



Aruba Tourism
Authority

Aruba Product Update

July 2013

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

Our Mission:

To be an innovative and effective
DMO that positions the brand
Aruba as a premier tourism
destination, which meets interest
of it's stakeholders.

Our vision:

For the ATA to be recognized
as the leading and cutting
edge Destination marketing
Organization

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 2013



ATA News

Successful Meetings Pinnacle Award and Incentive Platinum Partner Award

The Aruba Convention Bureau has again won the Successful Meetings Pinnacle Award and the Incentive Platinum Partner Award, selected by readers who voted by visiting the individual award websites and voting for Aruba.

For Successful Meetings, the 50,000 subscribers are association, corporate, and independent planners who make the site selection and property decisions for their organization's future events... we call these readers the "meeting owners".

For Incentive Magazine, the 40,000 subscribers are senior corporate executives who plan

motivational programs for their dealers, distributors, employees, and customers. The duplication between the two publications is less than 6%...totally different audiences. Each planner who voted had to specifically name their choices with no prompting.

"To win the award, the Aruba Convention Bureau had to have made an impression on our subscribers by being helpful to them as they researched, planned, and executed programs to Aruba. By voting for Aruba to win these prestigious awards, your clients are supplying a testimony that lets other meeting and incentive buyers know that if they contact the Aruba Convention Bureau they are sure to get the assistance they need to plan a winning event in Aruba," explained Diane DiMaggio, International Ad Director.

The International Bureaus / OTOs that join Aruba in winning a Pinnacle Award in 2013 are the Berlin

Convention Bureau, Bermuda Department of Tourism, Monaco Government Tourist Office, Montreal Tourism, Puerto Rico Convention Bureau, Quebec City Tourism, Singapore Tourism Board, South Africa National Convention Bureau and Toronto Tourism Board.

The International Bureaus / OTOs that join Aruba in winning a Platinum Partner Award in 2013 are the Bermuda Department of Tourism, Japan Convention Bureau, Monaco Government Tourist Office, Puerto Rico Convention Bureau, Singapore Tourism Board, South Africa National Convention Bureau, Switzerland Tourism, Tourism Australia and Tourism Ireland.





Awards

#3 Caribbean's Best Walking Beach

Eagle Beach has been ranked #3 in the Caribbean's Best Walking Beaches by the Caribbean Journal. Caribbean Journal is the Caribbean's leading digital newspaper with 24/7 original content, covering news, travel, politics and opinion from more than 20 countries and territories.

"Aruba is about the color of the sand, the combination of the water and the island's special light – and Eagle Beach is an ideal place to take it all in. And being in the low-rise hotel district makes the vistas that much better.



Top 10 Adventurous Honeymoon Destinations

The Knot has named Aruba in the top 10 Adventurous Honeymoon Destinations in its annual Guide to the Best Honeymoon Spots.

Highlighted in the listing were water sports, Hyatt Regency Aruba Resort & Casino, De Palm Tours jeep safari, beach tennis at MooMba Beach Bar & Restaurant.

CONGRATULATIONS!

You are a 2013 Pinnacle Award Winner!

Hyatt Regency Resort, Spa & Casino

Hyatt Regency Resort, Spa & Casino has received a prestigious Pinnacle Award from Successful Meetings. The 2013 Pinnacle Awards are the mark of excellence for meeting destinations, hotels and conference centers. The awarded organizations have done an outstanding job servicing their meetings, incentive travel programs, trade shows and conventions during the previous year.

For over 28 years, the Pinnacle Award has earned a reputation as the most credible and prestigious symbol of excellence among

meeting professionals and travel suppliers alike.

Readers of Successful Meetings – professionals who are decision makers for planning meetings, events, conferences, and incentive programs– voted for the winners of the Pinnacle Awards via online ballots and gave feedback based on their professional experiences worldwide for the top hotels, conference centers, and CVBs. All winners will be listed in Successful Meetings' annual Pinnacle Registry, published in August, and at www.successfulmeetings.com/pinnacle.

La Cabana Beach Resort and Casino

La Cabana Beach Resort and Casino has obtained the Platinum Certification representing 10 years of continuous certification as an Earth Check Resort. This Platinum Certification now places them as a leader in the unique worldwide group of sustainable tourism operators that are certified in the internationally recognized

EarthCheck Company Standard, due to their exceptional commitment to sustainable practices.

In addition, La Cabana received the 2013 Certificate of Excellence from TripAdvisor. La Cabana restaurant, Las Ramblas, also received this recognition from TripAdvisor.





Divi Resorts

Divi Resorts including Divi Mega Resort and Tamarijn Mega Resort have just received the TripAdvisor Certificate of Excellence 2013-14, which honors top-rated lodging businesses, restaurants and attractions, as reviewed by travelers on the world's largest travel site.

Candid reviews including "Paradise – what more can we say?" helped the restaurants and the resorts obtain top ratings for Family Vacations, Single Vacations, as well as Dining, Business and Pleasure - no small feat considering Aruba is blessed with more than 42 hotels and 235 restaurants which are active on the website besides many other smaller operations.

To qualify for a TripAdvisor Certificate of Excellence, businesses must maintain an average rating of four or higher out of a possible five, as reviewed by travelers on the site.

The resorts have also been named the recipients of the TUI Travelife award, at the end of a comprehensive sustainable audit. The visiting TUI Travelife auditor was impressed with the environmental efforts and achievements obtained to date, and the fact that the resorts complied with the requirements of 99 strict sustainability criteria.

Travelife helps its hospitality members develop good sustainable practices, promoting their achievements within the travel industry and publishing their findings among European and international consumers. Travelife is one of the few programs in existence which values social policy as highly as environmental management.

"Divi's properties are pleased to receive important travel awards," said managing director Alex Nieuwmeyer. "We strive to offer our customers a memorable, sustainable experience, and the accolade is evidence that our hard work is translating into positive results."

Aruba Marriott Resort & Stellaris Casino

The Aruba Marriott Resort & Stellaris Casino has won the prestigious 2013 Successful Meetings Pinnacle Award, which celebrates meeting excellence in the hospitality industry. Carefully selected by the readers and peers, the winners are chosen within the worldwide range of convention and visitor bureaus, hotels and conference centers that set the standard for others to follow. See the industry's finest in this August issue of Successful Meetings Pinnacle Registry.

www.successfulmeetings.com/pinnacle.



TripAdvisor has granted the Aruba Marriott Resort & Stellaris Casino not with one but with four recognitions of Excellence. Adding to the certification of Excellence for the Aruba Marriott Resort & Stellaris Casino, TripAdvisor has also recognized the three Aruba Marriott restaurants; Ruth Chris Steak House, Simply Fish and La Vista for their excellence in service and quality. The acknowledgements were based on positive guest reviews. Approximately 10 percent of accommodations listed on TripAdvisor receive this prestigious award.





Radisson Aruba Resort, Casino & Spa

Radisson Aruba is proud to receive the 2013 Trip Advisor Certificate of Excellence. The award, which honors hospitality excellence, is given only to establishments that consistently achieve outstanding traveler reviews on TripAdvisor. Only the top-performing 10 percent of businesses listed on TripAdvisor receive this prestigious award.



L. G. Smith Steak & Chop House

L. G. Smith Steak & Chop House is recipient of TripAdvisor Certificate of Excellence Award. This is only awarded to the top 10% of businesses listed. Satisfy your inner carnivore with certified Angus Beef and extensive selection of international wines.

The Renaissance Aruba Resort & Casino

The Renaissance Aruba Resort & Casino in its entirety also won this distinction for its two distinctive downtown resorts, one for families and other for adults-only



Boardwalk Hotel Aruba

Boardwalk Hotel Aruba has received a TripAdvisor® Certificate of Excellence award. The accolade, which honors hospitality excellence, is given only to establishments that consistently achieve outstanding traveler reviews on TripAdvisor, and is extended to qualifying businesses worldwide. Only the top-performing 10 percent of businesses listed on TripAdvisor receive this prestigious award.

“We are very pleased to receive a TripAdvisor Certificate of Excellence,” said Kimberly Rooijackers, manager at Boardwalk, Small Hotel Aruba. “We strive to offer our customers a memorable experience, and this accolade is evidence that the recent renovations of our “casitas” and property as well as our authentic and personal service is translating into positive reviews on TripAdvisor.” We are extremely grateful to all of our guests for taking the time to review their stay. As a small hotel, our TripAdvisor reviews and rating play a large role in spreading the word that there is a small boutique style hotel on the island of Aruba!

Boardwalk is a small boutique style hotel just 200 yards from world-renowned Palm Beach, with its pristine white sandy beaches, bustling restaurants, casinos and nightlife.



Resorts

Brickell Bay Beach Club & Spa

With an increased demand for added value, Brickell Bay Beach Club & Spa has introduced VirtualHotel concierge “app” to all hotel guests as of August 1. This works on all smart phone devices and gives guests full mobility of 24/7 interaction with restaurant reservations, on-island activities and all concierge services including pre boarding check-in to all airlines, room service, wake up calls, arranging of housekeeping amenities, express check-outs, review of Aruba events, weather checking and more.

With the launch of its new Travel Agent Direct reservation system, agents can sign up or their own direct booking portal, review live availability, make reservations direct with the hotel 24/7 from anywhere in the world with instant confirmation, track all reservations within 12 months, book airport transfers and even request something special for the guests upon arrival.

Now guests can enjoy the comfort of staying connected to family in friends, 24/7 with our new Hotel App that can be downloaded from iTunes or Android app server.



You can do so much without having to wait, the convenience right from your iPad, iPhone or any Android device from any where.

- Order room service
- Book a spa appointment
- Book Aruba activities
- Check e-mail
- Airline pre-board check-in
- View your room account
- Contact front desk
- Watch movies from any where
- Order island transfers
- Make restaurant reservations
- Get the latest Aruba news
- Order housekeeping assistance
- Surf the internet
- Call the USA or Canada FREE
- Text and messaging included
- Order turn-down service
- Order express check-out
- Store your vacation pictures

We strive to provide guests with only the best service!

Brickell Bay Beach Club & Spa Boutique hotel now offer guest even more, the first hotel in Aruba to offer guests their own personal assistant right on their finger tips from any where in Aruba via Wi-Fi internet connection.



Radisson Aruba Resort, Casino & Spa

Aruba's newest party is a super summer event for all ages. The Biba Aruba Festival at the Radisson is a celebration of Aruba's specialties. Carnival Dancers, local food, a Fire Show and a Limbo Show entertain guests and local artisans share their original works. Held every Tuesday around the pool deck at the Radisson, Biba Aruba is open to everyone and admission is free. Kids are welcome to jump around in a bounce house while the adults are welcome to order drinks from Castaway's bar.

Holiday Inn Resort Aruba

Holiday Inn Resort Aruba is going through the most ambitious transformation in its history.

The largest resort on-island and the largest Holiday Inn Resort in the Caribbean is currently undergoing a major \$20 million renovation. It is expected that by end of November of this year all areas of the resort will be completely transformed and refreshed.

Phase one, which included the complete overhaul of the Curaçao building and the addition of an adjacent pool and whirlpool has already been completed. The second phase will include the following areas:

- Complete refresh of the Aruba and Bonaire buildings (including rooms and hallways)
- Complete renovation of the lobby, including the front desk, guest services and lobby bar.
- Complete renovation of Iguana Bar.
- Complete renovation of Seabreeze Restaurant



Bring the holiday glow to your heart early this year—really early! The Radisson Aruba Resort, Casino & Spa is gift wrapping savings for holiday bookings made early, offering 20% off rooms rates for the 2013 holiday season.

- Complete refresh of banquet facilities and meeting space.
- Addition of a new state of the art spa and gym facilities.

“All of our work and efforts are completely focused on the effective re-positioning and re-launching of our new Holiday Inn Resort Aruba. Our aim is to continue to provide many more future generations of happy visitors and our local guests a great value for price paid and the vacation experience of a lifetime,” stated General Manager Jorge Landa.





The Mill Resort & Suites

The Mill Resort & Suites continues its ongoing improvements with the pool deck scheduled for completion by the end of August.

Restaurants

Jamaica Me Irie

Jamaica Me Irie, the island's only authentic Jamaican restaurant, recently opened in San Nicolas. On the menu is traditional cuisine of Jamaica, including jerk chicken and curries, notably the curried goat. Other specials change daily. The restaurant is owned by island chef Jeffrey Roy Elliott, master in the kitchen of Elliott's Italian restaurant adjacent to Costa Linda. Open for lunch and dinner from 11 am – 11 pm, Jamaica Me Irie is located opposite BSL Laundry on Captain Rodgerstraat which runs along the refinery wall, parallel to the Main Street in San Nicolas.

Air Travel & Airport News

American Airlines

As of August 27, American Airlines will suspend the Tuesday and Wednesday afternoon departures from Miami to Aruba. Consequently, there will be no American Airlines morning departures to Miami on Wednesdays and Thursdays. These flights will be re-instated as of Tuesday November 26.



Reina Beatrix Airport

After winning the Routes Americas Airport Marketing Award in Cartagena, Colombia, in early 2013, the Aruba airport is preparing for the busy schedule ahead. Selected by the airlines, the award adds on to "Highly Commended" and runner-up status for the World Routes Awards received in Abu Dhabi in 2012. This is the second time that Aruba Airport Authority won this prestigious award. In 2010, AAA also received the award for Excellence in Airline Marketing at Routes' Americas Conference in Lima, Peru in the category Central America and Caribbean.

Later this year, the Head of Airlines Marketing Jo-Anne Arends will be attending Routes World in Las Vegas and will be competing for The World Routes Marketing Awards 2013, the main event of the year.

Delta Air Lines

As of October 5, Delta Air Lines will add a second nonstop flight between New York JFK and Aruba. The flight will leave at 10 am, arriving in Aruba at 2:45 pm. The return flight leaves Aruba at 3:45 pm, arriving in New York at 8:38 pm. The equipment will be a 150-seat B737-800.

Temporary Relocation of Airline Ticket Offices

Construction activities for the further development and enhancement of the walk way areas at the arrival terminal and within the Non-US plaza area have started. The activities will be concentrated mainly within the Non-US Plaza area.

Certain airline ticket offices have been temporarily relocated to the first floor next to the cashier's (PFC) office of AAA within the Non-US Plaza area. Passengers and airport users will be directed to the services and facilities located within the Non-US Plaza and also to the departure gate areas.





Activities

De Palm Tours

Last year, the owners of De Palm Tours put their support behind a charity that tied in with what the company stood for, "There are many organizations in Aruba that do good work, but Family First did a presentation that impressed us with what we were looking to support," says Warren Stanley, GM of De Palm Tours.

Family First was founded to help and guide families in need. Ricky Malmberg, CEO of De Pam Tours explains "We are a family company so our support of Family First ties in with our core values." Approximately 70% of businesses on the island are family owned, so a healthy family is a healthy economy.

De Palm has committed afs. 100,000 annually to support the foundation as well as provide assistance through other resources such as buses, know-how, etc. The foundation has a center in Savaneta which serves as an intermediary between the family and a particular institution dealing with their specific issue.

Events

Aruba Hi-Winds 2013

Taking place from July 2 – 6, 2013, at the Fishermen's Huts, the 27th edition of the Aruba Hi-Winds has grown to be the biggest and best known event in the Caribbean. As always, it attracted competitors from the youngest surfers to the big pros, with entertainment, events and activities for everyone. Exciting freestyle, slalom and long distance races mesmerized the crowds as participating local and international



windsurfers and kiteboarders took to the water. Exciting side events included Purple Entertainment Group Night Kite Show, Kok Optica Fashion Show, Aruba In Style Fashion Show, Cool FM Cas di Glas, paddleboarding and mountain biking events, as well as a host of DJs and bands. The Awards Ceremony took place at the Paseo Herencia amphitheatre.

Aruba International Film Festival

The Aruba International Film Festival (AIFF) took place at Palm Beach Plaza from July 2-6, 2013. AIFF opened with Steekspel (Tricked), from internationally renowned Dutch film director Paul Verhoeven (Robocop, Basic Instinct, Total Recall). Verhoeven presented the film along with members of the cast and crew, and gave a directing master class during the festival.

Nearly 40 films from over 25 countries had their world, international, or regional premieres in Aruba, including A Perfect Man, starring Liev Schreiber and Jeanne Tripplehorn; and Mine Games, by director Richard Gray and emerging stars Briana Evigan and Ethan Peck. Gracing the silver screen were the documentaries Angels in Exile (narrated by Oscar-winner Charlize Theron), Finding Hillywood, and Femme (produced by Sharon Stone); and the action film Empire State, starring Liam Hemsworth, Dwayne "The Rock" Johnson, Michael Angarano, Emma Roberts, and Jerry Ferrara. The festival also featured The Rocket, the multi-award winner from this year's Berlin International Film Festival and Tribeca Film Festival.

First-rate selection of films from countries such as Jamaica, Mexico, the Dominican Republic, and Haiti competed during the 2013 AIFF Caribbean Spotlight Series competition. Aruba's first-ever feature-length musical, Abo So

(Only You), featured the songs of musical legend Padú del Caribe. Award-winning cinematic gems from Latin America included Brecha en el Silencio (Breach of Silence) from Venezuela, El Limpiador (The Cleaner) from Perú, and Edificio Royal (Royal Building) from Colombia.

Closing the festival were The Hot Flashes by director Susan Seidelman (Desperately Seeking Susan), starring Brooke Shields, Daryl Hannah, Camryn Manheim, Wanda Sykes, and Virginia Madsen. Madsen, a return guest this year, introduced the film in Aruba.



Future Events



Caribbean Sea Jazz Festival

The 7th edition of the Caribbean Sea Jazz Festival will take place for the first time at the Renaissance Festival Plaza from October 4 - 5, 2013. There will be one indoor stage at the Renaissance Convention Center and two outdoor stages. The main stage will be in the parking lot area of the Renaissance Marketplace. The lineup will include El Gran Combo of Puerto Rico and famous Grammy award-winner George Benson. Negotiations are ongoing with a popular singer from Latin America.

Other artists include Willy Garcia of Colombia, Jose James of the US, The Groovehunters of Curacao, and Giovanca of the Netherlands. Additional performers will be confirmed in the following weeks. Early bird tickets are now available until July 31st at \$35.00 per night. After that, tickets will be sold on caribbeanseajazz.com for \$50.00 per night.

Closing the festival were The Hot Flashes by director Susan Seidelman (Desperately Seeking Susan), starring Brooke Shields, Daryl Hannah, Camryn Manheim, Wanda Sykes, and Virginia Madsen. Madsen, a return guest this year, introduced the film in Aruba.



Electric Festival

From September 6 – 8, 2013, Aruba will take center stage with the largest global electronic music conference in the Caribbean, showcasing Aruba's leading role in furthering the electronic dance movement in the Latin American and Caribbean region.

Electronic Festival (EF) will also encompass and portray creative arts, cuisine and lifestyle. The first edition of EF will feature a music conference and a playground of studio sessions, workshops and exhibitions for DJs, producers, artists and fans. Weekend events will include performances by Aruba resident local artists/DJ, world-renowned and Forbes' World's Greatest DJs listed, and music producer DJ Chuckie. Accompanying DJ Chuckie on stage will be Guns N' Roses lead guitarist, Slash, inducted into the Rock and Roll Hall of Fame in 2012. Also present will be Hardwell, DJ Mag's prestigious Top 100 #6 ranked and IDMAs Best Breakthrough DJ of 2012 and Best European DJ of 2013.

There will also be a ground breaking event for the youth of Aruba. Solarbeats is an initiative of Play Foundation, bringing the youth closer to their love for music.

Arubans In The News

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:

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by the 25th of each month.

A special thank you to Aruba Today,
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Sarah-Quita Offringa

Six-time freestyle windsurfing champion Sarah-Quita Offringa received the ultimate distinction of "Most Outstanding Pearl of the Dutch Caribbean" award at an awards dinner in the Netherlands.

Edward Cheung

Aruban scientist Edward Cheung and a team of scientists and students completed four days of flights in zero gravity for NASA. On the special uniform, he affixed the patch of Aruba's flag. Cheung holds a PhD in robotic engineering and headed the Hubble Space Telescope Servicing mission (HST) for 10 years. He currently leads the team of the Satellite Servicing Capability Office (SSCO) of NASA.

