



Aruba Tourism
Authority

Aruba Product Update

June 2015

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 June 2015



ATA News

Give Aruba the Best of Yourself!

The Aruba Tourism Authority together with the Minister of Tourism have worked together to create a campaign to raise awareness about the importance of the island's people as one of the key factors in the tourism experience.

The campaign emphasizes the importance of treating citizens as well as tourists in the best possible way, always being pleasant and helpful. This creates a better community and leads to a happier island.

Various media used in this campaign include radio, television, newspapers and social networks to reach not only all those who work in tourism but also those who come into daily contact with the island's visitors – therefore involving the whole island.

The campaign will be in effect from June – December. Eleven different TV commercials will focus on the various ways that a citizen can give Aruba his or her best. The jingle will combine authentic and modern musical influences.

The campaign was launched during a reception at the Archeological Museum of Aruba. Minister of Tourism Otmar Oduber and ATA CEO Ronella Tjin Asjoe-Croes emphasized the importance of this national awareness campaign. Some of the TV commercials were presented, as well as the jingle enthusiastically sung by Jonathan Thiel. The backdrop of the historic family home of WWII hero Boy Ecury was inspiring and reinforced the message of giving the best of oneself for Aruba.





Europe Quarterly Meetings

Recently executives from Aruba travelled to Europe to meet with the ATA Europe team and representatives from different hotels and various airlines.

Present at the meetings were CEO Ronella Tjin Asjoe-Croes and CMO Sanju Luidens-Daryanani and representatives from ATA Holland, Belgium, Scandinavia, Germany and England, as well as Bucuti & Tara Beach Resort, Renaissance Aruba Resort & Casino, Divi Resorts Aruba, Amsterdam Manor Beach Resort, Marriott Resorts Aruba, The Mill Resort & Suites, De Palm Tours and Talk of the Town Hotel and Beach Club.

The meetings focused on current production, the economic situation in Europe and plans for 2016. There were positive signs that the targeted affluent European market for Aruba is growing, but a mixed profile of visitors are attracted to Aruba's various types of accommodations. ATA hosted a cocktail reception for tourism partners and the press.

During the trip, a delegation visited England and met with British Airways, which is expanding its flights to the Caribbean. Contact will continue with this market, the second largest in Europe for Aruba. The delegation also met with Virgin Holidays, part of the Virgin Group.

Expo Noivas & Festas

Aiming to attract newlyweds and honeymooners, ATA participated in Expo Noivas & Festas weddings and events fair, which took place in São Paulo, Brazil, from April 15 – 21, 2015.

The Aruba Tourism Authority showcased its wedding and honeymoon options to married-to-be couples. At Aruba's stand, couples could talk to representatives from ATA's office in the country and receive informative kits, which gave them all the necessary tools

to say "I do" to spending their honeymoon or holding the perfect wedding in the Happy Island.

"The splendid beaches of Aruba provide idyllic weddings and specialized packages for honeymooners, such as One Happy Honeymoon, offer very attractive, exclusive discounts," said Carlos Barbosa, director of ATA in Brazil. Last year alone, 37,236 tourists visited Aruba on their honeymoon and 21,695 got married by the turquoise sea of Aruba.





Bloggers Symposium

On May 22, ATA Netherlands took part in a large scale bloggers symposium organized by Dutch travel trend watching agency Cherry Picker. The symposium consisted of a story making workshop by travel bloggers, the presentation of interesting facts and figures resulting from a market research survey among 200 Dutch bloggers as well as extensive network

opportunities with travel and lifestyle bloggers. Over 100 bloggers attended the event and participating destinations and other travel brands were provided with a small stand space to attract their attention and liaise with them. Aruba created a tiki bar setting with branded Aruba coconuts to create a tropical 'One Happy Island' setting.



Aruba Convention Bureau

Chile

Among those visited were agents from Tourmundial Viajes, Ejecutiva Groups, and Travel Security. There was a breakfast presentation for 35 operators and breakfast presentation for 20 members of the press at the Intercontinental Hotel in Santiago; lunch presentation for 55 operators and travel agents in W Hotel, and lunch presentations for travel agents at Chez Gerald in Vina del Mar. Attending the road show were Jerusha Rasmijn of ACB, Miriam Dabian of ATA, and representatives from Divi, De Palm Tours, Radisson, Hyatt and Holiday Inn.

► Aruba

Los beneficios de llevar grupos a la Isla Feliz

► La oferta con la que cuenta el país para la realización de eventos es muy atractiva. Además de que los hoteles ponen al servicio modernos espacios para su desarrollo, se trata de una alternativa con excelentes incentivos, ideal para los colombianos.

Al evento asistieron María Victoria Galán, directora de la Oficina de Turismo de Aruba en Colombia; Darys Croes, ACB Conferences & Events Liaison; Giovanni Norato, ejecutiva de Ventas de LAN Colombia; representantes hoteleros y operadores receptivos.

Durante el encuentro, Galán destacó que el clima del país, en el que no suele haber lluvias, es ideal para la realización de eventos al aire libre. Así mismo, dio a conocer los diferentes tipos de transporte que se ofrecen como limosinas, traslados VIP, buses privados y chivas.

Por su parte, Croes detalló los lugares que posee el país para este segmento. "Sitios como el Museo Fort Zoutman, la formación de rocas Caubari, Plaza Daniel Loo, Aruba Reef, Plaza Turismo, Surfside Marina y Quinta del Carmen, que abrió sus puertas recientemente, cuentan con una infraestructura perfecta para llevar a cabo eventos", reveló.

Así mismo, dio a conocer los servicios que brindan las compañías de receptivos, The Palm Tours, Eco, Red Sail Sports y Epic Destination Management Service.

Dentro de las actividades que los grupos pueden realizar en tierra se encuentran cabalgatas, jeep safari tours, golf, recorridos en bicicleta y paseos en cuatrimotos. Y en mar pueden practicar snorkel, buceo, jetlev, kayak, paseos en catamarán y kitesurf.

Infraestructura

Aruba cuenta con más de 25 propiedades, muchas de las cuales están aptas para manejar grupos. Entre las cadenas que tienen propiedades en la isla y pueden responder al segmento, se destacan Renaissance, Divi Resorts, Radisson, Occidental, Marriott y The Ritz Carlton, entre otras. Galán informó también que aunque son pocos los establecimientos que en la isla ofrecen servicio todo incluido, buena parte de ellos lo brindan para los grupos.

Croes le contó a nuestro

medio que el ACB ofrece excelentes incentivos a las empresas que celebran sus encuentros en el destino, como la entrega de USD 1000 en efectivo por ventas superiores a 100 noches y USD 2000 para más de 300 noches, cifra que debe ser utilizada en la isla. Además, garantiza el reembolso de los derechos consulares de visa y la entrega de una Tarjeta VIP que da acceso a descuentos especiales a los participantes.

Igualmente, Galán le dio a las agencias de viajes asistentes algunos tips para tener en cuenta a la hora de realizar las cotizaciones para este segmento. "Es importante que el proceso se haga mínimo con tres meses de anterioridad al evento, entregar la información completa sobre la empresa, definir el perfil de los participantes, detallar los servicios que se requieren, recibir el presupuesto y evaluar los cambios de último momento", dijo.

Norato anunció que a partir de este mes LAN lanza su producto de eventos y convenciones. "Tendremos un producto muy robusto, con una capacidad aproximada de 120 pasajeros por vuelo", explicó.

Al final del encuentro se realizó el sorteo de tres estadías en el destino con tickets de LAN.

es.aruba.com

María Victoria Galán junto a los participantes del evento.

Colombia

ATA Colombia together with the Aruba Convention Bureau organized a breakfast inviting key agencies to take part in a presentation on why Aruba is the ideal destination for groups. This breakfast took place in Bogota, Colombia, for 33 clients. Partners present were Hyatt, De Palm, Marriott, Renaissance, Ritz, Divi, Holiday Inn, and LAN airlines. LAN Airlines raffled two tickets to Aruba in partnership with a stay at the Marriott & the Hyatt. The Holiday Inn also raffled a stay.



Awards

Trip Advisor Travelers Choice

Aruba has been included in the Top 10 Islands in the Caribbean by TripAdvisor Travelers Choice. "Aruba is the quintessential Caribbean island, all sun and sea and stretches of powdery white sand. Time will slow to a pleasant crawl as you linger over a tropical cocktail or flutter serenely

underwater, where only the parrotfish are in a hurry. The pastel façades of Oranjestad landmarks and shops lend an inviting and playful vibe to the capital city. Enjoy the shade of an Eagle Beach divi tree while the crashing waves of turquoise water create a soothing soundtrack just for you."

Divi & Tamarijn Aruba

The Tamarijn Aruba All Inclusive has just been inducted into the TripAdvisor® "Hall of Fame" and both Divi & Tamarijn Aruba earned distinctions of excellence from two of the top travel review websites, TripAdvisor® and Family Vacation Critic.

"We are extremely proud that the Divi & Tamarijn Aruba continue to receive top honors from prestigious travel websites, particularly this landmark induction of the Tamarijn Aruba into TripAdvisor's 'Hall of Fame,'" commented Alex Nieuwmeyer, Managing Director, Divi Resorts Aruba. "Receiving these distinctions is a testament to our commitment to providing a high level of customer satisfaction to all of our guests. We thank our past visitors for taking the time to share their experiences of the Divi & Tamarijn Aruba, which encourage potential travelers to book their next vacation at our properties."

The 'Hall of Fame' was created to honor those properties, which have earned a Certificate of Excellence for five consecutive years. Both the Divi Aruba and Tamarijn Aruba received a 2015 Certificate of Excellence from TripAdvisor and this is the fourth consecutive year Divi Aruba has earned this achievement.

In addition, and for the first time, both Divi Aruba and Tamarijn Aruba have been recognized with the 2015 Family Vacation Critic Favorite award. To achieve 'Favorite' status, hotels must receive a rating of 4+ from Family Vacation Critic's editorial staff, and have at least 75% of family reviewers recommending the hotel by a 4+ rating in their review.



Holiday Inn Beach Resort & Casino

Jorge Landa received the IHG General Manager of the Year 2014 Award, after a successful complete renovation of the 597-room Holiday Inn Beach Resort & Casino Aruba. Landa also received the Renovation Excellence Award in 2013.

As General Manager, Landa successfully led the Resorts repositioning in 2014 achieving top results in every major category including Guest Satisfaction, Employee Satisfaction, Market positioning, RevPar growth with an impressive 112% GOP growth, showing the highest and most improved overall results in this landmark Resort's 48-year history.

The Award was presented by Jorge Apaez, new COO for IHG Latin America, Caribbean and Mexico, accompanied by Alvaro Diago, outgoing COO for IHG Latin America and the Caribbean and Michael Hoe Knudsen, VP of Operations for IHG Latin America and the Caribbean.



Aruba Marriott Resort & Stellaris Casino

The Aruba Marriott Resort & Stellaris Casino has recently been awarded with two prestigious recognitions as Sales Leader of the Year and Marketing & eCommerce Team of the Year for the Caribbean & Latin America region.

Carolina Voullieme, Director of Sales & Marketing, was recognized as the 2014 “Sales Leader of the Year” for the region. Selected from the Leadership Excellence nominees by Marriott International’s Management Team, Ms. Voullieme has been with the Aruba Marriott since 2013 and is responsible for leading the hotel sales, marketing and communications activities, as well as maximizing revenue generation for the property.

Additionally, under the leadership of Caroline Voullieme, the team of Marketing & eCommerce supported by Stacey Banfield and Christine Leo, forming part of the Sales & Marketing, received a momentous recognition as Marketing & eCommerce Team of



the Year for the CALA region. The resort enjoyed significant revenue growth on ArubaMarriott.com, attainment of over 20K Facebook fans within a year and over \$10 million in PR ad value.



Bucuti & Tara Beach Resorts

The world’s largest travel site, TripAdvisor, has welcomed Aruba’s Bucuti & Tara Beach Resorts to their Certificate of Excellence Hall of Fame. This exclusive endowment is granted only to businesses that have won the Certificate of Excellence for five years in a row. TripAdvisor’s Certificate of Excellence can only be earned by consistently receiving outstanding reviews on the popular travel site.

“We are honored to receive such a distinction that

stems directly from the positive experiences of our past guests,” said Bucuti’s owner Ewald Biemans. “Recognition of this kind is a direct result of the dedication of our entire top-notch team who are all committed to providing superior service to all of our guests. It has been a pleasure serving our guests throughout the years and we are thankful for their kind reviews and feedback that have ultimately led us to providing an exceptional relaxing and retreat.”



Aruba Aloe

Reinforcing its reputation for excellence, Aruba Aloe received two of the International Organization for Standardization's prestigious certifications on April 1. On May 29, Aruba Aloe officially celebrated this accomplishment at its Museum, Factory, and Store in Hato.

The International Organization for Standardization (ISO) is the world's largest developer of voluntary international standards for companies. After a rigorous auditing process, Aruba Aloe earned the ISO 9001 certification for its quality management system and the ISO 13485 certification for demonstrating that it meets the requirements to produce medical products, namely, Alhydroan.

Director of operations Koos Veel pointed out that Aruba Aloe is the first company in the Antilles to hold these two certifications. According to managing director Walter Mosher, "These open the door for Aruba Aloe to continue to expand its export market, which already includes more than 25 countries. In the past three years, Aruba Aloe has grown to include 15 stores and our staff has doubled. Soon we will be opening a website in Europe, a store in Amsterdam, and a soap factory on Oranjestad's main street. After 125 years, Aruba Aloe is proud to continue supporting the economy of Aruba and representing the island around the world."



De Palm Tours

"Caribbean's Leading Tour Operator"

De Palm Tours received the prestigious award for "Caribbean's Leading Tour Operator" from Carnival Cruise Lines. This makes them the leading provider of shore excursions for Carnival Cruise passengers visiting Aruba.

Every season, Carnival Cruise Lines holds an award ceremony for the tours and activities offered at each port that are liked most by their passengers but also by the shore excursions employees in terms of good teamwork between De Palm Tours and Carnival Cruise Lines. A ceremony was held aboard the Carnival Breeze. Congratulations were received from Carnival Cruise Lines' Vice President, Amilcar Cascals, and Director Product Development, Erika Tache: "Your company's position as a leading provider of shore excursions and your reputation for first-class service are attributed to your strong leadership and the sense of direction that you provide."

Resorts

Hyatt Regency Aruba

California Nights

An opportune alignment of exceptional talent and good taste inspired the creation of a rare culinary event at the Palms Restaurant on May 20. The six-course dinner combined culinary expertise, wine knowledge and service excellence. Inspired by Arion Wine Company representing Jackson Family Wines, the evening was hosted by the winery's Master Sommelier Jennifer Huether.

Jennifer poured the winery's top-of-the line wines, and paired them with exquisite offerings conceived by award-winning executive chef Vincent Pellegrini and prepared his culinary

brigade. The Brazilian-native chef infuses many local elements into his cuisine, and creates complex and surprising food combinations. The wine pairing was expertly overseen by Govert v/d Hout, of Arion Wine Company.

Chef Pellegrini is a champion of Hyatt Hotels & Resorts' global food philosophy, as he thoughtfully sources and carefully serves meals focused on healthy preparations. He recently cooked all meals for his Royal Highness, King Willem-Alexander of the Netherlands, and his wife Queen Maxima.



Air Travel

Increased Airlift from UK

A line-up of top companies, including Virgin Holidays and Hayes & Jarvis, has added Aruba to their portfolios. In addition, leading travel brands Thomson and First Choice have announced the introduction of weekly flights to Aruba from Manchester next summer, complementing its existing service to the island from London-Gatwick.

Aruba enjoyed record business from Britain in 2014, when visitor figures reached an all-time high. UK numbers grew by more than 12 per cent in 2014, topping the 10,000 mark for the first time. In addition to the 10,447 UK visitors, there was a 34 per cent growth from Ireland.

Thomson and First Choice's Manchester service will start on Monday, May 2, and continue to operate weekly until October 2016. The direct flights will be operated by the company's popular Boeing 787 Dreamliner. Thomson and First Choice will offer a mixture of all-inclusive and other board holidays. Additional tour operators who have announced the



addition of Aruba to their Caribbean portfolios are Virgin Holidays, Hayes & Jarvis, Wexas and My America Holiday.

Virgin Holidays is basing its holidays on flights with KLM Royal Dutch Airlines, meaning travellers may fly choose to fly on five days of the week from one of 16 UK airports via Amsterdam Airport Schiphol. The company is featuring four hotels and will offer ready-made or tailored packages. Hayes & Jarvis offers flights on the Thomson Dreamliner flight, KLM or with American Airlines from London-Heathrow or Manchester via one of its US hubs.

Airports Council International World Safety and Technical Standing Committee

Forty delegates from around the world gathered in Aruba for the Airports Council International (ACI) World Safety and Technical Standing Committee that gives advice and recommendations regarding best practices that should be applied at airports internationally especially in the field

of security the meeting involved delegates from such countries as Dubai, India, Japan and Israel. Aruba's Jurgen Benschop's presidency of the commission dealing with security for Latin America places Aruba on an important platform among airports around the world.

Happy Flow

Aruba was rated #1 by "Airport Business" of Airports Council International, a leading airport business magazine, in Top 10 airport innovations of the year so far, as follows:

The first of its kind Aruba Happy Flow project – in which biometrics are used as the key identifier at all airport checkpoints – was launched at Aruba Airport in May. The pilot project, which will run for the next two years, will see facial recognition technology used to identify passengers at check-in, bag drop, border control and aircraft boarding. Once the passenger's passport and facial image have been linked at the initial check-in stage, they will not have to show their passport or boarding pass again before boarding the aircraft.

The project is the result of collaboration between Aruba, the Netherlands, Aruba Airport Authority, Schiphol Group and KLM, while electronic identity solutions specialist Vision-Box has been awarded the tender to implement the project. Aruba's Prime Minister Mike Eman heralded the launch of the pilot as "an extremely innovative and important step in the transportation industry for passengers, not only for Aruba, but worldwide".

Initially, a limited number of KLM passengers travelling with an EU passport will be invited to participate in the Happy Flow pilot. Jos Nijhuis, CEO and President of Schiphol Group, which manages Aruba Airport, commented: "This is a unique project where amongst others the public and private passenger processes are combined. I have high expectations of the results. If the experience and test results are positive, we will further develop this project."





Restaurants

Hostaria Da' Vittorio

Food and wine aficionados on the island recently gathered at Hostaria Da' Vittorio for an elegant celebration of Italy's food and wine, hosted by Romar Trading and Ruffino wines. Master Italian Chef Vittorio Muscariello prepared a fantastic five-course meal, while Romar Trading's resident Wine Artist Clive Faustin picked the perfect Ruffino wines to go with each dish.

To start, the Aperitivo served up a cheese board of Parmigiano Rocca Reggiano, Gorgonzola, Provolone and Mozzarella Fresca, accompanied by a Ruffino Prosecco. The Antipasto course, Prosciutto di San Daniele D.O.P. with fresh Burrata, paired wonderfully with a Ruffino Lumina Pinot Grigio. Fusilli al Pesto Toscano was paired with a Ruffino Chianti Classico Riserva Ducale. For the main course, diners enjoyed a baked baby rack of veal with fresh rosemary, garlic and Italian extra virgin olive oil, served with a fresh Porcini mushroom risotto and black truffle polenta, paired with Ruffino Chianti Classico Riserva Ducale Oro. Italian Tiramisu wrapped up the culinary celebration.



Papillon

Papillon celebrated its sixth year in June with a spectacular 6-course carte blanche dinner with a weekly changing menu for \$60 per person. Each course comes with a perfect matching glass of wine. Papillon Restaurant's menu reflects the Frenchman's arduous journey to freedom. Classic French dishes have been dusted with daring Caribbean flair and are a culinary journey for taste buds.

Activities

De Palm Tours New Activities

De Palm Island will open two new activities this year: Aruba's first zipline and Air Jumpers. The zipline will run from behind the water park and end on one of the beaches of the private island. The air-jumpers offer guests of all ages to soar at great heights while in a harness showing their trampoline stunts.

The zipline received a bigger and higher platform to create a more spectacular experience and will open in the beginning of June. Visitors will zip 446 feet (136 m) across De Palm Island from 33 feet (10 m) in the air and land safely on the beach.

Both new activities are part of the all-inclusive package which includes all-inclusive food & beverage, snorkeling, a waterpark, unlimited banana boat rides, salsa lessons and different fun beach activities. De Palm Island also offers Sea Trek®, SNUBA® and Power Snorkel.





Events

Soul Beach Music Festival

Hip hop heavyweights, R&B queens and soul music legends all performed together during Memorial Day weekend in the biggest soul music event in the Caribbean. The popular festival, voted #1 “Caribbean Summer Festival” by Jetsetter Magazine as well as the #4 by USA Today readers’ choice “10 Best Caribbean Celebrations”, celebrated its 15th anniversary.

For this special edition, Aruba unveiled a spacious new site at the Harbor Arena.

Thousands of people from the USA, Aruba and other Caribbean islands swayed from side to side during the live performances, and beach and after parties. This year’s designated host, human beat box extraordinaire Doug E. Fresh, was awesome. Sixty-two year old soul

music legend and nine-time Grammy nominee Charlie Wilson gave a smashing two-hour performance. Multi-platinum hit makers Dru Hill and Cisco’s hit medley at the end of their Saturday show were phenomenal. On Sunday night, scintillating main stage concerts featured Grammy nominated superstar Trey Songz and Grammy Award-winning songstress Estelle.



Electric Festival

For the third year, electronic music will take over Aruba, attracting thousands of fans from all over the world. The complete lineup for this electrifying event taking place from September 3 – 6, 2015, will soon be announced. The new location is the Harbor Arena at the downtown Port of Aruba. The Amsterdam Dance Event will be presenting the Global Sessions Conference. Ticket sales are ongoing at www.electricfestival.com.



Arion Wine Company Hosts Food and Wine Seminar

Members of the food and beverage industry in Aruba recently came together for an entertaining and enlightening food and wine seminar, hosted by Arion Wine Company and Jackson Family Wines. The seminar, led by the first female Master Sommelier in Canada, Jennifer Huether, focused on pairing different cuts of beef with Cabernet Sauvignon Wines.

Participants were welcomed with a Galerie Naissance Sauvignon Blanc, before a pre-tasting with a selection of Jackson Family Wines, including a Kendall-Jackson 'Vintner's Reserve' Chardonnay, Stonestreet Chardonnay, La Crema Pinot Noir and Byron Pinot Noir. The group then explored the nuances of pairing beef with wine, and how the full-bodied nature of the Cabernet Sauvignon stands up perfectly to a hearty steak.

Arion Wine Company is a local wine importing firm, offering great wines, teaching seminars, organizing tastings and educating those working in the hospitality sector. It represents some of the world's most outstanding wineries in Aruba.



TEDx Aruba

TEDxAruba attracts people and companies in the areas of Tech, Education and Design in order to share their sustainable concepts with Aruba, the region, Europe and the Americas. It is an independently organized event licensed from TED and organized by the TEDxAruba Foundation, to take place on September 23, 2015 at the John F. Kennedy School. Its theme is “Island of Sustainable Solutions” and 500 people are expected to attend.

The team has put together a platform and pipeline for the spreading of (Aruban) sustainable ideas, solutions, creativity, innovation and culture, offering great opportunities for funding and financing of plans presented by local and international speakers.

Started as a four-day conference in California 30 years ago, the two annual TED Conferences invite the world’s leading thinkers and doers. TEDx is a program of local, self-organized events that bring people together to share a TED-like experience.

Aruba creates the perfect place for start-up companies to showcase their great ideas, find solutions for global challenges and share their expertise.



29th Aruba Hi-Winds

The largest amateur windsurfing and kite boarding competition in the world takes place every year in Aruba. Hundreds of competitors vie for medals in various categories. While most of the kite boarding competitions take place on the southern end of the island at Boca Grandi, the majority of the events take place at Fisherman’s Huts, just past The Ritz-Carlton, Aruba. Hi-Winds is a great spectator event as well, with a full agenda of beach parties, fashion shows, and concerts to enjoy. This exciting windsurfing and kite boarding competitions will take place from July 7th until the 13th.

Kiwanis International Convention

Kiwanis International Convention for East Caribbean and Canada recently took place in Aruba at Radisson attended by Governor Fredis Refujol, Prime Minister Mike Eman, and Minister of Social Affairs Paul Croes.



The Prime Minister thanked Gavril Mansur, Lt. Gov Kiwanis Aruba, and recognized all in Aruba community who think of others and help those in need. “Kiwanis also play an important role in creating strategies and taking initiatives to ensure highest quality of life possible. A prestigious organization like Kiwanis reminds us of the importance of contributing to a better society...With all support and dedication of Kiwanis, we can make the world better place,” he stated.

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by the 25th of each month.

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Aruba International Film Festival

The 5th International Film Festival will be focused on the showcasing of films, workshops and film pitching. The festival shall take place October 7 – 11, 2015, at Palm Beach Plaza Mall (Caribbean Cinemas), once again hosting filmmakers and film enthusiasts from around the world.

The AIFF has welcomed film luminaries such as Oscar-nominated actor Richard Gere, multi-Oscar-winning editor (and long-time Martin Scorsese collaborator) Thelma Schoonmaker, Oscar-nominated actress Virginia Madsen (now a repeat visitor, earning her the AIFF Ambassador Award in 2013) and legendary Dutch writer/director Paul Verhoeven (of Robocop and Total Recall fame).

The AIFF will introduce its inaugural International Film Market Aruba (IFMA). Visiting filmmakers can enjoy Aruba while pitching and selling their films to international sales agents and distributors.

The festival will once again present a well-balanced program of high-quality films, while offering unique and engaging industry events (master classes, panel discussions) on varied filmmaking topics. Films selected to the AIFF will compete for jury and audience awards in narrative, documentary, short, Caribbean Spotlight and Aruba Flavor (local film) categories. All filmmakers are encouraged to submit their films to the AIFF at www.FilmFreeway.com/festival/Aruba www.aiff.aw