

# ARUBA PRODUCT UPDATE

TRADE EDITION

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

JUNE 2022

## 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 2022

## ATA NEWS

### LOVE CONQUERS ALL ON THE ONE HAPPY ISLAND



This summer, the ultimate romantic getaway awaits in Aruba. The Caribbean's largest vow renewal ceremony will take place on Thursday, August 11, 2022 at sunset on the breathtaking shores of Eagle Beach, voted 5th Best Beach in the World by TripAdvisor's Traveler's Choice Awards 2022.

This will be the 4th year for Aruba's Vow Renewal Ceremony, where couples from all over the world will honor their love. We're setting the scene for an unforgettable evening of toes-in-the-sand romance, bring your loved one and say "I do" again! Time: 5:30 - 7:30 PM.

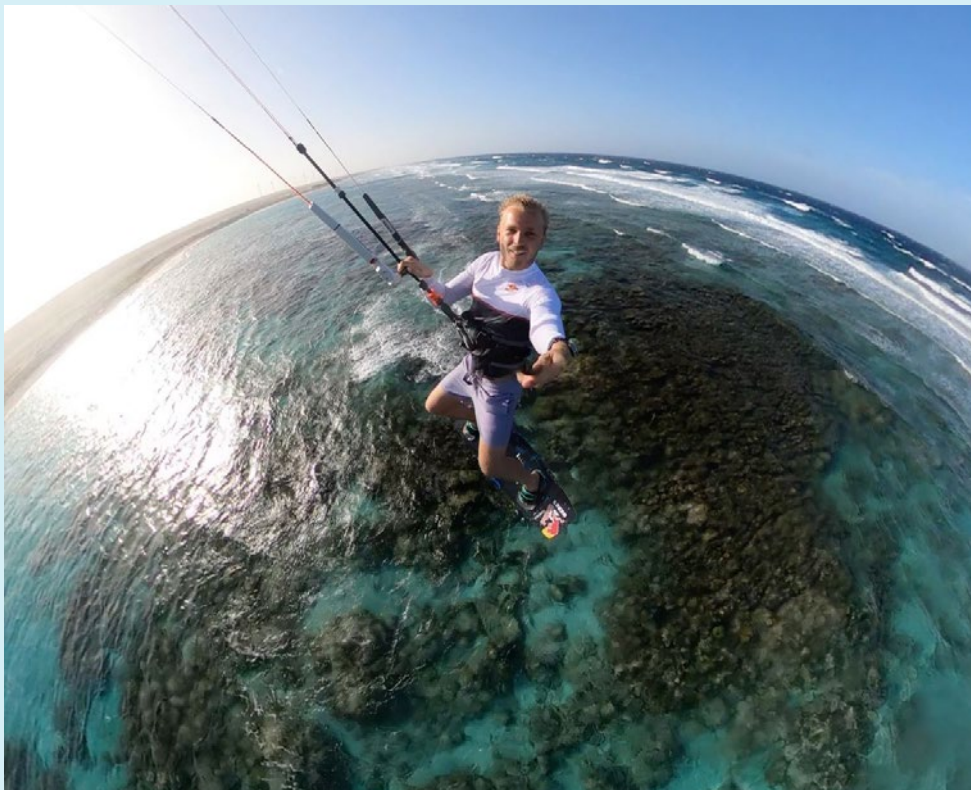
Location: Eagle Beach, diagonally across from Screaming Eagle Restaurant. Attire: Participants are encouraged to wear white with pops of Caribbean colors. Please visit <https://www.aruba.com/us/renew-your-vows-in-aruba> and book your hotel, restaurant and activities to make your Aruba I Do experience even more special.

### WINE & FOOD WEEK



Infini's Chef Urvin Croes and Chef Ashwin Maduro traveled to Houston to participate in the Aruba Tourism Authority sponsored Wine & Food Week; June 7 – 11. The week included six key events, over 30 chefs, 17 wine experts, and hundreds of wines. Aruba Tourism Authority has been a long time sponsor of this event bringing up local chefs to highlight the island's culinary side. This year was a success from Thursday's Salmon marinated in Strawberries which was light and refreshing in our Texas heat to the Grand Tasting's Tuna Tartar which awarded this duo the award of 1st Runner Up in the Chef Competition. A special appearance from Bodega's Papiamento Rum was made on Friday evening, in the recipe as well as with samples for the attendees. Chef Urvin and Chef Ashwin helped to leave a lasting impression of Aruba. Danki chefs and Pabien on the win!

## PRO DUTCH KITESURFER LASSE WALKER TAKES PART IN ARUBA HI-WINDS 2022



Professional Dutch Kitesurfer and Red Bull sponsored athlete; Lasse Walker, is considered as one of the best kitesurfers in the world. As the Aruba Hi-Winds came back after a two year break, A.T.A. wanted to ensure the event was highlighted and as such asked Lasse to take part in the events, thus enabling us to reach a premium target audience of professional and amateur kitesurfers enthusiasts as well as other Millennials.

Lasse travelled to Aruba together with his girlfriend. He enjoyed a few days breaking some serious waves and toured the island to discover Aruba's natural beauty. From Baby Beach to Mangel Halto and more. In addition, he had the opportunity to stay at two top low-rise resorts, Courtyard By Marriott Aruba Resort and Boardwalk Boutique Hotel Aruba, which he and his girlfriend thoroughly enjoyed.

Lasse fully utilised his Instagram account to promote the Aruba Hi-Winds and Aruba at large. Due to his popularity, some of his content was also shared on social media platforms by other kitesurfers.

## RESORTS

### ARUBA MARRIOTT KICK STARTS PRIDE MONTH WITH RAINBOW UP-LIGHTS



This year the Aruba Marriott Resort kick started Pride month once more by activating Pride rainbow color up-lighting at the hotel entrance, with aim to promote diversity and inclusion among guests and associates, amplify support for the LGBTQ+ community and drive awareness of Marriott International's CALA hotels as LGBTQ+ friendly. This initiative supports one of the very important Marriott's cultural values of Putting People First and aims at conveying our commitment to making every traveler and associate feel comfortable being who they are, everywhere they travel or work.

## RADISSON BLU ARUBA CELEBRATES LOVE IN COLORS



As a firm believer in supporting and showing awareness, Radisson Blu Aruba celebrated Pride Month by launching different offerings including a Pride Happy Hour menu available throughout the month of June at Acqua Breeze Pool Bar. The resort also raffled different giveaways on social media including Super Breakfast prizes, and a weekend of free day passes for all who wanted to show their pride.

## THE MAY ISSUE OF FOOD & WINE FEATURES HILTON ARUBA'S LEGENDARY ARUBA Ariba COCKTAIL



This month's issue of Food & Wine features the Aruba Ariba on the cover with the caption, "Born to Rum," and a description of the cocktail's ingredients. The issue additionally mentions the property and the drink in a story giving readers a guided map of the various cocktails of the Caribbean. Hilton Aruba's 'Aruba Ariba' is spotlighted as the drink of choice for the island, noting that its inventor is none other than the property's own Juan "Jockey" Tromp. Additionally, the story includes a recipe for readers to try making the drink themselves, sampling a taste of the island at home. Food & Wine is the leading upscale culinary magazine in the United States with a circulation of 935,481. Magazine contributor Sarah Greaves-Gabbadon visited the island in April.

## HYATT REGENCY

### ALL-AMERICAN COOKOUT

Celebrate the 4th of July with a traditional cookout at Hyatt Regency Aruba Resort Spa and Casino. Located at Palms Lawn, overlooking the beach, the special event features a delicious menu of burgers, brats, potato salad and other summer favorites from 11:00 a.m. to 5:00 p.m. Music is available from noon to 4:00 p.m. Learn more at [aruba.regency.hyatt.com](https://aruba.regency.hyatt.com).

### SUMMER FULL MOON YOGA

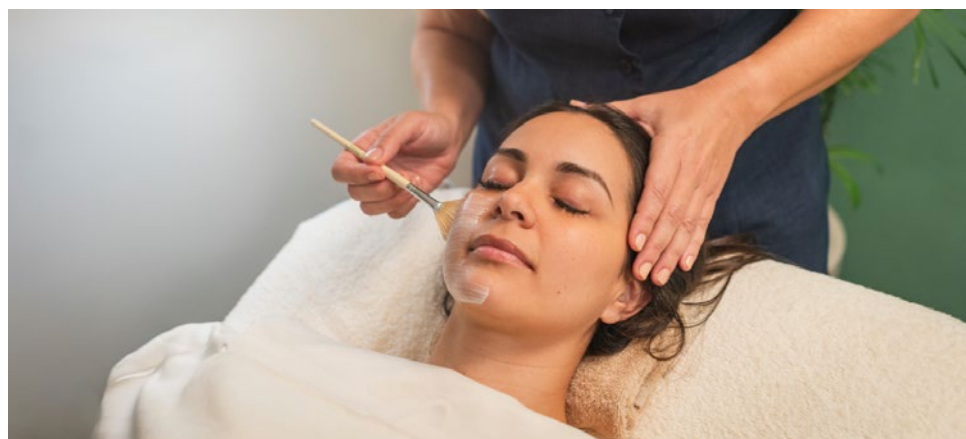
Restore energy and celebrate the beauty of a summer full moon all in one evening at the Full Moon Yoga. Available to Hyatt Regency Aruba Resort Spa and Casino guests, this special monthly event is July 13, August 11, and September 10. Guests must register in advance at [hyattbeachservices.com](https://hyattbeachservices.com).

### DETOX FACIAL AT ZOIA SPA

Enliven dull winter skin with a summer detox facial at ZoiA Spa, located in Hyatt Regency Aruba Resort Spa and Casino. This invigorating facial will help combat free radical damage and moisturize skin to make it smoother, softer and healthier. Available July 1 through September 30. Learn more, or book now, at [zoiaspaaruba.com](https://zoiaspaaruba.com).

### FAMILY EXPERIENCE PACKAGE AT HYATT

Make the most of every moment of your family-friendly vacation with the Family Experience Package at Hyatt Regency Aruba Resort Spa and Casino. Enjoy some of our most sought after amenities in one convenient offer including F&B market credit, Camp Hyatt for a day, confirmed daily pool or beach seating, beach rafts, spa credit, and a welcome beach amenity. The package is available to book through December 31, 2022 for travel through March 31, 2023. Learn more at [aruba.regency.hyatt.com](https://aruba.regency.hyatt.com).



## RESTAURANTS

### TASTE MY ARUBA



Taste My Aruba started as a local sandwich shop in a historical building downtown, however, the sandwich shop never took off as owner Nathaly de Mey expected to do. As a strong believer in Aruba's downtown and historical monuments, she started to do daily lunch on an electrical stove. On a regular day, a fisherman walked in and sold Nathaly a fresh caught 7KG Wahoo, she immediately cut this up in filet (Mochi) and sold everything, the rest is history! Taste My Aruba outgrew their beautiful small location and had to move to a new and bigger one in order to grow. Nowadays Taste My Aruba is located in a newly renovated monumental building in Wilhelminastraat and has been featured in many international articles and magazines. Nathaly is pleased to welcome you at her new location to taste exactly what Aruba is all about. Soon she will open her 2nd restaurant, which will be at the same location at TMA, however, the concept will be something extraordinary to experience.

## ACTIVITIES

### DE PALM TOURS



### FRESH NEW LOOK FOR DE PALM TOURS JEEPS

The De Palm Tours iconic jeeps just got better! After more than 10 years, De Palm Tours is currently in the process of updating its jeeps with a more refreshed look while still maintaining the original branding of De Palm Tours. With this new concept, guests will for sure feel and capture the essence of De Palm Tours that is adventure, fun, and adrenaline. After all, what's a unique experience with a unique jeep? Well one thing is for sure, these yellow jeeps are not going anywhere! In fases, these jeeps are being taken care of in-house. All jeeps go through the process of being repaired, freshly painted, and remodeled resulting in the jeeps coming out even more iconic than ever before! So, keep an eye out for these yellow jeeps.

## SHOPPING

### RENAISSANCE MARKETPLACE



In honor of Pride Month; Renaissance Marketplace has changed all their palm tree lights to rainbow colors to symbolize the PRIDE flag and the stand together for this cause. This will stay throughout the entire month of June. Be the YOU you've always been, PROUDLY. Happy Pride Month!

### BUBBLEBEE



The Renaissance Marketplace is happy to welcome another edition to the family; BubbleBee. BubbleBee is an authentic Bubble Tea shop from Taiwan, serving the best Boba on the island.

## COMMUNITY

### WIND CREEK ARUBA



After two long years, the 4th Annual **Long Table Aruba** hosted by Wind Creek Aruba returns to the island for a one-night, white-hot dinner that's billed as "The only meal worth \$40,000 for Aruba."

This year's event, set for Sunday, August 28, also marks the fifth anniversary of the Wind Creek Hospitality acquisition of Renaissance Aruba. To celebrate the milestone, Wind Creek Hospitality will award one local charity \$40,000 - a sum greater than all previous Long Table Aruba event donations.

Beginning Wednesday, June 15, interested charities can enter Wind Creek Aruba's community-driven online video submission program, asking participants to share the reasons why they should be considered for the donation. Videos will be submitted on the Wind Creek Aruba website and voted on by the public to determine this year's benefactor of the \$40,000 donation. "We're excited to bring this method of engagement to this year's event. Awareness for the good work being done in Aruba, especially considering the last two years, is the goal of this video program. We're excited to learn about more organizations and their missions, and hope this program helps to put more organizations into the spotlight," said Wind Creek Aruba General Manager Paul Gielen.

Since its inception in 2017, Long Table Aruba has raised more than \$75,000 for Aruba-based charities and is the marquee giving event for Wind Creek operations in Aruba. Community impact and disaster relief is a tenet of Wind Creek Aruba property operations. Since arriving to the island, Wind Creek Aruba has raised funds through their on-site hallmark events, Long Table Aruba and Winter Wonderland, in addition to providing in-kind hospitality and food donations year-round to organizations in need of disaster relief.

### THE ARUBA GROWTH FUND



#### THE ARUBA GROWTH FUND ON THE RUN, AT THE KLM ARUBA MARATHON

The Purple Squad, supported by the Aruba Growth Fund, is one of the largest groups within the 2022 edition of the KLM Aruba Marathon, Half Marathon, 10K and 5K, held in the late afternoon Saturday, and in the early morning hours of Sunday June 4th & 5th, 2022, with the start and finish at the Hilton Aruba Caribbean Resort & Casino.

The group consisting of dozens running and walking colleagues, participated in every category, proudly representing The Hilton Aruba Caribbean Resort & Casino, The Casino Aruba at Hilton, Botica Di Servicio, Laboratorio di Servicio, OP=OP, Budget Rent a Car, Avis Rent a Car, Payless Car Rental, and Kosmetikos,

The Aruba Growth Fund, established on the island in 2012, is the first Aruban private equity fund and it received its initial funding from the main Aruban pension funds, which explains the slogan on race day shirts: On the Run.

The dynamic Aruba Growth Fund, is owned by more than 20.000 Arubans.

With this annual initiative, the fund wishes to promote the importance of a healthy lifestyle among its team members.

Pictured here, winners on race day, enjoying the unique setting of the satisfying sporting event, with walkers and runners from around the world, happy to be together again after a two-year hiatus.





# ARUBA CERTIFIED EXPERT



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 ArubaTravelExperts



# 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 [r.dirksz@aruba.com](mailto:r.dirksz@aruba.com) and [content@aruba.com](mailto:content@aruba.com) by the 5th of each month for it to be featured in the same month.