

ARUBA PRODUCT UPDATE

TRADE EDITION

THE ARUBA TOURISM AUTHORITY (ATA)
IS THE DESTINATION MARKETING
& MANAGEMENT ORGANIZATION FOR ARUBA.

MARCH 2023

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
Pioneering
Integrity

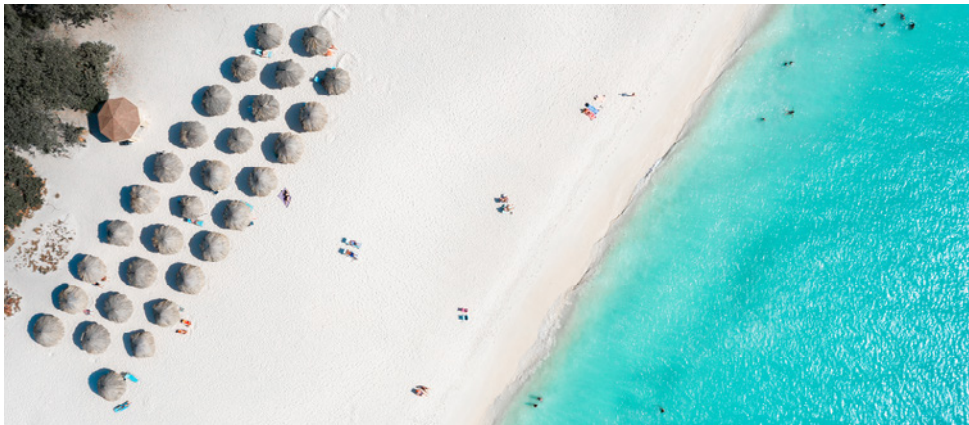
CORE PURPOSE

We drive prosperity for Aruba through sustainable tourism.

BELOW WE OFFER A SYNTHESIS OF SOME OF THE MOST PROMINENT AND IMPORTANT NEWS DURING THE MONTH OF MARCH 2023

AWARDS

ARUBA AWARDED BY TRIPADVISOR® IN 2023 TRAVELERS' CHOICE® BEST OF THE BEST BEACHES



Aruba's Beaches Recognized Among Best in the Caribbean and the World, Thanks to Outstanding Visitor Reviews and Ratings. Eagle Beach has been recognized by Tripadvisor as a 2023 Travelers' Choice Best of the Best award winner for the Top Beaches, ranking number one in the Caribbean and number two in the world. The awards honor travelers' favorite destinations, hotels, restaurants, things to do, and beyond, based on the reviews and opinions collected from travelers and diners around the world on Tripadvisor over a 12-month period. Best of the Best award winners are among the top 1% of listings on Tripadvisor, distinguishing them as travelers' favorites for 2023.

Aruba was recognized with the following Travelers' Choice Best of the Best Beaches awards:

Top 25 Beaches – Caribbean

1. Eagle Beach
16. Baby Beach
23. Arashi Beach

Top 25 Beaches – World

2. Eagle Beach

RESORTS

BOARDWALK BOUTIQUE HOTEL

BOARDWALK BOUTIQUE HOTEL GOLD CERTIFIED BY TRAVELIFE FOR ACCOMMODATION SUSTAINABILITY

Following an independent audit against the Travelife Standard, Boardwalk Boutique Hotel recently achieved gold certification for its efforts in minimizing their environmental impacts, improving the economic and social impacts for people in their local community, respecting and protecting human rights and fair labor practices, and safeguarding animal welfare and biodiversity. During the thorough review process, Boardwalk proved to be compliant with all 150 audit-items earning the boutique hotel its second consecutive gold status, valid from January 2023 – January 2025. Travelife is recognized by the Global Sustainable Tourism Council (GSTC). Stakeholders of Boardwalk Boutique Hotel have been informed of the hotels' efforts and provided the 2022 sustainability progress report. Components in the certification process include monitoring daily water- and energy use, waste management, supporting the local community, sourcing local products and working with local partners, informing guests of local culture and natural heritage and providing a safe and healthy environment for both hotel staff and hotel guests.



HOLIDAY INN RESORTS ARUBA



EXPERIENCE ARUBA WITH FAMILY & FRIENDS!

Planning a big getaway with family and friends can be a hassle. At the Holiday Inn Resort Aruba, we have special plans for group stays where you can customize your stay to meet your group's needs with plans that go from room accommodations only to all-inclusive plans. Get your group together and enjoy the perks of bringing your bunch to their home away from home in sunny Aruba. Get your bunch together and enjoy special discounts in watersport activities, spa services, and site seeing tours and more. For more information visit Holiday Inn Resort Aruba's website and book that trip you've been waiting for!

holidayarubaresort.com/en/group-offers



BREAKFAST: THE BEST PART OF WAKING UP!

Start your day off the right way with a full breakfast buffet at Corals Restaurant, situated at the Holiday Inn Resort Aruba right next to their main pools and steps away from the beach. Indulge in delicious omelets made to order, a waffles & pancakes station, salad bar, sweet & salty pastries, fresh cut fruits, gluten-free items, and more breakfast favorites! Open every day from 7:00 AM to 11:00AM.

Sundays are to take more time to enjoy the most important meal of the day! Sleep in and take advantage of Corals Restaurant's extended service available at Holiday Inn Resort Aruba from 7:00 AM to 12:00 PM (noon).

Yiu di tera? Enjoy the perks of being local on weekdays and delight in a large variety of items at Corals Restaurant from Monday to Friday at Holiday Inn Resort Aruba from 7:00am to 11:00am

* Local ID required.

ARUBA MARRIOTT RESORT & STELLARIS CASINO



THE LOBBY, IN PARTNERSHIP WITH FLORENCE LESAGE, FRENCH WORLD CHAMPION OF SWEET ARTS 2022, PRESENTS AFTERNOON TEA

Immerse in a one-of-a-kind event during The Lobby's presentation of French World Champion of Sweet Arts in 2022, Florence Lesage. Originally from Picardy, a northern region in France, Florence has dreamed of being a chocolatier since her childhood. After obtaining several pastry degrees, she completed her training by taking part in the Olympiades des Métiers in 2014, a WorldSkills competition that permits young professionals to show their passion. As she continued to perfect her skills through several degrees and pastry chef positions, in April 2022, she decided to devote herself fully to the preparation for the final of the International Confectionary Art Competition, which she won in October 2022, in partnership with Alexis Beaufils. Today, crowned World Champion in Sweet Art, she has a lot of dreams, but above all, she has the passion to pass on what she has learned. The Aruba Marriott Resort welcomes Florence Lesage with great pleasure to partner up with her and activate an exclusive three-day event. During her visit, a fabulous afternoon tea will be available for guests to delight in Florence's specialty pastries paired with savory sandwiches from the Aruba Marriott chefs. An event you do not want to miss! Book your afternoon tea set for March 31st, April 1st, or April 2nd from 2PM – 5PM. Reservations are required and can be booked by emailing Ricardo.Zambrano@marrriott.com.



EASTER SUNDAY AT LA VISTA

Hop-in to the largest Easter Sunday Brunch in town, hosted on Sunday, April 9, 2023 from 11AM – 2PM for \$65 p/p at La Vista. Bring your family and friends to enjoy all brunch favorites as you dig into our popular stations, such as pancake & waffle, omelet, fresh fruit & smoothies, charcuterie, BBQ smoker, raw bar, carving station, pizza & pasta, live paella station, gelato & pastries, and many more stations and items to enhance and delight all your taste buds! Perfect event for the entire family, the Easter brunch will also include egg-hunting, face painting, an Easter bunny, specialty cocktail station, unlimited mimosas, and an unbeatable ambiance with live a DJ and door prizes. Book your table today by calling us at 520.6312 or find us on OpenTable.



THE RITZ-CARLTON, ARUBA

MADERO POP-UP BAR

The new twist to the vibrant poolside bar and grill is the MADERO POP-UP BAR.

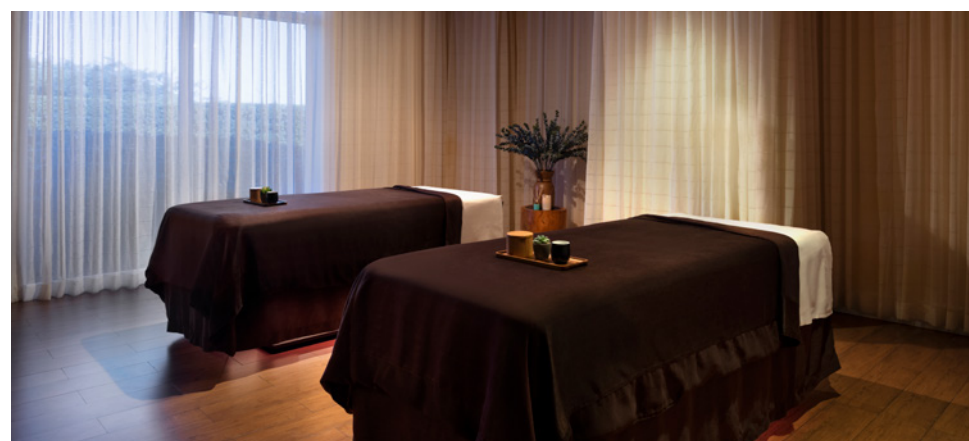
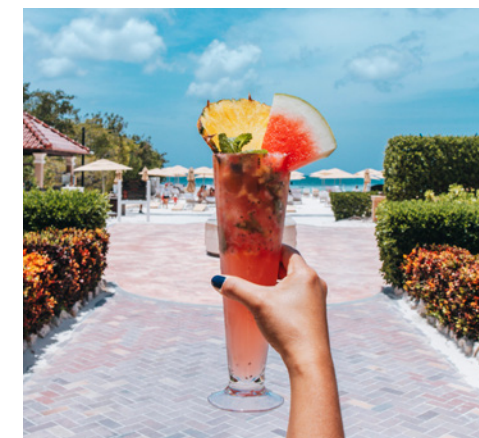
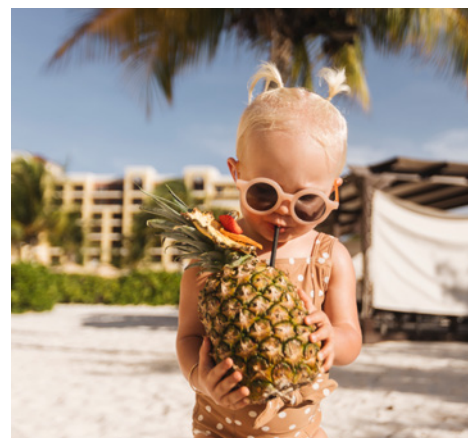
Enjoy a Caribbean vacation adding tropical flavors at the new and vibrant pop-up bar. Delight with handcrafted cocktails prepared to your desires. The concept of the vibrant pop-up bar is to create a refreshing cocktail or mocktail with the fruits and ingredients that are displayed and served either handcrafted in a coconut, pineapple or a regular cocktail glass. There is no menu available. The most popular drink is the Mango passion mojito or margarita.

THE RITZ-CARLTON, SPA

Reveal a new level of luxury. Indulge your senses in a tranquil oasis of pampering and rejuvenation at The Ritz-Carlton, Spa Aruba, designed as a sanctuary of relaxation.

The 15,000-square foot luxury spa features 13 tranquil treatment rooms with a complete range of island and herbal-inspired natural body and facial treatments, massage therapies including a hair and nail salon and state-of-the-art sauna, a steam room and Jacuzzi.

Take a moment for yourself and restore your skin, body and feet with the Body Reset Treatment. This treatment includes a 25-minute refresher facial, 25-minute neck & back massage and a 25-minute foot massage. Relieve tension, nourish the skin and soothe aching feet with this complete package for \$190. For information and reservations please call +297 527 2525 or email: rc.auart.spa@ritzcarlton.com.



HYATT REGENCY ARUBA RESORT, SPA & CASINO

NEW MUSIC AND HAPPY HOURS AT HYATT

Make your stay even more memorable when you check out the new live performances and Happy Hour specials at Hyatt Regency Aruba Resort Spa and Casino. Whether you enjoy beach views with a flavorful margarita and steel drum music at Palms Bar, a classic soloist at Ruinas del Mar, or a premium spirit and DJ at Alfresco, you will find something that will hit the right note during your stay. Discover more at aruba.regency.hyatt.com.

ZOIA SPA IN APRIL

Regenerate and moisturize skin with the ZoiA Moisture Drench Facial. Perfectly timed for spring renewal, the treatment features a combination of hydrating botanical blends with an enzymatic exfoliation. Learn more at zoiaspaaruba.com.

EARTH DAY WITH HYATT

Celebrate the beauty of Aruba and its surrounding waters this Earth Day with a morning hike and beach cleanup hosted by Hyatt Regency Aruba Resort, Spa and Casino and Red Sail Sports. The event is open to registered guests.

To learn more, please visit aruba.regency.hyatt.com.

STOP BY, PLAY, AND WIN AT HYATT CASINO

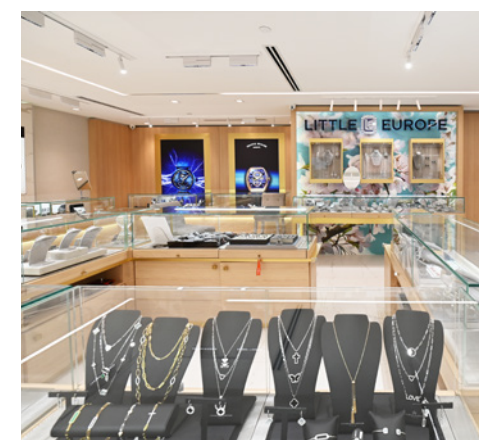
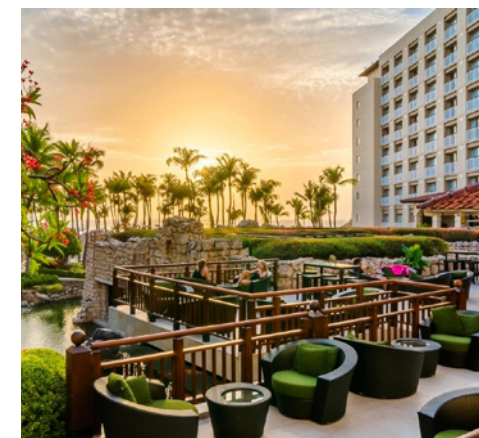
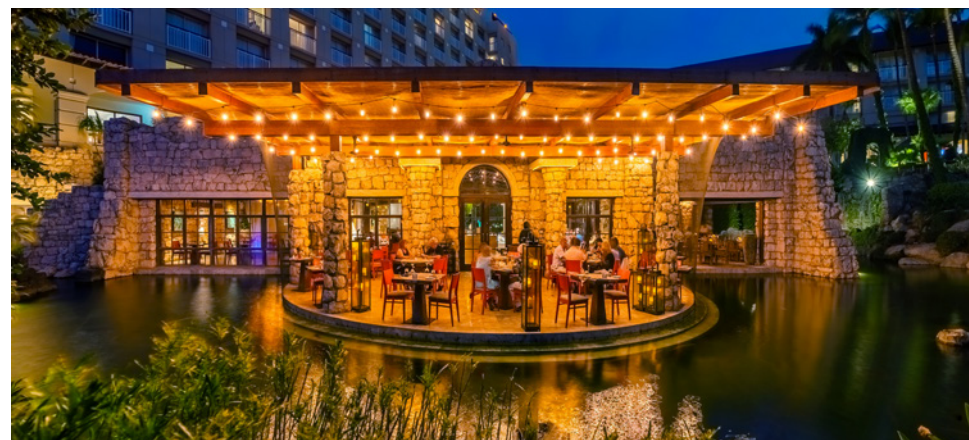
From a Golden Egg to extra bonus points and free play prizes, the Casino at Hyatt provides premium gaming fun and a rewarding Advantage Player Club for guests and visitors alike. Join the fun this April for the Easter and Kings Day promotions for added fun.

HEART TO HEART CAMPAIGN

The DE&I committee at Hyatt Regency Aruba Resort Spa and Casino hosted a Heart to Heart fundraising campaign. Participating colleagues purchased roses for Valentine's Day and a total of AWG 2,461.25 (USD \$1,367.40) was raised for donation to under-resourced and/or opportunity youth in Aruba.

THE SHOPS AT HYATT

Create memories and discover the perfect spring keepsakes at The Shops at Hyatt. Book an island excursion or find the perfect bathing suit at Red Sail Sports, stock up on locally made skincare products at Aruba Aloe, tour the island in a Top Drive car rental, or find the a beautiful timepiece that will last a lifetime at Little Europe Jewels and Time.



BUCUTI & TARA BEACH RESORT, ARUBA

TOP CARIBBEAN RESORT FLEXES ITS WELLNESS PROGRAM

World's only adults-only, carbon-neutral hotel debuts new offerings. Bucuti & Tara Beach Resort, Aruba is expanding its haven of wellness experiences with the launch of a new line of benefit-filled classes. Combining the best of the natural beauty and resources of its prime Eagle Beach locale with certified wellness specialists, these new offerings expand the resort's all-encompassing wellness portfolio so guests can continue choosing wellness in a just-right-for-me manner.

LIGHTS OUT FOR EARTH HOUR

A symphony of light switches being turned off will welcome Earth Hour at the resort on March 25. Earth Hour asks that people worldwide turn off lights from 8:30 – 9:30 p.m. locally for this one hour a year. In a united gesture to, guests and staff will join in dimming the resort for Earth Hour, the world's largest grassroots movement for the environment. Each year this event binds millions of people worldwide to show solidarity for both people and planet.

Earth Hour coincidentally falls at the start of sea turtle nesting season on Bucuti & Tara's beach. Staff is accustomed to helping guests learn how to prepare the beach for nesting Leatherback sea turtles. Sharing the world-famous beach with some of Aruba's earliest visitors is a treasured tradition for many guests. One of the key initiatives to helping the Leatherbacks feel safe and to successfully create their clutches is for lights to be dim as sea turtles rely on moonlight to accurately guide them to and from the water.

BACKED BY SUSTAINABILITY SUCCESSES AND CONTINUED INVESTMENT

For guests new to Bucuti & Tara, the resort's best of the best approach is deeply rooted throughout every aspect of the stay. The Caribbean's first certified carbon-neutral hotel entered 2023 with its latest certifications and accolades to include Certified CarbonNeutral(R), Green Globe Platinum certification, and the repeat winner of the Energy Globe Award.

Bucuti & Tara continues to follow the science as it drives forward towards becoming the world's first carbon negative hotel. Through special insulating paint that reduces energy consumption, putting the administrative offices on a microgrid, being almost 100% paperless, EV taxi service and charging station, and offering a growing selection of plant-based meals at its heralded Elements restaurant, preserving travel for generations to come is part of Bucuti & Tara's commitment to every guest and staff member. Learn more by visiting [Bucuti.com](https://www.bucuti.com).

CARIBBEAN'S ONLY CERTIFIED CARBON-NEUTRAL HOTEL PLANS FOR EARTH HOUR, EARTH DAY

Bucuti & Tara Beach Resort, Aruba is inviting guests to join in its celebration of Earth Hour 2023 and Earth Day 2023. As the Caribbean's first certified carbon-neutral hotel staff are making it informative and easy for guests to make their carbon-neutral stay, even greener.



EXPANDED WELLNESS FOR MORE DEFINED RESULTS

The new line of classes is the result of increased demand from guests based on the success of other offerings. The resort's wellness specialists provide guests with Aruba's top instructors in their respective specialties, a differentiator within Bucuti & Tara's approach to ensuring guests receive the highest quality.

Available now for all Bucuti & Tara guests, the new wellness offerings are available on select days and times throughout the week. They include:

- **Stretch & Relax.** By focusing on positions that slowly let go of muscle tension resulting in increased flexibility, better circulation, improved parasympathetic activation for greater calmness and relaxation, improved posture, and overall better performance in exercise and sports.
- **Functional Bodyweight Movement.** The approach focuses on groups of muscles instead of singling out a muscle. By working on groups of muscles at once, the holistic approach focuses on movements that can improve everyday functions such as carrying groceries and getting in and out of vehicles, to boosting exercise performance, and even burning fat.
- **Aloe Scrub Experience.** Aloe Vera is prominent in Aruba's culture and heritage. Led by an aloe expert, guests will learn the many health benefits of aloe, how to properly cut the leaf, and ultimately make their own personal scrub that will boost the wellbeing of their skin. This one-of-a-kind keepsake lets guests enjoy the wonders of Aruba long after their visit.
- **Core Strength.** Guests are led through core exercises that train the muscles in the core to work in harmony. The results include better balance, injury prevention, reduced back pain, improved lifting, better posture, and improved fitness performance.
- **Yoga in the Sand.** The elements of Mother Nature's sea breezes, warming sun, and soft powdery sand combine with the physical fitness, stress relief and relaxation derived from yoga. As an added benefit, by practicing on the sand further helps build muscle and further develops balance.
- **Posture Fix.** In a world of screens - sitting to watch television, typing on computers, and staying in-tune with mobile phones - posture suffers. To ward off spinal strain, joint degeneration, slumped shoulders and even growing stomachs, guests focus on strengthening their posture.
- **Mobility & Fascia Release.** Using a foam roller, guests learn self-massage techniques that increase their mobility by releasing their connective tissue, or fascia.

Each class is \$25 per person. Guests can sign up through their personal concierge or via email wellness@bucuti.com. These new, routinely scheduled classes are the latest in Bucuti & Tara's comprehensive wellness program. From complimentary daily wellness offerings to completely customized wellness itineraries, guests can opt for a leisurely approach, an immersive wellness vacation and anything in between in creating the balance that is just right for them.

"Whether incorporating wellness into a stay or intending a wellness-focused vacation, Bucuti & Tara Beach Resort continues helping guests discover the best combinations of Aruba's stunning nature with healthy offerings for a multisensory experience that will forever leave an imprint on their continuum of wellness," says Natalie Brandts, Wellness Specialist at Bucuti & Tara Beach Resort, Aruba.

Caribbean's Only Certified Carbon-neutral Hotel Plans for Earth Hour, Earth Day Bucuti & Tara Beach Resort, Aruba is inviting guests to join in its celebration of Earth Hour 2023 and Earth Day 2023. As the Caribbean's first certified carbon-neutral hotel staff are making it informative and easy for guests to make their carbon-neutral stay, even greener.

EARTH DAY BECOMES EARTH WEEK

Earth Day, also internationally recognized, is April 22 and kicks off an Earth Week celebration for the resort. Bucuti & Tara plans a host of activities to raise awareness and inviting guests to be hands-on in protecting the shared planet.

Initiatives include:

- **Recycled Crafts Contest.** Each year for Earth Day, employees tap into their imaginations to create beautiful works of art by recycling items from Bucuti & Tara. Guests serve as judges, enthralled by the creativity, passion, and ingenuity.
- **Earth Day Beach Clean-up.** Guests are invited to join resort staff in combing the beach to remove debris. This monthly initiative creates a bond as people join together to keep the beach pristine and marine life protected. Annually, approximately 500 lbs. of debris are removed.

While Bucuti & Tara may be the world's only adults-only, carbon-neutral hotel, for the second year in a row, special guests, local school children will join in the special Earth Day Beach Clean-up. This year, Paola Pappers and her colleague of Mon Plasir will participate with 57 children of nearby Plasir Basisschool in joining the efforts so Aruba's future may continue to learn from the past and present.

A representative of the school shared, "We think it's very important to teach the kids about sustainability in class. They are our future and we want to give them real world skills they can use to improve the planet! Ending our project with a beach clean-up is so much fun for them, because they feel they're helping out and doing something good! It makes it all more real. And they love being hands on."

- **Nature Preserve Tree Planting.** With the recent debut of The Bucuti – GMC Nature Preserve in celebration of the resort's 35th anniversary, for Earth Day, 54 trees will be planted. Associates, guests, and the public are invited to participate in this reforestation effort that provides clean air.
- **Movies Under the Stars.** The resort's biweekly tradition inviting guests to snuggle on loungers on the beach and watch a movie outside will commemorate Earth Day with a special feature dedicated to caring for each other by caring for the planet.

RENAISSANCE WIND CREEK ARUBA RESORT



RENAISSANCE WIND CREEK ARUBA RESORT EXPANDS PRIVATE ISLAND OFFERINGS WITH NEW OKEANOS SPA COVE

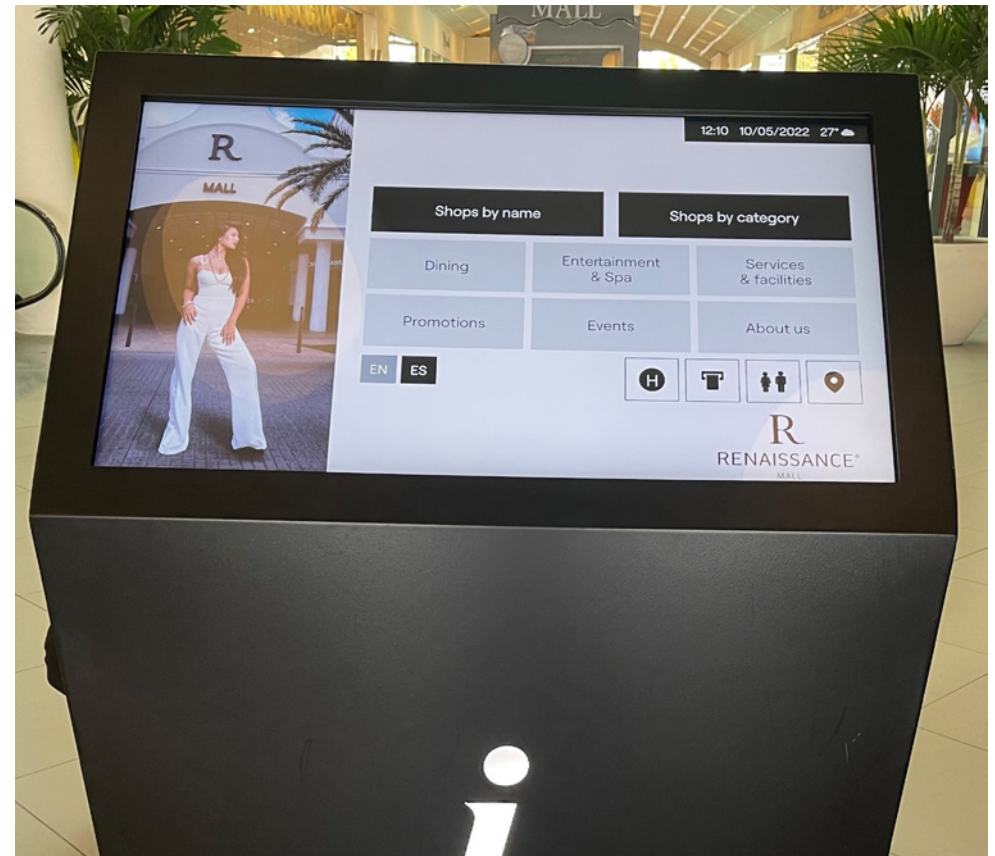
For the ultimate in relaxation, there's no experience quite like the Spa Cove on Aruba's Renaissance Island. As part of the resort's ongoing island expansion initiative, Renaissance Wind Creek Aruba Resort has just unveiled their second Spa Cove, the Iguana Cove, located on Iguana Beach. The latest addition to the private island's personalized experiences, Iguana Cove is the counterpart to the original Spa Cove - renamed Flamingo Cove, located at the end of Flamingo Beach's private walkway. Each location offers expansive ocean and beachfront views creating the ultimate private oasis to enhance a new menu of massage treatments for individuals and couples to enjoy.

An inviting lounge and outdoor shower provide the perfect setting for relaxing both before and after treatments. Spa enthusiasts can expand their island relaxation experience with Okeanos Spa's collection of treatment packages where guests can choose from a selection of cocktails, dining options and more.

For more information and to book one of the Spa Cove treatment locations, please visit: renaissancearubaspaspa.com.

RETAIL

RENAISSANCE MALL



NEW DIGITAL DIRECTORIES IN THE RENAISSANCE MALL

As technology continues to advance, we're seeing more and more changes in the way we interact with the world around us. One area where this is particularly evident is in the way we shop. In the past, malls and shopping centers were often sprawling, labyrinthine spaces that could be difficult to navigate. However, with the introduction of new digital directories, finding your way around the Renaissance mall has never been easier.

We are proud to announce two new digital directories; they are large touch screens that are mounted in prominent locations throughout the mall. They allow shoppers to quickly and easily search for stores, restaurants, and other points of interest within the complex. Our directories also provide additional information, such as store hours, special events, and promotions.

TOURISM

DE PALM TOURS

DE PALM TOURS LEADS THE WAY IN SUSTAINABLE TOURISM

In an important milestone, De Palm Tours has achieved its 4th Silver certification through EarthCheck, the world's leading business advisory group specializing in sustainability and destination management for the travel and tourism industry.

As tourism operations around the world strive to do their part to avoid catastrophic climate change, one family-owned Aruban company continues to make serious sustainable strides. De Palm Tours, proudly serving travelers to Aruba for 60 years, has tackled many different projects over the last five years to make their tours more environmentally friendly.

These efforts correspond with EarthCheck, the world's leading business advisory group in sustainability and destination management for the travel and tourism industry. Stewart Moore, CEO and Founder of EarthCheck, said that De Palm Tours has taken a significant leadership position in sustainability. Mr. Moore said, "I would like to congratulate whole team at De Palm Tours on their achievement. De Palm Tours is a valued member of a global group of tourism operators who dare to make a difference."

As plastic continues to wash up on the shores of Aruba and global temperatures continue to rise, every effort makes a difference. "For such a small island, this became a big problem. Going green was non-negotiable – if we were going to preserve our paradise, we had to act fast," members the De Palms team echoed, grateful to have leaders willing to invest the time and money into preservation efforts.

De Palm Tours' team is taking the standard actions like minimizing energy usage and re-using water, but also going above and beyond by supporting reef revival projects and pioneering community cleanups.

As De Palm Tours continues to operate as eco-friendly as possible, they are making their way to achieve EarthCheck's platinum level status which will ensure the operation is operating on a clean, earth-friendly footprint. By working with EarthCheck, De Palm Tours has joined other industry leaders who are taking meaningful steps towards resolving some of the very real issues that face the planet. To learn more about De Palm Tours' extensive environmental efforts, visit [DePalm.com](https://www.depalm.com)



DE PALM TOURS INTERNAL FOUNDATION, THE GIVING PALM, CLEANS UP THE BEACH AT THE NATURAL BRIDGE TO ENCOURAGE SUSTAINABILITY

One of The Giving Palm's priorities is to encourage programs that support our oceans to maintain the coral reefs, clean our beaches and waters, and protect ocean life.

De Palm Tours, the only EarthCheck certified tour operator in Aruba, conducted a cleanup of the beach and inlet at The Natural Bridge Aruba as part of its ongoing commitment to sustainability through its foundation, The Giving Palm, which is used to collectively refer to its sustainability efforts. This was no ordinary beach cleanup effort. Given the location, wind and sea conditions, considerable planning and coordination was involved to ensure the safety of the team comprised of skilled professionals from Sea Solutions N.V. The cleaning took two full days beginning on February 14 and 15, 2023 and the efforts became a spectacle generating considerable attention and dialog about the importance of protecting our environment from tourists visiting The Natural Bridge, team members at the visitor's center, tour guides and the local community.

Being that The Natural Bridge lies on the windward coastline, accumulated trash is brought in by ocean currents, which can have a negative impact on the environment and the local ecosystem. Recognizing the growing concern over the accumulation of litter and waste, The Giving Palm has taken a proactive step to address the issue by organizing the beach cleaning. The event aimed to raise awareness about the importance of sustainability and encourage people to take action to protect the environment.

During the cleanup, Sea Solutions N.V. collected over five tons of waste, including wood, metal, plastic bottles, plastic food containers, slippers, rope, cigarette butts, and much more.

The collected waste was properly disposed and recycled wherever possible. To ensure that the initiative continues, The Giving Palm has announced that similar periodic beach cleanups at The Natural Bridge will be conducted throughout the year. The organization believes that such regular events will help promote sustainability and maintain the beauty of The Natural Bridge.

The event was a great success, and The Giving Palm by De Palm Tours would like to thank everyone who participated in the cleanup. "By working together, we can create a more sustainable future for Aruba and the planet." To learn more about De Palm Tours' extensive environmental efforts, visit [DePalm.com/thegivingpalm](https://www.depalm.com/thegivingpalm)



RESTAURANTS

SENSES



SENSES OPEN FOR LUNCH

The ideal restaurant for a business casual afternoon. Aruba can add another lunch option to its culinary scene. Senses restaurant located inside Radisson Blu hotel in Palm Beach is now offering lunch in its beautiful restaurant space on Mondays, Tuesdays, Thursdays and Fridays at noon. Senses is the ideal setting for a business casual experience. Visitors of the island may prefer patio seating overlooking the resort pool.

Since opening its doors in 2017, this will be the first time the award-winning restaurant offers an a la carte menu as a lunch option in addition to dinner. Dinner is served daily beginning at 5 p.m.

Free parking is in close proximity to the restaurant and the location is easily accessible inside the lobby of Radisson Blu. Perfect lunch choices include a refreshingly delicious Senses Goat Cheese Salad, wraps, Paninis, Oysters & Champagne, sliders, burgers as well as delectable vegan options.

Reservations recommended; walk-ins are welcomed.

For reservations, email SensesALaCarte@gmail.com

QUE PASA RESTAURANT & WINEBAR



A HEARTWARMING TALE OF GUEST CONNECTION

As a restaurant serving the community for over 30 years in Downtown Oranjestad, Que Pasa Restaurant & Winebar is fortunate to have built relationships with many of their guests who have become like family over the years.

One such guest is Mr. Tom and his wife, Linda, who have been visiting Que Pasa Restaurant & Winebar for the past 18 years every time they come to Aruba for their three-month stay. Mr. Tom and Linda have been loyal patrons of Que Pasa Restaurant & Winebar, having dinner every week on either Tuesdays or Saturdays to enjoy their Weekly Food and Wine Pairing. But their visits last year in November were particularly special. During a conversation with their server, Luis, Mr. Tom learned that Luis had never experienced snow before. As someone who had just come from their home state of New Jersey, Mr. Tom wanted to share the wonder of snow with Luis.

So, during his visit this year, Mr. Tom brought a special and unique gift for Luis - two snowballs that he had personally packed in a special cooling bag and brought all the way from New Jersey to Aruba. Luis was touched by this thoughtful gesture and couldn't believe that a guest had gone to such lengths to make him feel appreciated. This heartwarming tale is a testament to the kind of connections that can be built between guests and servers in a restaurant setting. At Que Pasa Restaurant & Winebar, dining is more than just about the food - it's about creating an experience that fosters genuine connections and unforgettable memories. Mr. Tom and Ms. Linda's story is just one example of the kind of relationships that can be built with guests over the years.

Que Pasa Restaurant & Winebar is grateful for the opportunity to serve its community and build connections that last a lifetime. Que Pasa Restaurant & Winebar invites you to join them and experience the kind of hospitality and warmth that they are known for.

For more information on Que Pasa Restaurant & Winebar visit www.quepasaaruba.com.

EVENTS

SOUL BEACH MUSIC FESTIVAL

SOUL BEACH MUSIC FESTIVAL ANNOUNCES HEADLINERS JILL SCOTT, THE ROOTS, LUCKY DAYE

Embarking on its 21st annual voyage, Soul Beach Music Festival Hosted by Aruba offers up a musical escape sure to awaken the senses with an elixir of melodies featuring internationally distinguished entertainment including renowned hitmakers Jill Scott, The Roots, and Lucky Daye performing on the main stage Memorial Day Weekend, May 24 – 29, 2023 in the unrivaled paradise of Aruba. With platinum and gold success, and a handful of Grammy awards, The Roots are one of the most prolific rap groups in contemporary music and are set to headline Saturday, May 27th. Three-time Grammy Award-winning singer-songwriter, New York Times best-selling poet, and critically acclaimed actor are only a few titles held by Jill Scott to headline, Sunday, May 28th. Lucky Daye, a sensational singer, and songwriter with a solid foundation in classic soul, will light up the pinnacle concert on Sunday. With world-class musicians making their way to Aruba, thousands of music aficionados, and loyal ticket buyers from all over the world will take in the amazing sounds of paradise.

The 2023 Soul Beach Music Festival, #SBMF23, will roll out more highly anticipated announcements of 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.com.





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 ArubaTravelExperts



ARUBA PRODUCT UPDATE

**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 r.dirksz@aruba.com and content@aruba.com by the 5th of each month for it to be featured in the same month.