



Aruba Tourism
Authority

Aruba Product Update

March 2018

The Aruba Tourism Authority (ATA)
is the Destination Marketing &
Management 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 2018



ATA News

ATA Meets with Representatives of Latin American Markets

A delegation from the Aruba Tourism Authority recently visited Bogota, Colombia, with a full meeting agenda which included marketing initiatives to increase tourism from countries in the region and increasing airlift with Avianca, with one of the largest connection networks in South America. The group of tourism executives headed by ATA CEO Ronella Tjin Asjoe-Croes took part in extensive sessions, also attended by advertising and PR representatives.

This year, ATA Colombia is celebrating 35 years of existence with various campaigns and activities, including Aruba's participation in ANATO. In addition, ATA is keeping a watchful eye on influencers of social media to effectively adapt to new market trends. Strategies to make up for the loss of traffic from Venezuela were presented for each market, including the key countries of Argentina, Brazil, Chile and Colombia.



ATA Aruba Meets with North American Agencies and ATA Offices

A delegation from ATA Aruba recently met with various ATA offices and agencies for a full agenda that included marketing efforts to increase tourism from North America, Aruba's principal market. Attendees included PR agency The Concept Farm and media strategist USIM, as well as IPSOS, a research firm that has conducted a brand tracking study for the island for the past four years.

Various campaigns and initiatives were analyzed and revised where necessary. In 2017, the North American market represented 69.4% of total visitors (742,884), and 3.6% growth is projected in 2018. Emphasis will be placed on millennials without losing sight of the important segment of baby boomers and empty nesters.



ATA Netherlands Presents Winter Wonderland 2018

ATA Netherlands recently took part in the Winter Wonderland organized by KLM, creating a special tropical zone to promote the island. This included beautiful island images and carnival dancers in full costumes. The event included a B2B for top travel agents and another for frequent travelers, to enjoy the Aruba spectacular at hangar 10 at Schiphol Airport. Invitees were asked to wear ski attire, reflecting the winter theme and had the opportunity to tour a KLM airplane. This event was aimed at attracting select tourists to the island as well as increasing travel agent business.



ATA has First Meeting with the Commission of Tourism of Parliament

Covered in the meeting were 2017 tourism results; projections, objectives and strategy for 2018; and the significant return on every marketing dollar. ATA elaborated on two key projects: Business Plan 2018-2021, and its plan for a sustainable tourism product in the future.

In 2017, the occupancy rate was 84.6%, which was 4.7% higher than that of the previous year, and the highest in the Caribbean. There was also a 20% increase in cruise tourism above the previous year, with visitor satisfaction averaging 80-90%. The US market continues to reflect significant growth.



Celebrating 40 Years of Timeshare Industry in Aruba

The University of Aruba in cooperation with the Aruba Tourism Authority and the Aruba Timeshare Association organized a conference recognizing the importance of the timeshare industry for Aruba and sharing information gathered from a recent study carried out by students of the Faculty of Hospitality and Tourism Management Studies (FHTMS).

The timeshare concept began in Aruba in 1977 with the Aruba Beach Club as the pioneer, followed by Playa Linda and many others in the 1980s and 1990s. Aruba has been a world leader in this industry from the beginning. From 2013-2017, the market share of this sector accounts for 57% of total visitors.

Timeshare visitors are the greatest contributors to the impressive return visitor rate of the island – the highest in the Caribbean. 70% of timeshare owners have visited the island for over 10 years and consider it their second home, bringing their family members with them. Service, accommodation, environment, beaches, local people and climate are all factors that contribute to a high satisfaction score.

Timeshare resort owners are exploring collaborations with other sectors to offer families of baby boomer owners a variety of experiences. ATA is focused on initiatives to create, improve and promote authentic experiences. Jan van Nes, one of the key people in the timeshare industry and tourism in general, was honored during this event.



Awards & Recognition

USA Today Names Aruba in the Top Three Islands in the World

Contributing to Aruba's great popularity is its location outside the hurricane belt, many beachfront hotels and, for nature lovers, Arikok National Park. This designation is based on statistics from Islands.com, originally compiled by Rebecca Kinnear, in which Aruba

appears after Bora Bora and Dominican Republic as islands most searched on the web. Direct flights, all-inclusive options, and beautiful beaches add to the mix. Aruba has always been a popular island attracting many repeat visitors.



Aruba is #1 with 11 HSMIAI Adrian Awards in Marketing and Innovation!

At the annual event of the Hospitality Sales & Marketing Association International (HSMIAI), ATA Aruba and its agency The Concept Farm were presented with 11 different awards for innovation in marketing at the 60th Adrian Awards. Categories included Social Media, Mobile Marketing, Virtual Reality and Website User Experience.

“Our mission is to be the most innovative and creative Destination Marketing and Management Organization in the Caribbean,” revealed ATA CEO Ronella Tjin Asjoe-Croes. “Adrian Awards represents the best in the world in the tourism industry and we are extremely honored

and proud of the different awards we have received, especially as the destination receiving the most awards.

Aruba also won the Platinum Award for its breakthrough initiative with social networks, “Happy People Read Sad Tweets”, as well as Libris Pioneer for Visual Storytelling with its interactive map “360 Map of Happiness.” This is the third consecutive year that ATA together with The Concept Farm has won the Platinum. Since 2012, ATA has gone all out in the area of digital innovation, resulting in these awards as well as multiple Travel Weekly Magellan Awards and the prestigious Effie Award.

Resorts

Hilton Aruba Caribbean Resort & Casino

Valentine's Day Appreciation Lunch Sustains Strong Relationship with Clients

The elegant lunch served at the Sunset Grille on Valentine's day served as a token of appreciation to a number of top resort clients by the Sales, Marketing, PR, Catering & Events departments. The initiative, undertaken by a number of regional Hilton hotel properties was designed to strengthen the ties between the resort and decision-makers here.

The gathering also served to acquaint Director of Sales Anthony Armas, Director of Catering & Conventions Chela de Lannoy and Sales Coordinator Nicole Goddard with the local business community.

Chela de Lannoy recently named Director of Catering & Conventions

Chela de Lannoy, an experienced and well-respected leader in the hospitality field, has just joined the team at the Sales department, assuming responsibilities for the resort's extensive banquet activities.

Chela proudly reports her career went full circle with her new appointment. As a junior hospitality executive her professional path was launched at the Aruba Caribbean, and she is pleased to have come back home.

The Casino Aruba Under New Management

The resort's Casino Aruba recently announced that it is now operated by Island Gaming NV, also the operators of LIV Casino at the Barceló. Both casinos are proud to share a local management company, EXI, Executive Island Gaming NV.





Caribbean Palm Village Resort

Departments of the Year announced at Caribbean Palm Village Resort

In an award ceremony hosted at Kiana's Restaurant, Caribbean Palm Village Resort, the Department of the Year for 2017 was announced, with two candidates taking top honors. Their scores were practically identical and members of management and board decided to reward both with the ultimate title, Department of The Year for 2017. Housekeeping under the leadership of department head Cristina Galindo, and the Front Desk/ Reservations with Daisy Gomez at the helm, solicited weekly performance scores on resort comment cards. Both departments were honored by President of the Board Ed Hayes, and Gabri de Hoogd, Vice President of the Coop Board, with Astrid Muller, Interim General Manager in attendance.

Hayes thanked the winners for their hard work and dedication especially during the 72 days that the pool underwent a total renovation, and the resort pulled through by working together in harmony, accommodating guests and members, without interruption.



Aruba Marriott Resort Launches New Tradewinds Club Lounge

The Aruba Marriott Resort has recently launched their NEW adult exclusive Tradewinds Club Lounge

After its opening in 2008 on the 8th floor of the resort, the new lounge has reopened on the first floor of the hotel with a completely new look and feel, making it more accessible to guests especially during the day when Tradewinds Club guests relax by the pool and beach. Additionally, the new lounge now offers an enhanced seating area, big glass windows with view of garden and pool area and a spacious buffet area.

The Tradewinds Club is an adult exclusive experience consisting of 49 deluxe rooms, panoramic views, a private lounge with five complimentary food and beverage servings during the day and a host of elite privileges.



La Cabana Beach Resort & Casino

Sponsor a Mile is a monthly activity

Spearheaded by the enthusiastic Activities, Pool & Beach team together with associates from different departments, Sponsor-A-Mile launched its monthly clean up action along the resort coastline and on both sides of the road. Associates left early, fanning all over Eagle Beach to scour the landscape clean. The initiative was rewarded with a great number

of filled trash bags, and smiles, as the crew returned to the resort leaving the street and the beach spotless.

The activity is designed as a monthly reminder to keep Aruba clean, and to educate associates and guests to responsibly discard their own trash, not leave it behind.

Valentine's Theme Luncheon enjoyed by associates

Free hugs and warm smiles were on the menu at the Chit Chat café on Valentine's day, when the Front Desk team hosted a special event to celebrate the day. The culinary team prepared a delicious lunch which started with a varied salad bar and a hearty seafood soup, continued with steak, paired with a choice of

chimichurri or mushroom sauce, fried yucca and rice, and a double treat for dessert, quesillo and dulce de leche. Karelis Hoevertsz-Charris who coordinated the event on behalf of the front desk reports that friendship and camaraderie are celebrated at the resort every day, with an extra dose on Valentine's Day.



Manchebo Beach Resort & Casino

Leading Wellness Boutique resort Aruba introduces TerraWave Yoga

The intimate boutique resort & spa adds to their extensive wellness program TerraWave Yoga, a unique outdoor experience on an Indo YogaFit® Balance Board. This uplifting class is designed to find focus and build strength and flexibility, and is taught by Carolien Gaarthuis from DushiYoga.

Starting on the mat, those in the class will move through breath work and seated stretches toward a standing core flow on the board. Moving fluidly, they are encouraged to experience a unique sense of freedom and empowerment. This is followed by a blissful savasana to enjoy the afterglow of the practice.

Manchebo focuses on healthy living with organic, locally sourced ingredients for breakfast, lunch and dinner, daily yoga & Pilates classes to relax the mind, and a Balinese Spa to rejuvenate the body. Recent initiatives include vegetarian and gluten free options, a wide collection of healthy fruit smoothies, and several yoga vacations.



Sunset Beach Studios Caters to Groups

Sunset Beach Studios now caters to and encourages all types of groups - from kite and windsurf groups and camps, to wedding parties and business groups. It affords tranquility, peace, and independence to its guests.

Sunset Beach Studios is in a prime location, situated in walking distance from beautiful snorkeling spots, watersports activities and one mile north of the hi-rise hotels. Each studio is equipped with all the facilities needed for a home-away-from-home Aruban vacation. Nightly rates at Sunset Beach Studios begin at only \$118.



Divi & Tamarijn Aruba All Inclusives

Launch of monthly Instagram Sweepstakes

The properties are launching a monthly Instagram sweepstakes through December 28, 2018, wherein one Instagram follower each month will win a five-night stay for two.

Said VP Aracely Sansone, "The objective of this sweepstakes is to grow our number of Instagram followers so that more people can discover everything we have to offer and learn about our new developments, including our extensive renovations throughout the Tamarijn Aruba as well as the remodeling and new menu items at Divi Aruba's signature restaurant, Red Parrot. In return for following us, we will be providing ten lucky followers with a free stay at

one of our properties so they can experience the resorts for themselves."

Anyone can enter the sweepstakes by simply following @divitamarijnaruba on Instagram. The winner will be selected at random and announced the last Friday of every month on the properties' Instagram page. Each month's winner will receive a five night stay for two at either the Divi Aruba All Inclusive or the Tamarijn Aruba All Inclusive. Eligible travel dates include May 1 – December 22, 2018 and May 1 – December 22, 2019.

To learn more about this Instagram contest, visit www.diviaruba.com!



Paradise Beach Villas

Aruba JRs dedicate their first trophy to Paradise Beach Villas & Freddy Albertus

The resort has sponsored a baseball team of young players, securing uniforms and other materials. It was an initiative of Co-Managing Director/Financial Controller Freddy Albertus who answered a request from a baseball mom. Baptized as Aruba Juniors /Paradise Beach Villas, the team was formed September 1, 2017, and consists of fifteen 11 and 12-year-old players, managed by Severo “Chaco” Hernandez, and two coaches, Way-Kit and Omar.

They played 20 games this season, won 13, tied 2, and became the champions. They dedicated their first trophy to the resort, stating it is the first of many. The players recently surprised Albertus during the Manager’s Cocktail Party at the resort as they showed up in their uniforms to present the trophy to their sponsors. A number of players have already been selected for the Aruba national team and will participate in an upcoming World Series Tournament.



Restaurants

Gianni's Group Opens Two NEW Locations for Gelatissimo!

Gelatissimo has become the favorite place for many tourists and locals since opening in December 2012. Now there are two new locations in the high-rise area.

Gelatissimo in the Paseo Herencia Mall is the perfect location to have a stroll, catch a movie, watch the water show and enjoy a homemade gelato. It is open from 4:00pm till 11:00pm and located on the right side of Tommy Hilfiger.

The second new Gelatissimo is located on the Palm Pier between the Hilton and the Riu Palace, and is open from 10:00am till 10:00pm. They offer a variety of gelato flavors to choose from, even vegan and sugar free flavors.



Tomahawk Steak Available at Tango Argentine Grill

This exclusive imported, succulent steak is named after a Tomahawk axe. It is an on-the-bone Rib Steak, cut from the fore rib with the entire rib bone left. It offers a load of flavor when cooked, as the flavors are released from the huge bone and inter-muscular fat during roasting. Your steak is served with Tango fries and vegetables and you can sit either outside on the terrace or inside, where you may be seated in a booth. Chef Julian Moronta is ready to start cooking up a storm at Tango. To enjoy this steak, please make reservations in advance. At the Arawak Garden, where Tango Argentine Grill is one of the great restaurants, there is live music every evening from 7 to 10 pm. The Arawak Garden is located across from the Barceló Resort on the hi-rise strip.



Dragonfly Chef Anyi Loves the Diversity of Sushi

For Chef Anyi Yulieth Fernandez, sushi is a passion; even her partner is a sushi sous-chef. Born in Pereira, Colombia, the 35-year old moved to Aruba a few years ago in search of culinary challenges. "Some people have the idea that sushi is all about eating raw fish, but nowadays the trend is more tempura and fried sushi," she explains. At Dragonfly, she

directs five colleagues at the sushi station, tempura station, wok station, and desserts and salads. Her personal favorites include the salmon sushi and the eel tempura. The diversity of sushi making keeps her intrigued and fascinated. Anyi started at brand-new Dragonfly Restaurant in Arawak Garden a year ago. Its Asian cuisine receives rave reviews

Holiday Inn Resort Aruba's Newest Upscale Dining Venue is Da Vinci Ristorante

Da Vinci offers the perfect mix of old and new in warm and welcoming rustic Italian style. The varied menu has been thoughtfully redesigned for those seeking variety. This air-conditioned eatery stocks a very extensive selection from the world's finest vineyards including Cono Sur Wines from their house wine collection.

Italian specialties are complemented by Chardonnay, Sauvignon Blanc, Merlot, Cabernet Sauvignon, and Pinot Noir from the varied wine assortment. Diners are treated as "famiglia" as they enjoy traditional favorites including antipasti, ossobuco, pasta, risotto, fish, seafood, and desserts such as panna cotta and gelato.





Activities

Rancho Ponderosa

Equestrian honors bestowed on repeat guests

Rancho owners Luis 'Lucho' Claro and Ramon Herrera bestowed equestrian honors upon four repeat guests of fifteen years.

Visitor Kathleen Pryde received the title "Mejor Amazona of Rancho La Ponderosa". As a home owner at Tierra del Sol, she frequents the ranch regularly. Tracy Montgomery, staying at Divi Phoenix; Blase Spinozi and Stanley Livingston, both staying at the Marriott Vacation Club, were presented with "Distinguished Horse Person" titles.

The ranch organized a great BBQ with their tour guides in attendance. With more than 35 years of experience, it remains a top choice among visitors and locals for outstanding horseback riding experiences.



BBQ for De Palm Concierges

The ranch recently held a cowboy style BBQ at the ranch in Paradera in honor of the De Palm concierges. The ranch enjoys an excellent relationship with Aruba's largest tour company. Thanks to its collaboration with De Palm Tours and its professional and knowledgeable staff, they rely on the concierges for bookings and referrals, works very closely with cruise ships and resort guests, and has won a great number of seasonal awards.

The ranch offers Paso Fino horses, known for their even temperament and comfortable ride, paired with quality, experienced guides, on safe, scenic trails and free pick-up & return to the hotels. Pictured here the concierges having hee-haw fun at the ranch!



Shopping

GroceriesToGo, Online Grocery Delivery Service

This recently opened company does all the shopping, so that locals can enjoy a wonderful convenience and tourists don't have to miss a minute of their stay in Aruba. Quality freshness awaits tourists upon their arrival, and they can reorder anytime during their stay. In addition to providing the most affordable and convenient service to customers, the company provides the highest quality customer service. GroceriesToGo is the first full service online grocery delivery business in Aruba.



Culture

Poetry, Healthy Food and the Culture of San Nicolas

Visit Mundi Health Café to taste the San Nicolas spirit and mingle with the local crowd. This delightful new café recently opened in the renovated monumental building of the Nicolaas Store. Young entrepreneur Tristan Nedd came up a different concept and chose this historic building to open his first venture. Customers will discover a menu focused on healthy food, inspired by Tristan's family recipes. Special events include poetry nights.



Real Estate

Azure Beach Residences Celebrates Next Major Construction Milestone

Pering Group announced that construction of the second eight-story tower has reached its highest point. This also marks the start of sales of the units in this luxury waterfront development. All units feature high-end finishes, stunning views of Caribbean waters, and access to upscale amenities, including tennis courts and concierge services.

Azure is situated along Eagle Beach and contains a spectrum of residences ranging

from value-oriented studio apartments and one- and two-bedroom condos to magnificent penthouses.

Units feature floor-to-ceiling windows, top-of-the-line kitchens, quality tile, and Smart Building features such as hi-speed internet and individual climate control. Residents enjoy a pair of infinity pools and a fully outfitted gym, both with ocean views, and nearby watersports and golf.



Wines

Pepia Est and Wine School Partner for Internationally Recognized Wine Training

Wine purveyor Pepia Est has become the official Brand Ambassador for the international WSET and SHAKER hospitality training institutes. In collaboration with Christian Esser, Wine School director, they are now able to offer wine and bartending courses, elevating the level of service in Aruba's beverage industry in pursuit of international standards, open to professionals and individuals alike. Pepia Est will run these courses several times a year.

Pictured here is a recent class in Monocular Mixology with Mixologist Kevin Kock, who is now an official trainer/educator. All sales staff at Pepia Est are now level 1 or 2 WSET certified, and in May, the first Level 3 training will be offered. The company's Wine Portfolio Manager Raymond Kok will be certified this year as international WSET trainer/educator as well.



Community

ARUBA DOET (Aruba Does) is the island's most ambitious annual volunteer event. To make it possible, a great deal of collaboration, cooperation and coordination takes place behind the scenes. CEDE Aruba (Center for Aruban Development) is the organizer every year, in conjunction with Oranje Fonds, the largest national fund for social welfare in the Dutch Kingdom.

This year's event took place on March 9-10, joining other DOET initiatives in the Netherlands and Dutch Caribbean. Tourists as well as locals take part, highlighting the importance of actively engaged citizens as well as visitors in the

community and social organizations.

In 2017, more than 3600 volunteers participated in 199 projects that had to be completed in two days. They can be material in nature, involving painting, infrastructure, cleaning or repairs; or social, such as a day out at the beach for the elderly, an after-school swimming event for the YMCA, a bus trip for the disabled. Participating not only helps others but impacts the lives of the participants. It is a good way for both locals and tourists to learn more about Aruba, and a fun way for tourists to mingle with locals and share a great experience.



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:

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and j.tilma@aruba.com

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



Events

When in Aruba Launch Party

The creative team behind the glossy pages of Island Temptations magazine has taken an exciting leap into the digital world with its brand-new website, When in Aruba, featuring incredible imagery, breathtaking videos, and inspiring stories told through authentic voices.

Invited to the launch party on March 1 at the Alhambra Ballroom were tourism officials, hotel executives, restaurateurs and local business owners. They were met with a large screen featuring the brand-new site being navigated in real time, while two touch screens provided the opportunity to navigate the site themselves.

According to owners of the website, Rona Coster and Tina Causey-Bislick, "When in

Aruba aims to be one of the top go-to sites for tourists planning a Caribbean vacation... It will be a highly dynamic site and will work seamlessly with its social media platforms to promote Aruba. It is the only tourism-driven destination website in the Caribbean to prominently feature the LGBTQ community as a valuable tourist demographic. Its gorgeous wedding and romance blog serves as a valuable resource for the growing destination wedding market."

They also thanked Tristan Every, Rudy Croes, and the rest of the Create team, the developers of the site, for bringing their vision to life. Visit the website at www.WhenInAruba.com.