



Aruba Tourism
Authority

Aruba Product Update

June 2018

The Aruba Tourism Authority (ATA)
is the Destination Marketing &
Management 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 2018

ATA News

ATA Hosts LAPMA 2018 for Latin American Market

The Aruba Tourism Authority recently hosted a group of tour operators from Latin America during LAPMA 2018. Meetings such as this are in alignment with ATA's vision of continuing to diversify markets and accentuating the authenticity of the Aruba product.

The participants were very impressed with the advances Aruba has made in infrastructure and marketing, and also with future plans. Tourism partners provided hotel visits, informative presentations and Business 2 Business sessions. The operators were able to experience a bit of local culture, art and history, providing a variety of options for meetings.

The itinerary included dinner at Divi Resorts, activities on De Palm Island, a cruise aboard the Montforte and dinner at Wilhelmina Restaurant. They also met in the ballroom of the Hyatt Regency Aruba Resort, Spa & Casino, for various workshops where were officially welcomed by CEO Ronella Tjin Asjoe-Croes who also reviewed recent tourism results and future plans. She advised that the objective for 2018 is an increase of 17.3% in number of visitors from Latin America (excluding Venezuela) and stressed ATA's commitment to the market.



During the four-day conference, participants met individually with local companies including hotels, restaurants, tour companies, and event planners. The program ended with lunch at the Aruba Marriott Resort & Stellaris Casino.



ATA Organizes 34th Annual Tourism Conference Aruba

Once again, ATA welcomed more than 50 participants, mainly from the North American market, to the Annual Tourism Conference Aruba (ATCA) that took place May 15-19. In attendance were government dignitaries, tour operators, airlines, hotels, ATA North America representatives, and local stake holders.

The objective is to provide the opportunity to broaden the knowledge of Aruba for this group and at the same time strengthen business relationships. The conference also provides a strategic view of the coming year for the North American market.

ATCA started off with a spectacular reception at the Hilton Aruba Caribbean Resort & Casino, followed the next day by the official opening at the Renaissance Convention Center.

Highlights included “ATA’s Strategic Direction for 2018: The Big Picture” by ATA CEO Ronella Tjin-Asjoe Croes, a presentation by AHATA CMO Jim Hepple, and “Gateway 2030: Expansion Project of Aruba Airport Authority N.V.”, by CEO James Fazio. The “Evolution of the North America Creative Campaign” was introduced by ATA CMO Sanju Luidens, followed by a presentation by the Concept Farm, advertising agency in North America.

Through hotel site inspections and myriad island activities, the different ‘niches’ in the market were presented and the diversity of the island explored. At the marketplace event, partners met individually to share updates and negotiate contracts. The exciting closing reception took place at the Archeological Museum.





Aruba Convention Bureau

Destination Review Fam for VIP Meeting Planners

22 prominent meeting planners from the US and Canada visited the island from May 3-7. Hotels and DMCs partnered to provide the best experience possible. To lend an authentic local touch, participants had a very unique breakfast in “Hofi Shon Shoco” in Arikok National Park. They also celebrated the final night in Fort Zoutman, with a show including the Popcorn Dancers in traditional costume, a brass band and carnival dancers.

ACB thanks Renaissance Aruba Resort & Casino, Barcelo Aruba, Tierra del Sol Resort & Golf, Aruba Marriott Resort & Stellaris Casino, Divi Resorts, Hyatt Regency Aruba Resort, Spa & Casino, The Ritz-Carlton, Aruba, De Palm Destination Management Services, Eco Destination Management Services of Aruba, Red Sail Destination Management, and EPIC DMC for their support, as well as special appreciation to the Hilton Aruba Caribbean Hotel & Resort for hosting the clients.



ACB attends IMEX in Frankfurt, Germany

For the second time, ACB together with ATA Europe attended the IMEX tradeshow held from May 15-17. There are 3500 suppliers and over 5000 qualified buyers in attendance, giving Aruba the chance to be present itself on the international stage as a highly competitive destination for the meetings and incentives industry.

Aruba attended this year together with Hyatt Regency Aruba Resort, Spa & Casino, Aruba Marriott Resort & Stellaris Casino, Eco Destination Management Services of Aruba, and De Palm Destination Management Services. Valuable

contacts were made with meeting planners from such countries as Italy, Germany, Belgium, Spain, the United Kingdom, USA, Colombia, Mexico and Panama. Aruba once again hosted its signature “One Happy Hour” cocktail on the first day of the event to network with important Aruba clients.





Awards & Recognition

Bucuti & Tara Beach Resort Named National Winner of Energy Globe Award Aruba

The Energy Globe Award is one of today's most prestigious environmental accolades. The resort's submission, "The Path to Carbon Neutrality," highlights the culmination of its efforts to provide a vacation that is as sustainable as it is memorable. The award-winning submission is one of more than 2000 received from 180 countries. It will now compete for an International Energy Globe Award and the ultimate World Energy Globe Award set to be announced later this year. Owner/CEO and noted environmentalist Ewald Biemans was a

panelist at the United Nation's International Year of Sustainable Tourism for Development Forum in Washington D.C. last September. He shared that vacationing at the Aruba resort left a lower carbon footprint than even staying home.

Bucuti & Tara recently shared its research prepared with its on-staff sustainability manager, revealing that a week-long Bucuti & Tara vacation including air travel is better for the environment than an equivalent drive vacation – actually 68% better.





Pelican Adventures Receives Caribbean's Leading Tour Operator Award

Pelican Adventures N.V., one of Aruba's very first watersports and tour companies, recently received the prestigious Caribbean's Leading Tour Operator award from Carnival Adventures, Carnival Cruise Line. Pelican was awarded for its commitment to excellent business practices, its position as a leading provider of shore excursions and reputation for first-class service.

Pelican Adventures has been successfully providing tours to Carnival Cruise Line guests, especially the VIP Cruise & Snorkel with Lunch

and the Sailaway Beach & Snorkel Cruise. "Both tours sell out months in advance," says Erika Tache, Director Product Development of Carnival Adventures, Carnival Cruise Line.

Pelican Adventures N.V. operates on-land and on-water tours, including the exclusive Monforte III Luxury Cruise, sales force and activity desks at 6 prime locations, Pelican Nest Seafood Grill, Pelican Sail & Snorkel tours with the Pelican One, Pelican Too, and Le Tigre catamarans; sightseeing and island tours, and the Pelican Pier Bar.



Bubali Bliss Receives TripAdvisor Certificate of Excellence 4th Consecutive Year

Property manager Marcel Nobels proudly reports, "We have only been open for 4.5 years and to see ourselves listed in the top 10% of accommodations in Aruba who receive the TripAdvisor Certificate of Excellence is something we cherish."

The boutique-style apartments at Bubali Bliss offer a trendy Caribbean look and a very lush, tropical garden with spacious pool deck and communal area equipped with hammocks, deck chairs and seating areas.

Guests can choose between 10 modern, fully airconditioned studio-apartments and deluxe studios that come with a private patio and separate bedroom. Bubali Bliss is located right across from Superfood, and only a short walk from world-renowned Eagle Beach.



Resorts

OceanZ Celebrates 2nd Anniversary with 30% Discount

To celebrate their second anniversary, OceanZ is offering a personalized experience for every guest, is treating arrivals with their first glass of champagne to celebrate the start of their stay. Guests are offered a 30% discount when booking 4 nights of more between now and December 20. Price includes breakfast. OceanZ is the perfect place for a quiet getaway, a romantic honeymoon or anniversary celebration. They offer a relaxing environment ideal for unwinding and spending quality time with loved ones, as well as special VIP service.





Kibrahacha Mother's Day Lunch at Manchebo Beach Resort

The resort once again had the honor to host a fine group of senior citizens who are members of Club Kibrahacha 60+ for their annual Mother's Day Luncheon at the resort's beach pavilion.

Over 200 mothers gathered for a delicious lunch prepared by the chefs of The Chophouse & Ike's Bistro with compliments of the Manchebo Team. "All staff from housekeeping,

gardeners, waiters, bartenders and cooks worked diligently together to host the Mother's Day Luncheon which has been a tradition for over 20 years. Introduced by the late Ike Cohen, we are happy to organize it annually," said Edgar Roelofs, Manchebo GM.

Centro Kibrahacha helps to maintain the physical and mental health of the elderly and improves their quality of life.



Mothers Celebrated at La Cabana Beach Resort & Casino

The traditional appreciation get-together in honor of Mother's Day featured an abundance of music, flowers, finger food, cake, and refreshments. Chef Octavio made the buffet extra special this year and created a memorable red and white celebration cake.

All mothers congregated in the conference room were truly pampered, especially the newly-elected Mother of the Year Maisy of the housekeeping department, who received a large flower bouquet and a sash fit for royalty among other gifts.

The party also featured a fun raffle for over 50 valuable prizes and useful gift certificates to food stores and gas stations, dinner and breakfast vouchers and spa treatments.





Playa Linda Beach Resort: New Look, Same Warm Welcome for 35 Years

The popular timeshare and beloved resort marks its 35th year this year, and along with it, celebrates its dedication to outstanding service and accommodations. Recent enhancements include a brand new look and layout to the lobby that allows guests to immediately immerse themselves in the vacation experience.

“Our designer brought together both tropical and modern elements to create a design that is spacious, airy and welcoming,” remarks General Manager Peter van Grinsven. “We opened up the lobby and improved the flow in and through the resort as well as created additional spaces that offer more to do and places to gather.

Function plays a big role in the new lobby design, with the check-in desks angled to offer an immediate welcome to guests. Additional amenities now include check-in kiosks, luggage storage room and multi-functional space for meetings, activities and events.

While regular upgrades occur on a scheduled basis, Playa Linda will undertake another major move next year in refreshing all of its studio, one- bedroom and two-bedroom suites. According to the GM, “With the new changes, we are building upon our success of the last 35 years, and ensuring we continue to welcome generations of guests for years to come.”



Hyatt Regency Aruba Resort, Spa and Casino

Leadership Award Given to Ronald Hopman

Area Vice President and General Manager Carlos Cabrera proudly announced the recent Hyatt Leadership Award for Revenue Management given to Ronald Hopman the resort Director of Revenue Management. This prestigious annual recognition is given

to Hyatt colleagues who produce outstanding results while showing leadership and care for colleagues and business. Thanks to Ronald, the resort performance exceeded other Regency properties of all sizes throughout the Americas.



Aruba Marriott Resort & Stellaris Casino

Aruba Marriott Contributes to the 'Stimami Sterilisami' Program

Aruba Marriott recently organized a dog walk for its associates and their families, to promote quality time with their families and to raise funds for the 'Stimami Sterilisami' program. A total of 110 people and 30 dogs gathered to enjoy a walk with their furry companions to Malmok. The resort had t-shirts printed for purchase as well as dog bandanas and dog treats, raising funds for 'Stimami Sterilisami'. At the end of the walk, prizes were raffled amongst the dogs and participants and healthy snacks were provided.

The 'Stimami Sterilisami' movement aims to reduce the number of stray dogs and cats on the island by sponsoring the costs of spaying and neutering, and by raising awareness on the importance of providing proper care for pets. This initiative is part of Marriott International's efforts to promote wellbeing and happiness among associates as well as giving back to the community through the Marriott Take Care Program.



Special Culinary Event with World-Renowned Mexican Chef Emilio Macías

The resort hosted a fun and unique two-night culinary pop-up event "El Diablito takes over The Lobby" on May 25-26. World renowned Mexican Chef Emilio Macías brought the attendees through a culinary journey with a menu full of upscale Mexican flavors, all prepared with authentic Mexican ingredients as well as a touch of local elements.

El Diablito's menu brought forward the best flavors of Mexico demonstrating his cooking style and presentation techniques. Guests indulged in a variety of Mexican dishes such as elotitos, red snapper a la veracruzana, lobster, crab and angus short rib tacos, as well as special Mexican cocktails such as Margaritas, Micheladas and Tequila cocktails.

Emilio Macías is a world-renowned Mexican nomad Chef that travels the world for culinary inspiration while bringing his own restaurant project 'El Diablito' to other restaurants. He is a graduate of the Culinary Institute of America in New York and has worked at various international Michelin Star Restaurants.





Holiday Inn Resort Aruba

New Carnival Show

Unwind in exciting activities and the colorful culture of Aruba at Carnival night at the Oceanside Terrace. The buffet is open from 6pm – 10pm and the show starts at 7:30. Every Saturday night, guests enjoy a delicious meal and 30 minutes of the Aruba culture and traditions. The show also celebrates Aruba's culture at other locations on the island.



Refreshment Starts with Two Words: Puro Coffee

Puro Coffee is the resort's newest grab 'n' go coffee outlet. Don't miss out on the delicious morning drinks and combine them with sandwiches, salads, paninis, or many other tasty snacks. There are options for everyone; from hot chocolate to delicious gelatos. The choices are endless! Refuel your energy to explore our happy island!



Sunset Beach Villas Offers Special Fall Discount

The resort is conveniently situated in walking distance from beautiful snorkeling spots, watersports activities and one mile north of the hi-rise hotels. Each studio is equipped with everything needed for a home-away-from-home Aruban vacation, catering to all budgets and requirements. As part of their fall discount, guests booking a vacation between June 21 - December 20 qualify for a 10% discount on the entire booking.





Hilton Aruba Caribbean Resort & Casino Hosts Successful Destination Review

The resort had the pleasure of hosting thirteen select meeting planners from North America, in cooperation with the Aruba Convention Bureau. A warm greeting in the lobby was followed by an informative site inspection and a tropical welcome reception.

The inspection showed off the extensive renovations that preserved the original character of the resort's unique design, and totally updated

and upgraded the amenities. The planners seized the opportunity to see the multiple indoor and outdoor venues for meetings and events. General Manager Hans-Georg Roehrbein reaffirmed the resort's desire to work with the planners, hosting their VIP groups in the spirit of Aruban hospitality. The night concluded with sumptuous food and dance music under the stars.



SBMF2018 and Hilton Hotels & Resorts Host Jet Set with Purpose Brunch

The Soul Beach Music Festival partnered with Hilton Hotels & Resorts to host a Jet Set with Purpose brunch. Complemented by a delightful brunch was a panel discussion on “How to Get Your Philanthropy Fix in Any City”.

Travel and volunteer work have been going hand in hand in recent years. Moderator Andrea Richardson, Head of Multicultural and Diversity Engagement at Hilton Hotels, led the discussion with interesting and thought-provoking panelists Icema Gibbs, Head of Corporate Social Responsibility at Jet Blue; Sjeidy Feliciano, Communications Manager Aruba Tourism Authority; Karen Civil, CEO, Creator, Cultivator of Live Civil, karencivil.com; and Kaylen Zahara, host and social influencer star, kaylenzahara.com.

Hilton recently launched an ambitious new Travel with Purpose corporate responsibility commitment. Sjeidy Feliciano reported that Aruba listed a few do-good projects on givinggood.com, inviting visitors to volunteer on social projects.





Tropicana Aruba Resort

Renovations Continue

It's business as usual as renovations continue for the next 100 rooms. In the northern half of the Sunrise Tower, progress is being made on a daily basis. The renovated rooms will be available by the end of this year. New tiles have arrived and are being placed in the new rooms.



Team Member Knighted

In celebration of King's Day, Governor Alfonso Boekhoudt recognized eight outstanding Aruban citizens as members of the Orange Nassau, for their exceptional role in the community with their voluntary contribution. Among these eight citizens was team member Anna Maria Richardson of the Accounting Department.

Anna has been leading the San Nicolas scouting group St. Paulus Michael for 35 years and is well-known in the community for her charity work.



Restaurants

Culinary Surprises Every Night at Que Pasa Restaurant, Gallery and Bar

Every day there are fun specials, savory daily surprises and lovely cocktails.

Every Monday, it's Chef's Tapas Night, enjoyed with a glass of sangria.

On Tuesdays, Crazy 'bout Wine starts at 6 pm. Guests taste four different wines, paired with hors d'oeuvres; the sommelier is available to share his knowledge.

The first and third Wednesday of the month are reserved for Theme Night during which guests take a culinary trip to a far-away land such as Italy, Greece, Spain, Mexico or Holland, or enjoy a variety of pizzas or fish.

On Thursdays, the dollar prices are in florins, meaning great savings for everyone!

On Saturdays, a mixed barbecue platter is served, with pulled pork, chorizo, chicken and ribs and a half liter of Heineken beer thrown in per person.

And don't forget Que Pasa's daily Toast, Drink & Cheer Happy Hour every day from 4 to 6 pm and from 10 to midnight, featuring specials on house wine, house cocktails and Amstel Bright, Heineken and Balashi beer.

QUE PASA
RESTAURANT • ART GALLERY & BAR

EVENTS

- TOAST, DRINK AND CHEER**
DAILY HAPPY HOUR
Times: 4-6PM & 10-12PM
HOUSE WINE \$5
HOUSE COCKTAILS \$5
BEER \$3
(Bottle Heineken, Amstel Bright, Balashi)
- EVERY MONDAY**
CHEF'S TAPAS NIGHT
4 Chef's surprise tapas + a glass of Sangria. **\$19.50** p.p.
- EVERY TUESDAY**
WINE & FOOD PAIRING
Starts at 6PM
4 wines and paired snacks. **\$19.50** p.p.
Limited availability. Reservations required.
- 1ST AND 3RD WEDNESDAY OF THE MONTH**
SPECIAL DINNER NIGHT
Reservations required. **\$29.50** p.p.
- EVERY THURSDAY**
FLORIN FOR DOLLAR
Great day for saving
Valid with a minimum spending of \$25 (US, 20). Not valid in combination with any other promotion.
- EVERY SATURDAY**
MIXED BBQ PLATTER + BEER PINT
1/2 Liter Heineken brew
Reservations recommended. **\$24.50** p.p.
- TAPAS, OH YEAH!**
EVERY NIGHT
TAPAS BAR MENU
AVAILABLE TILL 11:30PM

Asparagus is Hadicurari's Culinary Secret for the Month of June

The Culinary Secrets series at Hadicurari Restaurant went for gold - white gold - as asparagus in all its splendor was featured on the menu June 1-2.

Hadicurari's creative chef was filled with divine inspiration when he cooked up his special asparagus menu. The white asparagus are flown in from Holland – the white stalks are incredibly tasty and soft.

The unique menu featured an appetizer of beef tataki with a duck liver mousse and marinated white asparagus, followed by an asparagus cappuccino with bacon foam. The main course was Norwegian salmon with white asparagus, a choron sauce, poached quail eggs and potatoes. Dessert was a sweet surprise.





Taste of Belgium

Sniff, taste and learn the difference between five wines while enjoying delicious filling hors-d'oeuvres at Taste of Belgium Restaurant. The trendy restaurant hosted a wine tasting on June 30 for only US\$ 49.50 p.p. and all guests who arrived before 7 pm received a complimentary welcome drink.

The word unique comes to mind when describing this restaurant located at Palm Beach Plaza shopping mall, combining the hustle and bustle of shoppers with pleasure of sitting leisurely outside on the shady terrace or inside the cozy air-conditioned restaurant.



New Herrings at Café the Plaza's Traditional 'Haring Happen' Event

The Dutch tradition of 'Haring Happen' continued on Aruba when the first herrings of the season were flown in. On June 15, local lovers of herring flocked to the popular cafe in the Renaissance Marketplace, to sample the delicacy. The event got underway at 3 pm. On the outside terrace, a fish cart sold the herrings, and there was live music from 3pm -7pm with Roel.

Sold at a special stand, Balashi beer complemented the taste of the herring, while the Dutch and Aruban national flags winked at the tight links between these two countries. The Dutch new herring season officially got underway on June 15 and will continue until September. Herrings contain at least 16% fat (unsaturated Omega-3 fats) and are filled with protein and vitamins.



Café the Plaza Adds an Early Bird Dinner to its Menu

Located in the Renaissance Marketplace, this popular eatery is well-known for its terrific, affordable fare, great daily specials and Happy Hour. It has now added an Early Bird Dinner, available from 4 – 7 pm. The Early Bird starts off with a soup of the day with garlic bread, or a garden salad.

The main course is a pan-fried grouper fillet with a garlic or creole sauce, chicken saté with Café the Plaza's famous peanut sauce, or a 4 oz tenderloin with a pepper or mushroom sauce. Dessert is a scoop of ice cream.



Eduardo's Beach Shack Introduces New Healthy Selections

Currently rated #1 of 138 restaurants in Palm Beach, an Eduardo's snack should definitely be on any Aruban bucket list. Two delicious new selections have been introduced recently.

A bit different from the typical fruit bowls and smoothies is the acai charcoal waffle. Made from all vegan, all goodness ingredients it makes for a perfect treat at any time of the day.

The Kokomo Bowl has been on the menu for a little while now, but it's popularity earns it a mention. Bright in color and full of taste, it is a combination of mango and pitaya, topped with fresh fruits and coconut.



Cruise Travel

Inaugural Visit of Freedom of the Seas

May 23 marked the first visit to Aruba by Freedom of the Seas of Royal Caribbean Cruise Lines, one of the 15 largest cruise ships in the world, with a carrying capacity of 4,515 passengers and 1360 crew members. Scheduled for 21 visits in 2018, Royal Caribbean represents 12.4% of total cruise ship business.

The Minister of Tourism together with ATA, Aruba Ports Authority, Maduro & Sons, Department of Immigration and others offered a warm welcome and water salute, and presented a plaque commemorating this auspicious event.

It is estimated that 74,788 passengers will arrive in Aruba this year aboard Freedom of the Seas, representing almost 10% of total cruise passengers in 2018. ATA's strategic vision includes a plan to modernize the wharf of Oranjestad, and offer a product of the highest quality to arriving passengers, encouraging them to return to the island for a longer stay.





Culture

Local Writer and Artist Collaborate to Promote Sea Turtle Conservation on Aruba

Local writer and winner of two travel writer awards from the Caribbean Tourism Organization, Tina Causey-Bislick, and local visual artist and illustrator Vanessa Paulina, whose work has been featured in exhibitions throughout the Caribbean, the United States, South America, Europe, and Africa, teamed up to produce a locally-inspired children's book titled "The Search for Streya". The colorfully illustrated book follows Jasmira and her younger brother, Joey, who are on a quest to finally get their first glimpse of Streya, the mystical sea turtle that their grandfather rescued from a fishing net many years ago.

"Aruba's close-knit community is very supportive of its artists, writers, musicians, and performers. Several resorts and local companies believed in us and our project, offering to pre-purchase books so that we could raise funds to take it to print." The Search for Streya is for sale at the Juggling Fish (beachside at Playa Linda), The Lazy Lizard (Alhambra Casino & Shops), TradeWinds (RIU Palace Antillas, Hilton, Marriott Ocean Club), Bruna, Plaza Book Shop, and DeWit & VanDorp.



Events

Aruba Vow Renewal 2.0

On August 22, 2018, Aruba will host the Caribbean's largest Vow Renewal ceremony for the second year in a row, dubbed Vow Renewal 2.0. The event will be held on the World's No. 4 Beach, Eagle Beach, and couples from all over the globe are invited to "Renew Their I Do's" and participate in this amorous affair during Romance Awareness Month on the One happy island.

The enchanting evening will be equipped with lively tunes, Carnival dancers and a traditional Hora Loca celebration. Participants will enjoy a complimentary ceremony with champagne, hors d'oeuvres and transportation to and from the event. Ambiance and décor will be inspired by real destination weddings in Aruba, and couples are encouraged to embrace their inner bride and groom, donning white attire with pops of Caribbean color.

To pre-register or learn more about the event, visit aruba.com/arubaido.



1st Edition of the KLM Aruba Marathon Held on June 3

KLM, ATA and the organizing committee attracted 2000 participants including 400 top runners from 26 different countries.

Beginning at 3:30 am, this exciting international event finished at the Aruba Marriott Resort & Stellaris Casino, with the awards ceremony held at the Ritz-Carlton Aruba. Among those present were international runners Brett Weigner, holding the the record for participating in the most

marathons in the most countries; Yen Nguyen (#4 in the world), and Peter Bennett (#5 in the world).

The marathon route is one of only 450 worldwide certified by World Leading Marathons. This event was included in their official calendar, due to its endorsement by the Association of International Marathons & Distant Races (AIMS) and International Association of Athletics Federation (IAAF).



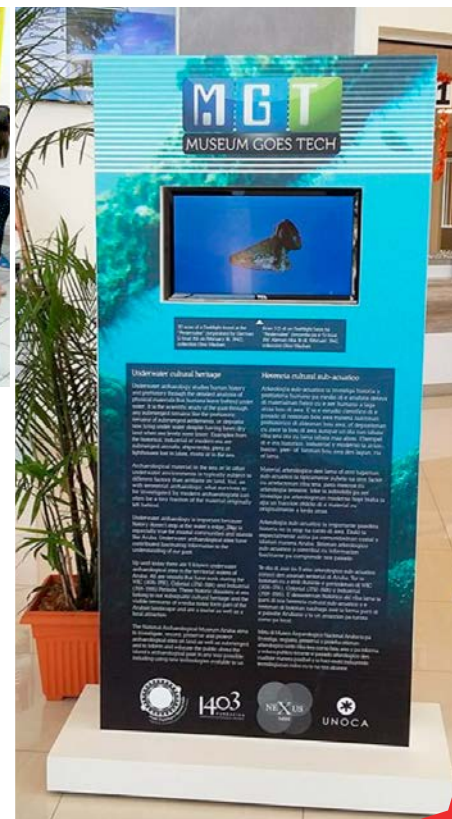
International Museum Day Celebrated on May 18

This year's theme is "Hyperconnected museums: new approaches, new publics". The day is set aside to raise awareness of the important role of museums worldwide in cultural exchange, cultural enrichment, and cooperation and understanding between people. Aruba celebrated with activities all week long.

To commence the events, the National Archaeological Museum of Aruba collaborated with Rancho

Foundation for a presentation about the downtown area's historic sites, followed by a walking tour the following day.

The following week, there was a mini Indian Festival in San Nicolas, during the Experience San Nicolas day, as well as workshops for kids and a 3D presentation about the Amerindians. Technological advances of the museum were shared with the public.





Stellar Lineup Announced for Caribbean Sea Jazz Festival

The Caribbean Sea Jazz Festival is one of Aruba's longest running musical events, igniting Aruba's music scene with an impressive lineup of international and local jazz, Latin, soul, and funk musicians. Taking place at the Renaissance Festival Plaza on September 21-22, 2018, it is not only about music: the vibrating atmosphere, food stands, and numerous bars make this an unforgettable, unique experience.

There is a four-day warm-up preceding the festival held at smaller, intimate venues. Famous featured artists at past festivals include George

Benson, Candy Dulfer, David Sanborn, Chaka Khan, Oscar d' Leon, Gran Combo de Puerto Rico, Prince Royce, Grupo Niche, Earth, Wind & Fire Experience and Kool & the Gang.

This year's lineup recently revealed at the CSJF press conference includes Jorge Celedon, Anacaona, Althea Rene, Havana Vieja All Stars, Kathy Sledge, Di Mongo, Di-Rect, Yellow Jacket, Eric Darius and his band. Tickets can be purchased online at www.caribbeanseajazz.com.

The Sizzling Soul Beach Experience Again Brought Thousands to Aruba!

Soul Beach has become a week-long celebration of beach, beach parties, its own comedy jam and the concerts. And not to forget, the after-party!

Sydney Castillo and Buddy Lewis got Comedy Night going. The headliner of the show was the multi-talented actor, writer, director and star of his own Netflix special "Woke-ish," Marlon Wayans. Alicia Keys held sway over the crowd. She brought a Caribbean flair to the festival by singing 'You Don't Know My Name' with a reggae beat and a great cover of Bob Marley's 'Could You Be Loved.' Also present was the 2018 Voice winner Chris Blue to sing a duet. To close out a fantastic first night, Keys sang "No One," and "New York: Empire State of Mind." But before she graced the stage, Aruba's talented, barely 16-year-old pop princess, Esha, started the evening off with strong set. King of New Jack Swing, Teddy Riley and Guy with Aaron and Damien Hall took over the music festival. The trio danced freely across the stage, seamlessly jumping through their hip hop-soul playbook.





Moomba Beach is Once Again The Heart and Soul of Soul Beach 2018

Moomba Beach was buzzing with action as local and international DJ's played their hearts out on the beach. Every day, the Soul Beach party started at 11 am, with ample shade available, as well as a bar in the water and a stage on the sand. This year, the Soul Beach crowd came in droves - even more than last year. From May 24 -28, Moomba was swinging and swaying, getting everybody ready to party some more. Moomba was the place to dance and have fun during the day before seeing the stars in action.

The official After Party of the Soul Beach Festival 2018 was a blast as well - held at the fantastic Arawak Garden.



FARMERS MARKET
JULY 1ST FROM 10:00- 2:00 PM

LOCAL Art & Local Snacks, Sweets, Liquor



OSTRICH EGG SPECIAL SERVES 5 TO 6
LIMITED AVAILABILITY
RESERVATION REQUIRED
ON JULY 1ST ONLY

Local Art and Farmers Market at the Ostrich Farm Every Month

Again, a successful farmers market was organized at the Ostrich Farm. The venue was transformed into a true Local Art and Farmers Market. The vendors' focus was on Aruba's national products, including cakes made of natural grown seeds, cute ornaments made of driftwood, handmade soaps by Jacky Croes, and local brewed liqueurs by David Ferreira. D'Abarú was present with delicious vegan food and natural juices by the Kelkboom family, as well as Naomi with her cunucu-style miniature houses.

New products offered included locally made ginger juice and syrups, chimichurri, vegan snacks, driftwood light art by Nanda Breamer, and recycled art by Maijenou Tromp. Plenty to taste or to buy for everyone. These markets take place on the first Sunday of the month. The next Farmers Market will take place on July 1. For something different, special, unique and delicious, enjoy the taste of an ostrich egg. Breeding season extends to mid-September. It can be prepared any way you like, with bacon, oven baked potatoes, grilled tomato, sausage and toasted sliced bread.



Satisfy Your Craving for Crafts!

Four times a week and every second Sunday of the month, Foundation ARUBA (Artisans Recognized and United by Aruba) organizes 100% Made in Aruba crafts markets by local talented artisans. After five years, this event has grown into 3 or 4 events in different hotels and shopping malls. There are about 60 artisans listed in their database, of which 30 are participating on a regular basis. Every item is hand made in Aruba, many times custom made or personalized, even right on the spot. The foundation strives to achieve a level of recognition by the local community and tourism.

Mondays, 4:30 to 6:30 PM at Bucuti and Tara Beach Resort

Tuesdays and Thursdays, 6 to 9 PM at Aruba Marriott Resort & Stellaris Casino

Fridays, 7 to 10 PM at Renaissance Marketplace

Every second Sunday of the month, The Farmer's Market takes place at the Ostrich Farm. There is driftwood art, mosaic creations, beautiful fused glass jewelry, decorations and upcycled crafts. The artisans are nationally recognized with a trade certificate. Indulge in the creative ambiance and see what is made by Aruba's local creative hands and minds.

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:

copywriter@aruba.com

with a copy to:

a.middendorp@aruba.com

content@aruba.com

s.feliciano@aruba.com

and j.tilma@aruba.com

by the 5th of each month for it to be
featured in the same month.



Renaissance Aruba Resort & Casino Launching 2nd Edition of Long Table Aruba

This year's magical dinner event will take place on July 8, with a long table measuring up to about 375 meters down the center of L.G. Smith Boulevard in front of Renaissance Aruba Resort.

Last year, dazzling white lights were strung above the table as 1,000 guests indulged

in a three-course dinner with a magnificent wine pairing. The event was organized by Renaissance Aruba Resort & Casino with the help of a handful of sponsors and all proceeds went to local cancer charities. This year, all proceeds of the charity dinner will go to an organization that is dedicated to helping children.

