



Aruba Tourism  
Authority

## Aruba Product Update

June 2016

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

Our Mission:

To increase the share of affluent travelers and the economic value of tourism for the benefit of the community and our stakeholders by positioning and developing Aruba as their preferred Caribbean destination.

Our vision:

The Aruba Tourism Authority (A.T.A.) will become the most innovative and creative DMMO in the Caribbean.

Core Values:

Empowerment  
Productivity  
& Ownership  
Professional  
Respect  
Fun & Passion.

Below we offer a synthesis of some of the most prominent and important news during the month of June 2016



## ATA News

### Launch of Aloe Wellness Month Aruba in Venezuela

On May 13, ATA Venezuela officially launched Aruba's Aloe Wellness Month at the Valle Arriba Golf Club in Caracas. Members of the press, online influencers, and other guests experienced firsthand all that Aruba has to offer during the month of June. Nataly Arends, ATA Marketing Director, expressed that this experience positions the Happy Island as a place where people can relax and have healthy vacations, in addition to entertainment and diversion. Communications Director Johana Santiago mentioned the discounts

and special promotions at all spas, many of which are using the Aruba Aloe product line that just celebrated 120 years of existence. Complementing this are other initiatives such as healthy cooking classes at hotels, yoga, and art. Dance therapy classes were inspired by performers at the Aruba Music Festival June 24-26 at Harbor Arena of Aruba, which included headliners Enrique Iglesias, Chino and Nacho, Gente de Zona, Wisin, Destra García, NutzBeat, and Tito Nieve.



## Awards

### Top 10 Destinations in Travelers' Choice Awards 2016

Palm Beach and Eagle Beach took sixth place on the list of Top 10 Destinations of TripAdvisor's Travelers' Choice Awards 2016. Eagle Beach was described as an idyllic beach with white sand and turquoise waters, popular with water sports enthusiasts. Palm Beach was touted for its powdery sands and perfect swimming conditions. The Pedernales dive site was also mentioned, as well as the fact that Aruba is a destination easily explored. These awards are based on the quantity and quality of reviews and opinions received by users of TripAdvisor over the year. TripAdvisor's Carol Johnson, Destination Sales Manager for Latin America and Caribbean, recently met with Ronella Tjin Asjoe-Croes, CEO of ATA, and Sanju Luidens-Daryanani, CMO of ATA, to present them with the official plaque, recognizing the Aruba tourism product once again.



### Bucuti & Tara Beach Resorts

The resort was named among 17 resorts on the Caribbean Journal ratings: "This is quite a marriage: the best hotel in Aruba and the best beach in Aruba. This corner of Eagle Beach is as beautiful as any in Aruba, with a staggeringly wide white-sand beach, and it's home to the boutique Bucuti & Tara Beach Resorts, an adults-only, eco-friendly hotel that's marvelously well-run and even more thoughtfully designed."

### Boardwalk Small Hotel Aruba

The resort recently received a 2016 TripAdvisor Certificate of Excellence. Receiving five out of five stars for three consecutive years, it is positioned as a proud second place in TripAdvisor's ranking for best hotel in Aruba. "We are especially grateful to all of our guests for choosing Boardwalk Hotel and putting the word out for us on TripAdvisor," says Stephanie Rooijkackers, one of the twin-sister owners of the small hotel.





## Tourism

### Aruba Hospitality & Security Foundation (AH&SF)

At a recent press conference, the important activities and plans of the AH&SF were described. Minister of Tourism Otmar Oduber emphasized the close collaboration with the police and his approval of ATA's continued support. Jim Hepple, AHATA CEO, and his team were thanked for their dedication.

AH&SF has been recognized on various occasions as a model for the Caribbean, providing teams that patrol the streets, public areas, beaches, and waters to ensure safety.

ATA's investments in cars, quadracers, boats, WaveRunners, and a growing number of agents who assist the police were cited, as well as projects including the purchase of LED lights in high rise and cruise ship terminal areas, buoys in tourism areas for water safety, and a new system of mobile cameras planned for next year. Confirmed by ATA surveys, safety is a tourist priority, and Aruba's efforts are both recognized and appreciated by its visitors.



## Resorts

### Manchebo Beach Resort & Spa

The resort recently organized a donation-based yoga class in cooperation with Lynet Vink from Stoked About Yoga. Funds collected were donated to FAVI to help those who are visually impaired. Classes such as these are organized on a regular basis by Manchebo to support local charities.

The resort is deeply rooted in community and social endeavors, hosts events, participates in community programs, provides sponsorships and donations, and encourages volunteerism of its staff.



## The Hilton Aruba Caribbean Resort & Casino

### Sunday Brunch

In line with the resort's hospitality tradition spanning more than six decades, masterful chefs present brunch every Sunday at Laguna restaurant from 11:30am to 2:30pm. The brunch features three hours of unlimited champagne mimosas, combined with plentiful breakfast favorites, gourmet entrées, and rich desserts. Laguna's tropical beauty with outdoor and indoor seating is the perfect venue for the culinary voyage that takes off with soups and the garden-fresh salad bar, accompanied by homemade dressings and a mouthwatering selection of just-made salads, antipasto, grilled vegetables, seafood ceviche, marinated fish, and calco tempera. The deli section offers smoked salmon, herring, peel & eat shrimp, international cheeses, crackers, just-baked bread, butter, and spreads. There is a live pasta station, as well as a carving station with Virginia ham and prime rib. While the hot gourmet entrées might vary according to season, the chef often favors chicken with white wine, beef tenderloin with mushrooms, red snapper topped with Creole sauce, shrimps in garlic cream, and Caribbean rice. The delectable dessert station delivers an irresistible sweet ending with petit fours, mousses, and mini fruit tartlets.

### Aloe Wellness Program

The resort offered an extensive Aloe Wellness Program in June, supporting the initiative of the Aruba Tourism Authority that focuses on revitalizing body, mind, and soul while on vacation. Guests participated in yoga and aqua fitness classes. Fitness instructor Gladys Duarte combined bursts of intense cardio, elements of tribal and Caribbean dance, stretching, and conditioning. Guests rented bikes and explored nearby trails, learned stand up paddleboarding, and enjoyed volleyball and archery. Specially priced aloe treatments at the eforea Spa, weekly healthy cooking classes presented by French-born Executive Chef Gerard Coste, and healthy concoctions prepared by mixologists at the Mira Solo Bar complemented the month's activities.

## Appreciation Week

The Blue Energy Committee in charge of Team Member activities created an ambitious agenda. A fun walk for members and their families, a scavenger hunt, bingo, games, and parties engaged the group. The Blue Energy Culture integrates Hilton values and promises into guest service initiatives, team member programs, and community projects.



## Hilton Worldwide Global Sales Team

The resort hosted a select group of the leisure global sales team members of Hilton Worldwide. The sales professionals met with the local sales team and pledged their support. The group of visitors belongs to the Hilton Worldwide Sales team, with more than 700 professionals in 34 offices. The visitors conducted some fruitful business during the day, enjoyed relaxing eforea Spa treatments, dined in great style in the evening, and enjoyed a top-notch affair under the stars.



## Hilton Worldwide's Annual Global Career Initiative

The resort took part in Careers@Hilton Live: Youth in Hospitality Month, Hilton Worldwide's annual global career event showcasing the many opportunities available in the hospitality industry for young people. Grade 12 students from Ibero American High School experienced the orientation and got the opportunity to interact with different team members and department heads. General Manager Olivier Maumaire kicked off the day with a presentation about business communication, combined with a fun exercise that helped students understand the importance of effective communication.





### Renaissance Aruba Resort & Casino

Not long ago, Papagayo Bar on Renaissance Island burnt down. The creative squad behind “Korteweg,” Aruba’s monthly cultural festival, was charged with creating a temporary pop-up bar made out of recycled wooden pallets, which the Renaissance team decided to move and install at Flamingo Beach. They contacted local artist Romelinda “Kala” Maldonado to design and paint this bar. Kala is a young local craftswoman with a passion for painting, photography, and making local handmade souvenirs using only recycled materials that she finds either at the beach or in the wild.

Renaissance wanted a tropical and authentic “washed-up” look. The bar, now called Mangrove, was painted in colors such as flamingo pink and different shades of blue, green, beige, and brown. To give it an Aruban touch, Kala painted symbols seen on old cunucu (country) houses with a modern, tropical twist, complemented by her signature symbols such as stripes and squares, related to old Indian paintings. According to Zugheila Lindeborg of the Renaissance, “Kala’s work is really awesome and inspirational. Renaissance Island’s Flamingo Beach now has an authentic Aruba-inspired beach bar, made by one of our own Aruban artists.”



### Costa Linda Beach Resort

Ever since 2004, the resort has observed Memorial Day, honoring all those who died fighting for their country. Aruba’s veterans joined American veterans this year in this moving tribute organized by Costa Linda veterans, during which a biodegradable floral wreath is placed in the sea.

The ceremony is organized annually by Frank Nini, Maurine Nadal (in honor of her late husband, Robert), and Griff McElroy, assisted by the hotel staff.



## Hyatt Regency Aruba Resort Spa and Casino

### Hyatt THRIVE Autism Fundraising Walk

Hyatt THRIVE, Hyatt Regency Aruba's corporate responsibility platform, was designed with the Aruban community in mind. Centered on giving back to the island that has supported the resort for the last 25+ years, the series focuses on four distinct pillars: Environmental Sustainability, Education and Career Readiness, Economic Development and Investment, and Health and Wellness.

Hyatt Regency Aruba's THRIVE series has been openly welcomed by the community, associates, and guests. Last month, the resort successfully participated in the Hyatt THRIVE Autism Fundraising Walk on April 23, in conjunction with April's Autism Awareness Month and Hyatt's Global Month of Service. Hyatt Regency Aruba successfully raised 26,000 AWG through this event, and associates and community members from across the island pitched in to make it a success. It was also during this time that thousands of Hyatt colleagues around the world rallied together to volunteer and give back to the communities they call home.

### Hyatt Aruba Online Check-in

With hospitality moving in a digital direction, Hyatt Regency Aruba's goal is to enhance the guest experience by mobilizing check-in to reduce the amount of time spent waiting in line. Just launched this May, the resort now offers Hyatt Web Check-In, a convenient and streamlined option for online check-in. During the Hyatt Web Check-In process, guests provide their last name, checkout date, and estimated time of arrival. Once they arrive on property, they simply proceed to the Hyatt Express Check-In Kiosk or the hotel front desk to retrieve their key(s). Those who utilize the new service will still receive Hyatt's guest room guarantees, including their preferred bed type and more.



## Aruba Marriott Resort & Stellaris Casino

The resort recently hosted an exciting disco-themed customer appreciation event in the Grand Ballroom, where all the attendees enjoyed a night full of fun entertainment and exquisite culinary delights.

Bringing together business leaders and representatives around the island along with local press members, the celebratory event signified Marriott's continued appreciation of its valued relationships with local customers.

Tom Calame, Complex GM, formally welcomed the guests, thanking customers for their continuous business and loyalty throughout the years, followed by Carolina Voullieme, Director of Sales & Marketing, who officially opened the celebration.

The culinary team led by Executive Chef Teddy Bouroncle and Executive Sous Chefs Miguel Garcia and Romeo Penacino displayed their catering prowess while guests were entertained by DJ Edson Sr., NBO band, and Jeon & Atanero.







## Restaurants

### Bugaloe Beach Bar & Grill

Bugaloe recently celebrated its ten-year anniversary with a weekend of fun and excitement and spectacular performances by singers Nuraila Karim and Jasper Taconis, the Bugaloe Concert of the Decade, and other live entertainers, as well as specials on tube rides and beach beds. All weekend, guests enjoyed happy hour prices and the festive vibe at this popular, fun, and entertaining gathering place located right on the waters of Palm Beach. It is perfect for a cocktail or a casual breakfast, lunch, or dinner, hosting some of the best live bands on the island with breathtaking sunsets as the backdrop.



### Nos Clubhuis, Tango Argentine Grill, and Moomba Beach

On Sundays, BBQ lovers will find these restaurants the places to be. At Nos Clubhuis, located on top of Hadicurari Restaurant with a great view over the fishermen's pier, patrons can purchase a platter of grilled fish steak, chicken saté, ribs, french fries, and salad for just \$15.00 (until 9 pm), and Happy Hour Two for One takes place from 12 - 1 pm and from 5 - 6 pm. There are all-day and daily Bucket Deals of Amstel Bright, Heineken beer, or Chill/Balashi.

On Sundays at Moomba (6 pm – 10 pm), there is a BBQ buffet for just \$29.50 with all-u-can-eat ribs, chicken saté, sausages, beef steak, chicken legs, a salad bar, corn on the cob, rice, potato wedges, and more. Happy Hour is from 6 - 7 pm and from 10 - 11 pm, with terrific live music.

The BBQ at Tango Argentine Grill in the Arawak Garden is an all-u-can-eat rib fest for \$29.95. The open charcoal grill is blazing, the chef is grilling away, and you can eat as much as you want. Enjoy indoor or outdoor seating and live entertainment. The Arawak Garden is always sizzling, but on Sundays between 4 pm and 11 pm, it is almost too hot to handle!



## Cruise Travel

An Aruba delegation of Otmar Oduber, Minister of Tourism; Ronella Tjin Asjoe-Croes, ATA CEO; Mario Arends, ATA Cruise Director; and Humphrey Tromp, Aruba Ports Authority, met with Royal Caribbean Cruise Lines and Carnival Cruise Lines in Miami, Florida. Discussions took place pertaining to the 2017 and 2018 cruise seasons and the possibility of new opportunities, including increasing business in the summer months and combining Cuba and Aruba in cruise itineraries. Comparing the first four months of 2016 to the same period last year, the number of cruise visitors increased by 25%, bringing more than 330,000 passengers to the island. New and exciting developments in the island's tourism product were revealed.



## Promotions

### Team Aruba

Team Aruba debuted their new uniforms this year, brightly colored to match their eye-catching Pro Stock Mustang. Working closely with A.T.A. and AAA (Airport Authority) all year round, the team presented them with a commemorative uniform. Trevor Eman, pilot of the Aruba.com Mustang, and the rest of Team Aruba arrived at the Maryland Raceway for the IHRA President's Cup Nationals, where they continued their promotional efforts for Aruba. Eman currently sits third in the IHRA Championship Points standings and is looking to advance as the series nears the halfway point in the season.





## Meetings

### Aruba Meets Europe (AME)

The Aruba Hotel & Tourism Association (AHATA) and Aruba Tourism Authority (ATA) organized this biennial interactive conference between visiting European tour operators, airline representatives, Aruba hoteliers, and representatives of the island's tourism sector. Various meetings were scheduled to strengthen professional ties between buyers and sellers. A presentation by Martijn Lampert highlighted the mindset of millennials around the globe. At the marketplace, operators were able to negotiate with local tourism professionals. Hotel site inspections and a scavenger hunt around the island were perfect for seasoned visitors as well as first-timers. AME provides the perfect opportunity to receive information and view firsthand the latest island developments. It is an important tool in promoting Aruba as a vacation destination in Europe. The ATA has representatives in the Netherlands, Germany, Italy, England, and Scandinavia.

Conferences such as AME help develop and strengthen strategic alliances, for example, with operators and airlines. KLM has increased the frequency of its flights with additional capacity for Aruba from Holland

during these months. Additional airlift from England is also forecast for 2017. ATA is also negotiating with other potential partners to amplify the European market share and diversify to other international markets, assuring a stable and quality tourism product.

Aruba continues to make a strong impact on the vacation market in England and is growing in popularity and attracting many more new visitors every year. Holiday Hypermarket reports 71% sales growth this year; including flights from Manchester Airports and Gatwick, growth is actually 107% year over year. According to Ian Crawford, it is unusual to see such rapid growth, but Aruba is an up-and-coming destination in that market. He cited impressive infrastructure in the hotel sector, significant investment in the destination, and restaurants, bars, nightlife, and all kinds of activities as attractive features. The year 2015 experienced an overall growth of 18% in the number of tourists hailing from the U.K., much greater even than that of larger and more established destinations such as Cuba and Barbados.



### Caribbean Queen

Linda Lou Huiskes is the Caribbean Queen's artist of the month. Originally from the Netherlands, this prolific artisan creates one-of-a-kind pieces with seashells and sea glass. She drills or wire wraps these island treasures, transforming them into bracelets, earrings, and other accessories.

## Culture

### Island Heritage Festival

Bushiri Beach was recently the venue for this second annual happening highlighting the island's music, culture, history, and art with performances by local and international artists. More than 2,500 attendees enjoyed international headliners, including Gregor Salto, Eva Simons, and FightClub, who took the stage and collaborated with such local artists as Datapanik, Daniville, MC Samil, NutzBeatz, Rossilow, Oscar Booy,

and DJ Yeimy to reflect the island's cultural tastes. Also highlighted at the venue were local fashion, sculpture, and art. With an eye on the environment, the stage itself, designed by Elite Productions, was covered with recycled woods and materials, the use of paper was limited in favor of digital methods, turtle nesting areas were protected, and the beach was returned to its original pristine state.



# Events

## Hi-Winds

Together with the Wind Racers Club Aruba, Aruba Hi-Winds is hosting the 2016 IFCA Slalom Pan-American Championships in its 30th edition of fun and action. This exciting annual windsurfing event not only features non-stop action and slalom and freestyle races and competitions, but also kiteboarding, mountain biking, happy hours, and live entertainment. This year, it takes place July 11-15.



## Love Festival 2016

The Love Festival 2016 is taking place for the third consecutive year, July 29-31, moving to Eagle Beach in order to accommodate a larger gathering of music lovers. For three days, about 50-plus international and local DJs are set to perform on three stages from noon till midnight or beyond, with many more surprises in store. To see the long list of international DJs performing, visit [www.LoveFestivalAruba.com](http://www.LoveFestivalAruba.com).



## Caribbean Sea Jazz Festival

The tenth edition of this festival, which will take place September 23-24, guarantees a full Caribbean experience featuring an outstanding international and local lineup including Kool and the Gang, Izaline Calister, Latin Tribute to Michael Jackson featuring Jon Secada, Ben Liebrand, Ivan Neville's Dumpstaphunk, New Cool Collection featuring Matt Bianco, Tony Succar's Latin Show, Levi Silvanie and Randal Corsen, Jemm, Franky Janga, Carlos Bislip, steelpan legend Andy Narell, Franklin Granadillo, and Serghio Jansen International Group. Renaissance Festival Plaza is the primary venue. Enjoy music, theater, arts, and food in one weekend!

# Travel Companies & DMC's

## Maduro Travel

Maduro Travel recently hosted COLOMBIA, a travel presentation facilitated by three visiting Colombian travel specialists: Pamela Gonzalez, Promotion Executive of the Medellin Convention and Visitors' Bureau; Viviana Uribe Covers, Sales Manager of Papayote Travel; and Lina Maria Rios, Director of Colombian Adventure.

The presentation was opened by Isabelle Welage, Maduro Travel Manager, who shared details of her last Colombian adventure with her family. The audience was pleased to find out about the wealth of attractions and activities, the safety of cities and the countryside, the quality of the accommodations, and the amazing natural wonders Colombia has to offer.

Rosie Maduro, representing Indigo Tours Aruba, stressed the favorable exchange rate, making Colombia a very affordable vacation destination. Tita Iglesias (Insel Air Aruba) and Sebastian Montanez (LAN Aruba) were also present.



## ECO Destination Management Services

The ECO team recently visited Scol Dununman and presented a monetary donation to support efforts in catering to island children with special needs aged 6-16. CEO Wichita Villacres visited the school and was given the opportunity to learn more about its operations and teaching methods. ECO is a valued travel partner that has been contributing to Aruba's tourism industry for over 25 years.

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### De Palm Tours

The company recently renovated the 46-year-old building at the Natural Bridge. Known as the Thirst Aid Station, this iconic landmark is now open for business with an updated bar and sitting area, as well as new restrooms, furniture,

and fixtures. The exterior is reminiscent of an Aruban country home. A series of large glassless windows affords panoramic ocean and hillside views. The souvenir shop features the popular Biba Dushi apparel line.

