

ARUBA PRODUCT UPDATE

TRADE EDITION

THE ARUBA TOURISM AUTHORITY (ATA)
IS THE DESTINATION MARKETING
& MANAGEMENT ORGANIZATION FOR ARUBA.

JUNE 2021

OUR VISION

To lead the positioning and development of Aruba as a desirable and sustainable destination, by being an innovative and agile Destination Marketing and Management Organization.

CORE VALUES

Passion
Excellence
Unity
Forward Thinking

CORE PURPOSE

We drive prosperity for Aruba through sustainable tourism.

BELOW WE OFFER A SYNTHESIS OF SOME OF THE MOST PROMINENT AND IMPORTANT NEWS DURING THE MONTH OF JUNE 2021

ATA NEWS

ARUBA WELCOMED THE FIRST CRUISE SHIP, CELEBRITY CRUISES, SINCE THE START OF THE PANDEMIC



Since March 2020, the global pandemic paralyzed the cruise industry, now, after almost 16 months, Aruba finally welcomed the first cruise ship with passengers on board. This was a historical day where even spectators were up early to capture this unique moment.

The first ship was Celebrity Cruises' Millennium from the Royal Caribbean Cruise Lines. As the first cruise ship to cruise the Caribbean, the Celebrity Millennium departed from St. Martin to Barbados, to Aruba, to Curacao and back to St. Martin.

The Aruba Ports Authority, proudly organized a protocolary event with welcoming words by the Prime Minister of Aruba

Mrs. Evelyn Wever – Croes, the minister of public health, sports and tourism Mr. Danguillaume Oduber, the CEO of the Aruba Ports Authority Mr. Marc Figaroa, the CEO of the Aruba Tourism Authority Ms. Ronella Croes and senior VP & Hotel Operations of Celebrity Cruises Mr. Brian Abel.

“Aruba is honored to be a part of such a historic event, and to have been included on the itinerary of the first cruise in the Caribbean. On this day, there are still many destinations in the region that are going through challenging times to combat the pandemic caused by COVID-19” Said Ronella Croes, CEO Aruba Tourism Authority.

To put things into perspective, back in 2011, Aruba received around 600.000 cruise passengers which increased by 2019 with a total of 832.000 cruise passengers. According to a report by the BREA, cruise visitors spend around US\$121.94 per person per destination. The success of the cruise industry in Aruba comes as a result of our strong partnerships in the industry, together with the Aruba Ports Authority, Aruba has always worked towards maintaining a strong bond with the cruise industry.



AWARDS & RECOGNITION



AMSTERDAM MANOR BEACH RESORT ACHIEVED THE TRAVELERS' CHOICE AWARD AGAIN

TripAdvisor has again awarded the Amsterdam Manor Beach Resort the 2021 Travelers' Choice award. This award is given based on a full year of reviews and ratings from the people who matter the most - its loyal guests. As a winner, the Amsterdam Manor is now ranked among the top 10% of listings on **TripAdvisor**.



HYATT PLACE ARUBA WINS TRIPADVISOR TRAVELERS CHOICE AWARD 2021

With great pride and excitement, the Hyatt Place Aruba Airport shares, that it has been recognized with the **#TravelersChoice** Award 2021 from **Tripadvisor**. "It is an honor for us to be in the 10% best hotels worldwide! We thank our wonderful staff for their commitment to our purpose of care and to our valued guests for all the positive feedback and kind words!"

RENAISSANCE ARUBA RESORT & CASINO RECEIVES BEST OF THE BEST AWARD BY TRIPADVISOR TRAVELERS FOR THE SECOND CONSECUTIVE YEAR



Renaissance Aruba Resort & Casino continues to their long-standing reputation as a leader in providing incomparable travel experiences to travelers from all over the world with the announcement of TripAdvisor's 2021 Travelers' Choice Awards. The premier island resort was named the leading Aruban resort among their picks for **Top 25 Most Saved Hotels in the World** for the second consecutive year. "It gives our team at Renaissance Aruba great pride to be recognized among the Best of the Best by TripAdvisor travelers," said Paul Gielen, General Manager at Renaissance Aruba Resort & Casino. "Receiving the Most Saved Hotels in the World award last year at the beginning of the pandemic was already a huge honor, but to make the list again while improving our position is a direct reflection of our team's ingenuity and dedication throughout this difficult time."

ARUBA MARRIOTT RESORT WINS PRESTIGIOUS 2021 AWARDS BY HOTELS.COM AND TRIPADVISOR



Hotels.com recently announced that Aruba Marriott Resort & Stellaris Casino is a winner of the Loved by Guest Award 2021, with a high score of 9/10.

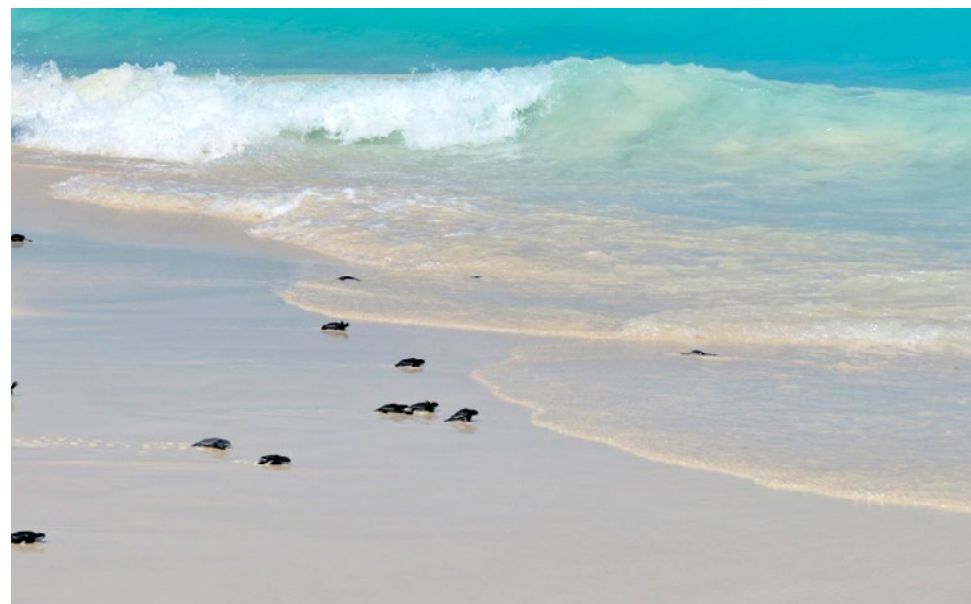
The criteria for the "Loved by Guests" awards for any property selected as an award-winner in 2021 was based on its high guest rating scores in 2020 and a minimum of 50 guest reviews. This prize showcases the high level of guest satisfaction and recognizes the daily effort of the hotel and its entire team to offer high quality facilities and service. Aruba Marriott Resort & Stellaris Casino has also been recognized as a 2021 Travelers' Choice award winner. Reviews from millions of TripAdvisor travelers places the hotel in the top 10% worldwide. This achievement celebrates businesses that consistently deliver fantastic experiences to travelers around the globe, having earned great traveler reviews on TripAdvisor over the last 12 months. As challenging as the past year was, Aruba Marriott Resort & Stellaris Casino stood out by continuously delighting travelers on their visit to the hotel.



RESORTS

ARUBA RESORT'S SEA TURTLE COUNTDOWN CALENDAR NEWEST VACATION PLANNING TOOL

Aruba's first visitors have returned to its shores – sea turtles. To help guests plan their vacations around possible hatchling arrivals, Bucuti & Tara Beach Resort introduced its new Sea Turtle Countdown Calendar. While four species nest in Aruba – Leatherback, Hawksbill, Green and Loggerhead – the massive Leatherback sea turtle calls Eagle Beach its Aruba home. While they travel worldwide up to 3,700 miles a year, Aruba's Leatherback sea turtles return to the beach they were born for nesting anytime between March through September. Nests – clutches – are fenced off until hatchlings arrive within 55 to 75 days. Bucuti & Tara's new Sea Turtle Countdown Calendar lets interested guests plan their stays around potential nest hatching dates from May through November. Resort guests interested in joining Bucuti & Tara's sea turtle experience simply let the concierge know who will then alert them when there are nestings or signs hatchlings may emerge. The protective measures put in place by Bucuti & Tara joined with Aruba's sea turtle conservation organization, Turtugaruba, have helped Leatherback sea turtles move up from Endangered to Vulnerable on the world-recognized conservation status chart. This is still in the overall level of Threatened so proactive protection measures continue. Such educational partnerships help the island community and visitors, alike, understand the importance of living in harmony with sea turtles.



PASSIONS ON THE BEACH CELEBRATES LGBT PRIDE MONTH



In support of LGBT Pride Month (June), **Passions on the Beach** revealed its Passions Rainbow Cocktail. Featuring its colorful ingredients, it will for sure be the highlight during your visit may it be morning, noon or night. If you are craving something bubbly, try their Boogie Nights cocktail featuring sparkling wine or The Sparkler which has glitter. For reservations, contact their Concierge (+297 527 1118; Concierge@AmsterdamManor.aw) or through [OpenTable](#).



TABLET ADDS BOARDWALK TO SELECTED HOTELS AS FIRST LISTING IN ARUBA



Tablet, a collection of the world's most exciting boutique hotels and places where you'll find a memorable experience has selected Boardwalk Boutique Hotel Aruba amongst its picks of best-of-the-best boutique properties. Boardwalk Hotel is the very first listing on [TabletHotels.com](#) in Aruba. "The inclusion of Aruba amongst worldwide destinations to choose from and the visibility of Boardwalk's boutique product in front of a travel-savvy, international audience is a great accomplishment that we are very proud of", says hotel owner Kimberly Rooijakkers. "We are thrilled to showcase Aruba and our hotel to this select audience and gain new loyal visitors looking for unique experiences." For 20+ years Tablet has scoured the earth, evaluating hotels that meet every taste and budget, creating a hand-picked selection that's proven and inspired. In fact, their curation led to Michelin making Tablet the official hotel selection of their legendary MICHELIN Guide. More information on www.tablethotels.com.

HYATT REGENCY ARUBA RESORT SPA AND CASINO

CELEBRATING THE PIÑA COLADA IN JULY

If you like Piña Coladas, and not getting caught in the rain, Hyatt Regency Aruba Resort Spa and Casino is the place to be in July. The famous rum and coconut drink will be celebrated throughout the month with different opportunities for guests, and the public, to enjoy. The celebrations begin with the unveiling of a specialty red, white, and blue colada in honor of 4th of July. On National Piña Colada Day (July 10), be a part of the festivities when you join @hyattregencyaruba on Facebook or @hyattaruba on Instagram. Throughout the month, ZoiA Spa will offer their annual Piña Colada Summer Special with 75 minutes of blissful relaxation filled with scents of pineapple, coconut, and lime. Reservations are recommended for this seasonal special. To learn more, please visit aruba.regency.hyatt.com

NEW COOKING WITH CHEF SERIES

Hyatt Regency Aruba Resort, Spa and Casino has announced a new Cooking with Chef series for guests. Available every Tuesday and Thursday at 4:30 p.m. at Palms Restaurant, the sessions include instructional steps in creating professionally prepared light bites at home using thoughtfully sourced ingredients. Favorites have included the resort's signature homemade Guacamole and Peruvian Ceviche. Reservations are required at least 24 hours in advance. Explore more at aruba.regency.hyatt.com

HYATT WELCOMED GINGER LOWE

Hyatt Regency Aruba Resort, Spa and Casino has recently appointed Ginger Lowe as Sales and Events Manager for the resort. Ms. Lowe has extensive Sales and Events experience and was most recently with the Hyatt Regency Greenwich in Connecticut. In her new role, Ms. Lowe will serve the North American market for both small group and destination weddings. "We are delighted to have Ginger join our team," says Denise Florio director of sales, marketing and events. "She understands our market, our clients, and most importantly the experiences that make Hyatt a preferred company for groups." To learn more about Hyatt Regency Aruba Special Events, please visit aruba.regency.hyatt.com

MASTER MIXOLOGY

Hyatt Regency Aruba Resort, Spa & Casino introduces Master Mixology, a class for guests to learn to craft a signature cocktail with the helpful guidance of award-winning bartenders. The class features Green Bar Distillery organic liquors selected by local importer, Arion Wine Company. Instruction includes beginner bartending, explanation of selected liquors, certificate, and cards featuring participant's new exclusive recipes. Learn more at aruba.regency.hyatt.com.



HYATT PLACE ARUBA AIRPORT



BREAKFAST BUFFET AT HYATT PLACE ARUBA

How about a delicious breakfast to start your day with? The Breakfast Buffet now has many options to choose from for only \$19! Upgrade your breakfast with 2 hours of unlimited mimosas for only \$25. Ask about the special vegan and vegetarian options!

For reservations or more information, please call them at 523-1234 ext 0 or email at hpa.reservations@hyatt.com.

STAY AT THE HYATT PLACE ARUBA AIRPORT, GET 25% OFF

Make the most out of your next trip to Aruba! Get 25% off your rate when you book now until July 31st, 2021 for qualifying stays from June 15th, 2021 to September 30th, 2021. Happiness Awaits!



GILLIGAN'S SEAFOOD SHACK FEATURES NEW LOCALLY-INSPIRED OFFERINGS, STEPS AWAY FROM THE BEACH

The Hilton Aruba Caribbean Resort & Casino recently introduced new offerings at its open-air terrace restaurant, oceanfront on the Palm Beach walkway. The friendly, outdoor eatery invites patrons daily from 11am to 5pm, to sip specialty cocktails from the Castaway Bar and savor delightful dishes. The new menu at Gilligan's keeps land and sea aficionados happy, catering to both landlubbers and seafood lovers, with a number of innovative appetizers and main courses. The menu also carries a selection of Aruban classics, highlighting the island's culinary tradition. Vegans and Vegetarians will also find some truly palate-pleasing options, under the same turquoise awning. The eatery is named after a legendary sitcom from the 60's, Gilligan's Island, viewed by millions, in the years after the resort was originally constructed. The sitcom told the story of seven tourists accidentally stranded on an island, and their failed escapes from it. Complementing the menu, an equally inviting beverage selection, helping guests unwind with refreshing cocktails, sparkling, blush, red and white wines and local beers. Walk right in, no reservation required.



CASINOS

MVP ZHENPENG WU, REWARDED AT THE CASINO ARUBA AT HILTON



The Casino Aruba at Hilton, recently introduced its MVP player, the FIRST, from what promises to become an ongoing monthly selection.

Poker fan Zhenpeng Wu, was presented with a token of the casino's appreciation, a classic, Swiss made, luxury wrist watch. The Casino Aruba at Hilton has recently partnered with Shiva's Gold & Gems for an exciting new project rewarding the casino's MVPs, most valuable players. An MVP is picked each month, winning a luxury watch, and a hotel stay at the Hilton Aruba Caribbean Resort & Casino. To participate, players are ranked based on their hours of play in the poker room. The Casino has also recently concluded a successful Poker Tournament, running from April 27 to May 2nd, and wanted to acknowledge those who contributed to the success, including Zhenpeng Wu, despite restrictions. The Poker Room, at the Casino Aruba at Hilton, just introduced a number of exciting innovations, revamping the nightly poker activities. For more information, check out social media (Instagram/Facebook) @thecasinoaruba, call: +297 526 6930, or visit their website at: www.tcaruba.com/poker.

RESTAURANTS

THE NEW HERRING IS FAT AND TASTY AT CAFÉ THE PLAZA!



The Dutch tradition of 'Haring Happen' continued at Café the Plaza when the first herrings of the season were flown in. On Friday, June 18 as of 3pm, local lovers of rare herring flocked to The Plaza to sample the delicacy. Predictions about this year's catch were very favorable: the 2021 herring is fat and tasty: it just slides down your throat! The Dutch new herring season started officially on June 18 and will continue until September. The best herrings contain at least 16% fat (unsaturated Omega-3 fats); they are filled with lots of protein and vitamins, like A1, B1, 2, 6 and 12 as well as C, D and E. So now you know how good herrings are for your health, lowering your cholesterol while you enjoy every bite.

ACTIVITIES

RED SAIL ARUBA INTRODUCES: THE EFOIL – FIND FREEDOM, TAKE FLIGHT!



Experience surfing's newest personal watercraft with the eFoil – the electric hydrofoil surfboard. No wind? No waves? No problem!

Whether you are a beginner or an experienced thrill-seeker, the Lift eFoil allows you to craft the adventure that's best for you with an all-electric, silent and emission-free motor that glides through any body of water at up to 25 mph. With a wireless Bluetooth hand controller, the technology from smart phones and electric vehicles are applied into a board that lets its rider fly above any body of water without needing to be propelled by wind or waves.

For more information and to discover this ultimate watersport experience please contact info@redsailaruba.com.

We generally recommend the eFoil for riders ages 16 and up, who weigh less than 260 pounds.



EVENTS

KLM ARUBA MARATHON



"The Hilton Aruba Caribbean Resort is excited to host the KLM Aruba Marathon," said General Manager Vasco Baselli, "it's good to be able to run again at a public event, after months of Covid19 restrictions. Congratulation to Kees and his team on having put together a fantastic event with the appropriate safety precautions and procedures."

The KLM Aruba Marathon course showcased the beauty of the island, running along Palm Beach up to the California Lighthouse then south to Eagle Beach. Participants from around the globe enjoyed excellent weather and great organization, on the highest international level, many of them arriving here with family members for a vacation. Hosted by the Hilton Aruba Caribbean Resort, and the Aruba Tourism Authority, the event also enjoyed the backing of many local and international sponsors. The Free KLM Aruba Marathon App, which included a Track & Trace feature helped usher in results:

- KLM Aruba Marathon winner, Juan Valencia 2:48:48
- Hilton Aruba Half Marathon Winner, John Poray 1:15:57
- Chill 10K Walk & Run Jethro St. Fleir 34:14
- Cavalier Logistics 5km Walk & Run Andre Angela 17:02

For complete results visit: <https://results.sporthive.com>





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ARUBA PRODUCT UPDATE

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 a.middendorp@aruba.com with a copy to content@aruba.com by the 5th of each month for it to be featured in the same month.