



Aruba Tourism
Authority

Aruba Product Update

May 2015

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

Our Mission:
To be an innovative and effective DMO that positions the brand Aruba as a premier tourism destination, which meets interest of it's stakeholders.

Our vision:
For the ATA to be recognized as the leading and cutting edge Destination marketing Organization

Core Values:
Empowerment Productivity
& Ownership Professional
Respect Fun & Passion.

Below we offer a synthesis of some of the most prominent and important news during the month of May 2015



ATA News

Annual Report

The latest annual report of the Aruba Tourism Authority featured a general overview of ATA marketing activities and financial reporting. There was 9.5% growth in visitors in 2014, surpassing the national objective of 2.5%, which brought 1.07 million visitors to the island. There was an increase of 7.2% in tourism receipts through the first three quarters of 2014, surpassing the goal of 4%. REVPAR grew 20.6%, surpassing the goal of 9%. Tourism objectives were surpassed on practically all fronts in 2014. Sustainability as

an integral part of the direction of tourism was emphasized.

ATA was congratulated by Minister of Tourism Otmar Oduber for its impressive achievements. Last year, ATA finalized its action plan through 2017, which includes a greater emphasis on the development of the product Aruba. "We will continue to focus on effectiveness and efficiency and on the direction necessary for the Aruba market and its development of the product," the ATA CEO explained.





Conferencia Anual de Turismo de Aruba (CATA)

The 26th edition of the 'Conferencia Anual de Turismo de Aruba' enjoyed the participation of 83 participants from Colombia, Argentina, Chile, Brasil, Paraguay, Peru, Bolivia, Panama, Venezuela, Dominican Republic and Ecuador, consisting of tour operators and representatives of airlines and hotels.

ATA CEO Ronella Tjin-Asjoe Croes remarked that a strong relationship with tour operators, airlines and local partners has been fundamental to achieving remarkable results during the year of 2014 and a positive economic impact on the island.

The Latin American market has grown significantly in the last five years with significant growth in the markets of Venezuela (+176%), Colombia (+62%), Argentina (+96%), Brazil (+22%) and Chile (+368%). For the first quarter of 2015, there has been a growth of 78% in visitors from Latin America. Aruba looks to diversify and support new airlines to add new Latin American countries to the traditional markets. The focus on raising quality has gone hand in hand with this growth.

New features of the Aruba product include signage, wifi in key areas of the island, investments in beautification of the downtown area, and emphasis on culture.



Employee Recognition

The Aruba Tourism Authority recently celebrated the passion, dedication and enthusiasm of its staff. "We are very proud and congratulate all of you for bringing a total of no less than 372.5 years of service to the Aruba Tourism Authority, working as a team to overcome any obstacles in their way," stated ATA CEO Ronella Tjin Asjoe-Croes. "You have formed an integral part of the history of ATA and its development, giving it a face and an identity as you have given the best of yourselves. A great part of ATA's achievements are due to your dedication and efforts," she said of the 20 staff members.

The awardees received pendants of sapphire, ruby and diamonds, depending upon their length of service. Melanie Evans Kelly, Enty Giel, Rayon Koolman, Paula Ochoa, and Yuraima Solognier were recognized for a decade of service. Mario Arends, Sjeidy Feliciano y Valery Habibe, for 12 / 12.5 years of service; and Mirto Erasmus & Maureen Gomes-Werleman, for 15 years of service. Amayra Boekhoudt, Ricardo Croes, Jasmine Maduro and Angelina Buckley celebrated 20 years of service; Theresita Chai & Jerusha Rasmijn, 25 years of service; and Miriam Dabian, Theo de Jongh & Renny Lacle, 30 years.



Aruba Certified Expert Program

The Aruba Tourism Authority in partnership with Travel Agent Academy launched a redesigned and refreshed Aruba Certified Expert Program (ACE) for the trade community. Specifically designed for travel professionals, this highly educational tool will ensure travel agents have a full understanding of Aruba and its key, unique selling points. “Leveraging our new partnership with Travel Agent Academy and an array of dynamic audio-visual assets showcasing Aruba’s signature offerings, we’re thrilled to re-launch the ACE program as a more interactive and immersive experience for travel professionals,” said Sanju Luidens, CMO of ATA.

Agents who enroll in the ACE program are afforded resources to better help them sell the destination. New additions include more than 10 engaging videos and a plethora of downloadable brochures. Those who successfully complete the course will receive a certificate of graduation as an Aruba Certified Expert. They will be the first to receive current information through newsletters and emails, receive sales support directly from the Aruba Sales Team, and be listed on the Agent locator on the Aruba.com consumer website to receive referrals. The ACE course also qualifies for CEU and CITC credits. Visit arubacertifiedexpert.com for more information.



Annual Tourism Conference Aruba (ATCA)

ATCA, attended by sixty partners from North America and Canada, placed special emphasis on Aruba’s culture and diversity of activities. Local artist Rosabelle Illes presented an original film based on how a first time visitor becomes an ecstatic visitor.

The conference provided the perfect opportunity to reconnect with the Aruba experience as well as to do business. The tour operators present produce 55-60% of business from North America, of which Aruba rates in the top five of their destinations.

New developments in hotel and airport investment as well as beautification of Oranjestad and San Nicolas were described. Local artists participating in the Korteweg cultural initiative bringing artists to a dedicated location on the Main Street were present, as well as local musicians. Continued efforts to attract an affluent market were emphasized. The North American market has grown by more than 7% in Q1 2015, with growth of 8.2% in the Canadian market.





Awards & Recognition

Radisson Aruba Resort, Casino & Spa

A Family Favorite

The resort has once again been chosen as a Family Vacation Critic Favorite. Family Vacation Critic, TripAdvisor's family travel site, features family-tested, family approved hotels across the globe that help nearly a million families every month plan and find the best trips. To achieve "Favorite" status, Radisson Aruba received a rating of 4+ from the editorial staff and at least 75% of family reviewers have recommended the resort by giving a 4+ rating in their review.



Aruba Convention Bureau

CATA

In 2014, Aruba Convention Bureau launched a new incentive for the Latin American market during CATA in which incentive houses and tour operators specializing in groups can qualify for a cash incentive of \$3500. To qualify, the company would have to show a production of a minimum of 700 room nights in one year. This incentive was introduced to encourage tour operators and incentive houses to bring more groups to Aruba.

During the CATA farewell reception at Casibari Rock formation, ACB presented the only company that reached this goal in 2014. The lucky recipient was Marianella Brealley, Director, Global Events Costa Rica. Global Events had two groups totaling 408 participants and a total of 816 room nights at host hotels Aruba Marriott and Aruba Renaissance. These were Bridgestone (headquarters in Costa Rica) with 305 participants from Latin America with 508 room nights, and Pfizer (headquarters in Costa Rica) with 103 participants from Latin America with 308 room nights.



Manchebo Beach Resort & Spa

Manchebo Beach Resort has been accepted as a Silver level Green Leader into the TripAdvisor GreenLeaders program, which helps travellers around the world plan greener trips by highlighting hotels and B&Bs engaging in environmentally friendly practices.

Numerous green initiatives are in place at the Manchebo Beach Resort and an eco action plan tracks energy, water, and gas consumption. In addition, the resort conducts

various projects on renewable energy sources. All guest room doors are insulated by weather strips and the patio sliding doors are tinted with double glass to maximize the air conditioners efficiency. Low watt warm fluorescent light bulbs are installed in all light fixtures throughout the property. Environmental and responsible purchasing policies encourage the use of eco-friendly products and support environmentally friendly businesses.



Resorts

Radisson Aruba Resort, Casino & Spa

Earth Day

A special Earth Day Festival for staff included presentations about solar power, water savings, recycling and other ways to respect the planet. Companies such as WEB, Dynaf, FrioMax and Amway were on hand to demo environmentally friendly products. Additionally, the resort donated plants to the Cacique Macuarima School in Santa Cruz.



Aruba Marriott and Stellaris Casino

The Care Foundation by Marriott Associates teamed up with Funeral Directors Group, an American incentive group staying at the Marriott, to build a greenhouse for the Imelda Hof orphanage. The US group included a vacation day dedicated to volunteer work, assisted by the Care Foundation. A group of 75 volunteers cleaned the houses and garden at Imelda Hof and constructed a greenhouse where the children can cultivate their own fruits and vegetables. "The Care Foundation by Marriott Associates' main focus this year is the youth and this was the ideal opportunity to build something special for them...something they can feel proud of when they harvest the fruits of their own seeds," said Jasmis Olde Riekerink-Maduro, President of Care Foundation.



Divi Resorts

Ten top journalists from the US and Canada graced the island with their presence just recently including writers from famous print and online magazines. The group was carefully selected by the Zimmerman Agency, and hosted by Beverley David, Director of Marketing, and Tabitha Fecunda, Island Marketing & Promotion Manager, Divi Resorts, who jointly orchestrated a varied and exciting familiarization trip program.

The group enjoyed unique activities and sumptuous meals, and experienced the cuisine at three of Divi's famous gems:



Sipping champagne cocktails paired with butler passed hors d'oeuvres at Mulligan's Golf Cafe, Bar & Restaurant; savoring delectable main courses and desserts at Windows on Aruba, and delighting in after-dinner drinks and dance music at Fusion Wine & Piano bar. Press members agreed that their favorite portion of the Aruba trip, was their beach day at the Divi Aruba Phoenix Beach Resort, and their unforgettable night at the Alhambra Casino & Shops. To produce the long, fun-filled Aruba weekend, Divi partnered with the Aruba Tourism Authority.



Restaurants

Kitchen Table

At the Kitchen Table by White, Chef Urvin Croes is revolutionizing Aruban and Caribbean cuisine. Using a monthly changing fixed menu concept for the 16-seat restaurant, guests are surprised by elegant and exquisite dishes, with the option to be perfectly paired with a wide ranging selection of fine wines. Chef Croes is inspired by the typical Aruban and Caribbean dishes, which he enjoyed growing up, and brings these typical tastes to a level of haute cuisine.

The Flavors of Latin-Caribbean include “Aruban Snack Trio” (tostones, arepitos and surullitos); “Ceviche Caribeño” with barracuda; “Taco de pescado Mexicano” with tuna loin; “Asopao Puertorriqueño” with shrimp; “Fricassee de pollo Cubano” with black beans and ratatouille; “Carne de res Dominicano” with Certified Angus Beef Sirloin; and “Aguacate y Pomelo Colombiana” (Avocado/Lemon/ Grapefruit). Dessert features “Quesillo Venezolana” with coconut, guava and passion fruit.



La Trattoria El Faro Blanco

Wine artist Clive Faustin and his crew at Romar Trading hosted an elegant sunset reception on the famous terrace of La Trattoria El Faro Blanco, the restaurant below the California lighthouse, celebrating two important awards, namely Castello Banfi’s latest “Winery of the Year” title, and the full results’ publication of Winemaker Challenge 2015, with Castello Banfi Brunello di Montalcino 2010 awarded Best of Class Italian and its San Angelo Pinot Grigio 2013 pronounced Best of Class Pinot Grigio.

The local dignitaries gathered on the terrace for the event guided by Wine Artist Clive Faustin tasted five different Castello Banfi wines, impeccably paired with butler passed hors d’oeuvres prepared by the culinary brigade of La Trattoria El Faro Blanco Restaurant.

Castello Banfi is also the first winery in the world to be awarded international recognition for exceptional environmental, ethical and social responsibility as well as an international leader in customer satisfaction.



Hollywood Smokehouse

Summer looks refreshing with Hollywood Smokehouse's Front Porch Cocktails

Aruba's critically-acclaimed smokehouse, the Hollywood Smokehouse, has made a big splash on Aruba's culinary scene since it debuted its Eagle Beach location at Alhambra Casino & Shops last June. But it's not just the authentic southern low-and-slow brisket, pulled pork, ribs, and fish that are capturing the hearts and appetites of locals and guests on the island—their handcrafted cocktails are hugely popular, and have been featured on two international television programs. Their signature Bourbonwood—a deceptively potent cocktail made with fresh squeezed lemonade and blackberries paired with Elderflower and bourbon—is joined by several other cocktails affectionately referred to by owner Tina Causey-Bislick, as their Front Porch Cocktails. "I am from North Carolina, and nothin' could be finer than sitting on your front porch in the summer with a glass of ice-cold, freshly squeezed

lemonade with a southern kick of bourbon!" New to the series are the Blueberry Ginger Fizz (made with their house-made ginger beer), the Peach Moon and the Farmer's Moon (made with real Carolina moonshine), The Acai Cosmo, and the Aruba Aloe (yes, with aloe juice!). Says head bartender Danovick van der Linden, "we use fresh fruits and herbs in our crafted cocktails, and also house-infuse many of our liquors with fresh, natural ingredients—no bottled mixers and high fructose syrups... it really does make the end-result a memorable, unique, and dynamic cocktail experience."

The Hollywood Smokehouse is open for dinner at 5pm on Tuesday, Wednesday, and Thursday, and for lunch and dinner at noon on Friday, Saturday, and Sunday (closed Mondays). Pull up a seat on their front porch or dine inside. For more information or to make reservations, call 280-9989.



Air Travel

Aruba Airport Authority

At recent tourism conferences, the Aruba Airport Authority presented its multi-million dollar investments in runway and terminal expansion to accommodate increased passengers and help facilitate Aruba's role as a hub in the coming years. These will enhance the airport's ability to process more planes on the ground through efficient and modern operations, offering the best service possible for all passengers during their stay at the airport. In 2014, the airport accommodated more than 2.5 million passengers, an increase of more than ten percent over the previous year. Continued growth is predicted this year in the number of flights and passengers that pass through the terminal.

A new "farewell wall" with Aruba branding was installed as part of their upgrading of public areas. This wall is located in the non-USA departures area, to the left-hand side of the kiosk and customs entrance.



Thomson and First Choice Charter from Manchester

Passengers will soon be able to board a Dreamliner flight to Aruba from Manchester Airport. Thomson and First Choice plan to launch the new route to Aruba in summer 2016, with one flight a week. The Boeing 787 Dreamliner is 20 percent more fuel efficient than the older model, with bigger windows and more leg-room.

Karen Switzer, director of aviation planning for Thomson and First Choice, said, "Adding more capacity from Manchester and the introduction of a new route to Aruba in the Caribbean demonstrates our commitment to Manchester Airport and the local area, and following the success of similar routes across a number of regional airports, we know that the demand is there...We are pleased to be able to extend our long haul offering allowing our customers in the Manchester area to experience new destinations, travelling on our 787 Dreamliner."

Aruba Airlines and MIA

Aruba Airlines will begin scheduled service on July 2 between Miami and Aruba. "The addition of new service by Aruba Airlines – and the increased connectivity that it will provide – is great news for our community and for our airport," said Miami-Dade County Mayor Carlos A. Gimenez.

Aruba Airlines will operate five weekly Miami-Aruba flights on Mondays, Tuesdays, Thursdays, Fridays and Sundays, using an Airbus A320 aircraft. Flights are scheduled to arrive in Miami at 1:30 p.m. and depart for Aruba at 3:00 p.m. Aruba Airlines' new service provides Miami passengers with a fourth direct travel option to Aruba, joining MIA hub carrier American Airlines, InselAir Aruba and Surinam Airways.

Prime Minister Eman and a delegation of 21 officials and business leaders from the Netherlands Antilles – Aruba, Curacao and St. Maarten – visited Miami to explore business opportunities with their South Florida counterparts. MIA leaders hosted the group to discuss air service to the eastern Caribbean and the possibility of further strengthening ties between MIA and the region's airports.

"MIA welcomes Aruba Airlines to our lineup of more than 100 air carriers and is proud to extend yet another fantastic international travel option to our customers," said Miami-Dade Aviation Director Emilio T. Gonzalez.



Insel Air

InselAir will start operating two flights per week from its Aruba hub to Santo Domingo (Dominican Republic) as of July 1, 2015. InselAir is already serving this destination via its hub in Curacao, but as a result of the increasing demand from both markets, it is now launching weekly non-stop service on

Wednesdays and Saturdays. Santo Domingo is InselAir Aruba's 10th destination with a direct flight out of Aruba since InselAir Aruba started operating in December 2013. It is the largest airline operating out of Aruba and serves 21 destinations, together with InselAir International operating out of Curacao.



Business

Majik Festivite

The team at Majik Festivite can plan any event to perfection, creating a dream wedding, catering social celebrations and organizing business gatherings. Founded by Monica Irving, Majik Festivite is a company that was born in the cradle of a family business that spans three generations. Her grandmother Mama Oncha is a certified florist and wedding planner in Aruba, the Netherlands and United States, who opened Oncha's Flower Shop in 1922. Monica's mother established Landa's Flowershop in 1992, offering a diverse range of services from decorative flower arrangements to events and wedding planner services.

"Combining my passion for flower design and event planning with a modern touch of creativity and still honoring the family business, I created a brand new name and business concept," Monica explains. "Life's celebration of milestones and weddings are journeys that should be cherished and associated with memories of perfection. We'll chart your course with professionalism, imagination, and empathy. Majik Festivite is well known for creating fresh and modern handcrafted decoration ideas catering to all themes and needs. We make sure your event, wedding or blessing is stress-free and runs smoothly," Monica explains.

www.arubamajikfestivite.com



Environment

Isla di Oro

AMResorts, a collection of luxury resort destinations each with its own unique personality, recently announced its intention to flag Aruba's first true ECO-resort at Isla Di Oro, as a Zoëtry Wellness & Spa resort. The Zoëtry brand offers a distinctive resort experience where wellness, rest and healing are combined with exclusive opportunities to participate in cultural, artistic and educational encounters as well as local community stewardship activities.

"We're pleased to welcome AMResort to Aruba," says developers' representative on behalf of Dell Real Estate NV, the proud Aruba investors. "They will be raising the boutique experience to a new level of luxury, offering a superb beach vacation with elegant accommodations, a world-class spa, gourmet dining, and many other pampering amenities, with the focus on sustainability."

Developers of the Zoëtry at Isla Di Oro have undertaken the challenge of creating a true ECO resort - Aruba's first and the Caribbean's first LEED certified property. The LEED certification, which stands for "Leadership in Energy and Environmental Design," is one of the most demanding sustainable building certification systems.

The Zoëtry at Isla Di Oro will cater to a special environmentally conscientious niche in Aruba's tourism, while introducing water and energy efficiency, making good choices in design in terms of the environmental impact of materials and resources used, and instituting indoor and outdoor best environmental practices.



Prime Minister at Environmental Film Festival in Miami

For the fourth edition of the Miami and the Beaches Environmental Film Festival (MBEFF), Prime Minister Mike Eman participated as keynote speaker during opening night in the Colony Theater in Miami Beach on April 15. The five-day event, centralized around this year's topic Climate Change Awareness, addressed environmental issues through films and documentaries to an international audience.

During the event, Mr. Eman was introduced by the mayor of Miami Beach Philip Levine as a visionary in the field of sustainability. He described the island as a place where citizens are concerned with the environment and, while recognizing the importance of tourism and business, they want to create a sustainable nation.

Cabriole van Bryce, President of the Environmental Coalition of Miami and the Beaches, commented that Aruba certainly deserves this honor as the island is well on its way to becoming the greenest island in the Caribbean in their efforts to rely solely on renewable energy by the year 2020. Just last month, the National Geographic World Legacy Award awarded Aruba for their sustainable (tourism) practices at the ITB in Berlin, the world largest tourist convention. Said MBEFF Project coordinator Shamina de Gonzaga, "Aruba serves as an example on a global level; it's a small community with high aspirations and we think that their commitment... is very inspirational to others."



Culture

Sinfonia Foundation

Sinfonia Foundation has the honor of presenting its first art exhibition at Belinda de Veer Art Studio (Cas di Sinfonia), located in the Ponton neighborhood of Oranjestad, that will present new artworks by two creative female forces of Aruba, Irene Peterson and Belinda de Veer.

This will be the first time that Belinda de Veer Art Studio will be opened to the public, adding a platform for the arts and offering the Aruban public the possibility to experience art exhibitions, workshops, and concerts. The participating artists have both been on the contemporary art scene for over two decades and have exhibited on numerous occasions locally as well as internationally.

This exhibition dealing with such themes as feminine identity, motherhood, and family heritage, presented in the home of Belinda, offers a unique opportunity to experience art interacting with other objects and furniture. This juxtaposition has added a new layer of meaning to the installations where the intimacy of the house with its own particular history is being perpetrated by the artist as well as visitors.

The exhibition will remain open at Cabuyastraat 2, Ponton, from May 9 to June 13, from Monday through Saturday 3pm – 8:30 pm, Thursdays 3pm – 5pm. Sundays closed.



Art Rules

Aruba's #1 Arts and Youth program is back for another two weeks kicking off July 20, 2015. Art Rules Aruba, known as "the" platform for all hungry artistic Aruban teens to explore and develop their artistic side during the summer, will once again offer art workshops. This year's roster covers seven Art Disciplines including Creative Writing, Creative Media, Dance, Theater, Music & Performance, DJ and Culinary Arts.

With the support of RBC Royal Bank at the helm of partners, Art Rules has provided arts education for over 600 kids since its beginnings in 2010. Together with local businesses, it has made it possible to not only invest in youth development, but to motivate and support hundreds of Aruban teens to pursue a study in the arts. From exhibitions to festival

programming, Art Rules Aruba students are making a name for themselves around the world.

Master educators will include Lemon Andersen, an Emmy award winner and writer, playwright, director, poet and performer. Art Rules DJ Teacher Young Guru is the engineer and DJ of rap mogul Jay Z and producer of Beyonce. Art Rules will also feature South African theater practitioner, activist and performer Thokozani Ndaba.

Founders Ira and Ayra Kip are truly excited that their vision for an Educational Arts platform is still growing and that they have been able to offer Art Rules on Aruba as well as Curacao. The final showcase will take place on August 1 at Atelier 89. Visit www.artrules.org, facebook.com/artrulesaruba.



Events

Sail Aruba

The King and Queen of the Netherlands visited Aruba to celebrate 200 years of the Kingdom of the Netherlands and to commemorate 350 years of the Royal Dutch Marine Corps. This Sail Aruba event was celebrated with demonstrations by the Dutch Marine Corps, delicious seafood courts, stands with local handcrafts for sale, visits and tours on the war ships and sailboats, and movies shown in open air. The sailing ship Picton Castle resembled a real pirate ship. Even the US Coast Guard passed by to salute the visiting royalty.

His Majesty King Willem Alexander expressed his delight at being back on Aruba and told press he plans to visit the islands more frequently, attending special events such as Sail Aruba. Tens of thousands of visitors enjoyed the three-day event, ogling the tall ships, watching the races, attending 'Soldaat van Oranje' performance, and cheering the Dutch Royals, for the largest event to ever take place at the Port of Oranjestad.



Island Heritage

Island Heritage, an exciting and innovative musical event and experience, brings together locals and tourists alike to share the island's heritage and all it has to offer - in addition to great music and a solid line up. The event is filled with Aruba treasures, brought to concertgoers by locals in a rustic artistic setting on a carefree day with waves in the background and sand between the toes.

Island Heritage Beach Festival takes place at a secret location on June 7 from 2 pm – 11 pm.

Tickets are on sale at Bula Surf Shop, Pos Chikito Rum Shop and Local Store. Musicians include MC Oscar Booy, DJ101, Myron Kely, J-Zun, Mista Tee, Yeimy, Bamfstarz, Karixon, Mr. Ed D., and Nutzbeatz. Special guest is DJ Wiwek, fusing electronic elements with tropical rhythms.

www.facebook.com/islandheritagefestival

www.instagram.com/island_heritage





Aruba Summer Music Festival

The Aruba Summer Music Festival will kick off on June 26 at the Harbor Square Arena. International Latin Grammy Award winners will showcase a variety of musical genres alongside Aruba's best local bands at the national port of Aruba. Headlining the Aruba Summer Music Festival is the popular Pitbull, the American artist from Miami with multiple hit-songs, awards and successful concert tours. The famous Colombian singer-songwriter Carlos Vives is another Latin sensation who will perform. Vives currently is very popular around the world, because of his long list of hits, concert production and charms. Another artist who has already confirmed is "Bebe de

la Salsa" from Puerto Rico Jerry Rivera who revolutionized the world of salsa in the 90's. Another well-known artist who will be on stage is the merengue and bachata star also born in Puerto Rico Elvis Crespo, known especially for his great hits "Pintame" and "Suavemente". For the younger fans, the popular reggaeton artist Nicky Jam will be performing. Together with these international artists there will also be local DJ's, bands and artists performing like Zion, DJ Gogo, DJ Beatz, Nutzbeatz, N'Fuzion, Tsunami, Le Groove, D'Licious and Robert Jeandor and his Solo Banda Show. Visit www.arubasmf.com or search for Aruba Summer Music Festival on Facebook.



Eat Local During Aruba Restaurant Week

Tourists and locals alike can enjoy new epicurean delights during the 'The Eat Local Aruba Restaurant Week' inaugural event. From September 28 - October 9, the new restaurant week offers food critics, wine connoisseurs, foodies and everyone in between the opportunity to explore Aruba's culinary heritage.

Participating restaurants provide prix-fixe lunches for \$15 and dinners for \$30 to \$40. Attending guests don't need passes, tickets or vouchers—they can simply visit their favorite participating restaurants throughout the program dates to enjoy the special menu offerings, although restaurant reservations are recommended for all participating eateries.

The Aruba Tourism Authority (ATA) developed this initiative to showcase the island's diverse epicurean scene, highlighting Aruba's varied flavors by incorporating locally inspired dishes into the menus of participating restaurants.

To our tourism partners:
Thank you for providing us
with your updates

To ensure that your news is featured in
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by the 25th of each month.

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Fiesta Den Caya

The weekly Fiesta Den Caya in downtown Oranjestad has been discontinued. In lieu of this, the Aruba Tourism Authority together with the Ministry of Tourism will continue working on enhancing the shopping experience in the downtown area, e.g. by activating ongoing projects such as Happy Information Officer and future projects such as free Wi-Fi hotspots and signage.

