



Aruba Tourism
Authority

Aruba Product Update

July 2017

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 2017



ATA News

ATA Visits Argentina

In a whirlwind four day tour, the Aruba Tourism Authority visited Argentina to meet with tour operators, wholesalers of the MICE industry (meetings, incentives, conferences and events), airlines, technology companies and the press.

The official visit, led by the CEO of ATA, Ronella Tjin Asjoe-Croes, was done in cooperation with the Aruba Airport Authority representative, Jo-Anne Arends; the director of Aruba Tourism Authority LATAM, Miriam Dabian; and the director of the Aruba Convention Bureau, Jerusha Rasmijn.

The agenda included a presentation in Rosario,

on Tuesday, July 4th; a visit in Córdoba, Wednesday 5th; while on Thursday and Friday there were presentations in Buenos Aires.

ATA Argentina developed this Road Show accompanied by Barceló Hotels, Divi Resorts, Hilton Aruba, Holiday Inn Aruba, Riu Hotels and De Palm Tours. ATA & AAA visited Aerolíneas Argentinas as well to look into the possibility of establishing a non-stop flight to Aruba.

So far in 2017, Aruba has seen 63% growth in visitors from Argentina, and the island is the third most popular Caribbean destination for Argentinean travelers.





Renew Your I Do's, on Tuesday, Aug. 8, on the World-Famous Eagle Beach

Aruba is hosting the Caribbean's largest vow renewal ceremony on August 8th. Lovebirds from around the world are invited to simultaneously "renew their I Do's" as the sun sets on the world-famous, Eagle Beach.

Ambiance and décor are inspired by real weddings in Aruba. Champagne, light hors d'oeuvres, and live music will be provided on-site for participants.

Photographers/videographers will be on-site to capture the experience and guests will be provided with all assets free of charge. For more information go to aruba.com/arubaldo.



BUSHIRIBANA TRAIL

MOUNTAIN BIKE TRAILS



ADVANCED
AVANZADO
10.5 KM



INTERMEDIATE
INTERMEDIO
11.5 KM

CYCLISTS' ETIQUETTE | Etiquetas de ciclistas

- Trails are shared use—be vigilant towards other users
Algunos senderos son de uso compartido—esté pendiente de otros usuarios
- Stay on designated trails and respect all signs, warnings and temporary trail closures
Manténgase en los senderos designados y respete todas las señales, advertencias y cierres temporales de senderos
- Use trail at your own risk
Montar bajo su propio riesgo
- Only use trails that match your ability
Utilice únicamente senderos que coincidan con su capacidad

			
EASY FÁCIL	INTERMEDIATE INTERMEDIO	ADVANCED AVANZADO	EXPERT EXPERTO

- Be responsible, keep Aruba clean
Sea responsable, mantenga Aruba limpia
- It is recommended to have your cell phone with you
Se recomienda tener su teléfono celular con usted en todo momento
- Remain hydrated and apply sunblock
Permanezca hidratado y aplique bloqueador solar
- Be sure to wear your helmet at all times
Asegúrese de usar su casco en todo momento

IN CASE OF EMERGENCY | En caso de emergencias

1 Call 911
Lláme 911

2 Report non-emergency matters to the police by dialing 100
Reportar a la policía cualquier asunto que no sea de emergencia marcando 100

Enjoy Aruba cycling trails responsibly!
Disfrute de los senderos de ciclismo de Aruba responsablemente!



Aruba's New Mountain Biking Scene

The A.T.A. has been working on creating biking routes for potential adventure seekers. Three new bike trails have been created up to know with 1 in Alto Vista and 2 in Bushiribana .

Bushiribana has two trails identified as Bushiribana Red & Bushiribana Blue, and Alto Vista has one trail identified as Alto Vista Blue trail.

Each trail was carefully designed with the help of local mountain bikers and with all mountain bikers in mind, therefore the trails have 4 different levels to choose from according to the international

color coding ranging from beginners to advanced trails.

All 3 trails are available on the Garmin website and can be downloaded by avid mountain bikers for their journey. At the beginning of each trail, there will be a sign indicating the starting point of each respective trail. The A.T.A. will continue to work with our local mountain bikers who will regularly visit each trail to ensure the safety of the routes, and to guarantee signage is in place throughout the year.

A.T.A Presents The Destination Development Plan, Cu Mira pa Futuro

A.T.A. is pleased to announce that we have finalized the action plan as part of the Destination Development Plan, Cu Mira pa Futuro. Through an intensive 10-month process and transparent bottom-up approach, we've obtained a high level perspective of where Aruba's tourism sector stands today, and where it can go in the future. We are inspired by the Aruban community who attended the town hall meetings, and provided valuable insights and recommendations that shaped and informed this Destination Development Plan.

Guided by the common vision of being a sensible boutique destination that inspires curiosity, five key Strategic Objectives were identified along the process with 22 Development Priorities, and more than 90 concrete and measurable Actions.

The five Strategic Objectives are:

- Balanced Development
- Increase the Economic Value of Tourism
- Amplify Sense of Place
- Develop an Innovation Mindset
- Increase Community Engagement

This Destination Development Plan marks the next step in our journey together.. With our objectives, priorities and actions defined, we look forward to together with all stakeholders, shift to implementation, putting our aspirations into actions, and transition Aruba into: "being a sensible boutique destination that inspires curiosity."

For the "Cu Mira pa Futuro report " (including action plan) please go to www.cumirapafuturo.com



Resorts

Renaissance Aruba Resort & Casino Hosts Client Appreciation Event

The resort hosted their annual event, a spectacular night under the stars with live music, in honor of all their corporate clients, to show their appreciation to executives for their loyalty and continuous support of the company. The presentation was followed by a dinner, where the Renaissance Convention culinary team

topped themselves in serving more than 200 guests. Renaissance Festival Plaza was perfect for this corporate night; events agency House of Mosaic joined by the Renaissance team transformed the venue into a spectacular setting. More than 500 strings of lights were used to illuminate the entire plaza.



Playa Linda Beach Resort Celebrates with a Mid-Year Party

For over 15 years, Playa Linda has expanded its annual thank you to employees from a year-end celebration to a mid-year party.

This year, the event took place at Casibari, themed 'black & white with a touch of gold', with a BBQ feast and DJ Mark Benson's mix of dance tunes.

"Our team is at the center of our success," explains Human Resources Director Sulaika Kelly. "It is our ability to deliver the highest levels of customer service that helps set us apart. We do this by investing in our team through training as well as in looking for additional ways to show support and appreciation for what they accomplish each day for resort members and guests."



Atardi Wins Experts' Choice Award

Atardi Restaurant is among the winners of the 2017 Experts' Choice Award from TripExpert.

According to TripExpert, the Award reflects the views of journalists and professional travel writers and is granted to the best restaurants around the world. With endorsements from publications like Fodor's and Frommer's, Atardi is featured on TripExpert.com as one of the best restaurants in Aruba.

As one of the top restaurants in Aruba, the restaurant also received TripExpert's Best of Aruba award. Less than 2% of all restaurants worldwide receive the award.



Live Stand-Up Comedy Show

After rave reviews and packed crowds, some of the finest comedians from the States returned to present a live stand-up comedy show at the resort. The show is rated #1 on TripAdvisor with a Certificate of Excellence, and is named as one of USA Today's "10 Best"!

Three comedians perform at every show. All have appeared in major films, as well as on dozens of TV programs ranging from The Tonight Show, The Late Show, Letterman Show, Conan O'Brien, Last Comic Standing, Comedy Central, HBO and more! Among them are Tony Woods, Ray Ellin, Pete Lee, Gregg Rogell, Veronica Mosey, Nimesh Patel, Chuck Nice, and Joey Vega.

www.arubacomedy.com

Hilton Aruba Caribbean Resort & Casino

Bridal Fam trip

The first Latin American Bridal Fam trip organized by the Aruba Tourism Authority recently visited the resort for a site inspection and breakfast on the beach.

The group consisted of 31 participants who sell destination-weddings in Latin America, hailing from Brazil, Chile, Colombia, Mexico, Paraguay, Peru and Venezuela.

The group was hosted by the resorts' two bridal specialists, Lisa Dammerman and Raynold Semeleer who showed group members around the newly renovated resort, stopping at multiple ceremony and reception venues to discuss options and possibilities

Luxury European press trip visiting the island

The resort recently hosted a European luxury press trip organized by the Aruba Tourism Authority.

Prominent media personalities from Sweden, Italy, UK, Germany and the Netherlands were invited, reporting their impressions and experiences in a number of well circulated European luxury magazines, online publications and lifestyle blogs.

The full program included a land rover tour, off-road adventures, downtown monument tour, and a sailing and snorkeling excursion.

The resort rolled out the red carpet for welcome cocktails and dinner as well as breakfast, and a group spa treatment at Eforea Spa. The group acquainted themselves with the resort and sampled its outstanding brand of hospitality.





Bucuti & Tara Suites Unveils Renovations

The resort just unveiled the renovations of its oceanfront Tara wing, including sophisticated renovations to the Tara lobby, lounge and each of its 44 beachfront suites and bungalows. The \$5 million renovation averaged \$100,000 on each suite and bungalow.

The Tara Suites, Penthouse Suites and Bungalows showcase the most extensive work with sleek lines, soothing fabrics and a sophisticated color palette punctuated with rich brown furniture and highlighted with a pop of glowing orange.

Each new Tara and Bungalow Suite has a wet bar, and the Penthouse Suites feature full kitchens. Guest bathrooms are completely remodeled and feature vanity mirrors with built-in televisions. Neo pop paintings were commissioned by internationally recognized local artist Elisa Lejuez.



MVC Eagle Beach Hotel Completes Renovations

The resort is completing its transformation and property renovations.

Rooms are freshly painted inside with bright designer colors and boast new bedding and eclectic furnishings, and modern baths with rain flow showerheads.

The bathrooms now have a refreshed, modern look with stainless steel details, rain flow showerheads, and added storage space.

The lobby, bar and pool areas are also upgraded, as are the bar and breakfast areas of Tulip Caribbean Brasserie. Guests also enjoy updated cable TV and ultra-fast internet.

The front desk makes an impact with a new wall and desk made with recycled wood, in line with the resort's commitment to sustainability.



Amsterdam Manor Beach Resort Staff Receive Tour

Recently, front office and reservations associates received a thorough property tour of their own resort and their sister-property, the MVC Eagle Beach Aruba.

This refresher course provided all updated information relation to the

rooms, suites and future plans for both properties.

After the tour, the team was treated to a fantastic dinner at Passions on the Beach, experiencing the menu firsthand.



The Ritz Carlton Hosts Clients from North America

The Ritz Carlton recently hosted 23 clients from the US and Canada highlighting the resort and the destination of Aruba as a group destination. The clients participated in a snorkel sail, UTV tour and attended events at the Ritz Carlton.

The Aruba Convention Bureau hosted a wonderful evening at Papiamento Restaurant where the clients had the opportunity to sample some of the best cuisine on island, the clients loved being transported in the Kukoo Kunuku bus after dinner.



Boardwalk Small Hotel Aruba Receives 2017 Expert's Choice Award

Boardwalk Small Hotel Aruba is among the recipients of the 2017 Experts' Choice Award from TripExpert. The Award reflects the views of journalists and professional travel writers and is bestowed on only the best hotels around the world.

With praise from sources including Lonely Planet, Oyster and Fodor's, Boardwalk Hotel Aruba is featured on TripExpert.com as one of the best hotels in Aruba. TripExpert's unique rating approach takes into account professional reviews in travel guides, magazines, newspapers and other respected sources.



Restaurants & Pubs

White Modern Cuisine Now Offering Asian Family Style Dinner

Honoring Chef Urvin Croes' Asian heritage, the restaurant now offers a special Asian Family Style Dinner on Sundays. Choices for starters include homemade chicken spring rolls, chicken and lettuce wraps, braised beef buns or chicken corn soup. Entrees are classics such as Kung Pao chicken, Ginger Beef and

Chinatown Duck. Fried rice, noodles and Chinese broccoli are tasty accompaniments.

Located in the luxurious Gold Coast Condo Resort, White offers a chic bar and lounge area, exclusive wine room, elegant dining room, and outdoor poolside dining with romantic sunset and landscape views.



XXL Burger Mania at Salt & Pepper

Build your own XXL burger the way you like it best

Salt & Pepper Restaurant in the Arawak Garden is ready for its special XXL Burger Mania, you are invited to go tall, taller or tallest.

A Double Bacon Cheeseburger with bacon, cheese, lettuce, onions, tomatoes, pickles and fries, is the starting point. From there, guests are invited to build and build some more, choosing extra toppings for \$2 each, going as tall as possible according to their taste. Picture crisp bread, fresh vegetables and a juicy, juicy, XXL burger and we are sure your mouth starts watering. How tall will you go? And, more importantly, what are you waiting for? Bon appetit!

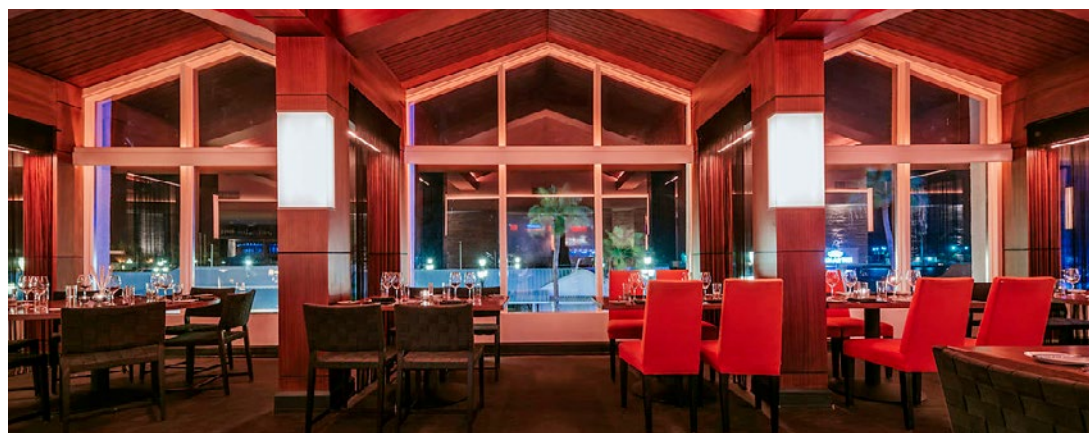
Check out the Burger Mania at Salt & pepper on FB and Instagram: #XXLburger, #saltandpepperaruba, #burgermania and #crazyXXLburgerdays.



Nos Clubhuis Celebrates Fishermen's Day

July 2nd, Fishermen's Day (Dia di Piscado) is celebrated with lots of enthusiasm on Aruba, but most of all at Nos Clubhuis, the Fishermen's home.

Located on the second floor upstairs at Hadicurari Restaurant, there are always relaxing, happy vibes hanging around the bar and restaurant. Fishermen and guests could enjoy a special Seafood BBQ of grouper, mahi mahi, shrimp, French fries and salad, washed down with a Blue Aruba cocktail, combining rum, vodka, Blue Curaçao, lime juice and syrup.



Check Out What's New at LG Smith's Steak & Chop House

New at the restaurant is an elevated dining experience including a new brunch concept (all-you-can-eat a la carte menu), new food menu, craft cocktails that embody elements such as earth, fire and water, and an even more extensive wine list of 120 vintages from around the globe.

The décor and overall look and feel reflect the upscale location, providing a sleek

atmosphere to enjoy cocktails and a meal with music from world-famous DJs and sweeping views of downtown marina.

According to TripAdvisor, LG Smith's is the #1 steakhouse in Aruba, known for USDA inspected aged prime steaks and house specialties, rack of lamb and fresh local seafood. New added items reflect guest favorites and a modern Americana twist.



Legends Pub Offers Something for Everyone

This Palm Beach pub offers something for everyone. Chef can prepare vegan and vegetarian dishes upon request. Specials during the week include Taco Tuesday and Wing Wednesday.

On Friday nights from 8 pm – 11 pm, guests can dance on the patio to the music of a live band. It is also geared up with multiple TVs broadcasting sports events from the US and around the world.



Hadicurari Restaurant Introduces Culinary Secrets

Culinary Secrets by Hadicurari is the name of an adventurous trip which will delight the palate. It is a new, monthly event which offers a fabulous, three-course menu.

As fresh mussels are a delicacy only available in this season, the July menu of the first Culinary Secrets features these lovely treasures of the sea. The appetizer is pan-fried mussels, served with tomatoes, onions and basil. A light, creamy soup with mustard cress is the second appetizer, which is followed by a pan filled with steamed, fresh Dutch mussels in the shell with accompaniments. Wine pairing is available for the various courses.



Activities

Experience San Nicolas

To experience something different on a Sunday outing, consider San Nicolas... a short distance away... but a world of difference.

In Aruba's Sunrise City, visitors encounter authentic culture and island charm. In the heart of the town are a variety of options for food, art, museum, crafts, workshops, music and much more, surrounded and embellished with spectacular murals.

Come and experience it all every first Sunday of the month from 10am – 2pm. Special themed editions are held throughout the year.

facebook.com/experiencesannicolas



EL Tours

For the 6th consecutive year, EL Tours Aruba has been selected for the 2017 TripAdvisor Certificate of Excellence. The company has also achieved Viator's Top Rates Award, distinguishing them as an outstanding provider for the world's leading tours and activities booking platform. EL Tours continually strives to improve its services, reflected in a huge increase in business over the past few years as it continues to grow.



Full Throttle Tours

Opening August 2017, Full Throttle Tours Aruba will offer the thrilling high speed adventure of their speedboat tours, for a fun-filled day of snorkeling and adventure. Hop aboard Sensatie, a top-of-the-line rigid inflatable boat allowing passengers to explore much more of Aruba's breathtaking waters, reefs and coastline while traveling at exhilarating speeds. The Sensatie offers uniquely designed pod seating, dry bags for storage, drinks and snacks, and is equipped with twin 150 horsepower outboard engines. Morning and afternoon tours, and private charters available.

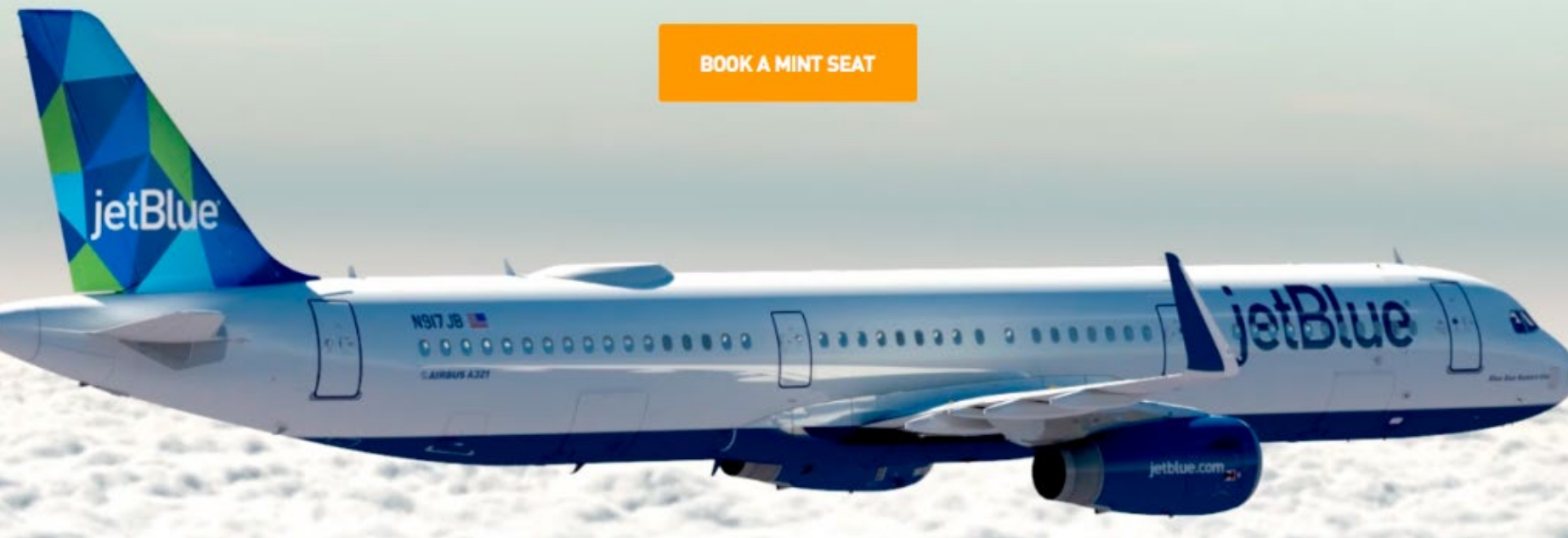


Kukoo Kunuku

Those wacky, whimsical one of a kind, unique hand painted buses have received a Certificate of Excellence for 2017 from TripAdvisor. "We would like to extend our gratitude and a very big Kukoo Kunuku thank you to all our customers, old and new...especially to our loyal repeat customers who share an evening with us every time they visit our One Happy Island, shared Marcus & Cindy Wiggins, owners of Kukoo Kunuku. Kukoo Kunuku has received this recognition every year since the program started seven years ago.

Simply Mint to be

BOOK A MINT SEAT



Air Travel

JetBlue Airways Expanding Services in Aruba

JetBlue Airways is expanding its Mint premium cabin service in Aruba. The company is adding a second Saturday seasonal roundtrip Mint flights from Boston-Aruba launching on February 17, 2017.

Mint amenities also include faster check-in, speed through security and early boarding, along with bag priority. The seats (which even come with their own doors) include 15-inch interactive video screens with up to

100 channels from DirecTV and SirixuSM Radio. Dining options include everything from sweet treats from Milk Bar to espresso-based drinks from Brooklyn Roasting Company and curated wines.

Flights from both Boston and New York to Aruba will have daily Mint service from Feb. 15-26, the carrier said. All seasonal Mint routes in the Caribbean operate through April 2018.



Retail

Gandelman Jewelers Host Patek Philippe Training Series

This summer, Patek Philippe and Gandelman, the brand's exclusive retailer in Aruba, hosted a few other Patek retailers for the third step of a very intense four-step Patek Philippe Training series.

This training is usually done in Miami, but because eight of the twelve associates in the region hailed from Gandelman in Aruba, Patek Philippe decided to host it here.

Sales Associates from the Bahamas, Cayman Islands, Canada, Colombia and St. Maarten were hosted at the Hyatt Regency Hotel and pampered with a luxurious stay full of fun and food.

Gandelman's Renaissance store manager gifted trainees with a homemade pica jelly made with Madame Jeanette peppers.



Real Estate

Association of Aruba Realtors Celebrates its 5th Anniversary

The Association of Aruba Realtors hosted an informal celebration on the occasion of its fifth anniversary. During this time, members of the organization have worked together on projects and have enforced a strict code of ethics.

Additionally, AAR has jointly created a most advanced and complete multiple listing website, www.arubalistings.com, the largest portal of real estate in Aruba, with the partnership of 19 reputable real estate/property management companies. This user-friendly website allows visitors and locals to access information, and to find the most-up-to-date and complete profiles of properties for sale and/or for rent.

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

with a copy to:

d.croes@aruba.com
content@aruba.com
s.feliciano@aruba.com
and j.tilma@aruba.com

by the 25th of each month for it to be
featured in the subsequent month.



Aruba News

WEB Celebrates 85 Years

WEB recently celebrated 85 years of water desalination. "Since this time, we have constantly adapted to change, especially in the past 10 – 15 years, with developments that have occurred even faster today. In 2006, the first RECIP motors for energy production were introduced, and in 2008, Sea Water Reverse Osmosis. Emphasis on energy efficiency and sustainability resulted in the opening of the wind park in Vader Piet in 2009, and solar

energy came on the scene in 2015. Today, the operation reflects a combination of traditional and sustainable energy. All of today's trends influence the work of WEB as producer of electricity, doing all possible to pass on benefits to the community and clients. To comply with its vision of an operation that is cleaner, greener and free of fossil fuels in 2020, WEB Aruba continues to focus on projects that introduce more sustainable energy.

Aruba Named as the Number One Caribbean Family Destination by Caribbean Journal

Caribbean Journal has named Aruba the number one Caribbean family destination. Taken into consideration were the airport and airlift, transportation, infrastructure, transportation, attractions, beaches, natural beauty, as well as the quality of the resorts. Categorizing Aruba as the tourism capital of the islands of the Dutch Kingdom, the Journal

recognized Aruba as one of the most friendly islands in the region, providing a level of comfort and security that makes it very family-friendly and a stand out among other destinations.

During the first six months of 2017, 48% of Aruba's visitors were repeaters, testimony to the island's attraction.