

Aruba Product Update

July 2018

The Aruba Tourism Authority (ATA)
is the Destination Marketing &
Management 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 2018



ATA News

British Couple Married on Aruba Names Their Baby Aruba

Matthew and Natalie Woods not only got married on Aruba seven years ago, but decided to name their baby after the destination they love most. They and their baby named Aruba recently visited the Aruba Tourism Authority.

This was the fifth time they have visited the island. The first time was in 2007, and four years

later, they returned with family and friends for their wedding. "She is a happy baby, as Aruba is a happy island. Aruba means alot to us, but mainly happiness," they explained.

Now carrying their second child, they joked that they may be thinking of another name connected to the island.

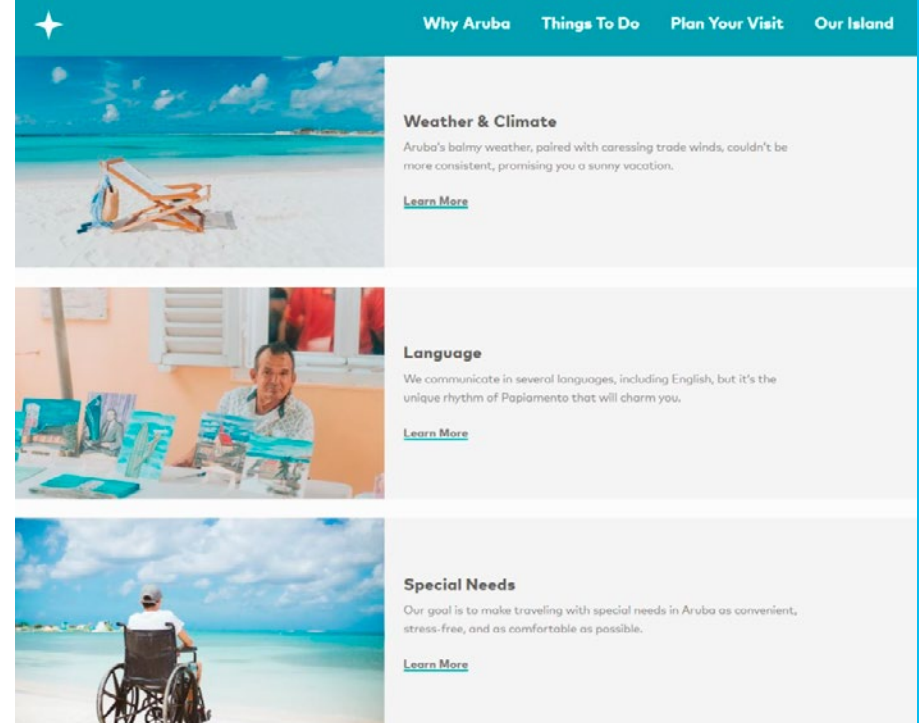


Successful Copa Airlines Vacations Chile Meeting in Aruba

A group of exclusive operators and key executives of Copa Airlines as well as representatives from the press recently met on Aruba. During the official opening, ATA CEO Ronella Tjin Asjoe-Croes welcomed the participants, sharing tourism data and future plans. She shared that Latin America is a market with great potential and a key partner in diversifying Aruba's markets.

Copa Airlines is one of the dominant airlines for Aruba in the region, with direct flights and good connections. Copa Vice President of Sales Christophe Didier stated that the Chilean market chose Aruba as their meeting venue in order to provide firsthand experience of the island.

Chile is the fourth largest market for Aruba in Latin America. 12.4% of Aruba's visitors hail from Latin America. The group visited various hotels and enjoyed cultural experiences to assist them in their marketing efforts.



New Aruba Website

After a long process of planning, investigation and development, the Aruba Tourism Authority recently launched the island's official website www.aruba.com with new images and a new structure. More than a website, this is a platform to present all that the island has to offer to prospective visitors. Updated content is complemented by facility of use and the latest technology to provide users with an extraordinary online vacation experience.

Going way beyond beaches, resorts and restaurants, the website shares the experiences of real Arubans and repeat visitors. It is accessible in eight different languages; the latest addition is British English. As a leader in digital creativity and innovation, Aruba's goal is to enhance the experience of visitors before, during and after their stay. With the launch of this long awaited website, visitors can plan and personalize their perfect vacataion way before their plane lands.



ATA Presents “Tourism as a Catalyst for Innovation” During Innovation Summit

This Innovation Summit was organized by the Government of Aruba and Ministry of General Affairs. Among the topics covered was the importance of tourism, and how this industry is witnessing rapid changes in the tastes and preferences of consumers, technology, politics and economics.

Those destinations that are resilient and pro-active and can manage innovation are sure to gain ground in the dynamic world of tourism. Tourism in Aruba accounts for 86.5% of GDP and 87% of employment.

The ability to stay connected during a vacation, the desire for authentic experiences, and environmental responsibility are all factors valued by today’s tourists. Aruba is an innovator in the region as indicated by various ATA projects including online immigration cards, the innovative MoU with Airbnb, Programmatic TV advertising in the US, and a long-time emphasis on digital marketing.



LAPMA, Latin American Trade Meeting, a Great Success

Led by ATA, this trade encounter that took place in Aruba from May 6-9 brought together the main stake holders of the destination with operators and airlines from Chile, Peru, Colombia, Venezuela, Argentina and Brazil.

The objective was to share destination information and involve the participants in the planning of strategies and in activities to focus efforts and define priorities. The opening of the workshop took place at the Aruba Hyatt Resort.

Speakers included Juan Camilo Romero and Juan Pablo Garcia from MullenLowe SSP3, and Alejandro Rico from Google Colombia.

During the three days, the attendees had the opportunity to enjoy an indoor-outdoor agenda and the island’s incredible gastronomy. The encounter brought the brand closer to TO’s and airlines in the region and provided networking opportunities for local and off-island business partners.





Aruba Tourism Authority in Argentina Celebrates King's Day

ATA Argentina celebrated the Koningsdag (King's Day) at the Yacht Club of Puerto Madero along with the Dutch Embassy on April 26. Aruba was present at the celebration with its own space, where journalists and friends of the Happy Island were invited.



ATA Delineates Strategies for 2019

Various meetings were recently held in New York with the Minister of Tourism, ATA executives, tourism partners and agencies (The Concept Farm specializing in creative marketing; Zimmerman, Agency specializing in PR; Ansira specializing in database marketing; and USIM media agency). The delegation also met with Jet Blue, the #1 carrier for Aruba. ATA executives included

CEO Ronella Tjin Asjoe-Croes, CMO Sanju Luidens-Daryanani, and the North American team headed by Area Director Ed Malone.

The North American market continues to be strong, closing 2017 with an increase of 10.6%. Through May 2018, the market grew by 7%. As a matter of fact, Aruba's principal market has consistently grown ever since 2011, at an average rate of 3%.





Aruba Brings a Piece of the Happy Island to Bogota During the Wellness Month

On June 5, the Aruba Tourism Authority in Colombia developed a Wellness workshop in the framework of the Third Edition of the Aruba Aloe Wellness Month with a group of trade and lifestyle journalists. This encounter provided an experiential space to disconnect from the world to reconnect with them. The workshop was led by Maria Dalmazzo, lifestyle and wellness influencer, who offered several health tips on how to take care of the skin and body with Aloe Vera, meditation, and other activities. Brunch was hosted by ATA, with a healthy menu and a delicious smoothie with Aloe Vera, the main guest of the event.



June an Eventful Month for the German Market on Aruba

From June 1-3, ATA Germany participated at TSS Jahrestagung, a leading German independent travel agency cooperation. The Anniversary Conference TSS Group took place in Dresden at which travel agency partners, touristic service providers and organizers took part. The program consisted of a get-together evening, trade show and gala event. ATA Germany presented Aruba to 700 travel agents in just 2 days.



ATA Germany held their second webinar on June 16. Over 40 travel agents participated in this presentation themed Aruba for families, wellness and sports.

From June 18-21, ATA Germany received a last-minute opportunity for a cooperation with the German TV show "The Bachelorette". With over 3 million viewers, "The Bachelorette" is about people in search of a connection and hoping to find love. The program will air from July until September 2018 on Wednesdays at 20.15 (Primetime) in Germany, Austria and Switzerland. A romantic and adventurous date will take place in Aruba.



ATA Germany Organizes Innovative Marketing Events

From May 29 - June 4, in Aruba, ATA Germany hosted 5 influencers from 4 different blogs. Locations included Flamingo Beach, Eagle Beach, Arikok National Park, and downtown Oranjestad. During the trip, all members posted actively on Instagram and Facebook. These prominent influencers have accounts with follower numbers ranging from 10,000 to 27,000.

At the end of May, ATA Germany carried out a cooperative project with KLM and Huffpost, an American online magazine with several regional editions in different languages. After just two weeks, more than 8,000 visits were generated.





Awards & Recognition

Paradera Park Awarded TripAdvisor Certificate of Excellence 2018

“We are proud to have received this recognition for 8 consecutive years, as it reflects our concept of offering our guests a relaxing, comfortable and private place to stay with excellent personal service. Over the past years, review sites such as TripAdvisor and Zoover have 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,” states Managing Director Deborah de Weerd. Independently owned and managed, the resort has successfully hosted international guests in Aruba for the past 25 years. It was also winner of the 2017 TripAdvisor Travelers’ Choice Award for Best Value Hotel in the Caribbean.



Hyatt Regency Aruba Resort Spa and Casino

Quality Assurance Award

Delta Vacations has announced that Hyatt Regency Aruba Resort Spa and Casino is a winner of the Quality Assurance Award.

The criteria for winners are at least 100 bookings within January 1, 2017 – December 31, 2017, with a 1% or less customer complaint ratio.

The resort was also recently added to the Top 100 LGBT Loved by Guests List from Hotels.com.



Bucuti's Spay and Neutering Program Wins Caribbean Award

The Caribbean Hotel & Tourism Association recognized Bucuti & Tara Beach Resort with an award for Social Responsibility at its annual CHIEF Conference in Miami.

In January 2016, Bucuti & Tara introduced Stimami, Sterilisimi, (Love me, Sterilize me) the community outreach program providing subsidies for the sterilization surgeries along with microchipping for island dogs and cats. Teaming up with the island's veterinarians, more than 7,000 pets have been sterilized and microchipped to-date.

Since the program's implementation, Bucuti & Tara has donated more than AFL 475,000 (US\$265,000) to Stimami, Sterilisami. As the program has grown, sponsors have joined in. Contributions from the Aruba Tourism Authority and Aruba Tourism Product Enhancement Fund have helped increase the resort's support of the foundation allowing more cats and dogs to be sterilized in a shorter period of time.



Boardwalk Hotel Aruba Reaches Hall of Fame with Five Certificates of Excellence

Founded by TripAdvisor in 2010, this award honors hospitality businesses that consistently achieve outstanding reviews on TripAdvisor.

Says Kimberly Rooijakkers, hotel manager, "We are set on a historic coco plantation, formerly known as Plantage Tromp and we are very proud of that heritage. Besides, my twin sister Stephanie and I were born and raised in Aruba and we cherish our local roots and encourage our guests to have a local experience. Our Boardwalk Treasure Box, a unique in-room amenity, features a selection of hot spots, hidden gems and island favorites to discover."



Resorts

Renaissance Aruba Resort & Casino Celebrates 7th Annual Global Day of Discovery

The resort recently hosted an acoustic concert at their private infinity pool with local artist and well-known musician Jonathan Thiel, better known as JEON. Global Day of Discovery is a yearly initiative of Renaissance Hotels. The brand's 160 hotels around the world host special events that incorporate a local treat for guests and locals alike to enjoy.

For one night only, each property incorporates a neighborhood experience, special mixology, gastronomy, nightlife and/or entertainment aspect to their property programming.

JEON, who has created a brand name around the ABC islands and in the Netherlands, is currently on a U.S. tour with singer/songwriter JBalvin. The local singer has made his name in the region with ten #1 hit singles on the islands' top charts, and millions of views on YouTube.



Divi Resorts

High Tides & Good Vibes sale

This sale features 30% off top Caribbean destinations on Aruba, Bonaire, Barbados and St. Maarten. This limited time offer runs from July 5-September 30 for all 2018 and 2019 travel dates. "With unbelievable turquoise waters, exhilarating island adventures, relaxing beaches, delicious dining and luxurious accommodations for as low as \$155 per night room only and \$178 per person, per night all-inclusive, there's never been a better, or more affordable time to visit the Caribbean!" Our all-suite accommodations are perfect for couples on the hunt for a romantic getaway and families needing extra space to stretch out, plus, our Kids Stay & Eat Free Program* helps stretch the family budget." Book online at diviresorts.com/caribbean-promotion.htm or call 1-800-367-3484 (Toll-free US) or 1-919-419-3484 (International).

Travelers can also enter for a chance to win a free 7-Night Vacation at Divi Resorts. To enter, fans must follow @DiviResorts, tag a Divi vacation photo or video to their Instagram page with the #PICKMEDIVISUMMER hashtag and have a public profile to qualify. The best tagged photo or video posted by Friday, August 3 at 12 p.m. ET wins!

Hilton Aruba Caribbean Resort

SBMF2018 and Hilton Hotels & Resorts host Jet Set with Purpose Brunch

The Soul Beach Music Festival partnered with Hilton Hotels & Resorts to host a Jet Set with Purpose brunch. On the program besides delightful brunch favorites and bottomless mimosas, was an informed and informing panel discussion with a specific topic: “How to Get Your Philanthropy Fix in Any City”. Moderator Andrea Richardson, Head of Multicultural and Diversity Engagement at Hilton Hotels, led the discussion with interesting and thought-provoking panelists and concluded with a summary of Hilton Hotels & Resorts activities, in light of the company’s push to making the world a better place.

Career Orientation Day for third year EPI Hospitality Management Students

The students were received by various department-representatives for a well-orchestrated event in the Grand Caribbean Ballroom. In total, 46 students gained insights into the resort operations via testimonials and a Q&A session with EPI graduates who are currently employed by the hotel. Later in the day, they were experienced the resort first-hand by visiting various departments. The graduates will be in great demand in the local job market and the Hilton Aruba Caribbean Resort & Casino as part of Careers@Hilton Week, is showcasing the many opportunities available in the hospitality industry for young job seekers.

Resort Teams Deliver Ronde van Aruba Stellar Performances

It gives the resort great pleasure to acknowledge the spirit and applaud the results of Team Hilton Aruba #1, first place in their category of Mix Estafette; and Hilton Aruba #2, 20th out 46 teams in their category Estafette, 121 – 160 years. Practicing in their own free time, the eight Team Member athletes gave it their best during the race. Their common goals of sport and fitness go beyond the annual Ronde van Aruba race, as the eight Hilton Team Members are colleagues and exceptional go-getters.





The Sunset Grille presents a much-enjoyed evening with Castello Banfi Wines

The culinary brigade of the Hilton Aruba Caribbean Resort & Casino under the expert guidance of Executive Chef Matt Boland presented a delightful 4-course dinner, carefully paired with the award-winning wines of Castello Banfi winery. Family-owned Castello Banfi executives complemented the food with tasting note, and commentary about the wines.

Romar Trading, distributor of Banfi wines in Aruba, co-hosted the evening with wine artist Clive Faustin who worked together with chef Matt Boland on the creation of the menu. The Wine Pairing Dinner delivered a marvelous evening, taking diners on a delectable tasting voyage of the most famous wines by Castello Banfi, paired with a truly festive, expertly presented 4-course menu.



July 1 was Aruba Ariba Day at the Hilton Aruba Caribbean Resort & Casino

Since the summer of 2015 as a proud member of the Hilton Hotels & Resorts, the resort has actively promoted the property's rich history interwoven with its modern beach esthetic. The iconic Aruba Ariba cocktail is part of the Aruba Caribbean's heritage. An Aruba Ariba takeover unfolded at the resort on July 1, to commemorate this in-house creation by Juan "Jocky" Tromp in 1963. It has been served at all the resort's food and beverage outlets ever since then.

The original recipe which was served in the lobby as a welcome cocktail calls for ½ oz Vodka, ½ oz White Rum, ¼ oz Grand Marnier, 1 oz Crème de Banana, and 5 oz fruit punch. The fruit punch recipe requires 3 oz orange juice, 2 oz pineapple Juice, ½ oz lemon juice and ¼ oz of Grenadine syrup. Resort guests were invited to meet and greet the inventor at the celebration.



Bucuti & Tara Beach Resort Welcomes Logan Hospitality

Bucuti & Tara Beach Resort announced the return of former executive team contributor Susan Logan. Logan will oversee sales, marketing, e-commerce and related projects from her Florida-based firm Logan Hospitality. Logan is quite familiar with the resort having worked there more than 20 years before leaving in 2009. Over the past decade, her work in hospitality has included owning and managing two successful restaurants and working with Booking.com. Most recently she served as the Director of Distribution, Reservations, & Revenue Management for a collection of over 600-member hotels at Historic Hotels of America - Historic Hotels Worldwide. Says Susan Logan, “I look forward to contributing new perspectives from my industry experiences to attract and please Bucuti & Tara guests.”

Tropicana Aruba Resort & Casino

The renovations of the final 100 suites in the Sunrise Tower are on schedule to have twenty “One Bedroom Premium suites” completed by the second week of August. They are also modifying twenty rooms in this tower to offer guests and timeshare owners the possibility of having “lock-off” units. These types of units will extend more value and comfort to guests and members.



Hyatt Regency Aruba Resort Spa & Casino

New Experiences

Designed for the traveler who prefers luxurious simplicity and elegance over conventional routine, newly refurbished rooms present a delightful sensory experience. All rooms and suites have new flooring, bathroom fixtures, as well as furniture and decor. All the modern conveniences are available too with 65” flat screen televisions, multiple, easy to reach, outlets and activated motion sensors to help guide you to your Hyatt Grand Bed after a

day at the pool. Differentiating experiences of categories include residential elegance with wood plank tile flooring and large woven area rugs in the Premium and Deluxe rooms, while Ocean and Island View rooms feature soft carpets that mimic the patterns of water rippling over sand. The resort also recently opened a new ocean fronting Regency Club Lounge for qualifying World of Hyatt loyalty guests



Restaurants

Burger Mania at Salt & Pepper Restaurant

The lunch special XXL Burger Mania begins with a Double Bacon Cheeseburger with bacon, cheese, lettuce, onions, tomatoes, pickles and fries. Guests are then 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! How tall will you go?



Enjoy the Ultimate Tomahawk Steak at Tango Argentine Grill

This exclusive, especially imported, juicy on-the-bone rib steak is named after a Tomahawk axe. Those who enjoy bone-in steaks such as the T-bone or Porterhouse will love this popular, wow-factor steak, which is not very common on restaurant menus. Its size is gigantic so that it is often shared. Served with Tango fries and vegetables, it is cooked to your specification by grill master Chef Julian Moronta.





Casinos

Hyatt Regency Aruba Resort Spa & Casino

Game On!

Announcing the new sports book at the Casino in Hyatt Regency Aruba Resort Spa and Casino. With over 260 slot machines and 21 gaming tables, a casino bar offering hand-rolled Cuban cigars and exotic drinks, this electrifying Aruba casino already keeps guests entertained night after night. The new sportsbook features comfortable plush seating and multiple flat screen televisions for players to enjoy betting on all their favorite teams. The Casino is open daily from 10:00 am to 4:00 am.

LOCATED BETWEEN MARRIOTT'S SURF CLUB AND HOLIDAY INN ON THE BEACH
MOOMBABEACH.COM • MOOMBABEACH@ARUBAWINEANDDINE.COM
JE IRAUSQUIN BLVD 230 • (+297) 586 5365



CHECK OUT THE ARUBA
WINE AND DINE MEMBERS AT:
WWW.ARUBAWINEANDDINE.COM



LOCATED BETWEEN MARRIOTT'S SURF CLUB AND HOLIDAY INN ON THE BEACH
MOOMBABEACH.COM • MOOMBABEACH@ARUBAWINEANDDINE.COM
JE IRAUSQUIN BLVD 230 • (+297) 586 5365

CHECK OUT THE ARUBA
WINE AND DINE MEMBERS AT:
WWW.ARUBAWINEANDDINE.COM

ARUBA
WINE
& DINE

Activities

Karaoke Party at MooMba Beach Every Thursday

Guests can sing their hearts out at this free weekly karaoke party, held from 4 - 6 pm. Rasta Alvin is the host of the party, which features bucket specials on Heineken, Amstel Bright, Chill and Balashi beer.





Pelican Adventures Treats United Dogs Aruba Foundation to Sailing Cruise

Pelican Adventures recently welcomed the volunteers of United Dogs Aruba Foundation aboard their catamarans for a relaxing snorkel sail. This marked the kick-off of the fieldwork in Aruba for the doctors and other volunteers that flew in for their special spay and neuter program, rescuing and treating stray dogs on the island.

The United Dogs Aruba Foundation started in January 2016, initiating different projects to improve the life of dogs and cats on the island and working together with all parties and volunteers involved in this cause. The mission of United Dogs Aruba Foundation is to bring together people and organizations that care for the animals on the island, and by working together improve the life of dogs and cats in Aruba.



Kukoo Kunuku Summer Fun Special

This summer, guests can book the Monday night Dinner & Nightlife tour offered Monday to Saturday, and save \$10 per person. The party starts at the hotel lobby as soon as their wacky, whimsical one of a kind, unique hand-painted buses pull up. Guests get dressed Kukoo Kasual, ready to shake their maracas all night long.

The evening begins with a Sunset Champagne toast, followed by Caribbean dinner at Casibari or Barney's (including one drink). Then three bar stops, with the first drink on them, and other drinks offered at special prices. At midnight, guests are taken back to their hotels after a memorable fun-filled night.





Business Technology

Aruba Timeshare Association News

- The members of the Aruba Timeshare Association convened for their monthly meeting held at La Cabana Beach Resort & Casino.
- Daniel Tecklenborg and Bryan Krozendijk of CEDE Aruba elaborated on their future “Happy Community Initiative” addressing local social challenges by fundraising in eight of ATSA’s Resorts.
- Hotelier Joe Najjar reported that almost 3.5 million florins will be spent by the Tourism Product Enhancement Fund on projects ranging from more trash cans on beaches to buoys in swim zones and permanent anchors in snorkeling sites.
- Tina Causey-Bislick and Vanessa Paulina gave a short presentation on their children’s book titled “The Search for Streya”, teaching kids about conservation.
- Retired hotelier Jan Van Nes was unanimously accepted as its first honorary lifetime member in recognition of his tireless work for tourism and ATSA.

Retail

Kay’s Fine Jewelry

Take the Happy Island home with you! The KFJ family has partnered with Swarovski Crystals to create this Limited-Edition Aruba DIVI TREE pendant.

Limited Edition Hand engraved Divi Tree on Swarovski Crystal with black enamel.

Available at \$99 for a Limited Time Period in store, and via email at info@kaysfinejewelry.com. There is no shipping cost till Aug 18, 2018.



Events

Farmer's Market at Ostrich Farm

The next farmer's market at the Ostrich Farm takes place on August 5. Some new local producers and artisans are participating in this edition, including Nonna with pica jelly, Anita Mirani with homemade cakes, Loraine Cooijman from micro greens and Abel Javanaillo with own hand made gemstone jewelry.



Summer Beach Festival at MooMba

Held on June 30, this wild afternoon was filled with fun, friends and foamy suds! Adding to the ambiance was a delicious BBQ with pinchos, DJ Yeimy with his supercool sound, fantastic drinks and icy beer, and the terrific beach vibe.



Let's Plant a Hundred Trees!

Cunucu297 held their amazing 'Ban Planta 100 Mata' event at which friends and families of all ages spent time with nature, planting trees. Some people even brought their own! Cunucu297 is located in Rooi Taki close to Frenchmen's Pass, an area once filled with many fruit and vegetable trees and populated by iguanas, owls and birdlife. This initiative is aimed at bringing it back to its former state.

Cunucu297 specializes in all types of landscape work. Their 'Mi Cunucu' concept offers people the chance to rent a small piece of land on their farm to plant their own fruits and vegetables. The farm also harvests and sells their own fruits and vegetables.



13th Annual Charity Golf Tournament

Arion Wine Company organized an exciting annual tournament with the active participation of Eric Wente of Wente Vineyards as the golf tournament host. Together with Papiamento Restaurant, the partners present a multi-tiered event over the course of one weekend each April. Players were treated to lunch prepared by Papiamento Restaurant.

At the award banquet at Tierra Del Sol, Govert van der Hout of Arion Wine Company, and Golf Pro James Kiley of Tierra del Sol handed the attractive awards and prizes to the winners, who posed with Eric Wente for a souvenir snapshot. This year, Fundacion pa Hende Muhe den Dificultad (Foundation for Women in Difficulty) was the recipient of the collected funds.

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:

a.middendorp@aruba.com

content@aruba.com

s.feliciano@aruba.com

and j.tilma@aruba.com

by the 5th of each month for it to be
featured in the same month.



Aruba Hosts the Caribbean's Largest Vow Renewal Ceremony

This event will take place on August 22, 2018 for the second year in a row, dubbed Vow Renewal 2.0. Held on the World's No. 4 Beach, Eagle Beach, couples from all over the globe are invited to "Renew Their I Do's" and participate in this amorous affair during Romance Awareness Month on the One happy island. The enchanting evening will be equipped with lively tunes, Carnival dancers and a traditional Hora Loca celebration.

Participants will enjoy a complimentary ceremony with champagne, hors d'oeuvres and transportation to and from the event. Ambiance and décor will be inspired by real destination weddings in Aruba, and couples are encouraged to embrace their inner bride and groom, donning white attire with pops of Caribbean color.

To pre-register or learn more about the event, please visit www.aruba.com/arubaido