



Aruba Tourism
Authority

Aruba Product Update

March 2017

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

Our Mission:

To increase the share of affluent travelers and the economic value of tourism for the benefit of the community and our stakeholders by positioning and developing Aruba as their preferred Caribbean destination.

Our vision:

The Aruba Tourism Authority (A.T.A.) will become the most innovative and creative DMMO in the Caribbean.

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 2017



ATA News

Visit by Dutch Celebrities, Raymond Rutting & Marco Borsato

ATA teamed up with Dutch photographer Raymond Rutting and the #1 singer in the Netherlands, Marco Borsato, who is an avid amateur photographer. Marco took part in the prime time RTL celebrity photography competition 'Perfectje Plaatje', and since then his love for photography cemented. Borsato had already been given some tips and tricks on how to improve his photography thanks to Raymond Rutting, and from there the idea was born to send them together to Aruba for an exclusive photography masterclass.

The two of them headed to Aruba on February 16 where they covered everything from the lighting and children's carnival parades, early morning fishing expeditions with local

fishermen, fashion models on Baby Beach, culinary endeavors with Urvin Croes and much more.

Raymond Rutting and Marco Borsato were invited by leading Dutch presenter Humberto Tan to talk about their terrific photography trip in Aruba on his popular late night talk show RTL Late Night. More than 600.000 viewers saw them reliving the trip, while snippets from their Aruba video, as well as some of their best photos, were shown as well.

In June, Faces of Aruba exhibition will be complemented with Marco's best Aruba photos and exhibited at a high-profile location in Amsterdam then it will travel through the Netherlands.



Visit by Dignitary from Greenland

The Ambassador of Greenland in the European Union, Minninguaq Kleist, recently arrived on the island and made a courtesy visit to Ronella Tjin Asjoe-Croes, CEO of the Aruba Tourism authority. Greenland's GDP depends upon the fishing industry and it is now seeking to diversify and attract tourism. An interchange of ideas on developing tourism was the subject of the visit.



Awards & Recognitions

Eagle Beach ranked #3 in the World by TripAdvisor

Aruba's famous Eagle Beach ranked No. 2 in the Caribbean and No. 3 in the World in annual TripAdvisor rankings. A treasured shore, Eagle Beach boasts the widest beach in Aruba and is one of the most breathtaking – showcasing clear, sparkling Caribbean waters, powdery white sands and two of the island's renowned signature fofoti trees. Locals' favorite Arashi Beach achieved a top 20 Caribbean placement, celebrated for its enchanting snorkeling and abundant sea life. Showcasing a picturesque lunar landscape, Arashi is known for gentle currents and turquoise waters. Determined by millions of traveler reviews and ratings for beaches gathered by TripAdvisor, these awards are a testament of a dedicated travel community in search of unique experiences and unforgettable getaways.



Bucuti & Tara Beach Resort

The hospitality world's best work and brightest minds were honored as the Hospitality Sales & Marketing Association International (HSMAI) presented the 60th Annual Adrian Awards in New York on February 21. Ewald Biemans, owner and Managing Director of Bucuti & Tara Beach Resort, was recognized with a Gold Adrian Award as the Leader in Sustainable Tourism, presented by HSMAI and National Geographic Traveler. Adding to the prestigious award, which was presented before a crowd of 1,000, is that Biemans is the first individual to ever receive the honor, which until now has only been won by destinations or organizations. There were 200 submissions in the category. The award recognized Mr. Bieman's success in providing a memorable, fulfilling vacation while caring for the environment. The annual Adrian Awards recognizes excellence in travel advertising, digital marketing and public relations, and the leaders behind the work.

EL Tours

EL Tours is proud to announce it has recently won Transfer Company of the Year for the Americas in the 2017 Holiday & Tour Specialist Awards awarded by Luxury Travel Guide. It has time and again proven to be one of the most reliable, affordable and best reviewed transfer

providers in Aruba, offering a variety of transfer options, from affordable shared shuttle transportation to luxury VIP transfer services. The Luxury Travel Guide Awards are an international awards program in recognition of all holiday & tour options from large to small operators.



THE AMERICAS AWARDS 2017

TRANSFER COMPANY OF THE YEAR
AMERICAS
El Tours & Transfers

Resorts

Aruba Marriot Resort & Stellaris Casino

Gelato & Co. Cremeria Italiana

The resort has announced the opening of Gelato & Co. Cremeria Italiana, famously known for its natural ingredients and great taste - the fifth location in the Caribbean to open its doors after Grand Cayman, San Juan and Panama. Gelato and Co. Cremeria Italiana is located in the main lobby and is open daily from 10 am to midnight.

The gelato is prepared daily using the finest ingredients, without using any preservatives or food colorings ensuring its pure taste and flavor. Gelato lovers have over 15 different flavors to choose from, along with a variety of tasty toppings, such as roasted hazelnuts, cookies and Nutella sauce. The Gelato Popsicle is dipped in white or milk chocolate and covered with toppings. For those looking for a healthier option, the fruit sorbets are a sure bet, made using fresh fruits.





Tamarijn Aruba All-Inclusive

The resort has just completed extensive renovations that redefine Aruba's all-inclusive options. It features a stylish and trendy look while providing modern luxuries and sweeping views of its signature mile-long white sand beach. The contemporary reception space is beautifully backlit with LED lighting, and the floor comes to life with a virtual underwater display. Now with more open space and chic new decor, the lobby offers comfortable seating throughout the communal area, as well as private concierge service desks.

The Pizza per Tutti bar is the gathering place for poolside drinks; guests then retreat to the trendy pool deck complemented by sun cabanas and lounge chairs. Lit up after dark, the bar offers live entertainment and a mix of cocktails, beer, frozen specialties, pizza and other snacks.

The Cunucu Terrace Restaurant is newly designed with modern décor and indoor and outdoor seating. The open kitchen has been upgraded with new induction cooking stations and a la carte stations. At Palm Grill Restaurant, guests can prepare their own fresh fish, steak or chicken at the interactive hibachi-style tables offering spectacular sea views. The façade of has been decorated by international 3-D street artist Leon Keer.



Divi Village Golf & Beach Resort

Infinity Pool

The resort recently completed a renovation project on the Infinity Pool area, the heart of the property now home to a swim-up bar, a poolside restaurant and a children's play area, as well as the stunning Infinity Pool itself.

Upgrades included redoing the swim-up pool bar, adding four new TVs to the bar area, sandblasting and repainting the pool slide, replacing the pool tiles, resurfacing the pool and replacing pool lights, among other improvements and enhancements.



Hilton Aruba Caribbean Resort & Casino

New GM Hans-Georg Roehrbein

Hilton announced the appointment of Hans-Georg Roehrbein as General Manager of the 357-room resort, which recently completed the multi-million dollar renovation.

A hospitality industry veteran with more than 30 years' experience with the Marriott organization, Roehrbein most recently served as General Manager of the 1000-room Cairo Marriott Hotel & Omar Khayyam Casino in Egypt. His first 10 years focused in food and beverage operations at hotels in key US cities and Bermuda. The latter 20+ years saw him in General Manager and Resident Manager Roles across India, Jamaica, Puerto Rico, Egypt and even ARUBA, where he opened the Aruba Marriott Resort and Stellaris Casino and was resident manager for three years.

Given his previous stint in Aruba, he is familiar with the destination and excited about returning to take on the resort's repositioning.

New Chef Lij Heron

Chef Lij Heron recently assumed the leadership of the culinary team at the Sunset Grille. The decorated chef comes to Aruba from the Waldorf Astoria Hotel at Ras Al Khaimah in the United Arab Emirates. After completing a culinary degree at the Culinary Institute of America in New York, Lij travelled the world as a professional, catering to international guests, royal, princes, and sheikhs.

Chef is enhancing the Sunset Grille menu, a modern steakhouse with a touch of Italy, and upgrading the all-day menu served at Gilligan's Beach Bar & Grill. Sunset Grille contenders for most popular appetizer are Lobster Bisque in a golden pastry crust, Colossal Shrimp Cocktail, Cured Ahi Tuna, BLT Wedge, and Sunset Seafood Salad.

The restaurant serves 100% Certified Angus Beef, fired on the charcoal grill with Filet Mignon, New York Strip, Rib Eye, Double Cut Lamb Chops and the legendary 32oz Porterhouse for two. Other favorites are Short Rib Gnocchi, Penne Primavera, and Linguini with Shrimp, Lobster Fra Diavolo, Brick Pressed Whole Chicken, and Pork Chop Milanese.



Amsterdam Manor Beach Resort

The resort's wellness program will commence during the Aruba Aloe Wellness month in June, with activities such as healthy food cooking demo, yoga, art classes and spa workshop - complementing elegant accommodations, healthy gourmet cuisine and outdoor activities that nourish and awaken the senses.

In March, Mangos Restaurant introduces an exceptional 4-course dinner, "Look what our native fishermen brought in". Fresh-caught fish on ice include Tuna, Red Snapper, Barracuda, Small Wahoo, Mahi-Mahi and even Lion Fish! Preparations vary from freshly grilled, baked and sautéed to a la meuniere with white wine.



Non-fish eaters will enjoy beef satay. A night cap at Passion Beach Bar and a after dinner stroll on Eagle Beach complete a perfect evening.

The Mill Resort & Suites

After extensive meetings with architects, management and Marriott Head Office, The Mill Resort & Suites have decided to expand their initial plan of renovations even further.

The resort will become a Courtyard Resort by Marriott; unlike the Courtyard by Marriott Corporate line, it is a family-oriented concept and will be the first Courtyard Resort in the Caribbean. As a new prototype for the region, expanded renovations will be undertaken, bringing more enhancements to the property. Marriott's involvement in the IT, design, operations and staff training will be more essential and extensive. Since there continues



to be a high demand for previously closed rooms, the resort will remain open through March 31, 2018.



Playa Linda Beach Resort

The resort consistently carries Trip Advisors' Certificate of Excellence, resulting from high ratings as well as special recognition as the Travelers' Choice as a top family-friendly resort. The ongoing appeal of a daily activities program for all ages and a vibrant Kids Club program recently resulted in special recognition for employees of the resort's Activities Department. Its commitment to crafting a perfect get-away is also well exemplified by Playa Linda's 25 consecutive years as a RCI Gold Crown-level accommodation, Premier Status as determined by Interval International, and an environmentally-friendly ISO 14001-certified property.



EXPERIENCE
CULTURE

Restaurants

Bentang Bali

Located on Noord Road opposite Caribbean Palm Village, Bentang Bali is a charming local eatery open Tuesday – Sunday for lunch and dinner. Chef with more than 30 years of experience presents a traditional Indonesian culinary experience. Light and healthy specialties are made with freshest ingredients, served authentically in banana leaves, flavorful but not spicy, seasoned with lemongrass, Aruban celery, Indonesian ginger root and

other condiments. Begin with banana fritters, spring rolls, Indonesian chicken soup, beef or chicken sate. Follow with noodle or rice specialties, beef or chicken coconut curries, fish fillet, shrimp tempura, curried goat or BBQ ribs Indonesian style. Vegetarians will enjoy the tasty tofu dishes and stir-fried bok choy or water spinach. Homemade desserts include apple fritters, crepes, coconut lemongrass ice cream.



The Restaurant at Tierra del Sol

Last November, the restaurant added its new breakfast menu as an addition to lunch and dinner. The new menu ranges from delicious eggs Benedict and the Crustacean omelet, to French toast and smoothies. This is the perfect restaurant to accommodate leisure guests, private breakfast functions and local professionals. Breakfast is served Monday to Saturday from 8 am – 11 am.



White Modern Cuisine ON WATER

White Modern Cuisine will host an exclusive Dinner Sail on Monforte III Luxury Cruise once a month. Set sail on the Luxurious 115-foot Teak Schooner, Monforte III. Cruise and enjoy a 6-course culinary adventure with wine pairing, in cooperation with Bollinger Champagne and the Arion Wine Company.

Reservation and pre-payment is required for this luxury event. Space is limited so book early! For reservation or more information call White Modern Cuisine (+297) 280-0280.



L.G. Smith's Steak & Chop House

The perfect excuse to drink before noon.

Enjoy an excellent Brunch À La Carte in an elegant setting and ambiance every Sunday. The Brunch À La Carte offers you as many options possible by serving you one plate at the time.

Start your brunch with some fresh baked breads and pastries while you choose the 'L.G. Deluxe Deli' consisting of chipotle smoked bacon, smoked duck breast, salsicelli picante and salmon gravlax. Choose from Asparagus à la flamande, Steamed Clams, the famous Mixed Seafood Ceviche or Tuna Cube Brûlée in the cold selection. The 'hot' selection offers a delicious Braised Certified Angus Beef Short Ribs, Local Fish (Catch of the day); Egg Benedict, Pumpkin Ravioli or the Lobster Paramentier. Don't forget the Soups and Salad selection- try the Shrimps, Peppered Bacon & Sweet Corn Chowder or the Esgargot Smith's Style. Top of this Sunday Brunch by indulging some desserts; choose from a warm Bread Pudding, Cheese Platter, Chocolate & Lucuma Mousse or the Suspiro a la Limeña.

Brunch is served every Sunday from 11:00 AM to 2:30 PM. Enjoy L.G. Smith's Sunday Brunch À La Carte for \$44, 95 per person excl. 18% service charge. For more info please visit www.lgsmiths.com.



Azia Restaurant & Lounge

Friday Night & Daily Happy Hour

Azie Restaurant & Lounge presents every Friday night a unique combination of music and dancing to create a truly unforgettable experience. Starting from 8PM with live DJ playing the hottest and latest Lounge and House music in our beautiful Zen Garden. Get up, dance, and have fun! Or just kick back, relax and let the music sway you as you spend time with family and friends. Get happy and don't think twice about paying half price on selective drinks from 6PM till 8PM and from 10PM till 12AM.

To make dinner reservation, please call (+297) 586-0088 or send us an email to azia@giannisgroup.com

For more information visit our website www.giannisgroup.com, like us on Facebook and follow us on Instagram.



Dragonfly Sushi & Asian Restaurant-Lounge

The latest addition to the Aruba Wine & Dine roster of fine restaurants is Dragonfly, located in the heart of Arawak Garden across from Barceló Resort along the high rise strip. This cozy indoor/outdoor Japanese eatery is open daily from 4 pm – 11 pm, with live music from 7 pm – 10 pm, and the bar open until 1 am.

The menu features combos of sushi rolls and sashimi for 2, 4, and 6 persons, as well as traditional ramen with veggies, shrimp, chicken

or beef. Desserts of Nutella crepes, banana tempura and fried ice cream are perfect finales to authentic Japanese selections. Included in the premium beverage and cocktail list are specialty drinks such as the ginger sake-tini and lychee martini, as well as an impressive international wine list. A trendy new spot for dinner, dessert or drinks, Dragonfly also offers free parking for patrons. Visit dragonflyaruba.com for more information.

Aruba Gastronomic Association

Food safety plays a crucial role in the success of Aruba's tourism economy and this initiative is in line with AGA's mission to maintain high standards of food safety among its members.

The Aruba Gastronomic Association in partnership with La Cabana Beach Resort regularly hosts National Registry of Food Safety Professionals' Food Safety Manager Certification courses in both English and Spanish throughout the year. This intensive two-day course covers a wide range of food safety topics, including proper purchasing and receiving guidelines, the importance of staff

personal health and hygiene, how to prevent cross contamination in the preparation and serving of foods and the identification of critical control points in the flow of foods throughout the culinary processes. Successful participants are rewarded with the internationally recognized NRFSP Food Safety Manager Certificate.

AGA member organizations represented in December's course included Elements @ Bucuti Beach Resort and Tara Suites, Salt & Pepper from Aruba Wine & Dine, Matthew's, El Faro Blanco, Pure Beach @ Divi Phoenix and Ruinas del Mar @ Hyatt Regency Aruba.



Asies Mi Peru

The latest culinary triumph at Paradise Beach Villas is this genuine Peruvian Cevichería where you can sit at the bar and watch the chef make ceviche from scratch and to order.

Ceviche is the Peruvian national dish of fresh fish marinated in lime juice, prepared with an assortment of seafood, tomatoes, tostada chips, crisp onion salt and hot pepper (aji amarillo). Also served is Tiradito, a variation of ceviche reminiscent of Japanese sushi, deliciously marinated with hot pepper.

The gazebo features a genuine, colorful Peruvian marketplace where typical Peruvian crafts are on sale. Inside, the restaurant is more formal, with a menu featuring traditional Peruvian favorites.

This charming eatery is accessible from the street adjacent to La Cabana. Email reservations@asiesmiperuenaruba.com.



Aruba Wine & Dine Culinary Tour

Beginning at 5:15 pm on Tuesday evenings, this delightful new tour features four-course food and wine pairing. Hors d'oeuvres paired with wine are served on MooMba Beach at sunset, followed by a stop at Hadicurari, famous for its freshly caught fish. Guests hop on the bus for a juicy steak at Tango Argentine Grill, and the finale at Soprano's piano bar, for a dessert martini and live music.

Charming sommelier Fernanda Gimenez is your host for the evening, regaling guests with her extensive wine knowledge. For reservations, email fernanda@arubawineanddine.com, and find more information about the Aruba Gastronomic Association at arubadining.com.

Shopping

Paseo Herencia

Known for diverse offerings and focus on entertainment for the whole family, the mall recently brought in a new carousel with a lovely underwater theme illustrated by many sea creatures such as dolphins, fish and crabs. At night, the lovely ride has a marvelous light show which has a beautiful cool blue underwater effect. Small children can be accompanied by their parents, making it a fun experience for all.

In addition, the mall introduced four bumper cars with striking color-changing light effects that children can ride under the stars. Paseo's famous kiddy train ride and pony ride are also available. All kids' activities operate nightly starting at 6 pm.

Activities

Wings Global Media Tour

Aruba Wedding

Explore Aruba with one of the island's best photographers. The four-hour tour visits five locations where tourists can participate in a special photography shoot throughout the day.

Participants enjoy the beautiful backdrop of Aruba and receive a minimum of 45 pictures. From Aruba's Rocky North Shore to breath-taking beaches, the tour features such spots as the California Lighthouse, Alto Vista Chapel, and signature fofoti tree. Professional photographers also provide fun facts about each location along the way.

This special package available from Aruba Wedding is perfect for engagements, a romantic day, pregnancy portraits, or family outings. Add-ons available are dinner at a local fish restaurant or a champagne toast. Spanish-speaking tour guides can also be provided. info@aruba-wedding.com.





Kukoo Kunuku

Wine on down the road with Kukoo Kunuku for an evening of sophistication, great food, perfectly paired wine and a dash of Kukoo fun of course. Like some fine wines, we have blended together a unique experience to share with good company in a fun and laid back atmosphere.

The evening will begin with an introductory sunset champagne set amongst one of Aruba's most beautiful locations. Then our professional sommelier will entertain and guide you as we visit four of Aruba's top restaurants, pairing their signature tapas, dishes and desserts with world class wines.

At each stop we will receive our own personalized service and when possible, a visit

from the Chef. Whether you are a wine novice or an avid wine connoisseur we can guarantee that you will have a fabulous evening accompanied by great wine, excellent food and interesting conversation!

This is the perfect early evening escape for singles, couples, groups or for corporate outings.

Pick up and drop off from your hotel included.

Time: 5:30 pm until 9:30 pm

Reservations required as this tour is limited to 20 persons

For more information, call 586-2010 or e-mail at reserve@arubaadventures.com.

Retail

Aruba Aloe

Now available for purchase in all of its stores, Aruba Aloe Sugar Cubes are paraben-free and infused with moisturizing shea butter, formulated to gently exfoliate the skin in Peachy, Piña Colada, Sweet Orange, Lemon, Ocean Mist, and Aruba Ariba varieties. Aruba Aloe has also switched its travel-sized bottles for more user-friendly travel-sized tubes. The company cordially invites the community to visit its facility in Hato to enjoy a free Museum & Factory Tour.

Aruba Aloe produces sunscreens formulated with a unique blend of 100% Pure Aloe Vera Gel and nourishing Vitamin E, as well as a wide range of after-sun products.

The deodorant line is available at all Aruba Aloe retail stores. Two new aluminum-free deodorants have been added, one for men and one for women; enhanced with refreshing scents (a musky scent for men, cucumber-melon scent for women).





Events

Escape to Aruba with Rick Ross for a Breathtaking Week-end Getaway

One of the biggest beach festivals in the Caribbean takes place on March 31st, April 1st and April 2nd 2017 on the beautiful island of Aruba. It's the 7th Flip Flop Festival on the beach.

A star-studded line up of events will guarantee all travelers and exceptional experience. International acts such as the "Biggest Boss in Rap" Rick Ross, Grammy Award Reggae band Morgan Heritage and "Hottest Dancehall Sensation" Konshens from Jamaica. Other international acts include DJ Outkast and DJ Cre8 from New York.

The Festival has grown to be one of the biggest

beach festivals with thousands in attendance on one of Aruba's Best Beaches. This year the event moves to the Bushiri Beach Arena giving more space for the international food court.

The Festival starts with its opening party at E-Motions nightclub. The following day the main event on the beach starts at 5 PM and runs till 2 AM. And on Sunday there will be an exclusive pool party at The Renaissance Resort & Casino pooldeck.

Tickets and special VIP Packages (Gold & Platinum) are available at: flip-flopfestival.com. The Renaissance Aruba Resort has a special festival rate by using promo code: SUM.

Food Truck Festival

Discover the delights of Aruban snack trucks, in the month of April with the first edition of "Eat Local: Food Truck Festival!" An array of delectable dishes await you, both native and international cuisine, on the 29th & 30th of April from 7PM to 11PM.

This festive evening will feature great live music, craft beers, and a fantastic selection of affordable dining from the island's best snack trucks, all in the Plaza Nikki Habibe at the end of the Oranjestad's main street, situated in Aruba's picturesque capital. Don't miss this fun evening with family and friends that all ages will enjoy.

For more information and updates visit our Facebook Page: 'Eat Local Aruba'.

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:

copywriter@aruba.com

with a copy to:

d.croes@aruba.com
content@aruba.com
s.feliciano@aruba.com
and j.tilma@aruba.com

by the 25th of each month for it to be
featured in the subsequent month.



Aruba Summer Music Festival 2017

Aruba will host the 3rd annual Aruba Summer Music Festival, Friday, June 30, and Saturday, July 1. The two-day festival, offering captivating live music and an array of immersive island culture, will be hosted at the Harbor Arena.

The line-up on June 30 (Friday night) will be the electrifying Gilberto Santa Rosa, Juan Luis Guerra, Silvestre Dangond, and the local band Robert y Su Solo Banda Show. For July 1 (Saturday night) the attendees can expect an exhilarating performance by Zion and Lennox,

Maluma, and local acts such as Buleria, Jeon, and Esha.

The Aruba Tourism Authority is pleased to be the official sponsor of the Aruba Summer Music Festival. Tickets are scheduled for release on March 8, 2017. For more information, including travel packages, visit www.arubasmf.com or www.aruba.com or you can stay up-to-date by following Aruba Music Festival on @arubasummertimefestival and @arubabonbini on Facebook, Instagram, Twitter, and Youtube.