



Aruba Tourism  
Authority

## Aruba Product Update

June 2013

The Aruba Tourism Authority (ATA)  
is the Destination Marketing  
Organization for Aruba.

Our Mission:  
To be an innovative and effective  
DMO that positions the brand  
Aruba as a premier tourism  
destination, which meets interest  
of it's stakeholders.

Our vision:  
For the ATA to be recognized  
as the leading and cutting  
edge Destination marketing  
Organization

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 2013

### ATA News



The Aruba Tourism Authority has teamed with island hotels, resorts and attractions to offer "One Happy Family", which provides travelers with free nightly accommodations and daily breakfast for children under 12 years old. The packages also include a gift for the family, "Very Important Kid (VIK)" interactive benefits, and discounts on island attractions and activities.

Upon check-in at participating hotels, children receive a VIK passport featuring kid-friendly Aruba attractions including Baby Beach, Archeological Museum, History Museum and California Lighthouse. As families visit and explore the locations, VIK-holders are challenged to answer questions and complete

puzzles. Once finished, kids submit their passports to the hotel to be entered into a drawing for a chance to win a one week trip for four (airfare included) back to Aruba. Winners will be announced at the end of September.

Participating hotels include the Aruba Marriott Resort & Stellaris Casino; Amsterdam Manor Beach Resort; Divi Aruba All Inclusive; Divi Village Golf & Beach Resort; Divi Dutch Village; Divi Aruba Phoenix; Hyatt Regency Aruba Resort, Spa & Casino; MVC Eagle Beach; Radisson Aruba Resort, Casino & Spa; Renaissance Aruba Resort & Casino; Talk of the Town Hotel and Beach Club; Tamarijn Aruba All Inclusive and the Mill Resort & Suites.



# Awards

## TripAdvisor

Oranjestad has been named in the top 10 destinations – Caribbean by TripAdvisor. “Boutiques, upscale chain stores and street vendors, as well as casinos and a wide range of restaurants, dance clubs and bars, make Oranjestad a popular destination in Aruba. In addition to shopping, dining and entertainment,

the island’s capital city offers museums, a butterfly farm, art galleries, golf, historical sites and a marina. The island’s colonization by the Netherlands shows in Oranjestad’s Dutch colonial architecture, while the buildings’ bright colors are distinctly Caribbean.”

## Oranjestad Vacations

 **Travelers' Choice® 2013 Winner** Destinations



The screenshot shows a TripAdvisor listing for Oranjestad. On the left is a large photo of colorful Dutch colonial buildings with the caption "Oranjestad (Cahvr, Jun 2008)". To the right are smaller photos of a beach, a boat, and a rocky shore. A map of Oranjestad is also visible, showing routes 1 through 7 and landmarks like Noord, Santa Cruz, and Aruba (NETH). Text on the right describes the city's offerings: "Boutiques, upscale chain stores and street vendors, as well as casinos and a wide range of restaurants, dance clubs and bars, make Oranjestad a popular destination in Aruba. In addition to shopping, dining and entertainment, the island's capital city offers museums, a butterfly farm, art galleries, golf, historical sites." A "See all photos" link is at the bottom.

## Amsterdam Manor Beach Resort

Amsterdam Manor Beach Resort was awarded a certificate for Special Mention in recognition of excellence in providing a unique and attractive tourism product which embraces sustainable tourism concepts and core values. This award was given to the resort by the Caribbean Tourism Organization and TravelMole. The good news came after Amsterdam Manor submitted an application for the Caribbean Excellence in Sustainable Tourism category in the CTO-TravelMole Sustainable Tourism Awards 2013.



## Aruba Marriott Resort & Stellaris Casino

The Aruba Marriott Resort & Stellaris Casino has won the prestigious “Hotel of the Year” award for outstanding results obtained in 2012. This recognition places the hotel as the “best of the best” in the Southern Region within the Marriott Hotels, Resorts and Suites brand.

This award is designed to recognize the hotel that best executes the brand promise while driving an overall balanced score card. Craig Smith, President of the Caribbean and Latin America region, presented the award as follows: “For the recipient of this award, when you hear the words “Hit out of the Park”, you think of this team. 2012 was the year when this highly engaged dynamic team put their heads together and decided to show the region what it means to run an effective business.” The Hotel of the Year awards excellence in Guest Overall Satisfaction, Market Share Excellence, Financial Excellence, and Engagement Leadership Excellence.

After receiving the recognition for the Fourth Quarter Revenue Award in 2012, Ben Figaroa received the 2012 Revenue Management Business Leadership Award for the Americas South region. He was awarded the title based on the astonishing revenue results for the Aruba Marriott Resort & Stellaris Casino in 2012, increasing market share and implementing a dynamic pricing strategy.



## Hyatt Regency Aruba Resort, Spa & Casino

The Travel Channel ranked the Hyatt Regency Aruba Resort, Spa & Casino in the top 10 Honeymoon Destinations! Hyatt brings sophistication and an inviting blend of casual Caribbean elegance and “Authentic Island Chic” to Palm Beach. The magnificent open-air lobby, tropical gardens and sparkling three-level pool complex with water slide create a most enchanting environment. 357 inspiring deluxe guest rooms (including 24 suites) boast Hyatt signature Grand Beds, 24 hour-room service and contemporary design. Other impressive features include five world-class restaurants and five bars/lounges. The Copacabana Casino re-creates the feeling of Rio at Carnival time. Hyatt offers a variety of culinary experiences to please every palate -- from sushi to tapas to the popular “Fajitas and Ritas” special featuring Mexican food and margaritas.



## Casino At The Hyatt Regency Aruba

TripAdvisor has recognized the Casino at the Hyatt Regency Aruba with a 2013 Certificate of Excellence. This prestigious award which places the casino in the top-performing 10% of all businesses worldwide on TripAdvisor, is given to all that consistently earn high ratings from TripAdvisor travelers.



## Radisson Aruba Resort, Casino & Spa



Congratulations to Lisa Dammerman, Wedding Specialist at the Radisson, named “Best Wedding Specialist in Aruba” in the Best of Aruba 2013-2014 Aruba Business Awards. With Lisa, each wedding has a special touch: “What I find most fulfilling is that magic moment when the bride and groom walk down the aisle and time seems to stop; it is emotional for me too! I give every bride my total attention, leaving nothing to chance. The size of the

wedding doesn’t matter; the same process takes place whether it is for the couple alone or a party of 250 people!”

Sunset Grille at the Radisson was honored to be named “Best International Cuisine” in the Best of Aruba 2013-2014 Aruba Business Awards. Each dish is created with care by one of Aruba’s most iconic chefs, Executive Chef “Chino” Kwie and his team, making Sunset Grille a casually elegant setting for an exceptional meal.

# Resorts

## Aruba Marriott Resort & Stellaris Casino

The Marriott Aruba Care Foundation donated 35 new baby cribs with mattresses and bedding to the White and Yellow Cross Aruba, worth over 14,000 florins. The Marriott Aruba Surf Club generously donated the cribs to the Marriott Care Foundation. The White Yellow Cross is an independent foundation that offers services in the field of non-hospital care for the Aruban community.



# Restaurants

Taste the latest craze – pizza in a cone – at Cono Pizza at the Palm Beach Plaza Mall...Soon to open across from the Renaissance Mall is the trendy one-of-a-kind restaurant and lounge Carpe Diem with a Mediterranean/Caribbean menu...Perfect for coffee-house aficionados: Juan Valdez Café at the Village across from the Radisson Aruba Resort; King Coffee in Noord, a short drive from Caribbean Palm Village; and My Cakes Café in Eagle, not too far from Ling & Sons. Enjoy the coffee menu as well as wraps, snacks, pastries and more!

## Radisson Aruba Resort

June launched the start of Radisson's Discover Your Family Time summer program. Through September 15, Radisson invites families to take advantage of Aruba's only complimentary hotel program for kids and adults alike. From treasure hunts to storytelling, and arts and crafts to tropical bird interactions, the "Discover Your Family Time" program keeps kids entertained and provides adults with temporary "me" time to relax on the beach with a hand-delivered cocktail, or enjoy an on-property massage at the Larimar Spa.

Radisson Aruba Resort, Casino & Spa understands the importance of family with a rich history of multigenerational employment, boasting over 325 years of collective family service.

Said Mark Frances, General Manager. "The "Discover Your Family Time" program provides guests with complimentary options to both play and relax at a beautiful and truly unique destination designed for all ages."



# Travel News

## Expedia

The Expedia group, the world's largest on-line travel company, reported that travel demand for Aruba grew by 15% year on year for the first quarter of 2013. The Expedia group features more than 140 websites in nearly 70 countries worldwide. Expedia also generates bookings from mobile sites and apps as well as offline booking channels. By working closely with Expedia and its portfolio on online travel brands, hotels in Aruba have been successful in attracting a slew of international travelers to their properties. While the US remains the leading feeder market for Aruba, additional feeder markets for the destination include Venezuela, Brazil, Canada, Colombia, Netherlands and Italy,



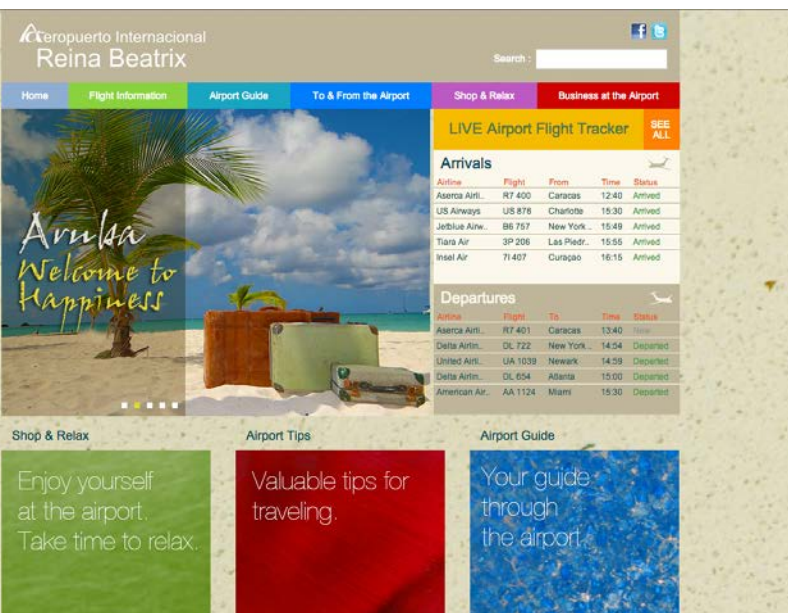
# Air Travel & Airport News

## New Airport Website

Aruba Airport Authority N.V. (AAA) is very happy to announce to all aviation fans and users that it has launched its brand new website [www.airportaruba.com](http://www.airportaruba.com)! This new website has a completely new look and feel and matches all the recent renovations and expansions at the airport. The new website is very easy for travelers to use and information can be found fast without having to go through the whole website.

“Flight Tracking”, “Flight Search”, “Live Arrivals and Departure Updates with SMS notification” and more features are part of the new website. The new website is also very interactive! Users can contact the airport through the “Contact Us” form and also via the “Lost & Found” form to report lost items at the airport.

“Aruba Airport is a very unique airport in many ways. The old website didn’t reflect this! I’m sure that the new website with its new design layout and additional features will give the website user a much better preview of our airport,” said Peter Steinmetz, AAA’s CEO.



## Record Arrivals

AAA experienced a record breaking year in 2012 in regard to paying passengers, reaching their 1,000,000<sup>th</sup> passenger for the first time in early December and finishing the year with over 1,043,174 paying passengers. This surpassed 2011, which was the best year of the airport to-date.

Mr. Steinmetz reported that “the growth for Aruba was higher than expected. Although lower than the global average of 5.3%, there was nevertheless a solid 4.5% increase in departing passenger movements. This was somewhat unexpected as there was substantial economic bad news in Europe due to the protracted banking crisis and its effect on national economies... As in 2011, traffic growth numbers varied substantially per region.”

## Airport Upgrades

To accommodate the steadily growing traffic, new gates and new waiting areas are proposed for the non-US departure area. This will provide increased access for the planes and result in nearly 400 seats for the comfort of passengers waiting for their flights. The project already underway is the extension of the East Apron of the airport. This will enhance parking capacity for the planes as well as special access for Aruba’s home-based airlines which have acquired jet aircraft for their fleets, in particular the Airbus 320 of Aruba Airlines and the Boeing 737 now used by Tiara Air Aruba and Insel Air Aruba.

The South Side development plan will include additional space around the private flight terminal for small aircraft to park, a dedicated helipad and extension of the taxiway. An important safety addition to the air side will be the establishment of underground fuel tanks and fill stations, or a fuel hydrant system to eliminate fuel trucks traversing the various taxiways and air side stations to refuel airplanes, as well as allowing access to other vehicles that service the planes in a speedier manner.



# Cruise Travel & Cruise News



During the welcome ceremony of the first call of the Monarch, Pullmantur's premier cruise ship, Minister Otmar Oduber thanked the company for all the business they are bringing to the island, contributing to the fact that, for the first time, the number of cruise passengers to the island is projected to exceed 700,000 in 2013. He also thanked Pullmantur for the opportunity it has made possible for Aruba to open its doors to the world.

Minister Oduber related that two years ago, he met with Royal Caribbean together with the Aruba Tourism Authority (ATA), Aruba Ports Authority (APA) and other parties to promote Aruba as a cruise destination during the "low season". Subsequently, he received confirmation from Pullmantur that their ships would be calling on Aruba all throughout the year. He proudly quoted Jose Manuel Martin, Pullmantur's Director for Latin America, that the number of passengers that the company brought to Aruba in four years (140,000) will now be achieved in only one year.

Minister Oduber thanked and congratulated Pullmantur, ATA, APA and Maduro & Sons for this opportunity that marks the beginning of the "high" season of cruise tourism to Aruba.

# Activities

## De Palm Tours

Always enhancing Aruba's tourism product through innovative activities, the management team of De Palm Tours has recently launched a new and exciting way to tour the island. Using brand-new UTVs (utility terrain vehicle), off-roading Aruba's outback will never be the same!

Tourists are already eagerly jumping behind the wheel, with the first week of the tour sold out in record time. The thrill of driving the vehicle (each carries 2 passengers) allows this tour to be injected with an extra dimension of exhilaration as participants "get down and dirty" along the Andicuri trail. Professional guides on our Andicuri UTV Off-Road Safari take a caravan of riders through the wild beauty of Aruba's outback, skirting along the rugged coastline with visits to Andicuri Beach, Ayo Rock Formations, Bushiribana, Gold Mill ruins, Alto Vista Chapel, and our historic California Lighthouse.

De Palm Tours currently has 16 new UTVs, and details and reservations can be made at any De Palm Tours Concierge and Activity Desk conveniently located in most hotels. For more information, call De Palm Tours at 522-4400.



# Environment

## Sustainability Agreement of Cooperation

During the recent Europe Meets the Americas Conference, the government of Aruba signed a very important agreement of cooperation with two critical partners with respect to the transition to renewable energy: Dutch organization TNO and the Carbon War Room. This agreement would define how together they will serve the interests of the government of Aruba in pursuing sustainable development on the island. The objective of the planned cooperation is to develop a solid national strategy to promote economic growth, social justice and environmental consciousness for Aruba, but also to serve as a model for other countries to make the transition from combustible fossil fuel and achieve “smart growth”.

Successful transition on Aruba will serve as a powerful model for other island nations and will fortify Aruba’s economic position in the region. TNO-Caribe has over 4,000 scientists and investigators who can offer advice, evaluations and expertise as well as practical expertise with respect to technical implementation on the island. Carbon War Room is an NGO founded by Sir Richard Branson to reduce fossil emissions on a global level, to manage projects, media and capacities of commercializing projects. They will use a global network of technical specialists and financial leaders to invest in Aruba beyond what Aruba would be able to do on its own.

## Recycled Art Competition

During the 12th annual competition and exposition of recycled art presented by the Environmental Committee of the Aruba Hotel & Tourism Association (AHATA), the international artist Jose Antonio Brouzzo demonstrated techniques for creating cardboard art. The artist visited five schools and held afternoon workshops at the Cas di Cultura for interested parties of all ages. AHATA expressed gratitude to Talk of the Town Hotel & Beach Club, the main sponsor, as well as to Mr Brouzzo and the Cas di Cultura for making these valuable workshops possible.





# Events

## Golf Tournament

The Dutch Caribbean Golf Association is the governing body of golf in the Dutch Caribbean, representing 7 Golf Courses across the region. Recognized by the Netherlands Golf Federation (NGF) for golf in this region, Dutch Caribbean Golf Associations' mission is to grow participation, excellence and passion in the sport while upholding the integrity and traditions of the game.

The Dutch Caribbean Golf Association and RBC (Royal Bank of Canada) are organizing the 1st RBC Junior Open Golf Tournament. The Junior Open will take place on June 29 and 30th at Tierra Del Sol. The RBC Junior Open is open for registration to both local as International teams. RBC is the official title sponsor of the RBC Junior Open.



# Retail

## Essential Health Supplies

Disabled travelers and islanders who find they require specialized equipment now have a convenient resource with Essential Health Supplies, located adjacent to the Dr. Horacio Oduber Hospital and close to all the resort areas.

Essential carries several different models of wheelchairs and walkers; portable ramps to provide instant wheelchair access; crutches, motorized sick beds with various mattresses, bath seats and nebulizers among the more than 30 specialized items. They also have a large inventory of items for sale dedicated to rehabilitation and physiotherapy, as well as dozens of small items that simply make the patient's life more pleasant. Open Monday – Saturday from 8:30 am – 6:30 pm.

The shop also provides emergency service during off hours by calling 563-0415, and free delivery. Visitors can arrange rental equipment in advance at [info@essentialaruba.com](mailto:info@essentialaruba.com).





# Arubans In The News

## Team Aruba Scores First ADRL Win

Heading into the ADRL (American Drag Racing League) Spring Drags, Trevor Eman and Team Aruba dominated Extreme Pro Stock the entire weekend. In their first qualifying pass, they laid down the number which would remain on top for the weekend, a 4.099 at 175.98 MPH. The Aruba.com / Alltel Wireless Mustang was again the fastest car in rounds two and three of qualifying. In round four, John Montecalvo and John Pluchino matched Eman's 4.114, but no one was able to beat it.

The team's impressive feats continued on race day. The Kaase Racing Engines powered machine muscled its way through the rounds. Eman's 4.148 in round one was unbeatable. In the semi finals, Eman had the quickest elapsed time of the round, a 4.136 paired with an .024 reaction. In the finals against former World

Champion Pete Berner, Eman crossed the stripe first with another 4.136.

"Above all, we were surrounded by a lot of family at this event including my uncle Mike, Prime Minister of Aruba, with my aunt Doina; my uncle Braat together with his daughter Anouk who was accompanied by her synchronized swimming partner Rym. All of these people accompanied us at this race because they knew history was going to be made."

"Together with great sponsors, great things happen. We are very grateful to the Aruba Tourism Authority who support us and believe in what we are trying to accomplish by drag racing professionally in the United States. Alltel Wireless is a great group of people that are just wonderful to be associated with."

To our tourism partners:  
Thank you for providing us with your updates

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by the 25th of each month.

A special thank you to Aruba Today, The Morning news, Columnist Rona Coster and our tourism partners for their contributions.

