



Aruba Tourism  
Authority

## Aruba Product Update

July 2016

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

Our Mission:

To increase the share of affluent travelers and the economic value of tourism for the benefit of the community and our stakeholders by positioning and developing Aruba as their preferred Caribbean destination.

Our vision:

The Aruba Tourism Authority (A.T.A.) will become the most innovative and creative DMMO in the Caribbean.

Core Values:

Empowerment Productivity  
& Ownership Professional  
Respect Fun & Passion.

Below we offer a synthesis of some of the most prominent and important news during the month of July 2016



## ATA News

### World's Elite Athletes and Stars Celebrate with "Suite" Escape to Aruba

As the world's elite athletes and stars align for the ESPYS, Aruba invites them to celebrate with a "suite" escape to the One Happy Island. Damaryius Thomas, Alexander Rossi, Derrick Henry, and Danica Patrick are a few of the many champions planning to enjoy a star-studded vacation in Aruba. "Aruba is famous for beautiful beaches and friendly locals, but there's also a sports-oriented, active side that makes our island the perfect escape for stars seeking both R&R and adventure," said Tjin Asjoe-Croes.

Recently, movie star Peter Facinelli enjoyed an action-packed, JetLev rocket experience above the turquoise seas, while NFL network analyst and former pro football player Akbar Gbaja-Biamila relaxed with flamingos on Renaissance Island.

Arubans are active participants in the international sports craze, as the island is home to seven qualifying Olympians for the 2016 Summer Games and Boston Red Sox star Xander Bogaerts, who was selected as the starting shortstop for the 2016 MLB All-Star Game.



## ATA Organizes Golf Tournaments in Run-up to Pro Am

As of this year, the Aruba Tourism Authority in the Netherlands has become a corporate member of The Dutch, one of the most prestigious golf courses in the Netherlands, located in Spijk in Gelderland. This golf course will also be the center stage for the upcoming KLM Open Golf Tournament. The ATA has become a member as part of the overriding strategy to pursue golf in order to reach the affluent traveler. It has organized four dedicated Aruba golf tournaments at the club; two winners of each tournament will be added to the Dutch team, which will take part in the Aruba Pro Am in Aruba in August. Other participants are high-profile business club members, Dutch celebrities such as former hockey champion and entrepreneur Elsemieke Havenga, #1 sports anchor Jack van Gelder, and former Dutch international football player Wilfred Bouma. The golf pros taking part are Arthur Kleeven, Tim Talma, and Phil Helsby.



## University of Aruba Survey

In cooperation with the University of Aruba, the ATA and the Aruba Convention Bureau recently conducted a project to determine the characteristics that hoteliers require of an employee. There is an ongoing focus on the development of graduates who enter the labor market in the field of tourism. The findings revealed that quality of service is most critical, both for clients and guests. Excellence in customer relations and high-quality IT were also prerequisites for a successful tourism career.

The project was launched in 2015 on the occasion of the 20th anniversary of the Aruba Convention Bureau. The winner, Sheree-Liz Quant, was invited to the annual SITE (Society of Incentive Travel Excellence) convention, which will take place in Panama in November.



## Special Aruba Events in Colombia

Recently, the Aruba Tourism Authority and Aruba Convention Bureau held two events in Colombia to communicate all that the island has to offer for corporate events. Business leaders and agency consultants specializing in MICE tourism attended the meetings held at the NH Royal Pavilion Hotel in Bogotá. Aruba staff made valuable contacts with important multinational companies. Jerusha Rasmijn, ACB manager, described the advantages of holding corporate events on Aruba, including ease of travel to Aruba, no visa requirement, familiarization trips, special group incentives, VIP shopping cards, diverse activities, and unconventional event venues.

Aruba was also represented at the second edition of “Feria Días de Novias.” The island was recognized by Bride Magazine as one of the best wedding and honeymoon destinations. Destination Weddings named Eagle Beach one of the best beaches in the Caribbean for weddings. The island has a magical landscape, natural wonders, crystal-clear waters, perfect weather, and excellent gastronomy that make it irresistibly romantic. Independent planners and resorts offered valuable advice on ceremonies and receptions, and information was provided about Aruba’s One Happy Honeymoon package. Representatives of Divi Resorts joined the ATA, promoting their packages at the Aruba Divi and Divi Tamarijn. Prizes were presented to the winners of the Mi Dushi contest, in which couples from Colombia, Argentina, and Chile competed on Facebook for round-trip tickets to Aruba for their honeymoon.



## Opening of Faces of Aruba – 30 years Status Aparte at Ministry of the Interior & Kingdom Relations and Ministry of Security & Justice

An exhibition entitled Faces of Aruba – 30 years Status Aparte opened at the ARTtrium, the art gallery of the Ministry of the Interior & Kingdom Relations and the Ministry of Security & Justice in The Hague. The opening at the ARTtrium was conducted by ATA Area Director Europe Tirso Tromp, Minister Plenipotentiary Alfonso Boekhoudt, and Director of Kingdom Relations Erwin Arkenbout. The exhibition will be on display until August 25 before traveling to the World Trade Center in The Hague in September.

In light of Aruba’s historic celebration of 30 years of Status Aparte (the island’s status as an autonomous nation within the Dutch Kingdom), a photo exhibition showcasing true Aruban culture through the people of the island was set up by the Aruba Tourism Authority in the Netherlands in conjunction with critically acclaimed Dutch photographer Raymond Rutting. In March 2016, in the run-up to Flag & Anthem Day, Faces of Aruba, featuring photos by Raymond Rutting, was exhibited at Museum Hilversum in the city of Hilversum. The exhibition will travel to other parts of the Netherlands as well through next year.

# Awards

## Hyatt Regency Aruba

### Hyatt 2016 Family Vacation Critic Favorite

The resort is proud to announce that it is a recipient of the 2016 Family Vacation Critic Favorite Hotels Award, which names the top family-tested, family-approved hotels in 15 geographic locations across the globe. In order to be designated a Family Vacation Critic Favorite, Hyatt Regency Aruba had to be personally vetted and visited by a member of Family

Vacation Critic's team of hotel experts, and receive either a four- or five-star editorial rating. Additionally, the hotel had to be recommended by 75% or more of families who have visited the property, with a four- or five-star review rating. This esteemed accolade further recognizes the resort as being a top choice for families in Aruba.



# Resorts

## Hyatt Regency Aruba

### iPalapa

Hyatt Regency Aruba is pleased to announce the launch of iPalapa, a new program that allows visitors to view, select, and check in to their palapa with ease from their mobile device. Guests can access this tool by signing on to the system at HyattBeachServices.com and registering online. Each day at 4 pm, the online system goes live for users to reserve palapas and umbrellas for the following day. Users can view exactly what is available and where it is located on a virtual map of the beach and pool, and then book a shade option remotely through iPalapa, whether on or off premises.

### "Somme2" Wine Dinner

On June 23, 2016, Hyatt Regency Aruba Resort Spa & Casino hosted its 2nd Annual "Somme2" Wine Dinner with Master Sommelier Vallin Winemaker and SOMM film star Brian McClintic. The flavorful five-course meal, which consisted of Seared Salmon, Duck Confit, Roasted Caribbean Grouper, Slow-Cooked Beef Short Ribs, and Decadent Chocolate Cake, was prepared specially by Executive Chef Vincent Pellegrini. Each course was complemented by a delicious wine handpicked by Master Sommelier Brian McClintic.

## La Cabana Beach Resort & Casino

### Glenda Brokke

Glenda Brokke, a very popular associate with a most familiar phone voice at the helm of the PBX Department, will be celebrating her 23rd anniversary at the resort in September. She joined the team at La Cabana in 1993 as a floor supervisor in the Housekeeping Department, and her eagerness to learn and grow professionally took her to the Activities Department, Health Club, and currently the PBX Department. Here she does a fantastic job together with her team of diligent telephone operators. Glenda was voted Supervisor of the Year in 2015. She says her source of strength is her own mom, who raised 11 kids successfully.

### Quarterly General Meeting

The full agenda for the recent quarterly Associates' General Meeting included a surprise reveal by General Manager Joe Najjar, who announced the switch to a five-day workweek in 2017. The announcement was met with cheers, as Najjar described the improved quality of life and benefits his hardworking crew can expect. The first order of business was the launch of a promotion titled 100 Days of Hospitality Challenges, designed to inspire management and employees with fresh ideas and their immediate implementation. Associates were encouraged to come up with suggestions to win prizes, with their ideas adopted in the third quarter. F&B Department members Vincente Guerrero and Jandor Lampe were first to be recognized for coming up with a reward system for any job well done.



## Hilton Aruba Caribbean Resort & Casino

### Catch Me at My Best

The resort conducted a contest in June, aptly titled Catch Me at My Best, which will continue through August. The program is designed to recognize Hilton Hotels & Resorts Team Members for living and breathing the brand's pillars and the HILTON Values. It allows team members and management to "catch" each other as they do something special or go the extra mile. Resort guests may also participate in the program and "catch" staff.

The first winner is Yeda Andrade from the Kitchen Department, who was "caught" making the most perfect breakfast omelets while maintaining an ever-pleasant and friendly, helpful, and energetic disposition. Other top team members were Grace Brion, Marlene Tenorio, Elton Trezil, Germaine Wever, Ranzinho Tromp, Norma Lacle, Lisette Encarnacion, Asher Courtar, Romeo Reid, and Angelique Croes.

### Better Bar Experience

Bartenders recently experienced the Better Bar Experience, as defined by the Flavors of Hilton. This is a corporate education program that applies to the restaurant field, catering, special event planning, management, and wine selection. The training at both the Mira Solo and the Sunset Grille bars included a Wine Journey and covered the proper handling of glassware, bar tools, and ice, as well as standards in atmosphere, music, and lighting. Students were encouraged to make suggestions, remember guests' names and preferences, and above all anticipate guests' needs.

At the resort, customer service is key, and bartenders are required to excel at their job, pouring different shots without a jigger and expertly creating craft cocktails from fresh juices and homemade syrups with fruits, herbs, and unique garnishes.

### The Blue Energy Community Committee

The resort's Blue Energy Committee, in charge of community activities, collaborated recently with Fundacion Ban Papiá on the organization of a fundraising bingo led by Sheila Stamper, which raised US\$ 4200 for the local organization. "Our team members were enthusiastic about the opportunity to support a not-for-profit cause and showed up in full force to play bingo, have fun, and raise funds," said Hotel Manager Olivier Maumaire. All enjoyed a fun afternoon filled with cash prizes, resort-sponsored vouchers for dinner at the Sunset Grille and La Playa, and breakfast and brunch vouchers for Laguna Restaurant.





## Aruba Marriott Resort & Stellaris Casino

### Care Foundation

Recently, members of the local community put their efforts together during an interactive radiothon to raise funds for Fundacion Pa Nos Comunidad (FPNC). The event was held in the parking lot of Palm Beach Plaza, where a variety of activities took place. Care Foundation was delighted to be part of this touching initiative and donated a check of AWG 5000 (US\$ 2850).

Following the donation to FPNC, the Care Foundation board and members were present with a booth at Awacadabra, volunteering with two dino jumps in order to raise funds for Fundacion Autismo Aruba. The total amount raised was AWG 1500 (US\$ 850), which the board of Care Foundation officially handed over in a check ceremony. The kids had a blast trying out all the different activities while all funds raised throughout the event went to different charities.

Founded in 1999 by the associates of the Aruba Marriott, the foundation has been actively contributing to the Aruban community. It engenders a living and breathing sentiment and “Spirit to Serve” within the Marriott associates who fund the foundation through direct personal financial contributions.



### Father's Day Event

As it does every year, the resort prepared a special Father's Day event for all the male associates to enjoy. Father's Day was celebrated with a delicious lunch and dinner buffet in the Grand Ballroom, filled with fun activities and live entertainment. All fathers and male associates had the opportunity throughout the day to pamper themselves by getting a nice haircut, a revitalizing massage, and a relaxing facial.

For those who wanted to kick back, interact, and have fun, there were arcade games set up, including ones for boxing and basketball, as well as a special karaoke corner. All fathers and male associates truly enjoyed themselves and received a nice gift at the end of the celebration. Celebrating Father's Day was a way for the resort to give back to its male associates and show its appreciation for all that they do throughout the year.





## Restaurants

### Café Piccolo at Hyatt Regency Aruba

Press members were invited for the informal reopening of Café Piccolo. Café Piccolo offers indoor and outdoor seating for 80 guests in a truly romantic setting, with dancing flames, waterfalls, fountains, and tropical vegetation al fresco, or in air-conditioned elegance, in full view of the kitchen inside.

Chef Vincent Pellegrini's recommendations include Saltimbocca Alla Romana, with genuine Parma ham; Salmone Alla Salsa Fiorentina, with artichoke and asparagus on a spinach & cream bed; and the house specialty, Arugula Pizzetta, baked in the exhibition kitchen. All of the chef's signature dishes, from Risotto ai Funghi Porcini to giant Lobster Ravioli, reflect his passion for carefully sourced food and the freshest seasonal ingredients. The superb wine list includes the Italian white house blend made with as many as five grape varieties.



### MooMba Beach

An incredible Italian buffet is offered on Tuesdays from 6 pm to 10 pm for just \$29.50 per person. Italy on Aruba awaits diners in a wonderful ambiance overlooking the ocean.

Mouthwatering selections include pasta salad; tapenades of black olives, sun-dried tomatoes, and green olives served with sliced ciabatta; tomato, mozzarella, and basil salad; antipasto salad; grouper with pesto and mozzarella; arugula; grilled zucchini; minestrone soup; and lasagna Bolognese.

The pasta station features farfalle, linguine, and penne, served with a seafood sauce, puttanesca sauce, or creamy marinara. Diners may choose the hearty beef stew before a dessert of homemade apple cinnamon pie, dark-chocolate brownie, or tiramisu. Eat as much as you like and dance it off afterwards!



### The Chophouse at Manchebo Beach Resort

The iconic restaurant at Manchebo, The French Steakhouse, has been transformed into a new contemporary chophouse, a collaboration between interior designer Rachel Bowden, Executive Chef Ever de Pena, and the entire resort management staff. It has a stylish, relaxed, and casual look in a muted palette. Patrons enter the dining room through double wooden doors with inviting glass sidelights. For al fresco dining, The Chophouse features a small outdoor patio and serves romantic dinners on the beach.

For decades, The French Steakhouse, created in the early '70s by legendary hotelier Ike Cohen, had maintained its classic presentation and cozy atmosphere. A recent addition was its sushi bar, Omakase, created by Japanese chef Mylene Lapinid. Chef Ever's new menu features interesting and varied appetizers, soups, salads, chops, steaks, seafood, poultry, and vegetarian dishes. It also boasts many steak and chophouse classics such as Escargot a la Pernod, Onion Soup, Caprese Salad, Grilled Lobster Tail, Porterhouse, Rib Eye and Churrasco Steaks, and Cajun Tuna.





## Air Travel

### KLM

KLM has introduced additional flights to Aruba for the summer months. Due to this success, the company has decided to allocate additional capacity for winter 2016/2017. This will amount to about 3,800 additional seats for Aruba from November through March. Efforts of the ATA, AAA, and Ministry of Tourism with KLM bring with them an opportunity for growth in European markets. The ATA continues to be

in touch with KLM and other partners in regard to strategic changes and additional flights to Aruba, working with the KLM team and tour operators to fill the additional seats. KLM will fly with the largest planes, Airbus A330-300. The additional flights will depart later in the day, providing connections via Holland to Aruba with markets such as Germany, Norway, and the UK.

### Reina Beatrix Airport Expansion

Aruba Airport Authority N.V. (AAA) has completed Phase 1 of the West Apron Redevelopment Project, the first step in a three-phase redevelopment plan for the west side of the airport, totaling over 16 million florins in investment. The project will add much-needed aircraft parking capacity and operational flexibility, and will position the airport to better handle peak volume periods, especially during the high winter season.

The completion of Phase 1 adds two new aircraft parking positions suitable for category "C" aircraft (B-737/A320) as well as a new taxiway entrance, which will be completed in Phase 2. The project also includes provisions for inground hydrant fueling and LED lighting for reduced power consumption, designed to complement pending terminal expansion.



## Community

### BOB Foundation

Routine breast screening has come to Aruba. Stichting BOB Aruba was founded in October 2012. The foundation's goal is to promote early detection of breast cancer by screening healthy women between 45 and 75 years. Women now receive an automatic appointment for screening every two years in a friendly and centrally located clinic in Eagle.

The new digital mammogram machine is privately funded. Radiologist Vanessa Williams and surgeon Dr. Deepu Darynani are on board, as well as a number of trained technicians, all working to reduce the impact of breast cancer and improve survival rates. Check out Stichting BOB Aruba on Facebook.



## Shopping

### T.H. Palm & Company

T.H. Palm & Company recently hosted its 2nd Annual Bourbon, Beer & Bites Evening, celebrating Father's Day with its local male clients. Partygoers sampled a selection of craft beers and bourbons, imported and made available locally by Bourbon Express, while enjoying appetizers prepared by Chef Bas Kuurstra and his team from Rent a Chef Aruba. The guests perused the large selection of clothing, footwear, home and kitchen items, books, and other novelty items that are available in the store, which is located at Playa Linda Beach Resort on J.E. Irausquin Boulevard in Palm Beach.



## Culture

### Local Artist Diana Hopman

Each month, Caribbean Queen at the Palm Beach Plaza Mall honors one local female artist. The Caribbean Queen program was launched when the store opened in late 2011, and has been running successfully ever since.

For the month of July 2016, local artist Diana Hopman is the boutique's celebrated Caribbean Queen, showcasing her charming artwork, which includes acrylic painting on canvas, wooden boxes, driftwood, and paper collages, as well as glass beads, mosaics, pottery, and ceramics. She combines and repurposes old maps, encyclopedias, and travel magazines as backdrops for her paintings. Her favorite subjects are diverse but always infused with the bright and cheery island-life feel.



## Events

### Love Festival Aruba

This beach festival keeps the venue intimate by avoiding mammoth stage and lighting productions, with a focus on various genres of house music featured at three different areas along Eagle Beach. From deep house and techno to clubhouse and mainstream, famed international and local deejays perform July 29-July 31.



### One Cool Summer International Drag Race

Each season, 30,000+ spectators and nearly 5,000 participants enjoy the races in San Nicolas at the International Palo Marga Raceway Park, which has become the top racing facility in the Caribbean. The half-mile track—designed by Steve Gibbs, the former vice president of the National Hot Rod Association—hosts an average of seven racing events and about 20 street-legal drag-racing events each year. The largest is the One Cool Summer International Drag Race, which takes place August 26-28.



### 22nd Annual Aruba International Pro-Am Golf Tournament

Professional club pros from golf courses around the world team up with amateur golfers in this two-day, 36-hole tournament held August 26-28. Tierra del Sol Resort & Country Club's 18-hole desert links course, designed by famed golf course architect Robert Trent Jones, Jr., is the scenic and challenging venue for the tournament. Contact Tierra Del Sol at Tel. (297) 586-7800, Fax (297) 586-4970, or [teetime@tierradelsol.com](mailto:teetime@tierradelsol.com) for more information.



## Happiness 360 Conference

September 13-14, Aruba will host the Happiness 360 Conference, an international symposium in partnership with the World Tourism Organization (UNWTO) leading up to World Tourism Day. It will highlight industry trends and synergies between tourism, culture, and happiness. "We trust it will be an excellent occasion to discuss how tourism can be a driver of a more sustainable future for all," said UNWTO Secretary-General Taleb Rifai.

World-renowned tourism experts and thought leaders from Harvard, Florida-Caribbean Cruise Association, World Community of Museums (ICOM), other respected organizations, and Aruba are planning keynote speeches and breakout sessions. The conference will primarily target international ministries of tourism and culture, national tourism organizations (NTOs), destination management organizations (DMOs), cultural and heritage managers, conservation experts, and the media.



## Aruba International Regatta 2016

This exciting event, which will be held August 19-21, provides three days of parties and two days of races. It features spectacular yacht races, Sunfish races, beachcat races, Optimist races, a windsurf competition, a kitesurf competition, miniature boat races, beach parties, and much more at Surfside Beach Aruba.

The event has been certified as a Silver Level "Clean Regatta" under the Sailors for the Sea program. Join in the effort to reduce the Aruba International Regatta's footprint and stimulate sustainable development. Keep the beach, the sea, and the air clean: Reduce, Reuse, and Recycle!



## ATECH\* Conference

This multi-day event, taking place September 15-17, is a gathering of entrepreneurial minds where startup founders, investors, world-class speakers, and key global players in technology will discuss the future of tech and will showcase the latest and greatest trends in the industry. Contact Mrs. Valerie Croes at Tel. +1 (347) 420-0919 or Mr. Tristan Every at Tel. (297) 594-8300 or [info@atechconference.com](mailto:info@atechconference.com) or visit the website at [atechconference.com](http://atechconference.com) for additional information.

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

by the 25th of each month for it to be  
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### TEDxAruba

In a world that has its challenges, we need people who speak up and show us the way to lead and create a wave of positive vibrations. TEDxAruba welcomes the thinkers and doers who can teach and lead us. This year's event, taking place on September 23, includes speakers Andy Kirchner, Andrea Sanders, Sarah-Quita Offringa, and Christo Nel. Visit the website at [www.tedxaruba.com](http://www.tedxaruba.com) for additional information.

**TED<sup>x</sup>Aruba**  
x = independently organized TED event