



Aruba Tourism Authority

Aruba Product Update

March 2015

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 2015

ATA News

Aruba and the Empire State Building Create Valentine's Day Wedding Experience

On Valentine's Day, Aruba warmed the hearts of 100 special couples at the iconic Empire State Building in New York City. It was a romantic affair for the storybooks as the beloved Caribbean island awarded honeymoons to newlyweds who had just shared their "I Dos" on top of the Empire State Building. Five lucky couples received 5-night / 6-day trips to Aruba's beautiful Brickell Bay Beach Club & Spa and round-trip airfare provided by Aruba Tourism Authority (ATA).

"As the exclusive adults-only, boutique property on the Palm Beach strip, our guests receive the best of both worlds – a romantic ambiance at the property, with convenient access to this popular area's daytime activities and nightlife options," said Marvel E. Vilchez, Sales and Marketing Director of Brickell Bay Beach Club & Spa. "We look forward to welcoming the happy honeymooners following their weddings on the famed Empire State Building Observatory."

"It was an honor for our island to create a special memory for these couples on top of the Empire State Building this Valentine's Day," said ATA CEO Ronella Tjin Asjoe-Croes.





MICE/Meetings & Tradeshows

Aruba at ANATO

Held in Bogota, Colombia from February 25 – 27, ANATO 2015, premier tradeshow of the Asociacion Colombiana de Agencias de Viajes y Turismo, brought together more than 1000 vendors showcasing the latest in the world of tourism to an international audience of tour operators and travel professionals.

Prior to the opening, the Aruba Convention Bureau together with the Aruba Tourism Authority held a special campaign to attract group travel specialists to the booth to share incentives and special offers for groups during the low season.

The most up-to-date hotel and meetings & incentives news was shared by Maria Victoria

Galan of ATA Colombia; Miriam Dabian, Director of Latin America; and Jerusha Rasmijn, Director of the Aruba Convention Bureau. Aruba presenters included The Mill Resort & Suites, Tropicana Aruba Resort & Casino, The Ritz Carlton, Radisson Hotels & Resorts, Divi Resorts, Amsterdam Manor y Holiday Inn Resort, as well as Insel Air and De Palm Tours. Sjeidy Feliciano, PR Manager of the Aruba Tourism Authority, shared the news of Aruba's nomination as a World Legacy Destination by National Geographic with 29 members of the Colombian press and described how the island is safeguarding nature and culture.





Awards & Recognition

Aruba Wins National Geographic World Legacy Award for Sustainability

Aruba has been named a National Geographic World Legacy Award winner in “Destination Leadership” for its efforts to become the world’s first country to become fully independent of fossil fuels. The prize was awarded at the International Tourism Fair ITB, considered to be the world’s largest tourism convention.

“To be recognized by the National Geographic Society is an honor and recognition of our consistent activities for sustainability,” says Oslin Sevinger, Aruba Minister of Integration, Infrastructure and Environment. “In recent years we have worked closely with the most innovative thinkers in the world on this issue and we are proud that our efforts and best practices that rub off on other Caribbean islands. This is just the beginning. “

The green energy initiative keeps Aruba on track to be the world’s first country to fully transition off fossil fuels by 2020. In 2012, Aruba partnered with Sir Richard Branson’s Carbon War Room, founded to fight climate change, and other key entities such as Harvard University. In recent years, the Caribbean island has established itself as an eco-tourism destination by actively promoting the use of renewable energy through wind farms, an airport solar park, waste-to-energy plant and smart communities.

The World Legacy Award organizers said more than 150 award entries were received, representing 56 countries and six continents. Finalists in five categories were selected by an international team of 18 sustainable travel experts, who conducted thorough on-site inspections before choosing the winners in each category.



Top 25 Beaches — World

UNITED STATES WORLD REGIONS

EXPAND LIST

23 Eagle Beach Palm - Eagle Beach, Aruba



"Aruba's most beautiful beach. Private, quiet, serene, amazing!"

Best time to go: Year-round

- Find a place to stay
- 24 Hotels
 - 5 B&B and Inns
 - 165 Vacation Rentals

MORE

Eagle Beach

Eagle Beach named in top 25 beaches in the world by TripAdvisor

Eagle Beach has been included in the top 25 beaches in the world by TripAdvisor, and #4 in the Caribbean. Its white sands and clear waters continue to garner worldwide acclaim.

Noble Kommunikation

Representing Aruba, Noble Kommunikation of Germany has won the gold medal again as best Travel PR agency for the sixth year in a row, as voted by 196 journalists. They also made it to the top in individual categories of media releases, handling media inquiries and creativity.



Radisson Aruba Resort, Casino and Spa

Presidential Honors

Radisson Aruba Resort, Casino & Spa was honored with the 2014 President's Award at the annual Radisson Americas Business Conference in February. Hotels chosen for the award have demonstrated a high level of enthusiasm and dedication while having consistently provided exceptional guest satisfaction, maintained quality performance review scores, and focused on product improvement.



Casinos

Trop Club & Casino is Back

Reopening after renovations, the Trop Casino & Club is back, complementing the Double Down Sports Bar & Grill. "We used our space more efficiently, gaining more slot machines and more dining room tables," says Director Wilfred Trimon. The Trop Casino & Club now features five gaming tables and many new, exciting machines, under an industrial-looking ceiling, with new carpet and stylish restrooms. The bar has been redone with corrugated

sheets and varnish, dividing the room into gaming and dining. At the Double Down Sports Bar & Grill with a special entrance for kids, they can watch cartoons at their own table TV and feast on burgers. The menu features interesting gourmet burgers including a BYOB section to build your own burger. There are no less than 13 beers on the menu, by the bottle and on draft, as well as other satisfying entrees and desserts.





Glitz Casino Celebrates Chinese New Year

Glitz Casino at La Cabana Beach Resort celebrated the Chinese Lunar New Year with members of the local Chinese community as well as with casino guests from Aruba and abroad. Entertainment included the Dancing Chinese Dragons.



Opening of Orchid Casino

Orchid Casino at Riu Palace Antillas (formerly Westin Resort) celebrated with a grand opening and ribbon cutting, hosting more than 375 guests with extensive hors d'oeuvres menu, cocktails and overflowing champagne. Guests marveled at the décor, the Red Piano Lounge and orchid theme throughout. Convenient entrance and elevator service adjacent to parking area. The Red Piano Lounge overlooking the casino is the perfect place to unwind in the company of the nightly musicians.

Air Travel

Airport Update

Chief Operating Officer of AAA (Aruba Airport Authority) and President of International Safety Airport Council Jurgen Benschop reported that security at Reina Beatrix Airport is functioning optimally and complying with strict rules in effect internationally.





Southwest Inaugural Houston Flight

A surprise party with cake, balloons, gifts and costumed greeters awaited friends Fay Gay, Rhonda Brooks and Coletta Oney at their Southwest Airlines gate at Aruba International Airport.

The party lasted from takeoff to landing. The women were among 63 passengers who made the celebrated debut flight between Aruba and Houston, which taxied under a stream of water created by airport fire trucks in a “water cannon salute,” a long-held ceremonial airport practice, before arriving at its gate. Travelers smiled and waved as they entered a festive and loud gate 20.

The nonstop flight is among several new international routes being offered by the Dallas-based carrier. Southwest is entering the international market out of Houston. The Aruba flight comes months before the completion of the \$156 million international terminal at Hobby Airport. The service is possible because Aruba is a federal immigration and customs “pre-clearance” location, Southwest’s Saturday-only, seasonal flight will depart at 10:50 a.m. weekly from Houston, arriving at 5 p.m. at Aruba International Airport. The return flight will leave 12:30 p.m. from Aruba and arrive at 4:30 p.m. in Houston. The seasonal flight will end in August.



Resorts

Radisson Aruba Resort, Casino and Spa

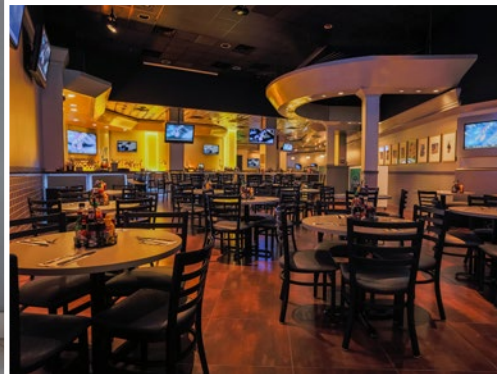
A Cultural Celebration

Guests at Radisson Aruba enjoyed a traditional Flag & Anthem Day celebration on March 18. Now in its 39th year, the celebration on property included live entertainment and a buffet of traditional Aruban dishes like Oyster Soup, Arroz con Pollo, Keshi Yena and a Saco Station.

Easter Brunch

The resort will once again host an Easter Brunch in the Grand Caribbean Ballroom on April 15. The buffet will include stations for breakfast, including omelets, and lunch with pasta, salad, seafood, hibachi grill and more. Entertainment will include an Easter egg hunt, face painting, a trip giveaway, music by local favorite Francis Jacobs, and bingo in the Casino.





Aruba Marriott Resort & Stellaris Casino

First Media Wall on the Island

The Aruba Marriott Resort & Stellaris Casino recently launched the first media wall on the island. The wall consists of nine 55" LED screens which stunningly display a one hour video during the day of Aruba's beautiful ocean and nature scenes while at night it turns into an entertaining screen for sport games. The amazing video was created by young local artist Armando Goedgedrag. The media wall can be admired in the lobby area of the resort.

Brilliant Enhancements

The Aruba Marriott Resort & Stellaris Casino is undergoing exciting enhancements throughout the property. These include a refreshment of the hotel entrance for a lighter look and feel. In the outside area, new

beach and pool umbrellas have been added and cozy canopies have been installed in the garden. The lobby patio boasts new and trendy chairs and tables. At the casino, there is a new entrance with revolving doors and a new drive way with an elevated roof.

New Express Lunch Menu

Champions recently introduced An Express Local Lunch Menu for only AWG 25,- per person. The menu includes exquisite options of appetizer and entrée to choose from and is available from Monday to Friday between 11AM and 3PM. In addition, Champions recently launched its trendy new look with its comfortable boots and modern bar as well as a refreshed menu while still keeping its favorite items such as the famous chicken wings and sliders.



Cruise Travel

Aruba Delegation Visits Curacao, Orlando and Miami

Recently, a delegation from Aruba visited Curacao for a meeting with Humberto de Castro, Director, and Raul Manotas, Chief Commercial Officer, of Curacao Ports Authority N.V.

The purpose of the meeting was to review developments and plans regarding the cruise industry of Aruba and Curacao. These include the upgrade and expansion of port facilities on both islands in order to remain competitive in the market and especially to accommodate larger and larger ships.

Reinforcing strategic alliances between the two nations is vital to the positive development of the cruise industry on both islands. They discussed ways to continue to attract cruise visitors from Florida ports as well as possibilities for itineraries that combine Latin America, Central America and southern Caribbean.

The Aruba delegation consisted of Ronella Tjin Asjoe-Croes, CEO of ATA, Mario Arends, Cruise Manager of ATA, Myrna Jansen, Senior Tourism Advisor of the Ministry of Tourism, Transport and Culture; Jossy Figaroa, Managing Director of Aruba Ports Authority N.V., Humphrey Tromp Financial Manager of Aruba Ports Authority N.V., and Tamara Waldron,

Marketing & Communication Manager of Aruba Ports Authority N.V.

This same delegation also visited Orlando and Miami to meet with executives of different cruise lines, including Disney Cruise Lines, Carnival Cruise Lines, Royal Caribbean Cruises, Pullmantur Cruises and Celebrity Cruises. The purpose was to strengthen alliances with partners in the cruise industry and explore new business opportunities, and also to provide updates on recent developments in the Aruba product and port, and the initiatives underway to continue to improve the experience of cruise ship passengers. The Aruba delegation was also updated on the plans of their cruise partners. The cruise lines expressed their satisfaction with Aruba and shared positive feedback from their passengers.

Some developments that were highlighted include Aruba's dedicated cruise terminal soon be completed, a welcome plaza in the port, investments in downtown Oranjestad, San Nicolas as a new tourism product, extension of the linear park, upgrades at various beaches, free wifi in tourist areas, introduction of Mobile Information Officers, and new cultural experiences.

Community

Women Who “Make it Happen” at La Cabana Beach Resort & Casino

In honor of International Women’s Day, a celebration was dedicated to the women who “Make it Happen” at La Cabana Beach Resort & Casino. Committee members spearheaded a contest to elect the resort’s Woman Role Model of the Year. All associates were encouraged to nominate their candidates who were helpful, friendly and professional, and role models at work and in the community.

Candidates were Clara Acevedo and Nilda Girigori, Housekeeping department; Alexandra Werleman and Glenda Brokke-Croes, PBX; Janet Reid and Avilia Ridderstaat, Front Desk; Helen Werleman, Executive Office; Maureen Kelly, Accounting; Ena Vrolijk, Guest Care; Rosanne Roy-van Rooij, Human Resources and Jessica Franken, Assistant General Manager.

At the meaningful recognition ceremony, all nominees were called forward to receive a sweet treat, a symbol of perseverance and satisfaction when overcoming barriers and reaching goals. Each received redeemable resort stars as a symbol of prosperity as well as a commemorative certificate. The winner of Woman Role Model of the year for 2015 was named Ena Vrolijk. Jessica Franken, Assistant General Manager, thanked them for their contributions to the company, the community and their families.





The Marriott Aruba Care Foundation Makes Special Donations

Recently, the Marriott Aruba Care Foundation made a special donation to SABA, a non-profit retirement home, and to Sjabururi and Ambiente Feliz, non-profit foundations aimed at guiding people with mental limitations to live more independently within the community.

The donation consisted of a container full of essential commodities such as pillows, bed sheets, soaps, shampoos, conditioners, pillowcases and cushions. The associates of Aruba Marriott Resort and Stellaris Casino, Marriott Ocean and Surf Club were very glad to have been able to give back to the community through this initiative.

Founded in 1999 by the associates of the Aruba Marriott, the Marriott Care Foundation has been actively contributing to the Aruba community for the past fourteen years. It embodies a living and breathing sentiment and "Spirit to Serve" within the associates who fund the Foundation through direct personal financial contributions.



Divi IMPACT Supports Young Athletes

Divi IMPACT proudly continues to sponsor the uniforms of the neighborhood Centro di Barrio Noord baseball teams. In 2013, the CBN team sponsored by Divi was unstoppable, resulting in the decision to take three teams over as uniform sponsor, for ages 7-8, 9-10, and 11-12. They believe in the team's ability to coach excellent players who will one day represent Aruba in Major League Baseball, and until then, play great games and contribute to the development of sports on the island.

Divi IMPACT is a non-profit organization with the goal to fundraise for a scholarship fund which will be used to assist Divi employees and/or their children who wish to pursue higher education, whether on island or abroad. The foundation's goal is to inspire and motivate Divi's leadership, owners, guests, business partners and employees to donate time, money and resources to help the community and to enhance the Divi Brand locally, by creating educational assistance for employees and their kids.



Culture

International Glass 4 x 4 Workshop

In a six-day program at the beginning of April at Terrafuse Aruba, artists, designers and others can experience glass art under the guidance of four prominent glassmakers. The workshop will explore the basics and techniques. The program also includes familiarization with Aruba through activities and cultural visits.

Participating in many international exhibitions, Ciro Abath is a prolific Aruban sculptor using a variety of materials and techniques including ceramics, bronze and glass. In 2008, he and his wife Marian launched Foundation Terrafuse to stimulate the art of glass and ceramics on Aruba.



B. Jane Cowie is an artist, designer and glassmaker who has worked in numerous glass making studios and factories. Living in Singapore, she creates large-scale glass installations. Giuliano Pinzan, owner and director of a large glass factory in Venezuela, comes from a long line of glassmakers from Murano, Italy. JanHein van Stiphout trained as a sculptor at academies in the Netherlands and Belgium. He runs the glass studio Stipglas in Tilburg.

For information and registration, visit stipglas.com or email stipglas@stipglas.com



Beautification

The area of Surfside Beach is now being completely renewed with bathroom and F&B facilities. Work is being done on roads connecting linear park sections 1 and 2.

The Aruba logo was placed at the entrance of Aruba's main beaches (Eagle, Arashi, Baby Beach, Mangel Halto) next to the entrance signage.

Retail

Maggy's San Nicolas

Maggy's San Nicolas celebrated their certification award in service delivery. Customer First Services Caribbean NV honored Maggy's San Nicolas. During the past two years, they stood out with their consistent excellent service delivery to their customers. The award recognizes professionalism, dedication and continuous staff development in both communication and leadership.





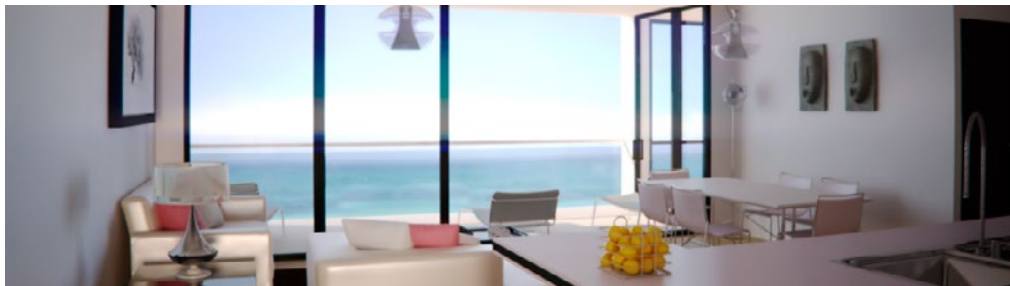
Real Estate

O cOndominium on Eagle Beach

Situated on the edge of one of the world's top beaches is a spectacular new property with 20 luxurious oceanfront condominiums. It is just minutes from the "happening" Palm Beach and just steps away from a wide variety of ocean activities, golfing, and the tranquil low-rise resort area with its pristine beaches.

The iconic building is complemented by lush grounds, exceptional services, and a spectacular collection of luxury residences in eight distinctive unit designs. Residents will find an enjoyable mix of spacious apartment home living with countless luxury amenities in every room. Design features include spacious sun-drenched rooms, panoramic views, avant-garde design elements, and luxury finishes for the 2- and 3-bedroom residences. All units are delivered turnkey with trendy interior design fixtures, contemporary European kitchens, quality finishes, and premium architectural elements.

Amenities and services are comparable to 5-star resort hotels, with an inviting modern lobby with reception, lounge areas, an expansive beachfront pool area with infinity edge pool, Jacuzzi, lounge chairs, umbrellas, BBQ area, showers, and beach access, beside a state-of-the-art air-conditioned fitness facility.



Events

Aruba Takes 2nd Place at St. Maarten Heineken Regatta

For 35 years, the St. Maarten Heineken Regatta has showcased top boats and sailing, producing thrilling action for the international fleet of yachts racing in the waters off St. Maarten. Each year the event lives up to its worthy motto: Serious Fun. Despite fierce competition, the Aruba team skillfully took second place at this exciting event. The Aruba Tourism Authority supported them by donating Aruba t-shirts that they wore with pride.





Flip Flop Festival

The biggest free festival on Aruba, the Flip Flop Festival, covered the sands of Eagle Beach on March 1 attended by thousands of spectators. The attire was beachwear with flip flops optional. The amazing lineup was composed of DJs and live entertainment from Aruba, the Caribbean and Holland, featuring Yeimy, Alex Sargo, Nutzbeatz, Night Ride, MC Samil, Karixon, DJ Dyna, Andy Safado, Israel Vibrations, and Roger Peterson & the Roosters. The vibe was laid back yet mixed with the excitement of house music mix from selected DJs. The annual festival is sponsored by Balashi National Brewery and Tropical Bottling.

Aruba to Celebrate International Jazz Day on April 30

Aruba joins citizens, governments, NGOs and businesses around the world in organizing events in conjunction with International Jazz Day on April 30, 2015. On this day, a free concert featuring local artists as well as guest artist Lenora Helm will take place at the stage of the Renaissance Marketplace Aruba from 6 pm to 11pm. This year, the celebration is aligned with UNESCO's 70th anniversary in recognition of their help in securing and advancing culture and freedom of expression worldwide. Musician Carlos Bislip was thanked by representatives of the Thelonious Monk Institute of Jazz for his assistance in bringing International Jazz Day 2015 to Aruba.



International Jazz Day



Fiesta den Caya Now on Fridays

Fiesta den Caya is Aruba's weekly shopping night event infused with folkloric music and cultural experiences. The Fiesta den Caya provides the opportunity to enjoy the island during the day while creating the perfect setting to enjoy Aruba's downtown shopping promenade. Come and enjoy Aruba's culture and musical heritage while relishing Aruba's retail therapy. The place is downtown Oranjestad, every Friday from 6 pm – 9 pm.

Celebrity Cruise's 2015 Motorcycle Tour on Aruba

Steve Wallach, President of ETA Motorcycle Cruises and company returned to Aruba this year for just one day aboard Celebrity Cruise lines. Following a successful year last year, 18 bikes and 4 trikes with owners from Tennessee, Pennsylvania, Virginia, Florida, and Canada teamed up with many local bikers to go an island tour. The ride covered the entire island with stops at Baby Beach, Casibari Rock formation and other places of interest.



Soul Beach Festival

Crowning off the 15th anniversary of the Soul Beach Music Festival hosted by Aruba on Memorial Day Weekend (May 20 – 25, 2015) are nine-time Grammy nominee megastar Charlie Wilson and Grammy nominated superstar Trey Songz.

Voted #4 by USA Today readers' choice "10 Best Caribbean Celebrations" as well as #1 "Caribbean Summer Festival" by Jetsetter Magazine, the 2015 Soul Beach Music Festival boasts a cross-section of visitors and celebrities who attend this renowned three-in-one experience featuring live music performances, comedy shows and beach parties. Bringing an astronomical repertoire, notorious hit maker/song writer Charlie Wilson will tantalize festival goers with a gravity defying mix-up of electro-funk, dance flow and R&B romp. With 20 million albums and singles sold, Trey Songz delivers the perfect blend of R&B soul and pop feel-good.

Said Mark Adkins, Executive Producer of Soul Beach Festival Productions. "Through our partnership with Worldwide Group Travel & Events, we are very excited to announce the "Soul Beach Fitness Challenge." Join us each morning, with the beautiful backdrop of the island of Aruba, for rigorous indoor/outdoor work outs with some of the top names in fitness today. We got you covered from hottest day time parties to the ultimate cool down featuring celebrity DJs spinning till dawn with exclusive nightclub entertainment."

For information about ticket sales, accommodations and the latest updates sign up for CLUB SOUL BEACH, by visiting www.soulbeach.com.



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by the 25th of each month.

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their contributions.



Caribbean Sea Jazz Festival

Caribbean Sea Foundation announced the first two names for the ninth edition of the Caribbean Sea Jazz Festival Aruba, to be held September 25-26, 2015 at Renaissance Festival Plaza.

Earth, Wind & Fire will perform on the first night. This incredible R&B band formed in Chicago, Illinois, in 1969 has won six Grammy Awards and four American Music Awards. They have been inducted into the Rock and Roll Hall of Fame and the Vocal Group Hall of Fame, and have sold over 90 million albums worldwide. The band's music contains elements of African music, Latin music, funk, disco, soul, jazz, pop, rock, and other genres.

Grupo Niche will perform on the second night. Grupo Niche is known for both its vigorous, uptempo dance music as well as slower-paced romantic numbers. This band is one of the most popular Salsa bands and travels the world playing their hits "Una Aventura", "Gotas de Lluvia", "Hagamos lo que diga el Corazon", and more.

Visit website caribbeanseajazz.com or follow on facebook.com/CaribbeanSeaJazzFestival for more information and updates.

Early Bird online ticket sales have begun, valid until July 1. For more information, call (297) 588 0211 or contact by email at contact@caribbeanseajazz.com.

