

ARUBA PRODUCT UPDATE

TRADE EDITION

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

JULY 2021

OUR VISION

To lead the positioning and development of Aruba as a desirable and sustainable destination, by being an innovative and agile Destination Marketing and Management Organization.

CORE VALUES

Passion
Excellence
Unity
Forward Thinking

CORE PURPOSE

We drive prosperity for Aruba through sustainable tourism.

BELOW WE OFFER A SYNTHESIS OF SOME OF THE MOST PROMINENT AND IMPORTANT NEWS DURING THE MONTH OF JULY 2021

AWARDS & RECOGNITION

REGENERATIVE ARUBA RESORT; BUCUTI & TARA, TOPS FOR RENDEZVOUS - SIX YEARS RUNNING



For the third straight year, guests worldwide have once again crowned Bucuti & Tara Beach Resort as one of the Top 10 Hotels for Romance in the World according to Tripadvisor. The world's largest travel review site unveiled its Best of the Best Traveler's Choice Awards 2021. With 98% of its Tripadvisor reviews being the coveted 5-Bubbles status, Bucuti & Tara's guests are wooed with the dreamy couples' hideaway.

For the sixth year in a row, Tripadvisor also named the adults-only enclave as the No. 1 Hotel for Romance in the Caribbean. Bucuti & Tara continues to be ranked No. 1 Hotel in Aruba in the Top 10 Hotels in the Caribbean.

"We are tremendously grateful to the Tripadvisor community for these 2021 Travelers' Choice Awards in recognition for the world-class vacation experience guests enjoy at Bucuti & Tara Beach Resort," shares Owner/CEO Ewald Biemans. "The Bucuti Associates find new ways every day to continue enhancing our guests' stays and being top rated so many years running is an honor we hold dearly."

BACK TO 100%, AT THE HILTON ARUBA CARIBBEAN RESORT & CASINO

At the beginning of July, the Hilton Aruba Caribbean Resort & Casino proudly celebrated being at 100% occupancy, almost one year since its post lock-down reopening last year. It happened at a much faster recovery pace than predicted. What a wonderful feeling for the resort Team Members, eager to welcome guests back to their home away from home.

In recognition of the valuable support from Team Members at all levels of the operation, General Manager Vasco v. Baselli donned his chef's apron, and headed to the kitchen. What better way to show appreciation, than a sumptuous cook-out for lunch?

Baselli, has made it a tradition to cook for Team Members on special occasions, and the projected 100% comeback, was one. On the menu, two great favorites, Piri Piri Chicken and grilled Ribs, accompanied by a tangy, homemade BBQ sauce, and Baselli's special baked bean recipe, which he credits his mother. Team Members enjoyed their lunch at the Team Members' cafeteria, feeling a great sense of satisfaction over the prospect of being back at full capacity while future occupancy numbers remain very reassuring. The resort retained all of its Team Members throughout the pandemic.



ELEMENTS RESTAURANT ARUBA NO. 2 FOR BEST DATE NIGHT IN THE WORLD



Tripadvisor just announced the world's restaurants that are Tops for Date Night, and Elements restaurant at Bucuti & Tara Beach Resort is honored to be on the cherished list of winners. At No. 2 in the world for starry-eyed couples.

The world's largest travel review platform reveals that winners like Elements know how to "set the mood for a table of two." In describing Elements, Tripadvisor shared this guest review, it is "the most romantic place on earth for dinner. The server was magical, funny and on point. The dishes were elegant, savory and simply perfect."

Sophisticated menus showcase the restaurant's food-forward approach. Elements restaurant offers full menus for vegan and vegetarian for guests' thriving interest in plant-based dining, gluten-free, world cuisine and its newest dining experience, the Authentic Aruban & Caribbean Menu. Complementing this is its recent three-peat honor by Wine Spectator, the world's leading authority on wine, by earning the Wine Spectator 2021 Award of Excellence.

RESORTS

FORTUNE SPOTLIGHTS BUCUTI & TARA, EWALD BIEMANS AS SUSTAINABILITY SUCCESS RESOURCE



Globally recognized business media outlet, Fortune, featured its climate change article series, The Path to Zero, on Bucuti & Tara Beach Resort. The international media outlet held an extensive interview with Owner/CEO Ewald Biemans where writer Kristin Majcher sought his business intelligence in meticulously creating a responsible travel experience. The article, "[How eco-travelers are fueling hotel industry's sustainability drive](#)" reveals Biemans' insights into the race-against-the-clock to curb global climate change particularly in the highly vulnerable Caribbean. In it, he also shares how businesses can be financially successful simultaneously while of course offering a memorable vacation experience for guests.

Fortune has 13.9M unique monthly visitors worldwide to its website. It is the No. 1 business media outlet referenced by corporate-level executives and business owners such as Biemans. Additionally, it publishes ranked lists including the famous Fortune 500 companies list of the largest United States corporations by total revenue. In the human resources field, for example, it publishes a list of the Best Companies to Work For among many other lists and resources widely used.

CARIBBEAN'S NO. 1 ROMANTIC HOTEL SAYS "I DO" TO LIVESTREAMED MICRO-WEDDINGS



Engaged couples whose wedding and honeymoon plans have been in a pandemic holding pattern for more than a year have a new option to say “I do” at Bucuti & Tara Beach Resort. Couples can now make it official while livestreaming the event to friends and family with the resort’s new Livestream Micro-wedding Experience. The livestreaming is available for up to 300 guests and is an add-on service. Well-wishers even have the opportunity to send a gift to the couple through Bucuti & Tara’s online gift guide.

On any given day, Bucuti & Tara’s guests hail from any one of 25 countries worldwide. While the return to travel continues growing, coordinating and gathering for larger group travel particularly internationally is still complex.

“Recognizing that love does not always want to wait, our new Livestream Micro-wedding Experience lets couples proceed with their wedding while still including their friends and family wherever they are in the world,” shares Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort. “Often for a destination wedding, many who are invited cannot attend, so this new elegant solution lets all of the couple’s family and friends share in their special day.”

ARUBA MARRIOTT RESORT CELEBRATES PRIDE



Along with many Marriott International hotels within the Caribbean and Latin America (CALA) region, Aruba Marriott Resort joined the region to activate around Pride month.

Colors of the Pride rainbow flag were illuminated on the palm trees at the hotel entrance and a color shoot backdrop was displayed in the hotel lobby with colors of the PRIDE rainbow flag, with aim to promote diversity and inclusion among guests and associates and amplify support for the LGBTQ+ community. This initiative supports one of the very important Marriott’s cultural values of Putting People First and aims at conveying our commitment to making every traveler and associate feel comfortable being who they are, everywhere they travel or work.

As a thank you for visiting the hotel during Pride month, Gelato & Co. promoted 2 for \$10 special on Rainbow gelato popsicles for those that took a photo at the Pride backdrop display in the lobby.



HYATT REGENCY ARUBA RESORT, SPA & CASINO

SUMMER IS BETTER TOGETHER

Soak up the sun with your favorite travel partner this season and enjoy all of our signature amenities in one package when you book the Elite Experience at Hyatt Regency Aruba Resort Spa & Casino. Book now for stays through March 31, 2022 using offer code ELTEXP and experience a private cabana, best available palapa, new Regency Club services, romantic dinner for two and a casino credit. Learn more at aruba.regency.hyatt.com.

CELEBRATIONS AT HYATT

Announcing the new weekly Celebrations at Hyatt Regency Aruba Resort Spa and Casino. Available to resort guests visiting for an anniversary or honeymoon, the weekly hosted event includes wine, beer, specialty drinks passed hors d'oeuvres and a romantic sunset. This event is available by invitation only and guests are encouraged to notify the resort of their special milestone prior to arrival.

EMBRACE TRANQUILITY WITH ZOIA SPA

Make the most of your romantic getaway with a ZoiA Spa couples massage at Hyatt Regency Aruba Resort Spa and Casino. This soothing massage starts with a full-body ZoiA Dushi Massage, reducing tension and enhancing circulation throughout the body. You are massaged side by side in a peaceful and serene environment followed by a foot massage while floating in our Trankilo Pool. Book now at [ZoiA Spa](https://aruba.regency.hyatt.com).

DINING UNDER THE STARS

Reconnect and share a memorable island moment with an intimate three course dinner at Hyatt Regency Aruba Resort Spa & Casino. Available from 5:30 to 10:00 p.m., daily, reservations are recommended for this limited seating dining experience. To learn more, please visit aruba.regency.hyatt.com.



BOARDWALK CELEBRATES EDUARDO'S PARTNERSHIP WITH NEW SERVICES



Boardwalk Boutique Hotel launched a collaboration with local partner Eduardo's Beach Shack as exclusive food & beverage provider on property for their hotel guests in late 2019. This partnership evolved and expanded over the last 1,5 years and now includes daily room service for a la carte and packaged breakfast orders, extensive breakfast items, juices, hot & cold drinks and lunch specials at their F&B Shack and Smoothie Bar on property, as well as a daily happy hour. On July 5 the entire Eduardo's team serving food and drinks at Boardwalk received a Customer Service training, setting the staff up for continued success in line with the creativity and excellence the Eduardo brand stands for.

Eduardo's new menu items as of July 1, include a variety of a la carte items and daily lunch specials. Room service in the comfort and privacy of the guests own casita is available daily from 8-11 am; breakfast items range from pancakes and fruit platters to eggs any style. Lastly, a new daily happy hour takes place at the hotel's main pool, offering ice cold local beers and curated cocktails from a rolling bar cart in Caribbean style.



RESTAURANT

CAFÉ THE PLAZA'S JULY SPECIAL FEATURED A DELICIOUS VARIETY



Café the Plaza in the Renaissance Marketplace presented its lunch and dinner special for the month of July. Following in the successful footsteps of five previous editions, this 3-course choice menu featured wonderful classics as well as delicious newcomers. the price was \$27.50 per person.

The menu of this three-course feast started off with a choice between in herbs marinated grilled octopus, stuffed mushrooms, a shrimp-chorizo cocktail and a mini-Dutch platter. Then it was time for the main course; guests could have chosen between chicken & steak, Caribbean pork, a seafood casserole and Atlantic spiced wahoo. Dessert was either a chocolate brulée, churros with dulce leche, ice cream basket or blue berry cheesecake.

AQUARIUS RESTAURANT IS READY TO WELCOME YOU BACK



After 3 weeks of renovation, Aquarius, located at the Renaissance Aruba Resort & Casino, is ready to welcome you again. Aquarius, known as the #1 restaurant for their extensive seafood buffet and the place to be for your Sunday brunch, completed its renovation and is ready to serve you again. According to Diego Lemasson, Director of Beverage & Food; “We’ve created an extended modern, and dynamic new buffet station with even more options to choose from”. Once you enter Aquarius you’ll see a bigger and better buffet station. Additional to its regular stations; salad, sushi, soup and hot-items stations, Aquarius added more to their buffet like a carving station, a salad preparation station, an ice cream station including an extended dessert station. New is the ‘pure local’ station dedicated to all local farmers, this way Aquarius wants to promote and encourage farmers to produce local, a little indigenous touch to the buffet for resort guests and local customers. Aquarius is open every day serving breakfast starting at 7AM till 11:00AM. The lunch buffet opens at 12PM till 3:30PM and the famous seafood dinner buffet is available from 5:30PM till 11PM.



GIANNI'S GROUP LAUNCHED FOOD ORDER & DELIVERY APP GG2GO



Gianni's Group, launched Aruba's first downloadable Delivery App representing 9 of the best restaurants on the island. Making dining easier with delivery anytime, anywhere with the ease of paying online.

Choose from the famous Neapolitan pizzas from Amore Mio Pizzeria, poke bowls from Garden Fresh Café, sushi platters from Azia Restaurant and Lounge, lamb chops from Daniel's Steak & Chophouse to the homemade ravioli and gnocchi from Gianni's Ristorante. All of these options and more now become available at your fingertips with a few clicks of a button. Not only does the app offer the ease of online ordering – users can join Our GG Loyalty program with Added Benefits! GG2GO offers the perfect solution for a movie night in, post-workout pick me up, unexpected guests, beach day you do not want to end, or simply when you just don't feel like cooking.



ARUBA'S NEWEST DINING EXPERIENCE WAS GENERATIONS IN THE MAKING

The alluring aromas, tastes and stories of generations of Arubans are drawing in locals and off-island guests, alike, for Elements restaurant's newest dining experience at Bucuti & Tara Beach Resort. The Eagle Beach restaurant recently introduced its new Authentic Aruban & Caribbean Menu. As Executive Chef Marc Giesbers notes, "when locals love it, you know it's good." Just like prior to a world of importing, the daily dishes rotate based on what ingredients are locally in season. This endeavor has continued to grow Bucuti & Tara's commitment to support local farmers. Even Aruba's youngest farmers, fourth-grade students at a local elementary school who practice growing produce such as mint, are suppliers to Elements' new dishes. With the return to travel well under way, this new Authentic Aruban & Caribbean Lunch guarantees diners a different eating experience. Time-honored selections rotate with the following, which is just a sampling.



- The starch basket
- Local and regional seafood
- Meats
- Stews/soups
- Vegetables and sides
- Sweet selections
- House-made condiments

"Our Elements restaurant team is taking great pride providing treasured local dishes and family favorites to Arubans along with introducing off-island visitors to authentic cuisine," shares Executive Chef Marc Giesbers.

ACTIVITIES

COSECHA ORANJESTAD ARUBA NOW OFFERING A WEDDING RECEPTION VENUE



Cosecha Oranjestad is offering a wedding venue space that can be used after your civil marriage at the City Hall. They are located 5 minutes from the City Hall in a beautiful historical monumental building. Aruba's City Hall is a Caribbean style mansion that was built in 1925. The City Hall is currently a monument, where all legal civil weddings take place. It is located close to Cosecha Oranjestad to celebrate your special day together with your loved ones in a beautiful artistic atmosphere. The wedding reception takes place in Cosecha's art venue on the second floor.

The venue displays different local arts and crafts made by Cosecha's certified artists, Ideal for creative, artistic wedding themes. The wedding package includes:

- Utensils & glasses
- Traditional local cake "bolo preto" Air condition space
- Basic artistic decoration
- Wooden tables
- Wooden chairs
- Prosecco
- Cosecha host

Cosecha is located in the center of Oranjestad 10 minutes from the high rise area. Surrounded by restaurants, retail stores, resorts & cafe's.

SHOPPING

LORETTI DESIGN LAUNCHES POP UP GALLERY



Loretti Design launched its latest concept, the Loretti Design Pop Up Gallery recently at the Divi Tamarijn. Deborah de Weerd, the designer and creative force behind the Loretti Design Collection presented the custom designed and fully supporting pop up gallery. A portable tailor-made flight case with the integrated led lighting and wooden, flexible interior provided a platform to exhibit the artisanal locally designed products.

“As a local artist, being able to interact with those interested in art and design is highly energizing. I have been welcoming guests to my studio for some time which enables a personal connection and allow me to create custom designs. Being part of Aruba’s creative industry and in particular the artisanal product. Made in Aruba, it is exciting to start working with this new Pop Up concept. It will provide a more flexible platform to showcase the latest Loretti Design collection and connect with a broader audience.”

Located in Paradera Park Aruba, Loretti Design brings contemporary, handcrafted jewelry designs with an artistic and creative twist. More information can be found on the newly revamped website and online shop www.lorettidesign.com.

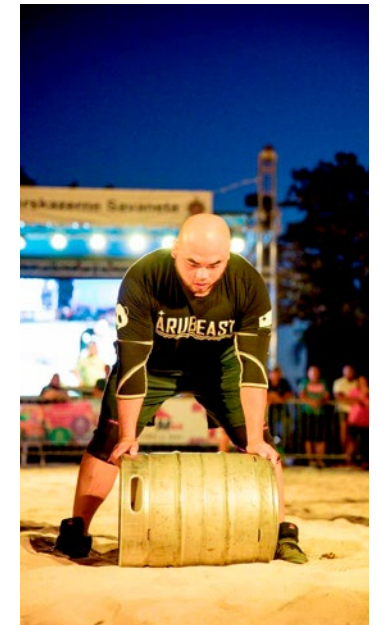
EVENTS

THE STRONGEST MEN OF ARUBA WILL COMPETE AGAIN!



The fifth edition of the Strongest Man of Aruba competition will be held at Surfside Beach Bar this year! Starting on Friday October 8th until Sunday October 10th. Surfside beach will be a showcase of sheer willpower, incredible strength, trembling muscles, bulging biceps and other well-trained body parts. Judges will have a difficult task, judging game elements like Beer Keg Throw, Truck Pull, Atlas & Husafell Stones, Lock & Dead Lift and Farmer’s Carry to get to their conclusion of who is the winner. The event is open to men in the following weight categories: <90kg and >90kg. In total the astonishing amount of AWG 4.000,00 can be won and of course there will be medals and trophies. Who will be the strongest this year?

The beach will be well-lit in the areas where the competitions take place; there will be a special bar on the beach, live music every evening as well as daily bands and DJ’s. On Sunday the participants will be in for a surprise, as they will be required to navigate a track during which a combination of various elements should be performed.





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ARUBA PRODUCT UPDATE

TO OUR TOURISM PARTNERS

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