



Aruba Tourism Authority

Aruba Product Update

May 2017

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

Our Mission:

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

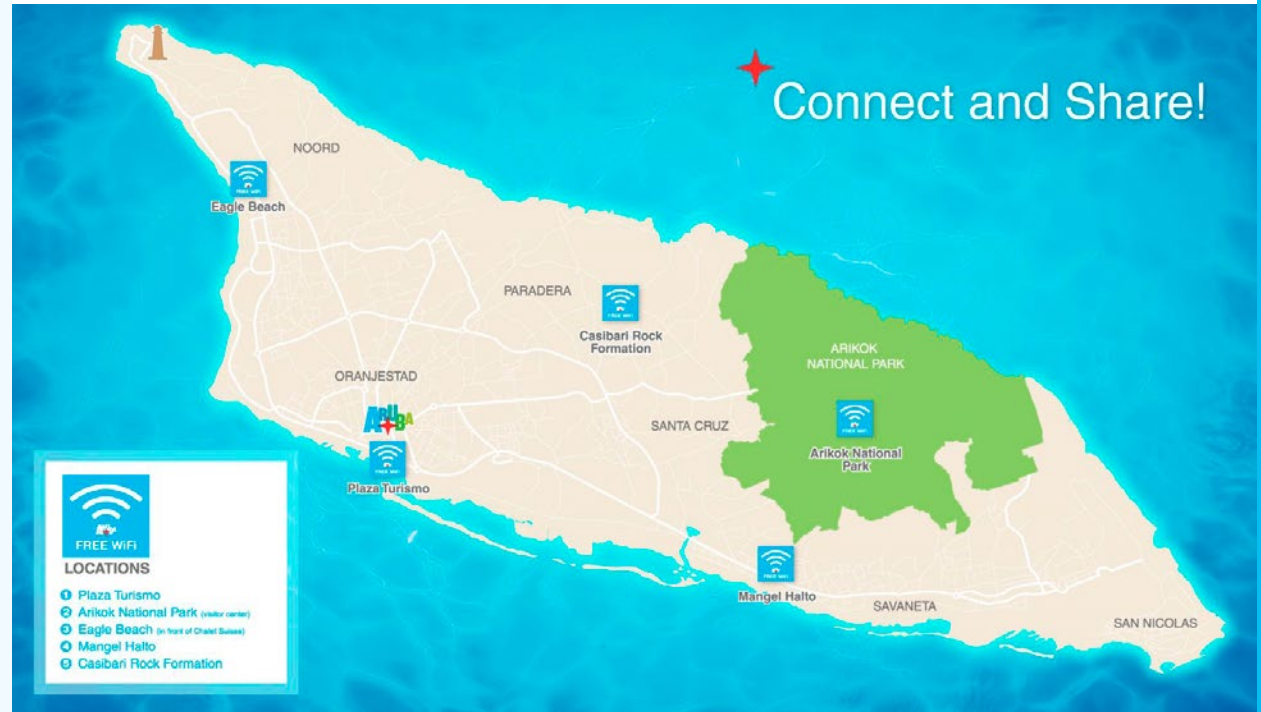
Our vision:

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

Core Values:

Empowerment
Productivity
& Ownership
Professional
Respect
Fun & Passion.

Below we offer a synthesis of some of the most prominent and important news during the month of May 2017



ATA News

New Free Wi-Fi Zones

Aruba Tourism Authority has introduced new free Wi-Fi zones in popular areas around the island, enhancing guest experience. Visitors can post their favorite photos instantly as they enjoy Eagle Beach, Casibari Rock Formation, Arikok National Park, Mangel Halto, and Plaza Turismo.





ATA Participates in 4th Edition of The North Experience

The Aruba Tourism Authority office in Argentina was the main sponsor of the fourth edition of The North Experience, a premium lifestyle event organized by the Wyndham Nordelta Hotel.

With a 360° stand, the Happy Island offered a calendar full of activities for more than 850 guests that expressed their desires to relax and reconnect with themselves while enjoying some of the best Caribbean beaches. ATA also raffled trips to the island at the end of the celebration.



ATA Participates at WTM Latin America

World Travel Market is the leading global event for the travel industry. For the fifth consecutive year, representatives of the Aruba Tourism Authority received journalists, guests and participants at the WTM Latin America booth.

The team presented the best of Aruba for visitors with a very productive meeting agenda. Included in the Aruba delegation were Milton Donofrio and Diego Garcia (Hilton Aruba Caribbean Resort & Casino), Erica Salvagni and Carlos Barbosa (ATA Brazil), Jerusha Rasmijn and Diantha Boekhouwer (ACB), Rijuene Tromp (Eco Destination), and Howard Maduro (Divi Resorts & Divi All Inclusive Resorts).



Disabled Golf Tournament

Aruba Tourism Authority has formed an alliance with BMVG, a special Dutch organization for golfers with handicaps, and recently hosted a golf tournament for disabled golfers held at Tierra del Sol and Divi Links. Members of the Aruba Paralympic Committee had a unique opportunity to participate in the tournament.

Participants had the opportunity to experience all that Aruba has to offer, including handicapped diving and Aruba's amazing gastronomy. The island is the first destination in the Caribbean to offer golfers with limitations the possibility to use a ParaGolfer golf cart, provided at Tierra del Sol.



CATA

The 28th edition of Aruba's Annual tourism conference (CATA) attracted a record number of 116 partners hailing from 11 Latin American countries. The goal is to show all that Aruba has to offer and to convey the essence of the island, its people and the richness of its culture and traditions. CATA also facilitates interaction among tourism entities and businesses on the island. Participants include Latin American tour operators, international airlines, local hoteliers, and press.

The program included meetings, hotel site inspections, educational sessions, and opportunities to exchange information. At the official opening at the RIU Palace, ATA CEO Ronella Tjin-Asjoe Croes emphasized the impressive ongoing investments of Aruba's resorts and

businesses. Principal speakers were Juan Pablo García of MullenLowe SSP3 and Nicolás Vergara of Brujita Design & Innovation.

Business was conducted at the Tourism Marketplace at the Hilton Aruba Caribbean Resort & Casino where the resort's culinary team hosted a delicious luncheon with stations for sushi, carving and Chilean sea bass. Latin American tour operators experienced a bit of culture, art and history during a special event in San Nicolas. They also enjoyed King's Day with special activities focusing on the niche products of the island, culminating with a celebration at the Tamarijn Aruba All Inclusive Resort and Divi Dutch Village. The magical closing event took place at the Linear Park giving them a sneak peek of the Food Truck Festival.



Awards & Recognition

La Cabana Beach Resort & Casino

Blue Green vacations recently held its annual conference in Orlando, Florida, during which La Cabana Beach Resort & Casino received three top honors: Most Improved 2016, an overall hotel performance score, as measured by medallia, and the coveted Outstanding Achievement in Hospitality Award 2016, both from among all 60 BlueGreen Resorts

General Manager Joe Najjar represented his hotel at the Orlando conference, and he joyfully accepted the handsome engraved recognitions on behalf of his staff.

The two resort recognitions were followed by a personal recognition, for Joe Najjar,

winning the Rock Star Award, given to just one General Manager each year, in appreciation of outstanding leadership and management skills.

“The award,” says Tessely Koolman, the resort’s director of Human Resources, “recognized our general manager as a man who leads by example, providing a sense of direction for others at the resort, as a strong communicator who remains forever cool under pressure.”

“We’re proud of his outstanding leadership and management skills,” she adds, “he has been rocking La Cabana Beach Resort & Casino for over 10 years.”

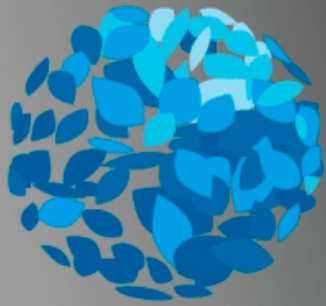
Bucuti & Tara Beach Resort

Every day is Earth Day at the resort and travelers who value sustainable vacations say the Aruba resort is among the top 10 eco-friendly hotels in the world according to TripAdvisor®.

Bucuti & Tara is No. 2 on the exclusive list and is also the only Caribbean resort named. The world’s largest travel site released this recognition while revealing findings from a recent survey of 1,800 users in Italy.

Bucuti & Tara has been at the Platinum level of the esteemed program since it began in 2013. The resort is recognized as an eco-pioneer with a 30-year history of providing one of the world’s favorite vacation experiences while caring for the environment.

Citing just a few of the Bucuti’s sustainability initiatives, Travel Age West says, “It’s no wonder this resort is considered one of the Caribbean’s greenest hotels since its opening in 1987.” Guests, staff and vendors work in harmony as the resort focuses on becoming the Caribbean’s first carbon-neutral property.



EARTHCHECK
MASTER
2017



Resorts

Amsterdam Manor Beach Resort

Environmental Efforts

EarthCheck, the world's leading scientific benchmarking, advisory and certification group for travel and tourism since 1987, has again awarded the resort its Master Achievement Award. Amsterdam Manor was actually the first resort in Aruba to receive this certification and continues to do so, confirming its continuous dedication to sustainable tourism.

Recycled Art Competition

Employees of Amsterdam Manor and MVC Eagle Beach joined forces to create recycled art from foam, cardboard, plastic, paper and glass as well as natural materials such as driftwood, plants, sand and pebbles. The winners then participated in the annual recycled art competition held by the Aruba Hotel & Tourism Association.



Manchebo Beach Resort & Casino

Travelife Gold Recertification

The resort recently announced its Travelife Gold Recertification, testimony to the team's effectiveness in integrating sustainability in daily operations, including energy and water savings, paper reduction and implementation of various health and safety policies.

Travelife Sustainability Systems promotes sustainability practices within the travel and tourism industry.



Playa Linda Beach Resort

Team-Building Day

The resort's recent team-building day was facilitated by D&I Business Support Services based in Curacao. The goal is to strengthen existing hospitality skills and emphasize the value of collaboration.

Team members of the front desk, reservations, and membership accounting were given refresher courses and innovative solutions for fulfilling their tasks with a smile. One of the exercises involved use of the Go Team app on a downtown trip.

Training such as this has taken place at the resort for the last few years culminating with this special team-building session.



Green Week

For the 11th consecutive year, the resort organized an annual program of activities and lectures on best practices for real life improvements.

Green Week events included a Green Walk and the Clean-a-Mile event. Speakers included naturalist Olinda Rasmijn, giving advice on how to detox the body; City Inspector Marlon Pieters speaking on environmental issues; and Melva Yanez from the Aruba Alzheimer Foundation.

The diversity of topics well exemplified the resort's dedication to better ecological practices as well as how to enable individual, healthier outlooks and perspectives.

Playa Linda has a long history of seeking better ways to create healthier environments for its guests as well as its employees. The resort early on sought environmental certification and was the first hotel in Palm Beach to implement ISO-14001 environmental management standards.



Hilton Aruba Caribbean Resort & Casino

Employee Recognition

The monthly get-together celebrating personal achievement and growth took place at the Grand Caribbean Ballroom in a casual cocktail party ambiance over refreshments and hors d'oeuvres. Team members whose performance excelled during the month of March were publicly praised and presented with a much-deserved certificate of excellence to their departments. The resort recognizes valuable contributions made by team members at all levels of the operation.

New Specials Introduced at Sunset Grille

The Sunset Grille has recently introduced weekly specials designed to delight patrons dining on premium Steaks, Seafood and Pasta. While steaks and chops make up the heart of the menu, the restaurant's executive sous chef, Lij Heron, innovated unparalleled appetizers and extraordinary desserts, which help showcase his unique cooking style.

The newly introduced specials designed to enhance guests' dining pleasure at the Sunset

Grille vary every day: On Mondays patrons receive a complimentary second glass of wine with dinner; on Tuesdays, the restaurant offers a 50% discount, on the second starter.

On Wednesdays, the second cocktail enjoyed with dinner is complimentary; on Thursdays the second dessert with dinner is complimentary; and on Fridays and Saturdays, a 20% discount on any bottle of wine, further enhances the dining experience.





Aruba Beach Club Celebrating its 40th Anniversary

When it was built, Aruba Beach Club was the #8 timeshare in the world and the first outside USA territory. Today, the resort prides itself on 85 loyal employees and 3,000 members.

The resort enjoys a multi-generational guest profile, and some of the guests have been vacationing there every year since infancy. An informal gathering on the pool deck attended by members and guests as well as the Minister of Tourism marked the resorts 40th anniversary celebration.

General Manager Farida Mansur acknowledged longtime members and welcomed guests and dignitaries, and resort developer Raymond Maduro spoke briefly. The audience included owners and their families, as well as local dignitaries. Mansur expressed her gratitude to the department heads and management team as guests enjoyed dance music, cake and refreshments. There was also a gala event in honor of staff members. Vice Chairman Cindy Martorella recognized all their hard work and dedicated service, and the welcoming family atmosphere they helped create.



Divi & Tamarijn Aruba All Inclusive Resort

The New England Patriots Cheerleaders have selected the resort for their next swimsuit calendar photo shoot this June. The iconic mile-long beach, oceanfront rooms and modern facilities and amenities provide the perfect backdrop and venue. Guests will meet the Cheerleaders at one of

the many appearances planned for the week of June 6 - 13, 2017, including dance shows, autograph signings, beach parties, football trivia games with prizes, and more. Divi & Tamarijn Aruba All Inclusive Resort is even offering a special rate for guests that wish to visit during this momentous occasion.



Tourism

John Hancock Company Donates to Local School

With their visit organized by EPIC Destination Management Company, a group of 220 people including executives of John Hancock Company (retirement division) and their spouses recently experienced the island and enjoyed their stay at Ritz Carlton-Aruba.

As part of the company's goal of giving to the community, the group invited Scol Duna un man to do a presentation for them. This Aruba school is for local children with severe learning disabilities. After the presentation, John Hancock presented them with an unexpected and much appreciated donation of US \$ 5000.



Restaurants

Azia Restaurant & Lounge

Every Friday, Saturday and Sunday, the restaurant will offer sushi workshops by Chef Gerald combined with wine pairings led by the in-house sommelier. Patrons are invited to form groups of up to six people, and sign up for a most enjoyable afternoon of exquisite sushi & delicious wine while learning the secrets of sushi preparation.

Students are provided with knives and rolling mats, Japanese rice, fresh fish and crab, nori sheets, and other ingredients such as avocado, cucumber, shredded carrots, and wakame salad. At graduation, students will be presented with a handsome certificate of course-completion. For more information, contact marketing@giannisgroup.com. The restaurant offers Asian fusion cuisine in a trendy setting and ambiance.



Entertainment

Guy Bavli at Alhambra Ballroom

Guy Bavli, mentalist, illusionist and entertainer, will again appear at the Alhambra Ballroom on Thursday and Friday evenings through the summer.

Beginning June 9, Guy will be taking the audience on a journey into the mysteries of the mind and defying

logic and science with his telekinetic powers.

Bavli has appeared in more than 60 countries and has performed 1200 times in Las Vegas. Tickets are on sale at Alhambra Casino, Alhambra Ballroom and De Palm Tours.



Activities

Kukoo Kunuku

Wine on down the road with Kukoo Kunuku for an evening of sophistication, great food, perfectly paired wine and a dash of Kukoo fun. The evening begins with an introductory sunset champagne set amongst one of Aruba's most beautiful locations. Their professional sommelier then accompanies the group to four of Aruba's top restaurants, pairing their signature tapas, dishes and desserts with world-class wines. If available, the chefs may visit the group as well. This fabulous evening accompanied by great wine, excellent food and interesting conversation is perfect for wine novices as well as connoisseurs. It is the perfect early evening escape for singles, couples, groups or for corporate outings. For more information, visit reserve@arubaadventures.com



Environment

As reported in the resort newsletter, "Every year during the spring/early summer months it's turtle season on Aruba as the leatherback sea turtles return to the beaches where they were born to lay their nests, and Eagle Beach is a popular destination. The resort asks guests not to distract the turtles with light when they come to lay their eggs usually at nighttime. Also, when the hatchlings emerge and make their way to the ocean, do not disturb them or distract them with flash photography. The Aruba Hotel and Tourism Association issued a notice in April requesting visitors not to stack rocks. Not only is this not an Aruban tradition but it is also damaging to the eco-system as the rocks form part of the natural habitat of small species such as crabs, geckos and insects."

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

To ensure that your news is featured in
the monthly Aruba Product Update of
the Aruba Tourism Authority, please send
information as it becomes available to:

copywriter@aruba.com

with a copy to:

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

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



Events

Food Truck Festival

On April 29-30, Aruba held its very first food truck festival, held at Plaza Nikki Habibe in downtown Oranjestad.

The highly anticipated event had an impressive turnout as locals and tourists gathered to taste Aruba's local cuisine. Among the eight participants were El Mexicano, serving authentic Mexican street food; Candela Grill, offering an interesting twist to the familiar food truck classics; Eataly, the go-to truck for traditional Italian meals on the go; Truck di Piet, offering local favorites; Nos Local Snack

Truck and The Little One serving Aruban meals. Poffertjes van Pofferdorie and the Soft Ice Truck served up delicious Dutch mini-pancakes and ice cream treats respectively. Balashi, offered Aruba's premier local beers; Craft Aruba provided craft beers and other interesting beverages; and Bros and Beer and Craft Beer Lovers Aruba offered unique craft brews.

In addition to live entertainment throughout the night, authentic Aruban arts and crafts were also on sale.