

# ARUBA PRODUCT UPDATE

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

JUNE 2023

## 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  
Pioneering  
Integrity

## 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 2023

## ARUBA CONVENTION BUREAU

### INCENTIVE LIVE



Incentive Live, an elite event for North American travel buyers focused on placing incentive programs worldwide, is organized by the Northstar Meetings Group. The conference provides one-on-one appointments for top-producing planners in the tech and pharma industries with incentive destinations.

The Aruba team had the opportunity to meet with new and existing clients while learning from leading experts about the latest perspectives on industry trends. The event proved to be very productive, with a well-organized client dinner hosted by the Aruba team and Hilton Aruba Caribbean Resort & Casino. Clients from Martiz Global Events, Goldman Meeting Management, and more were in attendance.

### IMEX FRANKFURT



The Aruba Convention Bureau team recently participated in IMEX Frankfurt, one of the largest trade shows for the meetings and events industry. The objective was to showcase Aruba as a premier destination for meetings and incentives and establish new business relationships with meeting planners from different regions.

Over the course of three days, the ACB team met with over 100 meeting planners from various regions, including Europe and North America. They successfully presented Aruba's unique selling points, such as its stunning beaches, year-round warm weather, and diverse culture.

As a result, the ACB team generated significant potential business leads for Aruba in the coming years. Additionally, ACB organized a well-attended reception for top meeting and incentive clients at the unique and on-brand Gaia rooftop venue. The reception was a huge success and received positive feedback from attendees who praised the island's beauty and hospitality. The interest of newer clients in Aruba as a meeting and incentive travel destination was a major highlight of the trip, and the reception event organized by ACB, together with the "One Happy Hour" at the booth, was well-received.

The trip was a success, resulting in qualified leads for the island. The team looks forward to attending IMEX Frankfurt again next year, with partners such as Aruba Marriott Resort & Stellaris Casino, De Palm Tours DMC, Holiday Inn Resort Aruba, and ECO DMS in attendance.

## TOURISM

### DELPHI WATERSPORTS WINS 2023 VIATOR EXPERIENCE AWARD

“Catamaran Dolphin Snorkeling Cruise: Open bar, Light Lunch” Recognized Among Best in Top 20 for the Caribbean, Based on Exceptional Ratings & Reviews

“We, at Delphi Watersports, are absolutely thrilled and deeply honored to have received the prestigious Viator Experience Award for our phenomenal catamaran Dolphin snorkeling cruise. This is a truly momentous achievement, and we couldn’t be prouder of our team for their unwavering dedication and hard work.

We firmly believe that our personalized, friendly service coupled with our commitment to our customers’ safety has played a significant role in making our catamaran Dolphin snorkeling cruise such a resounding success. Our unique features and innovative approach have also contributed to its massive popularity. But, we believe that the real secret to our success story lies in the exceptional professionalism, hospitality, and friendliness of our staff. They go above and beyond to ensure that every single guest who steps aboard our catamaran feels welcomed and valued, creating an unparalleled experience that is unmatched in the industry.

In addition, we must acknowledge the incredible support of our repeat guests who have played a crucial role in making this achievement possible. Their loyalty and enthusiasm for our catamaran Dolphin snorkeling cruise have been a driving force behind our success, and we are incredibly grateful for their continued patronage and trust in our services.

Their valuable feedback and suggestions have helped us to constantly improve and refine our offerings, ensuring that we are always delivering the best possible experience for our guests. We are immensely proud of the relationships we have built with our repeat guests and are thrilled to have them as a part of our Delphi Watersports family.

We will continue to strive for excellence in everything we do, from our personalized service to our commitment to safety, to ensure that our guests have an unforgettable time aboard our catamaran Dolphin snorkeling cruise. Thank you to everyone who has contributed to this incredible achievement, and we look forward to welcoming you aboard again soon!”

Viator is the world’s largest travel experiences marketplace with more than 300,000 bookable tours, activities, and excursions. Now in its second year, the final rankings for the Viator Experience Awards are based on average review ratings, share of bookings with a review, and number of bookings on the Viator platform over a 12-month period (Jan-Dec 2022). Serving as the hallmark of the best experiences to book, this round of Viator Experience Awards recognizes 220 experiences, tours, and activities across 11 geographic regions - ranking the top 20 winners per region.

“No matter where you’re from or where you’re going, one thing is clear—the hunger for unforgettable travel experiences has never been greater,” said Adam Lawless, Communications Director, Viator. “What you do and see while traveling tends to leave a lasting mark. We’re thrilled to have this award program spotlight truly exceptional tours, activities, and excursions from around the world that elevate your travel experience--creating memories you won’t soon forget.”

To see traveler reviews and to book with Delphi Watersports, visit [Delphi Watersports - Tripadvisor](#).



## ESSENTIAL WELLNESS RETREATS



### PERFECT TIME TO RECONNECT & REJUVENATE

Essential Wellness Retreats provides comprehensive wellness experiences designed to inspire your vacation in Aruba, where you can truly relax, reset, and reconnect with what matters most in your life. Their retreats bring together a community of renowned wellness experts, all dedicated to empowering your health in body, mind, and spirit through a diverse range of unique wellness services in Aruba. With our online platform, [arubawellnessretreats.com](http://arubawellnessretreats.com), you have the flexibility to create your personalized wellness itinerary by mixing and matching various experiences. Whether you choose to stay at a hotel, Airbnb, or your own lodging, or prefer to meet at a stunning beachfront location, you can curate your own retreat experience that suits your preferences and needs.

### BEAUTIFULLY ARRANGED WORKSHOP IN NATURE SETTING

Each wellness experience can be conveniently held on location at your hotel - lodging, Airbnb or by meeting at a beautiful beach front setting to enjoy Aruba's natural surroundings. Our unique wellness workshops are intimate, perfectly detailed and encouraged to be set up in an outside setting below the canopy of trees or in front of the ocean so you can connect with nature and or have a majestic ocean view.

### ONE ON ONE HEALTH & WELLNESS CONSULTATION

You can choose for a personal one-on-one holistic wellness consultation in nutrition, mindset and lifestyle as our experts personally coaches you on topics like boosting energy, mental performance & clarity, sport nutrition, gut health, taming cravings and inflammation, cultivating spirituality, joy and better sleep among many.

### A VARIETY OF WELLNESS WORKSHOPS WITH FUN ARUBA TWIST

Make your own group retreat by bringing your tribe to Aruba and participating in an inspiring life changing holistic themed workshop focused on lifestyle and mindset. Each experience brings a touch of local Aruba culture and applies it to a holistic wellness topic. Some of Aruba's superfoods will be introduced, while learning a bit about Aruba cultural ancestral insights as part of this unique Aruba experience.

### MINDFUL PRACTICES: YOGA, QIGONG, MEDITATION & NATURE HIKES

How about joining an existing yoga themed workshop or an early morning sunrise hike with meditation, guided by our mindful expert? Mindful movement activities such as yoga,

qigong and tai chi energy practice, as well as mindful nature hikes can be conveniently added from the wellness platform. Our team works only with the best Yoga Alliance certified instructors and Qigong teachers certified by the US National Qigong Association programs, to guaranteed exceptional quality at each of our practices.

### PROFESSIONAL EXPERT TEAM

With over 11 years in the health and medical industry, Essential is genuinely highly committed to serving others thru empowered health. Essential's wellness consultants and mindful instructors are experts and top professionals hold multiple degrees in related fields certified thru the top board certified integrative and nutritional programs ensuring quality and integrity is met at each wellness experience. US Yoga Alliance and National Qigong Association standard are met for certified mindful activity teacher programs.

### CONNECTING THE WELLNESS COMMUNITY

In addition, when you join any wellness service you can join Essential wellness community and gatherings connecting you to other wellness participants and like-minded individuals creating a true holistic community experience while on your Aruba vacation and beyond. For more information, please visit [www.arubawellnessretreats.com](http://www.arubawellnessretreats.com)

## RESORTS

### THE RITZ-CARLTON, ARUBA



#### INDULGE IN AN ARRAY OF LUXURY AMENITIES THIS SUMMER

Discover luxury setting at The Ritz-Carlton, Aruba, and enjoy up to 15% savings when you stay four nights or more.

A beachfront resort where our guests can immerse themselves in an island paradise, offering 320 rooms and suite featuring private balcony and overlooking the Caribbean sea, two swimming pools, five dining selections from Italian cuisine of Casa Nonna New York, to handcrafted sushi at Divi Sushi bar & Lounge, and the BLT Steak. Indulge your senses at The Ritz-Carlton Spa, by discovering the benefits that Aruba's Aloe plant has to offer while enjoying a journey of relaxation.

#### HOW TO BOOK?

For online reservations visit our website and kindly use the **Promotional Code: D3Q**  
[Get Deals on Your Dream Resort | Marriott Deals](#)



## HOLIDAY INN RESORT ARUBA

### NEW RESTAURANT AGAVE MEXICAN CUISINE

Immerse in the Mexican Tradition. Enjoy handcrafted recipes passed down for generations with touches of modern flavors and Caribbean flair. Treat yourself to the charred corn croquettes and fresh guacamole; exquisite starters for a promising night. The entree menu includes slow braised beef quesabirria, chicken thigh enchiladas, vegan tacos, and more mouth-watering options; providing a sense of belonging with every bite. Desserts throw the ball out of the ballpark, with delectable churros and flan the coco.

The restaurant opens its doors on Tuesdays, Thursdays, and Saturdays from 5:30pm to 10:00pm. The cultural heritage will stand out in every dish, from simple corn tortillas to the specialties from the chef.

The bar stays open until 11:00pm to offer handcrafted favorites, from the authentic margarita to signature cocktails with mezcal and homemade habanero syrup.

### THE HISTORY BEHIND THE ART

The hand painted mural at AGAVE Mexican Cuisine is a tribute to the Mexican tradition. Including representative elements of the Mexican culture. Starting with the Chichén Itzá at the top; a historical landmark and declared as one of the new 7 wonders of the world embraced by the wings of El Ángel a monument that symbolizes the victory of Mexican independence. Along these landmarks we've included colorful Alebrijes; Mexican folk-art sculptures of fantastical creatures representing the elements water, earth, and air. The agave and the flowers represent the picturesque culture and impressionistic art by its artists such as Frida Kahlo.



## BOARDWALK BOUTIQUE HOTEL



### BOARDWALK BOUTIQUE HOTEL OPENS THE COCO CAFÉ AS NEW ONSITE RESTAURANT

Exciting news from the Boardwalk team, as a completely new food & beverage concept along with a brand-new restaurant, The Coco Café, officially opened at this boutique hotel on Monday June 5. Guests can now indulge in daily F&B offerings from 8 am till 8 pm, freshly prepared at the new onsite restaurant. The Coco Café includes a revamped kitchen offering a Caribbean inspired menu, with tropical bar bites, salads & bowls, vegan options and entrees. The new restaurant offers food all day, traiteur options, a bar serving tropical cocktails and daily pool service. The venue offers outdoor seating on a covered patio with a fresh new look matching Aruba's colorful charm, created by Boardwalk's conceptual designer Claudia Nooren Ruiz-Vasquez.

"The extended opening hours and our new and expanded restaurant facility were realized based on feedback from our guests", explains Kimberly Rooijackers, Boardwalk co-owner and hotel manager. "Although many of our guests gave Eduardo's vegan food options raving reviews, the requests for a more diversified menu including non-vegan options, along with the ask for an onsite restaurant with longer opening hours grew significantly. Since we always strive to deliver the best guest experiences and always aim to better our service, The Coco Café now offers a full menu, ranging from tropical appetizers to pastas and steak".

Executive Chef at The Coco Café is Aruban culinary talent Roosje Loopstok, who previously held chef positions at White Modern Cuisine and Poké Ono. Aruban top-chef Urvin Croes, Mediterranean chef Cristiano Guidetti and Belgian vegan chef Griet Vanbrabant were sourced to create the new menu items for The Coco Café. Chef Griet will be guiding the culinary team and the opening process of The Coco Café for the next five weeks.

The menu of The Coco Café includes extensive selections for breakfast, lunch and dinner. While many dishes are all time local and international favorites like pancakes, arepas, fries, burgers and tuna tataki, the vegan food options will remain a fixed part of Boardwalk's food offerings. More information is available at the restaurants' Instagram account @thecococafearuba.



## ARUBA MARRIOTT RESORT & STELLARIS CASINO



### YOU'RE INVITED TO CELEBRATE PRIDE AT ARUBA MARRIOTT RESORT & STELLARIS CASINO

Aruba Marriott Resort & Stellaris Casino will have its entrance lit up with colors of the Pride flag in celebration of Pride month, and to welcome one and all to celebrate Pride at The Lobby and at Campeones Cantina & Tequila Bar.

During the week of June 24th to June 30th, The Lobby is celebrating Pride month with rainbow cocktails, specialty sushi, and the best lounge experience featuring live entertainment and themed décor.

On Sunday, June 25th, 2023, delight in a Pride Brunch event with a variety of Mexican Favorites with an all-you-can-eat buffet featuring highlights such as Huevos Rancheros and Quesadillas to name a few. From a colorful photobooth, to drag personas, live DJ performance and pride desserts, Campeones Cantina & Tequila Bar is the place to be to cheers loud and clear! The Pride brunch is from 11AM – 2PM for \$55 p/p including unlimited rainbow mimosas. Reservations for the Pride Brunch are required. Call 520-6943 to book your table.



### SUNSET BEER YOGA AT ARUBA MARRIOTT RESORT & STELLARIS CASINO

Aruba Marriott Resort & Stellaris Casino is offering a yoga session that may pique the interest of more than only fitness enthusiasts. Complimentary for guests, the Sunset Beer Yoga session takes place every Friday in the afternoon and provides guests the opportunity to sample beers from Balashi Brewery, Aruba's local beer brewery, while they enjoy doing yoga with views of the Caribbean ocean. Sunset Beer Yoga is part of the daily activities schedule for guests at the resort. Some other yoga and workout classes include aqua fit yoga, Sunrise Hatha yoga, and aqua Zumba.



## BUCUTI & TARA BEACH RESORT, ARUBA



### BUCUTI & TARA BEACH RESORT, ARUBA, REIGNS SUPREME AS NO. 1 IN THE CARIBBEAN, SOLE CARIBBEAN HOTEL TO GRACE TOP 25 HOTELS OF THE WORLD ON TRIPADVISOR

The Only Top 25 Hotel worldwide that has the No. 1 Caribbean beach and No. 2 Worldwide, delivering unmatched beachfront barefoot luxury.

As the No. 1 Hotel in the Caribbean and No. 18 Best Hotel in theWorld per Tripadvisor's newly released 2023 Travelers' Choice Best of the Best awards, Bucuti & Tara Beach Resort, Aruba continues its reign atop hotels worldwide listed and rated on the world's largest travel guidance platform. Furthermore, Bucuti & Tara is the only Caribbean hotel to also be named to the Tripadvisor Travelers' Choice Best of the Best Top 25 Hotels in the World.

Now in its 21st edition, Bucuti & Tara has been on the coveted, annual Best of the Best list for the past 16 years including the last seven years as the No. 1 Hotel for Romance in the Caribbean, a feat only this resort has ever achieved.

Tripadvisor analyzed 12 months of review data from 2022 from real travelers covering more than 1.5 million hotels, to determine travelers' highest-rated accommodations of the year for the 2023 Travelers' Choice® Best of the Best Hotel Awards. Each winner has passed the platform's rigorous trust and safety standards. Fewer than 1% of Tripadvisor's 8 million listings are awarded Best of the Best, signifying the highest level of excellence in hospitality.

Tripadvisor shared about the Caribbean's first certified carbon-neutral hotel, "Bucuti & Tara Beach Resort is eco-friendly and offers a tranquil boutique experience with friendly service. The intimate atmosphere is exclusive and relaxing to couples seeking tranquility and romantic experiences." Learn more by visiting [Bucuti.com](https://www.bucuti.com).



No. 1 Hotel in the Caribbean  
Top 25 Hotel in the World

Eagle Beach  
No. 1 Beach in the Caribbean  
No. 2 Beach in the World



## RENAISSANCE WIND CREEK ARUBA RESORT



### GRAND OPENING OF THE NEW 5 O'CLOCK PAR & CHILL

Renaissance Wind Creek Aruba Resort, Aruba's premier private island resort opened the first 5 o'Clock Par & Chill in the Margaritaville portfolio at Renaissance Marketplace. The exciting new sports entertainment venue features state of the art golf simulators, sports suites, and an array of other sports gaming options while you can enjoy 5 o'Clock Somewhere Bar's vast menu of delectable food and mouthwatering cocktails synonymous with the Margaritaville name.

Guests 16 years of age and older can choose from 11 different sports gaming options including golf, tennis, lacrosse, soccer and more – mastering their skills while playing in one of three brand new, cutting-edge sports suites. Sports enthusiasts will be able to enjoy the virtual competition solo or expand on the experience with friends and family in suites that can accommodate groups of 8-10 players.

"We are very excited to open the first 5 o'Clock Par & Chill and bring this entertainment experience to Aruba and to our guests," said Paul Gielen, General Manager at Renaissance Wind Creek Aruba Resort. "We have a reputation of delivering unique and unparalleled amenities not available anywhere else in Aruba and to open the first golf and sports simulation entertainment venue is a proud moment for our team."

The new 5 o'Clock Par & Chill has also a diverse and flavorful menu of lite bites, burgers, entrees, and desserts while satiating that athletic thirst with Margaritaville's famed boat drinks, margaritas, frozen cocktails as well as a robust non-alcoholic drink menu. With a vast selection of culinary treats, guests turned players can enjoy classic favorites like chicken wings and warm spinach and artichoke dip or enjoy some of the local flavors including 'Bitterballen' and fresh seafood ceviche.

Whether players are aspiring athletes or new to the game, the new 5 o'Clock Par & Chill is the perfect way to bring the group together. Ideal for celebrating a milestone moment or just a place to come together to watch the big fight, visitors to 5 o'Clock Par & Chill can purchase packages for private play or reserve the suites for private events. Hourly rates start at \$30 per hour and packages start at \$60 for 2 hours based on the number of guests and range in price for additional time and food and beverage offerings.

For more information, please visit our Instagram page @5oclockparandchill. To make a reservation to play at 5 o'Clock Par & Chill, please email [Chosingloy@5oclocksomewherearuba.com](mailto:Chosingloy@5oclocksomewherearuba.com) or call 297-5976123.

## HYATT REGENCY ARUBA RESORT, SPA, & CASINO

### ELEVATE YOUR NEXT STAY

Enjoy a seamless resort experience enveloped in the charm and hospitality of One Happy Island when you book Regency Club Access at Hyatt Regency Aruba Resort, Spa and Casino. Book now at [aruba.regency.hyatt.com](https://aruba.regency.hyatt.com)

### HYATT CELEBRATES GLOBAL MONTH OF SERVICE

Every year, Hyatt hotels around the world come together to make a positive impact locally through the Global Month of Service Initiative. This year, Hyatt Regency Aruba Resort, Spa and Casino celebrated the initiative with a week-long renovation of Colegio Santa Teresita, an Earth Day beach cleanup and hike at Alto Vista, and a month filled with interactive environmental lessons and tours to inform colleagues about the importance of sustainability and waste management. Future activities are already planned to continue community initiatives throughout the year.

### EARTHCHECK PLATINUM CERTIFICATION

Hyatt Regency Aruba Resort, Spa and Casino has been EarthCheck Platinum Certified, the resort has been EarthCheck certified every year since 2011. EarthCheck is the world's leading business advisory group specializing in sustainability and destination management for the travel and tourism industry. Through it, the resort tracks and benchmarks sustainability and cultural efforts which are then used in planning for the future.

### SMART MEETINGS MAGAZINE SMART STARS AWARD

Hyatt Regency Aruba Resort, Spa and Casino has been named a 2023 Smart Stars winner in the Best Coastal Hotel Category from Smart Meetings Magazine. The Smart Stars awards recognizes meeting planners' preferences for hotels, resorts, properties, cruise lines, and conference and convention centers worldwide.

### CELEBRATING WELLNESS IN JUNE

Caring for people so they can be their best is the purpose of Hyatt Regency Aruba Resort, Spa and Casino. By valuing wellbeing through prioritizing self-care and building connections within the community, the resort colleagues are best able to bring that purpose to life. In June, employees advanced care through a series of local workshops that included physical fitness, health checks, nutritional and financial educational series, and a market featuring local vendors who specialize in wellness and wellbeing products. The month also included a National Yoga Day session for guests that featured an enhanced morning yoga session with breathwork, nutritious refreshments, music and meditation.



## HILTON ARUBA CARIBBEAN RESORT & CASINO



### HILTON VOLUNTEER ACTIVITIES KEEP TEAM MEMBERS ENGAGED

The Hilton Aruba Caribbean Resort & Casino organized a volunteer activity for Team Members under the Let's Clean a Beach, slogan, recently. The volunteers hailed from all departments and scoured the stretch of waterfront between the California Lighthouse and the protected white Sand Dunes. The energetic colleagues collected a great number of debris bags at the relatively quiet area on the north-west wild side of the island. The resort often dedicates a few hours to public beach cleaning, where volunteers spread out to collect and discard random trash.

In the spirit of outdoor activities, the department of Human resources recently organized a hike, under the Let's Go Hiking initiative, from 5pm to 7pm, on a Friday afternoon, hitting a country trail winding into Rooi Prikichi, a dry river bed, in the wilderness. The group hiked for almost two hours in an area home to one of Aruba's most colorful birds, the prikichi. All participants enjoyed great weather, discovering hidden scenery, and the company of their peers. Last month, that same group hiked a different trail, starting in Savaneta, all the way to the Arikok National Park.



## ATA ON THE ROAD

### AGAVE MEXICAN CUISINE



Introducing AGAVE Mexican Cuisine, the newest addition to the Holiday Inn Resort Aruba! This authentic Mexican restaurant promises to transport you to a modern 'puebla' in Mexico as soon as you step inside. The vibrant colors and trendy furniture creates a welcoming atmosphere, with a giant art wall as the focal point that will leave you speechless, especially when you learn about the history behind the design.

AGAVE's menu features amazing Mexican food, excellent service, and delicious craft cocktails. One must-try dish is the hand-pressed homemade tortilla chips, which are so good you won't be able to resist ordering more. Another standout dish is the deconstructed Elote, an explosion of flavor with a freshly made corn croquet containing all the ingredients of an Elote. And don't forget to save room for dessert! The Tres Leches with Maracuya, a traditional Mexican fluffy cake with Maracuya drizzle, is sure to leave you wanting more.

If you enjoy spicy Mexican food, AGAVE is the place to be. Executive Chef Aldwin Donata has created a flavorful menu that has something for everyone. We highly recommend experiencing the flavors of Mexico at AGAVE. By Rudolfo Dirksz – PR & Communications Specialist.



## PEPE MARGO



Made local, but tastes like the Caribbean. When you think of a Caribbean vacation, at one point, your mind has thought about drinking. Not saying you have a problem or anything; it's just part of a healthy, balanced vacation, no? When you think Caribbean, you think Piña Colada, Mojito, or other colorful cold (alcoholic) beverages. What do the first two and most popular drinks have in common? RUM! Even the signature Aruban drink, the iconic Aruba Ariba, includes rum. Well, I had the chance to witness rum being made locally, and the smell alone was amazing. Not surprising since alcohol production includes sugar.

The Pepe Margo Distillery, located in Wilhelminastraat, used to be the home to Catalina Margarita (Margo) Wever. It is one of the oldest buildings in Oranjestad. After two years of restoration, it is now home to state-of-the-art equipment used to produce local alcohol and spirits. The building still has the original tiles, walls, and wood fixtures. It is an homage to the late Catalina. Inside, it's nice and cool because of the thick walls, and the Aruban breeze can be felt throughout.

Every part of the experience feels well thought out, from the beautiful rounded bar, the chairs made from old barrels, and the indoor windows with a distillery view. It's truly a unique treat for the eyes and, later, your taste buds. Growing up in the spirits industry, Romar Trading in Aruba, starting his own line of locally produced products was a natural next step for Jonathan. He and business partner Clause are also the creators of San Pablo rum, produced in Curaçao, and Calypso, the first hard seltzer made in Aruba. Right now, the distillery is only producing rum and gin under the name Pepe Margo but aims to make other types of alcohol and spirits as well in the near future. You can also taste and purchase other rum brands on location, which are San Pablo and Feller Brennerei. Soon, signature cocktails will be available for tasting. By Xayenne Tromp – Digital Content Specialist.



## RETAIL

### CROCS STORE GRAND OPENING IN ARUBA



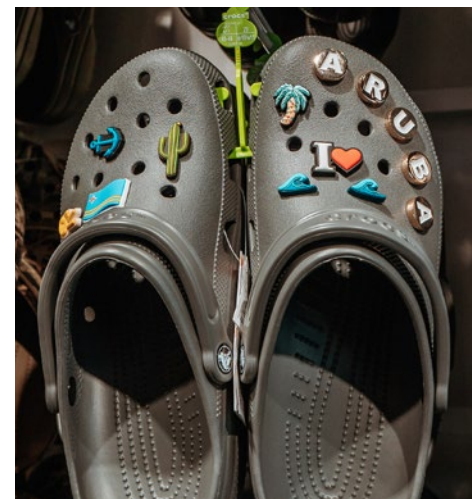
The Boolchands Group celebrated the grand opening of its latest addition, Crocs Store in Aruba. The new store located at LG Smith Blvd.#17 (next to Diamond's International) features the latest collection of Crocs footwear and accessories for men, women, and children.

The opening event was a fun-filled afternoon for the public to enjoy with their families. The celebration featured special discounts and promotions only available during the event. Visitors were also treated to enjoy the beats of DJ Sky, refreshments, and a chance to win exciting prizes while shopping at Crocs.

"We are thrilled to bring the iconic Crocs brand to Aruba, and we invite everyone to come and experience the fashion, comfort, style, and versatility of our footwear," said Ravee Nandwani, Managing Director. "Our team has been working hard to create a warm and inviting atmosphere for our customers, and we look forward to having everyone visit our new store."

The new store offers a wide range of Crocs styles, including the classic clogs, sandals, flip-flops, and sneakers as well as a wide variety of accessories such as Jibbitz charms. The store also features a dedicated children's section, with a variety of fun and colorful styles for kids of all ages.

The Crocs brand has become a global sensation, loved by millions of people around the world for its comfort, durability, and unique style. With the opening of the new store in Aruba, Crocs fans will now have easy access to the latest collections and trends, right in their own backyard.



## AMERICAN EAGLE'S GRAND OPENING EVENT AT RENAISSANCE MALL, ARUBA: SHOPPED AND SAVED!



The Grupo David Enterprises welcomed to Aruba the iconic American fashion brand, American Eagle earlier this year. In honor of this milestone, they were excited to celebrate the grand opening of their latest store in Aruba located at Renaissance Mall. The highly anticipated event took place on June 1st, 2023, and promised an incredible shopping experience for fashion enthusiasts and trendsetters alike.

With its commitment to providing customers with stylish and high-quality apparel, American Eagle had become a renowned name in the fashion industry. The opening of their new store in Aruba was a testament to the brand's global expansion and dedication to offering the latest fashion trends to customers around the world.

To celebrate this momentous occasion, American Eagle offered an exclusive deal to all shoppers. During the grand opening event, customers enjoyed a fantastic discount of 30% off storewide. But that wasn't all! The first 20 shoppers who arrived at the store received an extra special treat. American Eagle gave away free customized denim tote bags, a must-have accessory for any fashion-forward individual. Shoppers were able to select their customization during the event and instantly received their personalized bags.

"We were thrilled to bring American Eagle's exceptional fashion offerings to the vibrant community of Aruba," said Osman Farouk Osman, Country Manager Aruba/Curacao, Grupo David. "Our new store at Renaissance Mall represented our commitment to providing customers with a seamless shopping experience, high-quality products, and excellent customer service." The grand opening event was a celebration of style and fashion, showcasing American Eagle's latest collections. From trendy jeans and graphic tees to cozy sweaters and accessories, shoppers had an extensive selection of fashionable items to choose from.

"We invited everyone in Aruba to join us for the grand opening event and take advantage of the incredible discounts," Mr. Osman said. "Our friendly and knowledgeable staff were on hand to assist customers in finding the perfect outfit or accessory."



## COMMUNITY

### ALEX NIEUWMEYER MEMORIAL ANNUAL GOLF



#### DIVI IMPACT FOUNDATION HOSTED THE ALEX NIEUWMEYER MEMORIAL ANNUAL GOLF TOURNAMENT AT DIVI LINKS

This popular annual event, in its second year, sold out with golfer friends and acquaintances of the late Divi Managing Director. Players had a chance to win a “Hole in One” prize, a Nissan X Trail courtesy of generous sponsor, Topcar Aruba NV.

The proceeds from the tournament were donated to two deserving causes: “Ban Uni Man Pa Cria Nos Muchanan” and “Animal Welfare Alliance Aruba.” Jessica Nieuwmeyer, the late Alex Nieuwmeyer daughter, and her kids, helped present the donations and prizes, at Windows on Aruba at the end of a memorable day for all participants.

Tournament results are a following:

- Best Net: Jacky & Rick
- Best Gross: Eddy & Orlando
- Closest to the Pin: Joost & Aureliano
- Longest Drive Men: Eddy
- Longest Drive Ladies: Jacky
- The Alex Nieuwmeyer Memorial Annual Golf Tournament Rotating Trophy: Jacky

Divi Impact Foundation is a non-profit organization dedicated to creating positive change in Aruba’s community. Through various initiatives and events, the foundation aims to support projects that address important social issues and uplift the lives of individuals in need. The Mr. Alex Nieuwmeyer Memorial Annual Golf Tournament is one such event organized by the foundation to raise funds for deserving causes and make a lasting impact.





## EVENTS



### ROSÉ ALL DAY AT SURFSIDE BEACH BAR: EXPERIENCE PINK ELEGANCE AND FUN

Rosé All Day: The epitome of fashion, pink elegance and fun, a chic beach extravaganza taking place at Surfside Beach Bar on Saturday 1st July from 3pm. until 12:00 am. Get ready to slip into your most fashionable beach attire and embark on a day filled with unforgettable moments! With a wine menu featuring premium wine labels, your taste buds are in for an experience like no other. But wait, there's more! Allow us to introduce you to the captivating "Rosé All Day" and discover the magic that awaits you.

### THE ULTIMATE ENTERTAINMENT EXPERIENCE

Prepare to be swept away by the best live entertainment from 3 PM until 12 AM. As the sun casts its golden glow, the soundstage at Surfside Beach Bar comes alive with mesmerizing performances that will make lose yourself in the infectious energy of the day.

### VIP DINNER ON THE BEACH: A LUXURIOUS CULINARY JOURNEY

For those seeking an exclusive and luxurious experience, the VIP dinner on the beach awaits. Renowned chefs will create a culinary masterpiece: a four-course meal that will tantalize your taste buds and leave you wanting more. Each dish will be thoughtfully paired with the finest selection of premium rosé wines, ensuring an unparalleled dining experience. Imagine being seated on the sandy shores, with a breathtaking view of the Caribbean Sea as your backdrop. And when the band takes the stage, be prepared for a soul-stirring performance that will leave you captivated.

### ENTERTAINMENT LINEUP AND SPECIAL ATTRACTIONS

DJ Lineup: PTR, DJ Smiley, and DJ V will spin the tunes and keep the energy high throughout the event. Their eclectic mixes will have you dancing from sunset to midnight.

Live Band: Travel Session Aruba, a talented live band, will take the stage to deliver a sensational performance that will ignite your senses and create lasting memories.

Free Giveaways: Exciting surprises await you throughout the event. Keep an eye out for free giveaways that will add to the thrill of the day.

Free Entrance: Admission to Rosé All Day is absolutely free! Gather your friends and join the celebration without any entry fees.



# 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.