruba is a natural strategic hub for startups looking

to scale and investors looking to expand into new markets.

On day 1, influential international keynote speakers, breakout sessions, panel discussions, fireside chats will provide valuable information and sharing of industry insights. On day 2, the first Demo Day of its kind in Aruba and the Caribbean, startups from across the globe will have a chance to present and demonstrate a prototype of their product with a chance to win \$20,000 cash.





## Events

### Aruba Summer Music Festival

The Aruba Summer Music Festival was a great success and enjoyed by hundreds of locals and visitors. Held at Harbor Square Arena, it featured electrifying performances by international Latin Grammy award winners as well as Aruba's best local bands, all presenting a variety of musical genres. Headliners were top names in the Latin music scene: Pitbull, Carlos Vives, Jerry Rivera, Elvis Crespo, and Nicky Jam.







## Guinness Street Football Challenge 2015

The Guinness brand had a soccer championship in which the winning team would participate in a competition in Jamaica. The Aruba team was comprised of a group of friends who came together to compete in international competitions. These eight friends were crowned champions of Aruba in local competitions in May. Then Aruba faced the best of the Caribbean in a showdown held on June 27-28 in Jamaica, and proudly took third place.



## Electric Festival

Spokespersons for the Electric Festival recently announced that NERVO will be part of the festival line up for the third edition in Aruba. The festival will take place in conjunction with the Amsterdam Dance Event (ADE) Conference from September 3 – 6, 2015.

From songwriters to artists and superfans to superstars, electronic dance music's first sisters – Mim and Liv Nervo of NERVO – have catapulted onto the international stage, straight from the pit in front of it. These multi-talented DJ dynamos are the all-time top-ranking female DJs in the world, voted by their millions of fans to No. 21 on DJ Magazine's influential 2014 'Top 100 DJs' poll.



## Korteweg, Pop-Up Art Fair

Located on Korteweg, a short narrow street that runs perpendicular to the Main Street in the heart of Oranjestad, is a pop-up art fair that takes place on the last Friday of the month from 6 pm – 9 pm, on a bi-monthly basis. Korteweg is the perfect setting for local artists to sell their handmade arts and crafts to the public. These include creations with reclaimed wood and natural materials such as shells, rocks, driftwood, stones and coconuts, as well as other unique artistic treasures. There are also delicacies made from edible herbs and plants found in the Aruban countryside. The street is bordered by landmark buildings dating back over 100 years, once family homes. Local musicians and special lighting complements the vibes of this upbeat Aruban ambiance. The next Korteweg will take place on August 7.



To our tourism partners:  
Thank you for providing us  
with your updates

To ensure that your news is featured in  
the monthly Aruba Product Update of  
the Aruba Tourism Authority, please send  
information as it becomes available to:

[copywriter@aruba.com](mailto:copywriter@aruba.com)

with a copy to:

[s.feliciano@aruba.com](mailto:s.feliciano@aruba.com)  
[m.feliciano@aruba.com](mailto:m.feliciano@aruba.com)  
and [j.tilma@aruba.com](mailto:j.tilma@aruba.com)

by the 25th of each month.

A special thank you to Aruba Daily,  
Aruba Today, Columnist Rona Coster  
and our tourism partners for  
their contributions.



### Aruba Regatta

Yacht, sunfish, beach cat and optimist races; windsurfing and kitesurfing competitions; kite surfing free style demonstrations, beach parties and more will all be part of the 7th annual Aruba Regatta to take place August 14-16. There will be about 80 sails on the water

off Surfside beach located between Queen Beatrix Airport and downtown Oranjestad, including a fleet of beach cats. This year's event will also feature self-built boat races, stand up paddleboard competitions, and micro-boat races.



### Fisherman's Day

On July 5, known as Fisherman's Day, Santa Rosa (Department of Agriculture, Husbandry and Fisheries) and Centro di Pesca Hadicurari organized the 21st Fishing Tournament and other special activities. Delicacies including fried fish, fish soup, stewed seafood and other typical Aruban dishes were on sale all day. This annual event showcases Aruba's proud fishing tradition and provides fun and entertainment for the whole family. It was held at the fishermen's traditional get together spot and pier at Hadicurari, on the beach between the Marriott Surf Club and the Holiday Inn.