



Aruba Tourism
Authority

Aruba Product Update

June 2017

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 2017



ATA News

Faces of Aruba

At a special reception that took place at the 5&33 Gallery of the luxury Art'Otel in Amsterdam, Marco Borsato, award-winning Dutch singer, opened his very first photography exhibition together with well-known Dutch photographer Raymond Rutting, entitled Faces of Aruba.

The two had travelled to Aruba in February during which time Rutting provided Borsato with an exclusive photography master class covering a wide range of Aruba subjects. In the fall of 2016, Borsato took part in a celebrity photography competition Het Perfecte Plaatje, broadcast on RTL 4. This exhibition of a series of sparkling photos is open until August 27.





Aruba Sponsor at Gentleman Award 2017

The Gentleman Award gala event dedicated to the most famous Italian football players took place in the prestigious Military School Teulìe in Milan where well-known TV presenter Massimo Caputi and showgirl Alessia Reato awarded athletes such as Dionisi, Quagliarella, Gagliardini, Locatelli, Montella, Murillo, Candreva, and Pinamonti.

More than 500 VIPs and 20 press members were present. Aruba was the main sponsor of this prestigious event. Alessandro Zanon of ATA Italy awarded Suso with an unforgettable trip to Aruba.

Aruba Hosts PAMAC

On June 14-17, Aruba hosted an important group of executives from the cruise tourism sector. The Platinum Associate Member Advisory Council Conference (PAMAC) of the Florida-Caribbean Cruise Association was the perfect showcase for Aruba as a cruise ship destination.

Mario Arends, Cruise Manager of the Aruba Tourism Authority, hailed this opportunity for Aruba to show the continual developments in the Port of Oranjestad. PAMAC is an event that makes it possible for its platinum members and cruise lines to be in the forefront of information about the industry, its members and destinations.

Over 80 platinum members of FCCA, 11 employees and 50 guests attended the conference, as well as local stakeholders and ATA presenters. There were tours of Arikok National Park, the city center and museums.

FCCA President Michelle Paige revealed that Aruba has consistently ranked in the top 5 among 35 destinations in terms of guest satisfaction. She explained that the conference provides an opportunity to work together and experience all the new and amazing things that Aruba is doing to ensure a superior product.



Awards

Aruba Wins Major Caribbean Award

The CHIEF Awards shine a spotlight on the Caribbean Hospitality and Tourism industry's tried and true best practices, and the Caribbean businesses that masterfully implement them for the betterment of the industry and the region. The Aruba Tourism Authority is the 2017 winner of the CHIEF Award for Sales & Marketing by the Caribbean Hotel & Tourism Association (CHTA). The honor was presented to the Aruba Tourism Authority at the Caribbean Hotel Industry Exchange Forum (CHIEF) on Friday, June 2 in Miami, FL.

The prize was awarded based on the 'Local Shortcut Series' campaign as well as for the 'insta Adventures'. Mr. Ed Malone, A.T.A Director for North America was there to receive the award.



Bucuti & Tara Beach Win at the CHIEF Awards

The resort is the 2017 winner of the CHIEF Award for Environmental Sustainability by the Caribbean Hotel & Tourism Association (CHTA). The honor was presented at the Caribbean Hotel Industry Exchange Forum (CHIEF) on June 2, in Miami, Florida. The most successful, forward-thinking resorts were honored for embodying best practices.

Bucuti & Tara was selected as the best of the best for its submission in the category of Environmental Sustainability and a finalist in Social Responsibility. Holding the most eco-certifications throughout the region, the resort is proud to be honored by its Caribbean community.





Resorts

Playa Linda Beach Resort

The team of room attendants sharpened their skills through participation in a year-long training course, culminating in winning marks and recent graduation from the Talkabout Certification Program.

The program is rooted in internationally established standards of housekeeping and is regularly updated to reflect changing best

practices and market trends. Playa Linda is the first Aruban resort to achieve Certified Room Attendant success, joining a prestigious list of Caribbean resorts.

The resort boasts a team of exceptional housekeeping supervisors and room attendants, all of whom attended both formal training and internal coaching sessions.



Bucuti & Tara Beach Resort

New Resort Manager

The resort is pleased to announce that Rik van der Berg has been named resort manager. In his new role, van der Berg oversees daily operations. Fluent in three languages, he easily converses with Bucuti's guests who hail from 25 different countries on any given day.

A native of the Netherlands, van der Berg had joined the resort as assistant resort manager in February 2016. Previously, he held management positions at Capella Hotel Group five-star properties in Washington, D.C. and Singapore. He had also worked at boutique properties in the Netherlands after management training in Aruba 12 years ago.



Aruba Marriott Resort & Stellaris Casino

Aruba Marriott Resort Recognized as One of the Best Hotels for Families in 2017

By Family Vacation Critic

The Aruba Marriott Resort & Stellaris Casino has recently been recognized by Family Vacation Critic, TripAdvisor's family travel site, as one of the best hotels for families in 2017.

Family Vacation Critic has released its annual list of the best hotels for families in 15 regions across the globe. Every hotel recognized has met a strict list of family-specific criteria, having been highly-rated by family travelers and personally vetted by Family Vacation Critic's team of family travel experts.

Customer Appreciation Event

The resort recently hosted their Intergalactic Gala, an out-of-this-world customer appreciation event held in the Grand Ballroom. Invitees enjoyed a night of state-of-the-art audio visuals, great entertainment and exquisite culinary delights.

Bringing together business leaders and representatives along with local press members, the celebratory event signified Marriott's continued appreciation of its relationships with local customers. The culinary team led by Executive Chef Romeo Penacino provided a delicious array of hors d'oeuvres and a display of catering services. Nutzbeatz and 'N Fuzion entertained guests who danced the night away.



Hyatt Regency Aruba Resort Spa & Casino

Colleague and Leader of the Quarter

Each quarter, Hyatt Corporate recognizes their colleagues who have demonstrated the brand's purpose of "caring for people so they can be their best". The individuals recognized have made outstanding contributions in the areas of delivering personal experiences to their guests and teams through teamwork and overall job performance.

On May 30, 2017, Hyatt Regency Aruba held a "Reggae Vibe" celebration to honor Finance Manager Carily Yarzagaray-Maduro as Manager of the Quarter and Event Service Supervisor Pamela Bryson as Assistant Manager of the Quarter. Of the 50 attendees, there were 24 'Colleague' nominations and eight 'Leader' nominations.

Walk for Paws

On Earth Day (April 22, 2017), thousands of Hyatt colleagues around the world rallied together to volunteer and give back to the communities they call home.

As April is Hyatt's Global Month of Service, Hyatt Regency Aruba partnered with Sgt Pepper's Friends and Animal Relief Foundation (ARF) Aruba to give back to all the animals of the island with a 5k run/walk event.

Participating runners and walkers took to the streets for the event, some with their four legged friends for 'Walk for Paws'. The event closed with a raffle, a Zumba dance off, medals for each participant and a treat for the pups at the finish line.

Caribbean Palm Village Resort

Associates enjoyed a helpful and educational Tsunami preparedness course given by Sergio Wever, of Safe4Life Consultancy. Though a very rare occurrence, he presented the hazard, assessed tools and products, established a warning system and talked about effective community response, which is the key to risk reduction.

Interim General Manager Astrid Muller stated that the course enhanced associates' ability to support their organizational preparedness and response efforts. Wever had already made presentations about safety in October, and returned recently for fire training.



Hilton Aruba Caribbean Resort & Casino

Careers@Hilton Week

The resort took part in Careers@Hilton Week, Hilton's annual global career event showcasing the many opportunities available in the hospitality industry for youth and other job seekers and to support them by providing guidance on the skills that are vital to succeed in the workplace and beyond. From May 15 to May 21, Hilton hotels and corporate offices around the globe host hundreds of events to inform young people about the exciting and diverse career opportunities in the hospitality industry. The Aruba resort hosted an event that educated and informed students of Ibero-American high school. They experienced an orientation day, and then shadowed key executives on their job.

Mother's Day

The resort transformed the Sapphire meeting room into a day spa, enlisting the support of consultants at Maggy's Perfumeries to offer flash make-up sessions to female team members. The makeup program and the expo of top selling fragrances and cosmetic products were enthusiastically received. Team members could shop without ever leaving the premises. They also enjoyed the chocolate delivery and the special breakfast served in the team members' restaurant. The resort often welcomes "Maggy's on Demand," an initiative to reach out in a pop-up store for the day.

Hilton Aruba Caribbean Resort & Casino

The resort has introduced a new aloe-inspired program led by Aloe Master, Albert de la Cruz, a team member at eforea spa. The Naturally Aloe spa menu now includes the Aloe Body Scrub, the Aloe Sun Relief Wrap, and the Aloe Vera, Rum and Stone Massage. As the on-site aloe expert, Albert guides a complimentary poolside DIY aloe scrub class where guests can create their own aloe-infused body scrub using ingredients from the resort's garden. Aloe Master Albert also provides advice on how to best integrate aloe into guest experiences, from beauty to soothing sunburn. An extensive Aloe shopping menu curated by Aruba Aloe is available at the resort's retail outlet.





Renaissance Aruba

Renaissance Aruba Celebrates Global Day of Discovery

Renaissance Hotels, the global lifestyle brand known for helping travelers to experience business unusual on the road, hosted its fifth annual Global day of Discovery on June 16 at nearly 170 hotels around the world. Guests and locals alike enjoyed exclusive unexpected hotel events and neighborhood experiences centered on mixology, gastronomy, nightlife

and entertainment. 75 guests, including local influencers Maria Pucci and Christian Bendek-Caribbean King, and Anna Lysakowska of annaeverywhere, attended an “Eat. Explore. Enjoy” event. The resort coordinated a guided hiking tour of Arikok National Park and an Aruban breakfast buffet, along with steel band music.



RIU Resorts

The elderly residents of San Pedro Paviljoen, home for the elderly in Oranjestad, were on the receiving end of 170 delicious desserts in honor of Father’s Day.

The individually presented desserts, beautifully prepared and boxed by Riu Resort, Riu Palace Aruba and Riu Antillas, were enthusiastically received at the elderly facility. “We wanted to show appreciation for this island’s older generation, and to sweeten Father’s Day, for the residents of the old age home,” says General Manager Juan Blanco, on behalf of both resorts, General Manager Vanessa Fernandez, staff and management.

Divi Resorts

The Kids Council, an initiative by Princess Laurentien of the Netherlands, gives children the chance to have a say and be visible in the decision-making process of their country, and allows organizations to see themselves from the perspective of children. A delegation recently visited Divi Resorts. The Kids

Council suggested that the resort promote the immense diversity of their employees' cultural backgrounds. Divi Resorts employs 33 nationalities, which makes the company one of the most diverse in Aruba. At a recent Cultural Fair at Alhambra, Divi showcased this diversity through food, music, art and dance.



La Cabana Beach Resort & Casino

Team Building

The resort recently hosted a day of team building for its managers and supervisors, with a full day of activities focusing on cooperation, trust, communication, leadership skills and, of course, fun! The day, organized by WannaGo Outdoors, began with a bus ride to Mangel Halto, where the group was divided into teams for various team building exercises. Challenges were designed to help the managers and supervisors get to know each other better and reveal unknown skills and talents, as well as stimulate open communication and trust. Everyone was then whisked off to De Palm Island, where they enjoyed a nice lunch before some relaxation time.

La Cabana Beach Resort & Casino

The resort delivered meals, hand-shakes and smiles to Marie Stella's 160 residents and staff members, wishing them a happy Father's Day. About 10 resort staffers, with F&B Director Pierre Kock, helped serve meals and wished them an enjoyable Father's Day weekend. It was a positive opportunity to interact and connect with the elderly. "We are very aware of our social responsibilities," said Pierre, "and dedicate resources and energy to serving our guests our associates and our community. Serving lunch at the elderly home," he added, "was a much-enjoyed experience, and we're planning to repeat it during the holiday season."





Restaurants

Aruba Wine and Dine Introduces Bio-degradable Straws

Festive cocktails will look the same at the restaurants of Aruba Wine and Dine (AWD) in the future, but there will be a big difference: from now on the new straws that are used are bio-degradable and therefore not harmful for the environment. In this way the restaurants will take a step towards a 'greener' world; we hope that other restaurants, bars and private persons will follow this example.

The idea behind the bio-degradable straws is simple: start with small steps and many small steps together make giant ones in the

fight against pollution. The plastic straws, which often blew away into the ocean or were thrown away carelessly, were very harmful for turtles and other sea life, often causing death. They are now a thing of the past at the AWD restaurants, such as MooMba Beach,

Hadicurari, Salt & Pepper, Fishes & More, Dragonfly, Tango Argentine Grill, the Sopranos Piano Bar and Café the Plaza. This a great initiative which will hopefully be followed with enthusiasm by many others.

Hadicurari

On June 17, Hadicurari's Executive Chef Ronald van Hasenbroek and his kitchen team went all-out to treat their guests to a fantastic event featuring a six-course extravaganza with wine pairing.

Present was local, self-taught artist Elvis Tromp, who created a colorful plate of Hadicurari, the home of the fishermen of Aruba. Named 'Taste of Art', the charity event started off with Thai razor clam, paired Pine Ridge Chenen Blanc, California.

Smoked king mackerel was the first appetizer paired with a lovely Deloach Pinot Noir, California. Following Bouillabaisse was pigeon breast and confit, paired with Ogier Côte du Rhône. The entree was lamb and asparagus, paired with a fantastic Josh Legacy Red blend. The amazing Grand Dessert was served with a sweet Dr. Loosen Riesling. A portion of the proceeds of the dinner is for SABA, the foundation of homes for the elderly. Sponsors were Pepia-Est and Aruba Wine And Dine (AWD).



Bistro Le Garage

Operated by Flying Fishbone, Bistro Le Garage is located at the entrance to Renaissance Marketplace, with wonderful views of the harbor. Open daily from 10 am – 11 pm, it is the perfect spot to enjoy a gourmet dinner, a light bite, or a drink. Stop in for a coffee and dessert such as crepes or strudel.

The lunch menu features warm sandwiches, salads, soups, and specialties such as escargots, calamari, steak frites and chicken brochettes. Begin dinner with a variety of hot and cold appetizers followed by entrees of beef, duck, chicken and seafood. Enjoy the international menu of fine wines, custom cocktails, beers and martinis.



Café the Plaza

Haring Happen

The Dutch tradition of 'Haring Happen' was observed on June 16, when herring lovers flocked to this popular casual eatery to sample the imported delicacy. Outside on the terrace, a fish cart sold the herring, and a Balashi beer stand provided the perfect accompaniment.

The new herring season officially gets underway on June 16, just before the first barrel is sold at auction, a festive occasion in Holland that continues until September.



Ike's Bistro

Chef Sandro Herold welcomes diners every Thursday evening to Paella Night, a special interactive dining experience.

As he prepares this traditional Spanish specialty from scratch, guests can begin their dinner with a glass of delicious fruity Sangria and the abundant salad bar that includes Melon wrapped in prosciutto, Marinated olives, octopus and calamari; Grilled vegetables; Hummus and Soup of the day. Fruit salad flambéed in Galliano or Crème de cacao and topped with ice cream is a perfect finale.

Live music with Spanish guitar duo Carlos & Son create the perfect ambiance at this comfortable and casual eatery at the Manchebo Beach Resort.



Maroc Tapas Bar

Maroc Tapas Bar is located next to Wilhelmina Restaurant on Wilhelminastraat in the heart of downtown Oranjestad. It is a casual place to eat delicious Spanish Mediterranean and Moroccan tapas and also a perfect choice for a glass of wine or a cocktail from the premium bar. Everything served is healthy and freshly

homemade by their chefs and prepared right in front of patrons at the tapas bar.

The menu has over 35 tapas with selections that range from prosciutto, hummus and tahini to guacamole and catch of the day. There is also a variety of vegetarian and dessert tapas. Open daily from 5 pm – 1 am.



Activities

Green Bike Aruba

Green Bike Aruba is the first bike shared system in the Caribbean. In addition to accommodating tourists and casual users, they focus on locals and long-term users, sharing their vision of living a green, healthy and fun life.

There are 100 bikes and 8 stations which are the Cruise ship terminal, Plaza Daniel Leo, Plaza Turismo, Costa Linda, La Cabana Beach Resort, South Beach, Paseo Herencia and Marriott. Users can simply purchase a bike pass at any station, enter the code to release the bike, ride and return it to any station. Monthly and annual rates are available. www.greenbikearuba.com



Aruba News

Aruba Certification Program

In May, the Aruba Certification Program (ACP), sponsored by the Aruba Tourism Authority (A.T.A.), launched its acknowledgement campaign to organizations whose employees participated in and completed the program.

Five organizations were recognized for their commitment towards Aruba and their dedication to ensure good service and encourage their employees to communicate correct and concrete information about the island's history and cultural heritage. These were Aruba Beach Club (the first hotel to be recognized), Aruba Happy Rentals, Fundacion Parke Nacional Arikok (FPNA), Avis Car Rental and Welcome Marketing. This educational program not only enhances a high level of service but also provides a wealth of information about the diversity of Aruba.



ECO Destination Management Services Celebrates 30th Anniversary

In honor of its 30th anniversary coming up in November, the company has scheduled monthly events throughout 2017, celebrating associates, vendors and the community.

For the first four months, ECO organized charity and cultural activities for the community. On three consecutive evenings in May, the company showed its appreciation for vendors including restaurants, entertainment companies, rental companies, flower shops, transportation specialists, taxi drivers, water sports companies, activity operators, hotel executives, and tourism colleagues. The movable feast started at Azia lounge on Palm Beach, followed by a welcome drink, and delicious food at four different restaurants.



Aruba Nights Celebrating 30th Anniversary

Aruba Nights is celebrating their 30th anniversary this year. The publication is the longest continually running magazine on the island, sleuthing out the best experiences, and to showcasing local people, color, and culture with stunning images and insightful editorial.

Over the years, their quality publications have reached tens of millions of visitors, won awards, helped build businesses, and brought people together. And now, their online presence reaches out to the world through their web page, blogs, apps, and social networks.

They are proud to be a big part of Aruba's excellent tourism product and a major financial contributor to AHATA to support tourism over the past 15 years. They take great pride in being AHATA's official tourist publication.



Shoco Beer

Aruba now has its first craft beer. In May, the Shoco Beer Company launched its first two beers. “We wanted a series of craft beers that embodies our island lifestyle, authentic and recognized by the Brewers Association. We found a brewmaster in Kentucky, and together we formulated six different craft beers,” informs senior sales manager Taylor Escobedo. Blood Orange Blondes and Long Legged Lager debuted at Aruba’s Craft Beer Festival in May.

Beer lovers can look forward to Pineapple Wheat Wave, TanLine Tangerine IPA, Sun of a Beach Prickly Pear Wheat, and One Hopy Island Toasted Coconut Pale Ale. The beer is named after Aruba’s national symbol, the endangered shoco owl. The company honors the social consciousness tradition of small breweries worldwide, recently presenting \$10,000 to Arikok National Park, with a percentage of sales earmarked for future conservation projects at the park.



T.H. Palm & Company

On June 16, the company hosted its 3rd Annual Beers & Bites event, celebrating its favorite male clients and showcasing its fun selection of clothing and gifts especially for men. All shared cold beers, meaty bites by Taste of Belgium, and plenty of laughter.

Store owner Jodi Tobman explains, "I wanted to do something to celebrate men, and decided to wrap it around Father's Day." Store manager Lina Sarmiento adds, "About half of the store is devoted specifically to men with a wide selection of casual dress shirts, tees, hats, shorts, books, barware, gifts geared towards men, and more."



Gold Coast Completes Condos

Aruba's largest residential community located on Malmokweg has completed the first cluster of Boca Druif and the slightly more spacious Boca Grandi Condos. The stylish units, with 2 and 3 bedroom options, are spacious one-story condos, tastefully appointed and equipped with the latest energy saving, state-of-the-art appliances. The second cluster will commence construction this summer, to be delivered to owners in May 2018.

When finished, Gold Coast will boast over 260 residences, in 2- and 3-bedroom townhouses, single level 3-bedroom condos, and 3- and 4-bedroom villa homes, set among 26 acres of lush landscaping and picturesque plaza, within a secure community. The vacation rental program has proven very popular.

To our tourism partners:
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by the 25th of each month for it to be
featured in the subsequent month.



Events

Caribbean Sea Jazz Festival

Now in its 11th year, the Caribbean Sea Jazz Festival will take place September 15-16, 2017. The all new lineup includes both international and local talent. Already confirmed are Ruben Blades, Maceo Parker, Zuco 103, Jesse van Ruller Trio, NG La Banda, Corey Henry & the Funk Apostles, and Shirma Rouse, with many more to be announced.



In addition to spectacular music, CSJF is a cultural and culinary event celebrating the Caribbean. Renaissance Festival Plaza is the main area for performances, as well as several pre- and after-parties. It is a perfect spot located in the heart of town with harbor and sea views.



Soul Beach

Every Memorial Day weekend for the past 17 years, Aruba plays host to the Soul Beach Music Festival, heralded by Jetsetter Magazine as the #1 Caribbean summer festival.

At the Comedy Concert, Rudy Rush warmed up the audience and Big Sean Larkins opened the evening, followed by Britain's Gina Yashere. The headliner was award-winning actor and comedian Cedric the Entertainer.

On Saturday and Sunday night, Aruba's outdoor Harbor Arena was the venue for a dynamic group of performers. Faith Evans, Grammy winning soprano, mesmerized the audience. Usher, accompanied by The Roots, brought the house with his impressive vocals and dancing prowess.

Sunday, the exciting Mary J. Blige returned to the Soul Beach stage for the second time. In Palm Beach, the post-concert block party featured top international and local DJs. Daytime beach bashes were held at Moomba Beach.

