



Aruba Tourism
Authority

Aruba Product Update

March 2014

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 March 2014

ATA News



The Aruba Tourism Authority hosted 35 members of the international press on-island especially to cover the final weekend of Aruba's 60th anniversary Diamond Jubilee carnival. The delegation included representatives from Curacao, Bonaire, Brazil, Venezuela, Colombia, USA, Finland and Holland. The CBS television network photographed the carnival to show the entire world this amazing annual Aruban celebration.





A dedicated space located in front of the Aruba Tourism Authority provided the perfect vantage point for press coverage and the opportunity to speak with participants. A popular TV show in the Netherlands covered the event in great detail. ATA also arranged a catamaran trip, island tour, dinner and other activities for the press.

Press members were especially impressed by their meetings with carnival group leaders, Calypso King, Roadmarch King, Tumba King, and Carnival Queens - the perfect people to tell the carnival story. They experienced firsthand the Jouvert Morning "pajama party" and the Grand Parade in Oranjestad with all their exuberance and creativity.





Resorts

Radisson Aruba Resort, Casino & Spa - Discover Your Core Radisson

Discover Your Core Radisson

Aruba's new Discover Program, Discover Your Core, is well under way. Resort guests are taking advantage of all the daily, complimentary activities that encourage Rest & Relaxation, Nutrition & Diet, Rejuvenation, and Exercise & Fitness. Guests are customizing their daily itineraries by choosing from activities like cycling journeys to the California Lighthouse, ocean swims, yoga sessions, stand-up paddle boarding, thalassotherapy restoration treatments, and more.

The resort's Discover Your Core program is being offered through June 15.

Smoothie Fruitie

Guests of the Radisson Aruba Resort, Casino & Spa have been enjoying the addition of a smoothie cart. In an effort to offer some healthier treats while soaking up the sun, the resort's Smoothie Fruitie cart can be found around the resort serving two smoothie flavors. Monkey Berry is a delicious mix of strawberries, bananas and sweetened condensed milk. The Hawaiian Berry is a refreshing blend of strawberry, pineapple and sweetened condensed milk. The smoothies are \$6 each and available at the cart from 10:00 a.m. to 4:00 p.m., seven days a week.



Renaissance Aruba Resort & Casino

BLUE Bar

USA Today Travel Experience Caribbean recognized BLUE Bar as one of the sexiest bars in the Caribbean together with bars in Jamaica, Barbados, Anguilla, St. Tomas, Nevis and Sint Maarten. BLUE Bar located in the lobby of the Renaissance Marina Hotel is now bigger, very modern and features new furniture. As the center of the social scene, BLUE Bar offers daily Happy Hours from 4:30pm till 6:00pm where all customers foreign and locals can enjoy its delicious signature drink Blue Sky Martini or others such as; Appletini, Chocotini, Violet Martini, Mojito, classic cocktails with a special twist and the local treasures Balashi and Chill.

As a perfect lunch or dinner option BLUE Bar has Sushi, Burgers, Tapas and many more. When the sun sets the fun continues with great music on the Pool Deck with performances by great DJ's from Thursday till Sunday. Renaissance Aruba is also known for its interactive experiences through RLifeLive events which gives guests and visitors the opportunity to enjoy musical, culinary and artistic events at BLUE Bar and Marina pool deck.





Awards

Radisson Aruba Resort, Casino & Spa

Global Business Conference

Mark Lyttleton-Frances, the general manager at the Radisson Aruba Resort, Casino & Spa, was just named General Manager of the Year at the Carlson Rezidor Hotel Group Global Business Conference. The all-brand conference was held at Radisson Blu Mall of America from February 18-20, 2014.

Mark was praised for his efforts to help shape the resort as Aruba's premier wellness destination including leading regular island adventures, fitness excursions and other guest activities, as well as his commitment to setting new benchmarks for customer service. A certified personal trainer, Mark's passion for wellness can be seen throughout the resort with initiatives such as the Discover Program and the General Manager's 5k challenge.

The resort also received the President's Award for 2013, the highest honor of recognition within Carlson Rezidor Hotel Group. The award recognizes the resort's incredible staff for their excellent commitment to guest engagement, extraordinary efforts in finding new strategies to achieve revenue and profit goals; and their overall performance.

Restaurants

Two mega eateries will be opening shortly at the South Beach Centre. A spacious Hooters with a huge bar will be checking into the space previously occupied by the House of Japan and Segafredo. Also a Danny's Restaurant will be built at the other end of the mall, in the space once occupied by Milano restaurant. Hooters should be opening in time for the summer games, becoming the headquarters for the 2014 FIFA World Cup games in Brazil, says manager Morris Figaroa.

Buster's Garage, popular sports bar, will be leaving its current spot at the Trop Club & Casino and checking into the former Zombie Lounge at Rat Land, on the boulevard in Palm Beach. Rusty who runs the bar has a strong following of sports fans, thirsty for his brand of hospitality, over beer and chicken wings. The Trop Club & Casino bar area will be renovated says Brian Stedeford, General Manager Tropicana Entertainment, sharing his vision for a very cool new spot, now on the drawing board.





Activities

De Palm Tours

De Palm Tours announced that 13 of their tour guides received a special pin from Princess Cruises as a token of appreciation and Service Excellence Recognition. The guides were mentioned by many passengers of the cruise line as providing personalized quality service during one of the tours offered by De Palm Tours. Recognition was received by tour guides on the Atlantis Submarine, the Seaworld Explorer semi-submarine and on island bus tours.

As emphasized in the C.R.U.I.S.E. Program of Princess Cruises, the 'moment of truth' is the instant when a passenger comes into contact with the guide and forms a first impression. The awarded guides of De Palm Tours did an excellent job in handling this 'moment of truth' and providing them with a fun, adventurous and informative day.



Air Travel

United Airlines

United Airlines will resume seasonal Saturday service between its Houston hub at George Bush Intercontinental Airport and Aruba. The flights will operate from June 7 to August 16, 2014, with Boeing 737-800 aircraft with 154 seats; 16 in United Business and 138 in United Economy, including 48 Economy Plus extra-legroom seats.

Flight 1167 will depart Houston at 9:48 a.m., arriving in Aruba at 3:30 p.m. (all times local). The return flight, 1171, will depart Aruba at 4:25 p.m., arriving in Houston at 8:12 p.m. United also offers flights from Chicago, New York/Newark and Washington to Aruba.



Island Developments

Contained wharf at Barcadera

The Aruba Stevedoring Company (ASTEC N.V.) is playing a vital role in the management of the government's move of the container wharf to Barcadera. Aruba Ports Authority (APA N.V.) is the authority at the wharf, but ASTEC is the cargo operator, the investor in charge of the construction of the infrastructure on the Barcadera territory. The entire project is being guided by director Mike D'Lisle.

D'Lisle received Prime Minister Eman and Minister of Economic, Energy, Communication and Environmental Affairs Mike de Meza at the wharf, and provided a project update. Following the vision of Aruba, the project will incorporate green features. The intention is to place as many solar panels as possible on the roof of the new buildings to be constructed at Barcadera. The objective is to reach 150 to 200 kilowatt hours.

One important aspect of the government's plan is to create one combined container wharf at Barcadera which will allow for greater container volume as well as an expansion of the space.

After finalizing the designs in April, the ASTEC contractors will begin their part of the construction, which will last about 18 months. During this period they will also install a new crane. The project is aimed for completion by the start of 2016 when the Barcadera wharf should be operational. With its new team and equipment, and installation of solar panels, this wharf will be the most modern in the region, stated D'Lisle.



Arubans In The News

Elisa Lejuez

Talented and prolific Aruban artist Elisa Lejuez is gearing up for her second solo expo at the Sohotel Artspace Gallery, in Manhattan. The show is named, "We kiss the joy as it flies", a quote by English poet William Blake, and subtitles it, "Zen 2014". Opening on March 21, 2014, her show will bring vivid color, sunshine and ocean breeze to the frost-bitten Big Apple. Elisa explains that her art reflects her life's experience, but as time goes on, the experience slips away, and the painting is left, grabbing on to the moment. Through her art, Elisa hopes to inspire people to work for the well-being of all humanity. Check the gallery out at: www.sohotelartspace.com





One Happy Island

Mr. and Mrs. Fazio, timeshare owners at the Marriott Surf Club, were extremely happy when taxi drivers Herbert Croes (taxi #219) and Jose da Silva (taxi #150) went above and beyond to locate and return their missing valuables.

On Carnival Sunday, Mr. and Mrs. Fazio checked in at the Marriott Surf Club for their long awaited two weeks' vacation when they noticed that they were missing their travel pocketbook containing all their valuables such as passports, credit cards, cash and dinner certificates. They ran outside to get

a cab to return to the airport to look for their pocketbook. While talking to the bellman, taxi driver Herbert overheard the guests' story and offered to help.

At the airport, Herbert was able to identify the taxi driver who dropped off Mr. and Mrs. Fazio at the Marriott Surf Club and contacted him instantly to check if the pocketbook was left behind in his car. Taxi driver Jose da Silva responded immediately and drove straight to the airport to deliver the pocketbook to the couple. Mr. and Mrs. Fazio were extremely happy and grateful for the heroic deed of the

two gentlemen and created an opportunity to openly thank Herbert and Jose. Mrs. Fazio read a paragraph from a book to Herbert highlighting that God heard their prayer and put him in their path.

Mr. and Mrs. Fazio have been visiting Aruba since 1999 annually. They enjoy the island and its people. "This is another amazing example why we choose to visit Aruba yearly. It is because of the kind people of Aruba that make our stay feel special," expressed Mr. Fazio smiling.

Events

Commemorating Aruba's Carnival

Aruba's Diamond Jubilee 60th edition of Carnival was a fantastic show of pageantry, with dazzling costumes and creative and colorful road pieces wowing spectators all along the routes in the heart of San Nicolas and Oranjestad. A contagious concerto of road marches, calypso and tumba filled the air, adding to the legendary Carnival magic for which Aruba is world-renowned.

The Central Bank of Aruba has announced a new coin which marks the 60th year of Carnival in Aruba. The coin, struck by the Royal Dutch Mint, includes a color transfer application on the obverse. A detailed and multi-colored festive mask as seen during carnival is the central



motif, the feathers and rhinestones are as vivid on the image against a mirrored surface. Under the mask's image, the text "60 ANA" and "CARNAVAL". The reverse includes the Aruban crest centered with the coin's denomination of "5 Florin" and year of issue along with miniature crown to the right of the crest.

The coin is available by reservation from the Royal Dutch Mint. For more information on this and other coins on offer from Aruba, please visit the website of the Royal Dutch mint at: www.knm.nl Information offered in Dutch – orders dispatched to European destinations only.



Johnnie Walker Voyager

The Johnnie Walker Voyager, presenting their top of the line of famous fine whiskies distributed exclusively on Aruba through Romar Trading, called at Oranjestad Harbor on Saturday, February 15. The sailboat bringing a taste of the newly issued Johnnie Walker label Odyssey is completing a round-the-world promotional journey on the luxurious 53-meter sailing yacht featured in the latest James Bond film "Skyfall". Aruba is its second port of call in the Caribbean after Trinidad and Tobago.

The promised "epic and luxurious Blue Label events" paid tribute to the Walker family and their modern Super Deluxe blended whiskies. On board welcoming island media for an early morning tour and breakfast was Johnnie Walker Global Brand Ambassador Tom Jones and Diageo General Manager for the Caribbean and Central America, Cristina Diezhandino. Diageo is the distributor worldwide for Johnnie Walker.

Local media were welcomed for a full history of company and its adventures and a fabulous brunch from the La Cabana culinary department. In the evening, island dignitaries including Aruba's Prime Minister Mike Eman and his wife, Doina, were welcomed by Romar Trading Managing Director Milton Harms and Tom Jones for an elegant event ending in a spectacular fireworks display. Entertainment featured the smooth sounds of famed jazz percussionist Carlos Bislip and his quartet. There was also an invitation-only tasting of the special label Odyssey, which is being offered at \$1,000 a bottle.



2014 Soul Beach Music Festival

Ten-time Grammy winner Kenny “Babyface” Edmonds co-headlines the 2014 Soul Beach Music Festival, featuring the best in comedy and R&B, hosted by Aruba May 21-26. Witnessing pure musical virtuoso and riding the lyrical waves of the chic beachside main stage performances, festivalgoers will embark on a one of a kind experience bringing them close to the action at the Soul Beach Amphitheatre organically nestled along the sand laced shores. Along with stellar comedians raising the roof with contagious laughter, the jam-packed party package is fused with exclusive nightclub after-parties and sun drenched daytime beach parties.

“We’re thrilled to continue announcing the lineup for six days of power-packed events during this year’s Soul Beach Music Festival,” said CEO of the Aruba Tourism Authority, Ronella Tjin Asjoe-Croes. “We take great pride in the sights and sounds of Aruba, and hosting some of music’s leading talent on the most beloved island of the Caribbean is one of our favorite ways to shine. We can’t wait to see the magic onstage when Babyface headlines Saturday night at SMBF 2014.”

“We are elated to have Hit-Maker and performing Super Star Kenny “Babyface” Edmonds as a Co-Headliner for this year’s Soul Beach Music Festival,” said Mark Adkins, Executive Producer of Soul Beach Festival Productions. The 2014 Soul Beach Music Festival will roll out more highly anticipated announcements of main stage performing artists in the weeks to come. For information about ticket sales, accommodations and the latest updates sign up for CLUB SOUL BEACH, by visiting www.soulbeach.net. Join the Soul Beach Music Festival community: follow us on Twitter [@SoulBeachMusic](https://twitter.com/SoulBeachMusic) and become a fan of the 2014 Soul Beach Music Festival on www.Facebook.com/soubeachmusic.



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by the 25th of each month.

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Library Exposition

In connection with the 'Commemoration of 150 Years of the Abolition of Slavery,' the Aruba National Library in Oranjestad will present the exposition 'Slavery imagined.' The exposition is a production of the University of Amsterdam and gives an impression of the history of slavery. The exposition is displayed on a series of panels by means of object, text and images. It is geared for youngsters but will prove interesting and informative for all ages. In March, the National Library is providing visitors with a tour and explanation.

The exposition is a brief overview of slavery with the main focus on the 17th, 18th and 19th century of the Dutch culture and the ex-colony Suriname. The exposition shows how slavery affected various parts of the Dutch Kingdom, as well as the six Dutch Caribbean islands.



**Biblioteca
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