



Aruba Tourism
Authority

Aruba Product Update

TRADE EDITION

March 2021

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

Core Purpose:

We drive prosperity for Aruba
through sustainable tourism.

Our Vision:

To lead the positioning and
development of Aruba as a desirable
and sustainable destination,
by being an innovative and
agile Destination Marketing and
Management Organization.

Core Values:

Passion

Excellence

Unity

Forward Thinking

Below we offer a synthesis of some of the most prominent
and important news during the month of March 2021



Awards & Recognition

Top US Media Names Bucuti & Tara No. 1 Aruba Hotel,
Top 25 Caribbean Resort

Awards from US News & World Report, Booking.com, Expedia and AAA

In a year where the world faced unparalleled challenges due to the pandemic, good news is welcomed more than ever at Bucuti & Tara Beach Resort. Top American media outlet US News & World Report and global travel and rating sites Booking.com, Expedia and AAA have each honored the Eagle Beach resort with their annual accolades. "We are always grateful to receive award recognition from US News & World Report, Booking.com, Expedia and AAA and particularly this year, we thank guests who are researching and making highly

selective vacation decisions as they now factor in the type of COVID-19 wellness and safety protocols in place at Bucuti & Tara Beach Resort," shares Owner/CEO of Bucuti & Tara Beach Resort. While cleanliness has long been a key quality standard, the pandemic has made it paramount with travelers. Those who have vacationed at Bucuti & Tara throughout the pandemic have continued to highlight its COVID-19 safety and wellness protocols on platforms including Tripadvisor, Expedia, Booking.com and AAA.





At the Hilton Aruba Caribbean Resort & Casino, Do Good and Have a Good Time, Volunteering!

The Hilton Aruba Caribbean Resort & Casino has been a big supporter of the island's local food bank, Fundacion pa Nos Comunidad. Norma Lacle, part of the Hilton Team, dedicated every single day since September 2020 to the food bank and its clients. Norma put her apron and hair net on in the early morning each day, and didn't stop till the last box was filled and delivered.

Both the resort, represented by its Director of Human Resources Glenn Farro, and Norma Lacle, were recognized as VOLUNTEER OF THE YEAR, as honors were bestowed at an intimate, yet socially distanced ceremony at the Drive-In Theater.

CEDE ARUBA, a local center for community development supported by funds from the Dutch Kingdom, has helped acknowledge and recognize volunteerism on the island for several years. The slogan and the hash tag #HaciBonPasaBon, do good and feel good, is promoted by CEDE Aruba year-round. Volunteerism is now more important than ever, says Tecklenborg.



Tourism

Convenient Covid Testing Center at Paseo Herencia

Paseo Herencia, your shopping, dining and entertainment center located in the heart of Palm Beach now welcomes the Covid Test Center Aruba offering PCR & Antigen testing. Book your appointment easily through their website www.covidtestcenteraruba.com by selecting "Paseo Herencia" as venue, select your test, date and time, enter your personal data & confirm. You will receive your appointment confirmation and details by email. Walk-ins are also welcome. The Covid test center is in the Paseo Herencia Plaza next to TGI Fridays.

Combine your appointment with a relaxed stroll through the plaza by visiting your favorite stores for unique gifts or fashion items. Dine in at the popular restaurants open for breakfast, lunch and dinner with great prices and unique menus. If your appointment is at night, take a moment to enjoy the nightly water shows at 7:30pm, 8:30pm and 9:30pm and catch the spectacular live shows on stage from Thursday to Saturday at 8pm. Paseo Herencia offers fun entertainment for the whole family in a safe outdoor setting with a variety of artistic Instagrammable murals. Visit their website at www.paseoherencia.com to see their store listings, opening hours and current events and promotions.



Resorts

Manchebo Beach Resort & Spa Goes Solar!

Manchebo Beach Resort & Spa made a next step in its ongoing sustainability journey with the introduction of its solar panel project at the resort.

“With the installation of 100 kWh of solar power panels the resort is now generating 20% of its electricity needs by means of the renewable energy source – the sun. As we work hard to make the world a better place to live, introducing solar power was a natural next step in our sustainable tourism journey.” says Edgar Roelofs, general manager at Manchebo Beach Resort & Spa. “With an almost guaranteed daily 5 to 6 hours of Aruba solar power we will be generating well over 182,500 kilowatt hours of power annually for the resort”.

Manchebo Beach Resort & Spa has been a platinum Green Globe Certified resort for many years. From recycling of cardboard and plastic to energy efficiency measures, from recycling glass bottles into sand to supporting the local turtle foundation Turtugaruba, the resort has been an active player in the island’s sustainability efforts. Manchebo’s solar panel project was satisfactorily designed and installed by Bob Janse of Engysol Aruba www.engysol.com.



Marriott Stellaris Resort & Casino Aruba Now Offering a “Better Together Package”

You are better together. Take a trip getaway to Aruba’s paradise. Whether you are looking for a relaxing vacation or feel adventurous, the Better Together package gives you the comfort to vacation together. The Aruba Marriott has crafted a package that caters to a small travel group of up to 6 guests.

Inclusions:

- 3 Premium Ocean View Rooms King bed
- 1 Complimentary resort branded beach totes per room
- 1 Bottle of red wine in each room
- 1-hour photoshoot on the beach for up to 6 guests with Demian Gibbs Photography
- Promotional Code: LPR
- Valid through December 21, 2021

This promotion is available through all booking channels.

Please note that terms and conditions do apply!

For more information follow the [Booking link](#).



Introducing Divi Aruba Phoenix's New Executive Chef, Jhon Jario Vargas

Hailing from Colombia, Divi Aruba Phoenix's new executive chef Jhon Jairo Vargas is a pro at crafting unforgettable culinary experiences bursting with flavor. Vargas recently joined Divi Aruba Phoenix's culinary team to kick it up a notch and add a little Colombian spice to the resort's offerings. "I come from a large family in the Colombia coffee region and I started cooking at a very young age in my family's restaurant," said Vargas. "From there, my love and passion for food grew and over the years,

I developed my skill and established a unique cooking style with Colombian roots." Fresh flavors and colorful creations are what diners can expect at Divi Aruba Phoenix's three eateries. Vargas' culinary background paired with his impeccable leadership skills make him the perfect fit for the executive chef role. "Each of my dishes is made with love and I hold myself and my team to the highest health and safety standards," Vargas said.

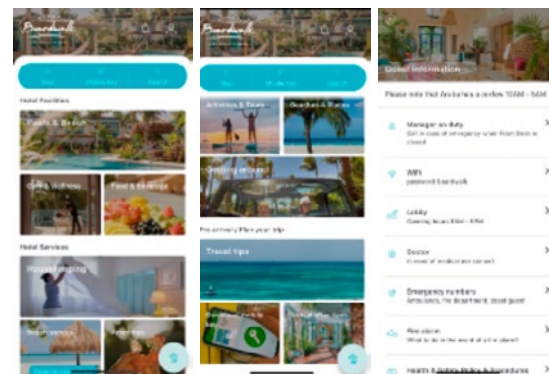




Bucuti & Tara Beach Resort Aruba Makes Workation the New Normal

Bucuti & Tara Beach Resort just made the aspirational corner office a thing of the past. With the resort's new Workation Package, guests no longer have to look at their screensaver and daydream about being there – now they can work from the Eagle Beach paradise. “Workers” opting for stays of 30 days or longer will also receive a 10% discount on their nightly room rate. Bucuti & Tara's Workation Package is complimentary – a true value-add.

Accommodations have a comfortable desk set-up complete with charging station and easily accessible outlets. Each room comes with a sanitized tablet for guests to easily use throughout the resort during their stay. Upon request, a printer can be set up in the room. Perhaps most reassuring for many, IT support is provided to ensure guests optimize their work time while staying at the oceanfront resort. No distractions and excellent WiFi lets guests trade executive chairs for luxury sun loungers which allows guests to destress and even be more productive.



Boardwalk Introduces Gold Certification TravelLife and Innovative Guest App

As part of its sustainability efforts as well as health & safety practices, Boardwalk Boutique Hotel is introducing a new, highly user-friendly communication tool for its hotel guests: a web app. The new app is part of Boardwalk's recent gold certification with TravelLife, a leading certification initiative for tourism companies committed to sustainable practices. The web app is activated at the time of booking so guests can be in touch with the hotel and filled with practical tips, hotel services and island information. An online Concierge with the ability to make reservations, book a palapa on the beach and order amenities in advance, and a full F&B ordering platform including pre-arrival grocery delivery are part of the app's abilities. It can also be used to activate a mobile key for contact-free room access.

No downloads are required, only a browser to view the content, which can be accessed both from a desktop or mobile device.



Restaurants

The Grill at the Rooftop

Hyatt Place invites everyone to meet the man behind their delicious cuisine, available at the Grill at The Rooftop Restaurant. Their very own Chef Jeff is there to create colorful dishes with a Caribbean twist. Scan the QR Code to see the menu. What will you try next?



The Brownstone

The Brownstone, Ribs & Seafood opened in March and has been winning patrons over with their menu and receiving rave reviews. This is the newest location in the Alhambra outdoor mall. The Brownstone is located across from Fusion.



Shopping

Paseo Herencia – Shopping, Dining & Entertainment Center

Paseo Herencia now offers an enhanced local experience with focus on Aruba's culture and art.

Local Art Murals

Take out your camera to capture those beautiful mural creations made by Aruba's local artists. Fly with the angel wings located next to the Pandora store painted by Sandra van der Linde or take stunning pictures at the Bleachers area with creations from Jessica Abbath with its powerful message "We are all different waves of the same sea" (COVID 19) May Love and compassion be our biggest lessons we have mastered. Support these local artists by sharing pictures mentioning @paseoherencia.

Popup Shop

Paseo Herencia now offers popup spaces to local entrepreneurs and artists to showcase their products, art collections and services. Come and support them on Tuesdays & Fridays and on special Holidays.

Historical Hallways

Learn more about Aruba's culture and historical figures when strolling through Paseo's historical hallways. Great experience for the whole family, available any time of day.

Visit www.paseoherencia.com to stay tuned of all specials, shows and promotions.



Business Technology

A Synergy of Beer & Bread – Magic Mango Beer Bread

T2PAN, a home based micro baker, baked a special sourdough bread edition, adding the barley left over from the process of making Magic Mango to its famed artisanal recipe for extra flavor and punch, also using Magic Mango Beer instead of water in the mix, resulting in a unique, lingering tang.

Baker Zaida Everon, a biology teacher who abandoned her day time job in favor of baking was happy to collaborate with Brewmaster Marisol Heronimo, creator of Magic Mango Beer.

Marisol worked in the quality control lab of the Balashi brewery for eight years when she was offered the opportunity to become a brewmaster. She turned her back to her career in biochemistry, and headed to brewmaster school in Berlin.

She created Magic Mango for the Balashi Brewery, upon return, pre-covid19, and watched it become the fastest growing beer in Aruba, in 2020, with an even bigger surge in sales in 2021. "It's true that when women support each other, incredibly magical things happen," says Zaida, about their collaboration.





Arubans In The News

Aruban Dancers Show Their Beautiful Island by... Dancing?

A group of Aruban dancers have taken a viral challenge one step further and made a music video showing us their beautiful island.

The idea started with a Dance Challenge created by the app **Ablo**. The app, which is known for connecting people around the world, launched its Dance Challenge at the beginning of the year. The goal was to make the whole world dance, and let the app users 'travel around the world' by scrolling through the videos. But these Arubans had something bigger in mind. Their 2-minute video takes its viewers on a tour around Aruba.

There's no denying that the upbeat song, energetic dance moves and bright colors from the island are guaranteed to put a smile on your face. Aruban social media stars Gilmher and Jayden Croes, also known as the CroesBros, made a fun cameo in the music video. "I found it amazing to connect with creators from the island and work together. It was such a pleasure and a humbling experience." Jayden said in an interview with Ablo.

You can watch the full video on YouTube!



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