

ARUBA PRODUCT UPDATE

TRADE EDITION

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

JULY 2023

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
Pioneering
Integrity

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 2023

ATA NEWS

ARUBA I DO VOW RENEWAL - LOVE CONQUERS ALL ON THE ONE HAPPY ISLAND



Escape to Aruba for the ultimate vacation. The Caribbean's largest vow renewal ceremony will take place on August 9, 2023 at sunset on the stunning shores of Eagle Beach, ranked as the second Best Beach in the world by TripAdvisor's Traveler's Choice Awards 2023.

Aruba's Vow Renewal Ceremony is now in its fifth year and welcomes couples from all corners of the world to celebrate their love. We're creating a mesmerizing unforgettable ambiance for an evening of romance by the beach. Bring your significant other and renew your vows.

Registration is still open: <https://www.aruba.com/us/renew-your-vows-in-aruba>

NEW DIRECT FLIGHT FROM CALI TO ARUBA: WINGO EXPANDS CONNECTIVITY



The Aruba Tourism Authority has been dedicatedly working on diversifying the industry's strategy, which has yielded positive results, particularly in the Latin market. From 2011 to 2019 (excluding the Venezuelan market), there has been an average increase of 5% in this market. Currently, Wingo operates three direct flights to Aruba. The flights from Bogota and Medellin alone account for 41% of the total passengers traveling from Colombia to Aruba, as of May 2023. With the upcoming addition of a direct flight from Cali to Aruba, it is projected that this percentage will further increase, solidifying the strong relationship between Aruba and Colombia.

The Aruba Tourism Authority expresses gratitude to Wingo's partners for their trust in the destination, as well as to the Government of Aruba for believing in the vision of A.T.A. Furthermore, we extend our appreciation to the entire team at AAA for their unwavering support and dedicated efforts.



WINE & FOOD WEEK

The 19th annual Wine & Food Week took place in The Woodlands the week of June 5-10. Infini's Chef Urvin Croes and Two Fools & a Bull's Chef Erwin Huskin joined other chefs throughout the week at various events. On Friday, Papiamento Rum, joined us at the Sips, Suds and Savor event with samples of their Caribbean Carnival Rum. Saturday evening, over 40 chefs competed in the Grand Tasting and a chance for being named best of the evening. Chef Croes took home 3rd place with a delicious, yet surprising bite. His ahi tuna served on pan bati topped with lemonade crème, strawberry pico de gallo, and French fried onions won over the judges and attendees alike.



TOURISM

DE PALM TOURS

DE PALM TOURS HOSTS SUCCESSFUL HEALTH MONTH ACTIVITIES PROMOTING HOLISTIC WELLBEING

De Palm Tours is thrilled to announce the completion of its Health Month activities held throughout the month of June. The month-long initiative aimed to promote holistic health and wellbeing among its team members.

The Health Month schedule featured an array of engaging activities including lectures, workshops, and tryouts, covering various aspects of health. The events encompassed nutrition, fitness, mindfulness, mental health, and more, providing participants with valuable insights and practical tools for leading a healthier lifestyle.

Some of the notable activities included:

1. Nutrition Presentation by Charlene Leslie: Charlene, a well known nutritionist for HOH, delivered an informative presentation on the importance of proper nutrition and its impact on overall wellbeing.
2. HIIT Workout Workshop by Fabricio: Fabricio conducted a high-intensity interval training (HIIT) workshop, offering participants an opportunity to experience an invigorating workout routine.
3. Nutrition and Wellbeing Presentation by Aruba Healthy: Rosetna led an engaging workshop focused on enhancing participants' resilience and embracing challenges for personal growth.
4. Survival of the Fittest Workshop by Lady Bautista: Lady Bautista shared valuable tips on maintaining a balanced diet and achieving overall wellbeing, including a strengthening workout.
5. Zumba Workout by Camila: Camila led a fun-filled Zumba workout session, combining energetic dance moves with fitness, promoting an enjoyable way to stay active.
6. Mindfulness at Work by Shanti Aruba: Shanti conducted a mindfulness workshop, highlighting the significance of incorporating mindfulness practices into the workplace for improved focus and stress reduction.
7. Mental Health Lecture by Medwork: Medwork delivered an insightful lecture on mental health, raising awareness and providing strategies for maintaining mental well-being.
8. CrossFit by Muscle & Lungs Box: Muscle & Lungs Box organized an intense CrossFit session, encouraging participants to push their limits and embrace physical challenges.

De Palm Tours extends its heartfelt gratitude to all team members who, despite busy operations schedules, were able to attend many of the events.

The Health Month Champion, Sanaida Browne, a dedicated team member who demonstrated her determined commitment to her journey towards a healthy and fit lifestyle, deserves special recognition. Her dedication serves as an inspiration to all. A special thanks goes to Riu Hotel for graciously providing their meeting space for our first event, setting the stage for a successful Health Month.

The planning and execution of the Health Month activities were made possible by the hard work and dedication of the De Palm Events Committee. Their tireless efforts ensured a remarkable and impactful Health Month experience for all participants.

De Palm Tours is delighted to announce that the health awareness endeavors will continue well into July with the company-wide Health Check, in collaboration with Xavier University School of Medicine Aruba, and eye pressure examinations conducted by Aruba Vision Center.



RESORTS

HYATT REGENCY ARUBA RESORT & CASINO

FUN FALL GETAWAY

Relax and make the most of your One Happy Island fall escape when you combine your World of Hyatt Points with cash at Hyatt Regency Aruba Resort Spa and Casino. T&C apply. For details and availability, select search points and your preferred dates of travel on aruba.regency.hyatt.com.

LUNAR CELEBRATIONS IN AUGUST

Registered guests of Hyatt Regency Aruba Resort Spa and Casino are invited to join Maria Pucci for guided movements aimed at improving breathing and increasing energy while enjoying the beautiful view of the full moon and the soothing sounds of ocean waves. The sessions are set to take place on August 1 and 31 to celebrate the month's two supermoons. Registration is available at hyattbeachservices.com

RUINAS DEL MAR BAR UNVEILS SIGNATURE DRINKS

Ruinas del Mar Bar introduces a sophisticated new menu of handcrafted cocktails, premium spirits, and fine wines. Created by resident mixologist, Paloma Boissard, the cocktail menu is composed of a select list of ingredients that are expertly infused with the use of cutting edge techniques. Using the finest imported whiskey, gin, vodka, and rum, the signature drinks include delightful options of savory, sensuous, refreshing, and tropical flavors. Traditional cocktails and fine wines are also available.

ALOE SUN RELIEF

Too much fun in the sun? Experience some relief at ZoiA Spa and Royal Aruba Aloe. For a soothing wrap from experienced therapists, book the ZoiA Spa Aruba Sun Rescue and enjoy 45 blissful minutes in a hydrating cocoon of Aloe Vera. When time is limited or for some aloe-on-the-go, shop at the Royal Aruba Aloe store next to ZoiA Spa for a selection of the island's go-to sun care essentials. Learn more at aruba.regency.hyatt.com.



AMSTERDAM MANOR BEACH RESORT

AMSTERDAM MANOR BEACH RESORT GROUP MEDIA TOUR

This past June, Amsterdam Manor Beach Resort had the pleasure of hosting a fantastic group of five top-tier journalists representing a diverse mix of national powerhouses and premier regional publications including Cosmopolitan, Travel Noire, Millennium, New Jersey Family and New Jersey Bride. The team prepared an impressive and memorable trip for our guests to relish consisting of incredible on and off property experiences with Amsterdam Manor as the home base for an amazing four nights. Upon arrival, the group met up for a brief property tour of the newly renovated property. We then joined the weekly anticipated manager's cocktail party at Horizons Lounge where they enjoyed happy hour cocktails, fresh hors d'oeuvres, and live entertainment before settling down for dinner. The next morning, the group geared up for an exciting Baby Beach Off-Road Safari Jeep Tour where they explored Aruba through the eyes of a local with De Palm Tours and ArtisA. After the tour, the group enjoyed some rest and relaxation before meeting back up for a private paint class led by local artist, Erika Moran. Everyone loved painting the islands famous Fofoti trees, especially with a front row view from Horizons of the sun setting over them! Finally, the night ended with an exceptional four course dinner on the penthouse balcony overlooking award-winning Eagle Beach which was nothing short of amazing. The next day kicked off with an extravagant floating breakfast at Amsterdam Manor where everyone was in awe at the presentation and the local inspired cuisine! Our attendees then enjoyed a day of leisure, where they relaxed under the palapas on the beach, enjoyed lunch at Passions on the Beach and explored downtown. To end our evening, we all met back up to head to dinner off-property at Taste My Aruba, where we enjoyed an amazing family style Aruban meal. Everyone was truly blown away by the exceptional service, delicious food and drinks and the restaurant's astonishing design and décor. Our evening concluded with a round of delectable, customized cocktails at Apotek Speakeasy where everyone loved the speakeasy's creative concept and fun atmosphere! Our final day in paradise started with a thrilling adventure exploring Aruba on the luxury Monforte cruise with Pelican Adventures where we all enjoyed exceptional views, a delicious lunch and fun island-inspired cocktails. After having a few hours to relax once returning to the resort, we met back up for a phenomenal, sunset dinner at Passions on the Beach – everyone was left speechless by the incredible cocktails, cuisine and ocean views as we dined with our toes in the sand. Finally, we ended the night at Horizons Lounge, where we all shared one last drink and recapped our favorite moments from the extraordinary and unforgettable weekend on the One happy island.



AMSTERDAM MANOR BEACH RESORT



PENTHOUSE SUITE DINING EXPERIENCE PACKAGE ADD ON AT AMSTERDAM MANOR BEACH RESORT

Elevate your experience at Amsterdam Manor Beach Resort and vacation like royalty in our newly renovated Penthouse Suite with a one-of-a-kind private dining experience, overlooking award-winning Eagle Beach.

The Deal: For \$200 per guest, guests staying in one of our Penthouse Suites can add a luxurious dining experience to their stay. The offer includes a delicious three course meal with wine and private service on the suite's balcony.

Terms & Conditions: Package price \$200 per person. Minimum three-night stay in a Penthouse Suite. Minimum of 2 guests, maximum 8 guests. For more information or to book your stay, please visit www.amsterdammanor.com.



FAMILY FUN PACKAGE ADD ON AT AMSTERDAM MANOR BEACH RESORT

Escape with your family to one of the dreamiest beach destinations in the world. Amsterdam Manor Beach Resort is welcoming families from all over to enjoy some fun in the sun while in Aruba. While offering special surprises for all members of the family, the kids will be especially blown away by the one-of-a-kind outdoor adventures and exciting sweet treats.

The Deal: Start your vacation with a family friendly excursion to the beautiful butterfly garden. This adventure includes tickets for the entire family to interact and take photos with the unique butterflies. Your little ones will be over the moon to go back to the room and find the “kiddie turn down amenities,” which includes sweet treats like candies and of course the dynamic duo, cookies and milk. The package also includes a voucher for free ice cream at Horizons Lounge, as well as an Aruba stuffed animal or blanket to take home.

Terms & Conditions: Package price \$250. Minimum three-night stay between May – November 30th. For more information or to book your stay, please visit www.amsterdammanor.com.

BOARDWALK BOUTIQUE HOTEL ARUBA



BOARDWALK SHARES UPDATES ON SOCIAL MEDIA RESIDENT CAMPAIGN 2023

June 30th concluded the application period to become Boardwalk Boutique Hotel's 2023 Social Media Content Creator. Over the next weeks the property team will study all 600+ applications from no less than 39 different countries, including USA, Canada, UK, Belgium, Portugal, Argentina, Malaysia, The Netherlands, Romania, Indonesia, and Brasil.

"It's been another very successful campaign so far", shares Trisha Reinkemeyer, Boardwalk's marketing & guest experience assistant manager who is spearheading the project for the second year in a row. "To our surprise the responses from international influencers and content creators were as incredible this time as they were last year when we first introduced this unique opportunity to come spend a month in Aruba to discover the island and enjoy all the perks of our boutique hotel. At the same time, the international media was great as well, which makes this also a very successful pr initiative for both our hotel and Aruba, especially with the press attention we received in newly entered markets such as the United Kingdom."

Boardwalk's social media content creator campaign was featured in some twenty magazines, newspapers, and travel websites worldwide including Narcity & Curiosity in Canada, The National News & Travel + Leisure in the USA, The Mirror & Daily Star in the UK and Idealista in Italy.

After studying all applications, a top five of best candidates will be individually interviewed by the property team. The final winner will be selected on August 7th and get to spend a month in Aruba. During their stay, the social media content creator will experience all different room types and casitas at Boardwalk, explore the island and share their content creation expertise with the property's marketing team.

In a recent reel, Boardwalk shared clips from the aftermovie that former social media resident Tess Gerdemann created of her experiences in Aruba while staying at the boutique hotel in 2022.



TRAVEL+LEISURE

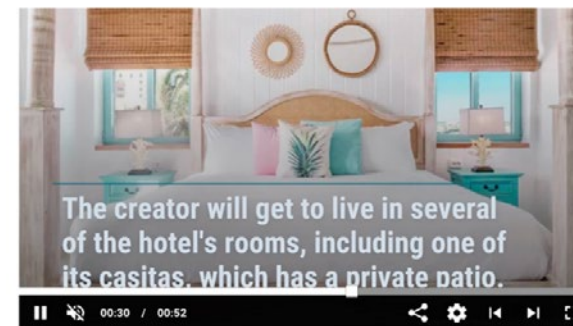
TRIP IDEAS TRAVEL GUIDES WORLD'S BEST TIPS + PLANNING CRUISES TRAVEL PRODUCTS NEWS ABOUT US

NEWS

You Can Live for Free in Aruba As This Hotel's In-house Social Media Creator — How to Apply

After much success with their 2022 job posting, Boardwalk Boutique Hotel Aruba is hiring once again.

By [Stacey Leasca](#) | Published on May 8, 2023



RENAISSANCE WIND CREEK ARUBA RESORT



WIND CREEK ARUBA HOSTS 5TH ANNUAL LONG TABLE ARUBA, AWARDING \$60,000 TO LOCAL CHARITIES

Long Table Aruba, hosted by Wind Creek Aruba, concluded its 5th annual culinary charity event celebration on Sunday, June 11. Billed as “the only meal worth \$50,000 for Aruba”, Long Table Aruba featured a white-hot dinner for guests during which Wind Creek donated a total of \$60,000 in community impact donations.

This year’s online video contest included over 40 organizations representing Animal Care, Caregiving Services, Health & Wellness, Humanities & Arts, and Youth Education, and five charities (one from each category) were awarded \$10,000 each. Members of the public, co-workers, family, friends and the community reviewed dozens of video submissions by local organizations and voted

for their favorite video. Prize winners were selected via an online voting process held from May 22-June 4.

The 2023 Long Table Aruba Video Contest Winners are as follows:

- Animal Care – [Stichting TurtleAruba](#)
- Caregiving Services – [Stichting Micky's Foundation Aruba](#)
- Health & Wellness – [Grupo Curason Jong Paradera](#)
- Humanities & Arts – [Creative Arts Aruba Stichting](#)
- Youth Education – [SC United](#)

“At Wind Creek Aruba, we’re honored to recognize the incredible local organizations that are constantly striving to better our island,” said Paul Gielen, General Manager of Wind Creek

Aruba. “This event gave us an opportunity to not only enjoy a memorable evening, but to also say thanks to hundreds of community leaders who give their time and effort to support our Aruban community each day.

In celebration of the sixth anniversary of its acquisition of Renaissance Aruba, Wind Creek Hospitality also awarded \$10,000 to a sixth organization, Brighter Future Academy Foundation, receiving the next highest number of votes across all categories.

Since Wind Creek Aruba’s founding in 2017, community impact and disaster relief have been tenets of Wind Creek Aruba property operations. To date, Wind Creek Aruba has raised more than \$225,000 through their on-site hallmark events, Long Table Aruba and

Winter Wonderland and continues to provide in-kind hospitality and food donations to organizations in need of disaster relief.

Gielen added, “We’re fortunate to have a devoted Wind Creek Aruba team that came together to produce an exceptional event that honors and champions our local Aruban community. The spirit of giving was infectious, and we hope to have left a positive impact on all attendees, from guests to team members and sponsors. We look forward to supporting and amplifying the voices of our local charities and organizations in the years to come.”

For more information about Wind Creek Aruba and Long Table Aruba, please visit www.windcreek.com/aruba.



IT'S TIME TO ROSE THE DAY AWAY!

The fourth edition of this bubbly beach event is coming back to the gorgeous shores of the Renaissance private island. Pop a bottle of Rose while enjoying live entertainment on the soft sands of Iguana Beach at Renaissance private island

Book your tickets for "Rose the Day Away" for \$55 per person at www.renarubaevents.com and get ready for an unforgettable day filled with music, laughter, and endless rose wines.

We eagerly await your arrival, ready to create pink memories together on this secluded paradise. Join us with your glass in hand, ready to revel in the festivities!

Date: August 19th, 2023

Time: 6pm

Dress Code: Pink or White

Location: Renaissance Private Island

Ticket price : \$55 per person which includes:

Admission to the event

Welcome pink drink

Boat ride to Renaissance Private Island

Live entertainment

Fun goodie bag

WANT TO STAY & PARTY?

We have you covered with our room package, Rose the Day Away! Get ready to Eat, stay and Rose at Renaissance Island.

Package includes accommodations at the Renaissance Marina Hotel

- Adult Exclusive, tickets to Rose All Day event on August 19th at Renaissance Island, Glass of Rose upon arrival at BLUE, Rose Manicure or Pedicure at Okeanos Spa, and USD\$10 match play coupon at Wind Creek Aruba Casinos

Details:

- Rate is \$366 per room per night, excluding 27.13% of room taxes, and the \$3.50 of Environmental Levy. All charges subject to change without prior notification
- Valid for stays August 15-24, with a 5 nights minimum stay
- Inclusions are per room per stay, for up to two adults staying in the same paying room
- Not combinable with other offers or promotions
- Maximum occupancy at the Renaissance Marina Hotel is 2 adults, ages 18 and up.

HILTON ARUBA CARIBBEAN RESORT & CASINO

ARUBA'S ORIGINAL SIGNATURE COCKTAIL TURNS SIXTY

The Hilton Aruba Caribbean Resort & Casino is celebrating the 60th anniversary of the Aruba Ariba cocktail, created at the resort on July 1st, 1963. Bartender Juan “Jocky” Tromp, invented this unique beverage for a special occasion working at the Aruba Caribbean Hotel, and his exceptional drink recipe stood out and gained recognition and distinction for its special qualities throughout the years. The recipe? The original one, created on that day, 60 years ago, included vodka and white rum, laced with Crème de Banana, flavored with Grand Marnier, pineapple juice, orange juice, lemon juice and grenadine syrup.

It was originally named the “Ariba Aruba”, and Tromp still treasures his original scribbles, on a piece of napkin paper with all ingredients listed.

Today, the drink is most commonly known as the “Aruba Ariba.” It is the island’s signature vacation cocktail, celebrated at the resort each year, on the day it was born.

To mark this exceptional milestone, the resort planned a series of guest and Team Member activities highlighting the cocktail’s heritage throughout the resort.

Team Members attended planned sessions before the celebration month, to delve into the rich history of the Aruba Ariba, understand its significance to the resort, and even learn the art of crafting the delightful concoction! In addition, Team Members are wearing special Aruba Ariba shirts every Saturday during the month of July to commemorate 60 years of the original Aruba Ariba.

The marketing department will continuously produce captivating videos of Team Members during the celebration month. The exciting videos will be shown on Hilton Aruba’s social media platforms, engaging the online community with the spirit of the Aruba Ariba festivities.

Every Saturday during the month of July, arriving guests will be greeted in the lobby with a complimentary Aruba Ariba to experience the famous original cocktail accompanied by live steel band music. To make it extra special Juan “Jocky” Tromp was also present on the first Saturday of the month to celebrate with the team.

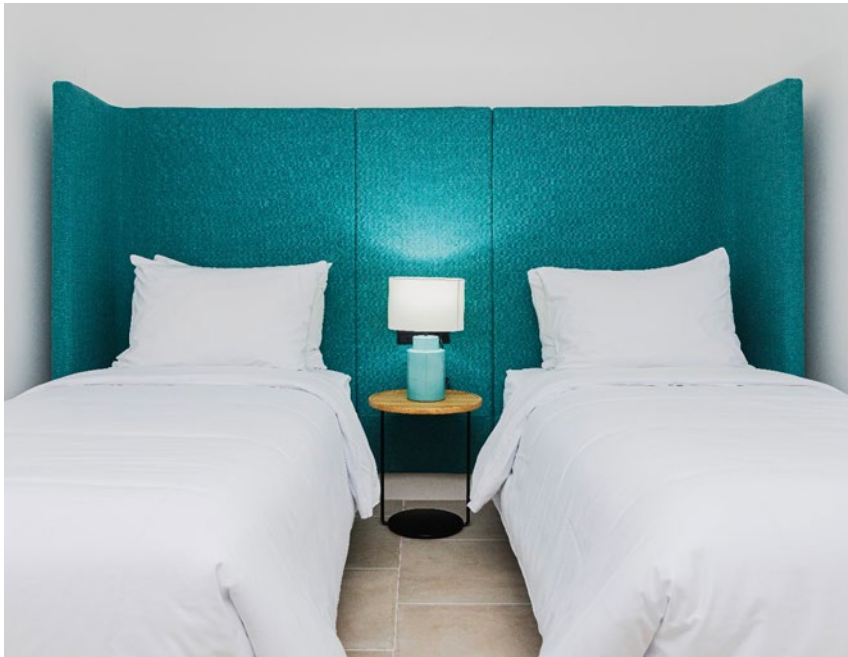
The Food & Beverage department, spearheaded by the Culinary Brigade responded to the challenge to create befitting Aruba Ariba specialties. The team created scrumptious Aruba Ariba infused Macaroons, available for guests as an amenity during the month of July upon arrival. Partnering with Planet Gelato, guests will enjoy a special treat served around the pool area each Saturday in July with a specially created Aruba Ariba sorbet.

At the Sunset Grille Restaurant, guests were treated to an amuse-bouche inspired by the delightful flavors of the Aruba Ariba recipe, at the onset of the festivities on July 1st. The special culinary delight was designed to enhance guests’ dining experience, celebrating the historic day.

During the Month of July, Mira Solo Bar is serving the cocktail as originally prepared by “Jocky”, as well as three additional thrilling new variations; the Aruba-Tini, Aruba Love, and Aruba Sunset Breeze. These exciting beverages are available for purchase by guests. They were created exclusively in honor of the iconic cocktail’s anniversary.



RADISSON BLU ARUBA



SNEAK PEEK INSIDE THE INTERIORS OF RADISSON BLU ARUBA'S NEW ROOMS

Radisson Blu Aruba, the only LEED-Certified hotel on the island which is known for its stylish architecture infused with eco-friendly elements, modern and sleek designs, along with its immaculate gardens and spacious rooms will now be adding additional premium rooms to their current inventory.

The new premium rooms will boast the same modern and sleek look that Radisson Blu Aruba is known for, however the new décor aesthetic and bright color patterns will provide a more sophisticated and cozier feel for all guests who enter. The carefully conceived design scheme incorporates rustic elements, luxury furnishings, and well-thought-out home amenities for guests to use during their stay.

With the addition of the new premium rooms, guests can choose between one-bedroom and two-bedroom suites with pool view, island view or ocean view, and three-bedroom penthouses on the top floors, with sweeping vistas of Aruba's landscape or beaches.

Aside from the addition of the new premium rooms, the resort now also operates its own designated beach area near Moomba, with complimentary umbrellas and sun loungers for its guests.



RADISSON BLU ARUBA



SENSES FINE DINING DELIGHTS WITH ITS NEW EARLY DINE-IN MENU

The award-winning Senses Fine Dining, located at Radisson Blu Aruba, now offers a true delight for diners with its 3-course early dine-in menu with optional wine pairing available from 5:00PM – 6:30PM daily. The appetizing menu offers a mix of seafood and poultry dishes, ending with a sweet dessert.

Diners can start off with a mouthwatering beef carpaccio or salmon tartar as appetizer, followed by wolffish with vegetables, roasted potatoes and beurre blanc or corn-fed chicken breast with mashed potatoes and corn as the main attractions, and to end things on a sweet note, diners can choose from apple Bavarian cream with garnish or chocolate chip cookie for dessert.

This new and appetizing menu is a great way for early diners to unwind and experience the culinary delight that senses is known for. Senses is also open daily from 5PM – 10PM for a-la-carte dinner, and for reservations for their Chef's Table Experience visit the website <https://sensesaruba.restaurant>.

ARUBA MARRIOTT RESORT & STELLARIS CASINO



GELATO & CO. OFFERS A LOCAL SPECIAL DISCOUNT DURING THE MONTH OF AUGUST

Treat yourself, family, and friends to a cool dessert as you pass by and taste the flavors of Gelato & Co., including Ferrero Rocher, dulce de leche, and cheesecake, to vegan sorbet flavors such as mango, berries, and banana. During the entire month of August, locals can delight in a 25% local discount on all gelato flavors, gelato popsicles, and even your morning favorites such as healthy smoothies and breakfast bowls. The perfect spot for a delicious treat! Gelato & Co. is located in the Aruba Marriott Resort lobby and is open daily from 8AM – 12PM for smoothies and breakfast bowls, and from 12PM – 12AM for gelato and gelato popsicles. Local ID required to receive discount.

ARUBA MARRIOTT RESORT & STELLARIS CASINO



ARUBA MARRIOTT GIVES SPECIAL RECOGNITION TO ASSOCIATES FOR HELPING SAVE A GUEST'S LIFE

The Aruba Marriott complex congratulates Marcel Maduro – Loss Prevention Supervisor, Shurwensley Geertruida – Loss Prevention Officer y Anthony Scholten – Loss Prevention Officer, with their special recognition from Mr. David Marriott, for helping to save the life of a guest – Mr. Kai Kuo – who was staying at Marriott's Aruba Surf Club in March 2023.

This special recognition is identified as the Chairman's award by Marriott International, which is designed to recognize associates who have partaken in saving the life of a guest and to give gratitude to the associates for their act of bravery as well as to promote safety and security within Marriott International. Training, teamwork, and bravery were the characteristics which helped save the life of Mr. Kai Kuo, who was taken out of the ocean without a pulse. Marcel, Shurwensley and Anthony reacted in immediate response to give medical assistance through CPR as well as using the automated external defibrillator (AED) to stabilize the guest as they

waited for an ambulance to arrive.

Both the action and reaction from Marcel, Shurwensley and Anthony were heroic acts and to be admired, which surely Mr. David Marriott has recognized through the beautiful form of appreciation by honoring Marcel, Shurwensley and Anthony with this special recognition. Jay Galindo – Senior Director of Global Safety & Security – Risk Management at Marriott International personally awarded this special recognition to Aruba Marriott's three brave associates during a recent visit to the island.

The management and staff of the Aruba Marriott Complex is very proud and grateful to their three heroes and congratulates them on receiving this meaningful recognition.

Additionally, a special thank you is extended to Johanna, a fellow first respondent, who was on the beach when the incident happened and jumped in to help.

ARUBA MARRIOTT RESORT & STELLARIS CASINO



ARUBA MARRIOTT RESORT PARTNERS WITH MICHELIN STAR CHEF FRANÇOIS GEURDS

The Aruba Marriott Resort & Stellaris Casino is partnering with renowned 2 Michelin Star Chef – François Geurds. Chef Geurds has two Michelin Star restaurants, both located in Rotterdam, Netherlands, and has special ties to the island of Aruba as his mother is Aruban and was born into a family of Aruban heritage. From a young age he's been mesmerized by his mother's passion for cooking and use of flavors. Through the years to come, Geurds mastered his cooking techniques, and today owns his very own Dutch Gastronomy Flavor Laboratory, where he experiments and creates flavors that meet you on your plate and palette.

Through this partnership, the Aruba Marriott Resort aims to continue being on the map as a culinary destination, by providing two unique culinary experiences to our guests, including a 6-course dinner and wine pairing event hosted at Atardi, the resort's signature beach dining restaurant. Additionally, this collaboration will feature an "Aruban Classics Revisited" event with local celebrity chefs at The Lobby, the resort's "it place" located in the resort's main lobby. During Chef Geurds' time in Aruba, he will also work alongside aspiring local chefs and local students in the culinary field, an opportunity of a lifetime!

BUCUTI AND TARA BEACH RESORT, ARUBA



STANDING TALL FOR SUSTAINABILITY

AHATA created the awards program to recognize responsible companies that prioritize the investment in and improvement of Aruba's community. An independent jury of five professionals reviewed 37 impressive submissions dedicated to creating positive impact in the community, rather than a singular focus on financial goals. For the awards program, AHATA accepted detailed entries for its four pillars of sustainability, Environmental Protection, Charitable Investment, Champion for Culture and Employee Well-being.

AHATA champions 151 hospitality entities on island. During the General Assembly of members along with tourism industry executives and Aruba's Minister of Tourism and Public Health Dangui Oduber, AHATA President/CEO Tisa LaSorte presented Bucuti & Tara and the other winners with artwork by local artist Gilbert Senchi.

Resort Manager Rik van der Berg spoke while receiving the award. On behalf of Bucuti & Tara, he shared "our sustainability is a lot more than the planet, for us it is an all-encompassing structure of doing the right things for the right reasons."

BUCUTI AND TARA BEACH RESORT, ARUBA



BUCUTI & TARA HONORED AS FIRST WINNER OF AHATA IMPACT AWARD FOR ENVIRONMENTAL PROTECTION

Bucuti & Tara Beach Resort, Aruba, is the first winner of the Aruba Hotel & Tourism Association's AHATA Impact Award for Environmental Protection. The inaugural awards event took place June 16, 2023, and highlighted island entities whose business success includes a holistic approach that cares deeply for the island's people and environment.

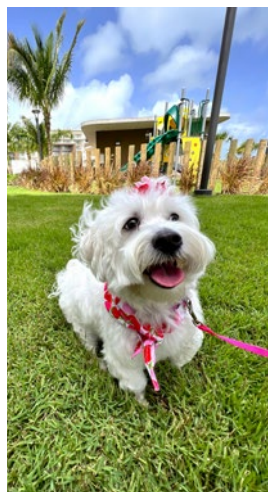


CARIBBEAN'S NO. 1 HOTEL JOINS REGENERATIVE TRAVEL

The AHATA Impact Award comes just as Bucuti & Tara continues to elevate travelers' experiences by becoming the newest member of Regenerative Travel. This comes as the Caribbean's first certified carbon-neutral hotel is also being celebrated as the newly announced No. 1 Hotel in the Caribbean and Top 18 Best Hotel in the World by Tripadvisor. Bucuti & Tara has long been recognized globally as a pioneer in proving that memorable vacations and sustainability can be mutually inclusive.

As a Regenerative Hotel, Bucuti & Tara represents a mission-driven, independent spirit; honors the sense of its home in Aruba; has a steadfast ethos of service and provides a vacation that meets values. Joining Regenerative Travel is timely for the resort. A recent Sustainable Travel Study by Expedia showed that 90% of consumers are looking for sustainable options and seek hotel, transportation, dining, and excursions that align with their own personal commitments to sustainability. Learn more by visiting [Bucuti.com](https://www.bucuti.com).

EMBASSY SUITES BY HILTON ARUBA RESORT



STAY LONGER IN PARADISE

20% off on stays of 5-nights or more.

Offer is subject to availability. Must be booked by selecting the “Stay Longer In Paradise” rate plan at the moment of booking. Must be purchased at least 14 days prior to arrival. Additional restrictions, blackout dates, early departure fees, and deposit and cancellation restrictions may apply. This offer is not applicable to existing reservations or group bookings, and may not be combined with other select promotions, discounts or offers. We reserve the right to cancel a reservation without notice if we become aware of or are notified of any fraudulent or illegal activity associated with the payment for this reservation. Offer is subject to change without notice.

WE'RE NOW PET FRIENDLY

There's a non-refundable US\$75 fee per pet per stay for stays up to 4 nights, and US\$125 for 5+ nights stays. Maximum of two (2) pets per room, with a combined of 75 lbs. We only accept dogs or cats (any breed). Pet relief area is located next to the kid's playground behind the Splash Restaurant. Pet amenities (bowls, dog/cats bed, sign for the door, disposable bags) will be delivered to the room upon check-in and these amenities should not be removed from the room.

FITNESS & ENTERTAINMENT PROGRAM

We have new activities for our guests:

- Tuesdays at 7:30 am – Hatha Flow
- Wednesdays at 12:00 pm – Pool Aerobics
- Thursday at 9:00 am – Pilates
- Fridays at 12:00 pm – Pool Aerobics
- Saturdays at 3:00 pm – Kids Bead Bracelet @Kids Playground
- Sundays: 3:00 pm – Face painting/Tattoo & Balloons Animals @Kids Playground

HAPPY HOUR ON OUR BRICKSTONES LOBBY BAR:

- When: Every Friday of July
- Time: 7:00 to 8:00 pm
- Promo: 2x1 Happy Hour (on selected drinks)
- Applies on: Old Par, Black Label, Absolut Vodka, Jose Cuervo Blanco, Bacardi Rum, House wine, Balashi & Chill Draft beer.

OFFERS FOR LOCALS: STAY

Rate at \$179 US + taxes

Indulge in our delicious daily made-to-order breakfast and unwind at our evening reception with two complimentary drinks for each guest. Kids under 17 stay free!

For reservations: Phone: +(297) 525-6000

Email: auajm-reservation@hilton.com

Offer available for Aruba, Bonaire and Curacao residents. Minimum 2-night stay | 2 adult & 2 kids| Local / Valid ID needed | Limited number of rooms available at special rate.

OFFERS FOR LOCALS: 20% OFF F&B

Brickstones Kitchen Restaurant & Lobby Bar: 20% off on all food and non-alcoholic beverages.

Valid during the entire month of July. Local ID is required. For reservations: +297 597 5030.

Not valid with other offers

RETAIL

RENAISSANCE MALL



OPENING PSYCHO BUNNY

The Renaissance Mall is delighted to welcome the newest addition to their lineup of exceptional brands: Psycho Bunny!

Step into a world of playful, edgy fashion and unique designs as Psycho Bunny opens its doors at the mall. With their iconic bunny logo, Psycho Bunny offers a mix of contemporary style and undeniable personality that will make a bold statement in your wardrobe.

From trendy apparel to eye-catching accessories, their collection caters to individuals seeking distinctive fashion statements. Whether you're looking to add a touch of mischief or a dash of luxury, Psycho Bunny has something for everyone. The Renaissance Mall is open from Monday through Saturday from 10AM till 7PM.



EVENTS

THE ARUBA INTERNATIONAL REGATTA

The International Aruba Regatta is an exciting event scheduled to take place from Thursday, August 24th to Sunday, August 27th. The regatta kicks off with an opening event on Thursday the 24th of August.

The Regatta Party on August 25th is the perfect opportunity to meet new people, share stories, and experience the unique atmosphere of the sailing community. So get ready to party, laugh, and embrace the fantastic moments that the Aruba International Regatta has to offer!

Mark your calendar for the Regatta Party on August 25th and prepare for an evening of fun, music, and unforgettable experiences. It's going to be a party to remember!

Two action-packed days of sailing races will be held on Saturday the 26th and Sunday the 27th of August. This event attracts participants and spectators from around the world who are passionate about sailing and the marine environment.

The regatta features a diverse range of sailing classes, catering to various skill levels and interests. Here are the classes that will be participating in the races:

- Optimist: This class is specifically designed for young sailors, providing them with an opportunity to showcase their sailing skills and compete against their peers.
- Qubes: Another class dedicated to young sailors, the Qubes class offers a competitive platform for juniors to demonstrate their sailing abilities.
- F11: This class features racing in F11 sailboats, known for their speed and agility. Participants in this class are skilled sailors who navigate the challenging waters with precision.
- Beachcats: The Beachcats class involves racing in small, lightweight catamarans. These high-performance boats are built for speed and excitement.
- Sunfish: The Sunfish class is popular for single-handed racing. It involves navigating in small, easily maneuverable sailboats, providing an exciting and challenging experience.
- Laser: The Laser class is renowned for its competitive racing. It features single-handed sailing in Laser sailboats, which require great skill and precision.
- RaceClass I (Yachts): This class involves racing in larger yachts, showcasing the elegance and power of these vessels. Participants in this class compete with their yachts to demonstrate their sailing expertise.
- Cruising Class (Yachts): The Cruising Class offers a more relaxed racing experience, emphasizing the enjoyment of sailing and camaraderie among participants. It is open to yachts of various sizes and configurations.
- Live Aboard Class (Yachts): This class caters to sailors who live aboard their yachts. It provides an opportunity for liveaboard sailors to showcase their sailing abilities and enjoy the regatta experience.
- Multihull (Class): The Multihull class involves racing in multi-hulled sailboats, which are known for their speed and stability. This class attracts skilled sailors who navigate these unique vessels.



- Kite: The Kite class is dedicated to kiteboarding, a thrilling water sport that combines sailing and surfing. Kiteboarders showcase their skills and perform daring maneuvers on the water.
- Windsurf: The Windsurf class involves racing on windsurfing boards, utilizing the power of the wind to maneuver and reach high speeds. Windsurfers demonstrate their expertise in this dynamic class.

In addition to the exciting sailing races, the International Aruba Regatta will also feature excellent food and beverage services for both sailors and the public. Attendees can indulge in delicious cuisine and refreshing drinks while enjoying the regatta atmosphere.

Entertainment will be provided by local Reggae bands, adding a vibrant and rhythmic ambiance to the event. The sounds of the music will complement the thrilling sailing action, creating a festive atmosphere for everyone to enjoy.

It's worth noting that the International Aruba Regatta places a strong emphasis on the sailing youth of the region and the conservation of the marine environment. The event aims to support and encourage young sailors, providing them with a platform to showcase their skills and foster their passion for sailing.

Furthermore, the regatta promotes the conservation of the marine environment, raising awareness about the importance of protecting and preserving our oceans. By combining the excitement of sailing with a focus on environmental stewardship, the International Aruba Regatta promotes a sustainable and responsible approach to water sports and recreation.

Overall, the International Aruba Regatta promises thrilling sailing races, delectable food and beverage services, captivating entertainment, and a commitment to nurturing young sailors and preserving the marine environment. It is an event that brings together sailing enthusiasts, the local community, and visitors alike for an unforgettable experience.

We look forward to seeing you at the Regatta!

BRASA BO CULTURA

EMBRACE CULTURE AT THE ANNUAL EVENT, 'DIA DI BRAZIL'

Are you ready to immerse yourself in Aruba's vibrant and diverse Culture? Look no further than the annual event, 'Dia di Brazil,' where you can explore, experience, and support the rich heritage of this captivating celebration. Organized by the Chico Harms Foundation, in collaboration with the 'Brasa Bo Cultura' initiative, this cultural extravaganza promises to be an unforgettable experience for all attendees. The calendar of events at 'Dia di Brazil' is filled with exciting activities that showcase the diversity of Aruban culture. From live music performances, queen elections to street parades. So mark your calendars and join the Chico Harms Foundation at the upcoming 'Dia di Brazil.'



The poster features a circular logo in the top left corner for the 'Fundacion Chico Harms' with the acronym 'FCH' and 'Brasa Cultural' below it. The main title 'Brasa Bo Cultura' is written in a large, stylized, yellow-to-white gradient font. Below it, 'Dia di Brazil 2023' and '13 Aniversario' are written in white. A blue banner reads 'PROGRAMA OFICIAL DI EVENTONAN'. Below this is a table of events. The background is a textured, golden-brown color with faint illustrations of a lizard and a turtle.

| DATE | EVENT | TIME |
|---------|---|---------|
| JUL. 29 | Festival Cantica di Caya | 7:30 PM |
| AUG. 19 | Fiesta (Batacaso) Tipico | 8:00 PM |
| AUG. 26 | Coronacion di Reina | 7:00 PM |
| SEPT. 1 | Parada cu Lanterna | 6:30 PM |
| SEPT. 2 | Fiesta di Tambu y aniversario di Centro di Bario Brazil | 8:00 PM |
| SEPT. 3 | Parada Folklore Cultural y Dia di Brazil 2023 | 3:00 PM |

Logos at the bottom: DCA (Departamento di Cultura, Aruba), UNOCA, ELMAR, and ARUBA.



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ARUBA PRODUCT UPDATE

**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 r.dirksz@aruba.com and content@aruba.com by the 5th of each month for it to be featured in the same month.