

ARUBA PRODUCT UPDATE

TRADE EDITION

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

MAY 2022

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

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 MAY 2022

ATA NEWS

A.T.A. LAUNCHES A NEW MARKETING CAMPAIGN ENTITLED "THE ARUBA EFFECT"



On April 25th A.T.A. launched The Aruba Effect campaign. Aruba is much more than a Caribbean paradise. Unlike any other island, Aruba and its spirit linger with travelers long after leaving. With year-round sunshine and ocean breeze, gorgeous sunsets, and a unique culinary scene, Aruba truly has a long-lasting effect on all its residents and travelers, bringing a lighter, sunnier version of yourself into the world. The feeling you get when you step on our sunny shores that stay with you long after you depart truly sets us apart - we call it the Aruba Effect. And it all starts here, on One Happy Island. The One Happy Island is bringing The Aruba Effect to life through its new advertising, which includes a website, digital videos, organic social, and display, as well as special partnerships with HBO, Hulu, Paramount, and Discovery+. Focusing on how the island improves wellbeing, drops defenses, and reveals a happier version of each person that stays with them even when they return home, the campaign is a testament to the people of Aruba and the impact of its culture on a personal and potentially global level. Videos included families, couples, solo travelers, and friends experiencing "The Aruba Effect" on the island's beaches, bike trails, and city streets.

CRUISE TRAVEL

ALLURE OF THE SEAS RECEIVED A WARM WELCOME AND CELEBRATED THE MILESTONE OF ITS ARRIVAL



During the first visit of Allure of the Seas on Aruba, A.T.A. CEO Ronella Croes, along with the Minister of Tourism Dangui Oduber, presented the captain of the cruise ship with a framed photo of a traditional Aruban home. This took place during the ceremony that is a part of every inaugural visit of a cruise ship. Members of the A.T.A. team also formed a part of the group that was able to board the cruise ship to attend this ceremony and later toured the ship. A.T.A. thanks and congratulates the community of Aruba for this milestone, as well as the Ministry of Tourism, Aruba Ports, Authority, SEL Maduro & Sons as an agent for Royal Caribbean Cruise Lines and the department of Cruise Ship Tourism at A.T.A.

Allure of the Seas is an Oasis-class cruise ship owned and operated by Royal Caribbean International. As of 2018, the Oasis class ships were the largest passenger vessels ever in service.

RESORTS

EXPEDIA ASSIGNS 4-STAR RATING TO BOARDWALK BOUTIQUE HOTEL ARUBA



The Expedia Group upgraded its valuation of Boardwalk Boutique Hotel on their platforms and websites to a 4-star rating. The new rating is based on a recent review by Expedia of Boardwalk's services, quality of hotel products and amenities and guest satisfaction scores. The 4-star rating is in line with recent inclusion of Boardwalk Boutique Hotel on 4- and 5-star luxury accommodations on international platforms such as Michelin Guide's Tablet Hotels and Mr & Mrs Smith, a collection of best boutique properties in the world.

"We are thrilled with this new 4-star rating, as this higher valuation is a true reflection of the updates and growth our property underwent as a result of the expansion in 2019 and our transformation from a small hotel to a barefoot luxury boutique property," said Shari Maduro-Sield, Sales & Marketing Manager at Boardwalk.

Said hotel owner Kimberly Rooijackers, "To see those upgrades reflected in a higher rating on the popular OTA's that are part of the Expedia Group is very rewarding. At Boardwalk, we thrive on details in design, service and hospitality, so our guests can experience the vacation of their dreams in a unique and authentic setting."

RENAISSANCE WIND CREEK ARUBA RESORT



WIND CREEK ARUBA CELEBRATES EARTH DAY 2022

In celebration of Earth Day, the team at Wind Creek Aruba planted six divi-divi trees around the resort. The beautiful, windswept symbol of Aruba can now be seen throughout the property and will continue to grow strong with the help of repurposed coffee grounds provided by the resort's two Starbucks locations.

The group enlisted 120 volunteers to plant the uniquely statuesque divi-divi trees. Volunteers made up of the resort staff and guests also participated in a full resort and beach clean-up. Wind Creek Aruba and their parent company Wind Creek Hospitality is committed to maintaining and improving the environment that is home to this premier island resort and looks forward to introducing more sustainable initiatives in the year ahead.

BUCUTI & TARA BEACH RESORT



BUCUTI & TARA BEACH RESORT IS A GLOBAL LEADER IN SUSTAINABILITY

Bucuti & Tara's presence and participation at CREF 2022 is the latest in the resort's work to help share sustainability initiatives. Earlier in April, Owner/CEO Ewald Biemans attended the World Travel & Tourism Council's WTTC Global Summit 2022 in Manila. Biemans was invited as both a thought leader and served as an originator and a launch signatory for the new WTTC Hotel Sustainability Basics, or The Basics. The Basics is a collection of globally recognized basic sustainability indicators for hotels, regardless of where they are located, whether they are independent hotels like Bucuti & Tara or a large hotel collection, economy level or ultra-luxury.

Biemans' newest sustainability article is featured this month on Hotel Executive. "Green Hotels: Overcoming the Overwhelming," is a research piece that helps hoteliers, investors and owners help their properties journey to net-zero in the face of climate change.



BUCUTI & TARA'S CHIEF ENGINEER MODERATES AT TOP CLEAN ENERGY FORUM

Bucuti & Tara Beach Resort Chief Engineer Dagmara Avanindra just returned to Aruba fresh from being a moderator at the Caribbean Renewable Energy Forum (CREF) in Miami, FL. Avanindra's extensive background in renewable energy throughout the region and Bucuti & Tara Beach Resort's status as the Caribbean's first and only certified carbon-neutral hotel served as a resource for Caribbean entities working to convert to clean energy.

Avanindra moderated a session focused on the upcoming massive solar and storage microgrid, the largest in the Caribbean, located in St. Kitts. She and the group discussed overcoming the roadblocks to renewable energy projects in the climate-vulnerable Caribbean. A Stanford University graduate with both bachelor's and master's degrees in Electrical Engineering with honors, Avanindra has spent her career in the region working on clean energy. She is a member of Women In Renewable Energy (WIRE) group. WIRE is dedicated to building a network for women in the Caribbean energy sector to create more opportunities for the male-dominated field. WIRE is backed by the Clinton Climate Initiative and RMI (Rocky Mountain Institute).



BUCUTI & TARA BEACH RESORT SWEEPS TOP TRIPADVISOR® GLOBAL AWARDS CAPTURING FIVE WORLD AND CARIBBEAN TOP SPOTS IN TRAVELERS' CHOICE AWARDS 2022

Tripadvisor®, the world's largest travel guidance platform, announced the winners of its highly-anticipated annual Travelers' Choice® Awards for Hotels. Aruba's highest award-winning hotel, Bucuti & Tara is named among the Top 25 Best Hotels in the World and the Top 5 Most Romantic Hotels in the World. Additionally, new for 2022, the Eagle Beach dream spot is among the Top 20 Hotels on the Water in the World. For the seventh straight year, Bucuti & Tara Beach Resort reigns as the No. 1 Most Romantic Hotel in the Caribbean and No. 2 Best Hotel in the Caribbean.

"It is an enormous honor to have been awarded in five Tripadvisor categories among millions of hotels and over a billion reviews, and all of us here at Bucuti & Tara Beach Resort, Aruba, are both humbled and elated," shares Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort, Aruba. "Romance, wellness and sustainability are the cornerstones of Bucuti & Tara, and as travelers have shared on Tripadvisor, superior guest service is at the heart of our hospitality. Masha danki, our native Papiamentu for 'thank you,' to every guest who took time to share their honest review and I commend every Bucuti Associate for their commitment to hospitality excellence."

ARUBA MARRIOTT RESORT & STELLARIS CASINO



A FATHER'S DAY BRUNCH TO REMEMBER

Treat DAD to a memorable time he will surely enjoy this Father's Day. Enjoy a brunch customized just for him where all La Vista classic brunch dishes will be featured, including a tantalizing BBQ station that will surely satisfy his tastebuds! Enjoy this special event for \$65 + service charge per person with bottomless beer included. La Vista is located at Aruba Marriott Resort and offers both indoor and outdoor seating spaces with tropical beach views. Father's Day Brunch will take place on Sunday, June 19, 2022 from 11AM to 2PM. Reservations are required at 520-6312 or find us on OpenTable.

DRAG NIGHT BRUNCH IN CELEBRATION OF PRIDE MONTH

Celebrate Pride Month at La Vista on Friday, June 17, 2022 from 6:30PM to 9:30PM for a colorful night full of live music and vibrant drag show performances, featuring an exquisite night brunch menu and refreshing craft cocktails. Enjoy this special event for \$75 per person including bottomless Prosecco. La Vista is located at Aruba Marriott Resort with outdoor seating for this special night. Reservations are required at 520-6312 or find them on OpenTable.

RADISSON BLU ARUBA



PACK YOUR SUMMER BAG!

Enjoy a bed & breakfast stay this Summer at Radisson Blu Aruba. Whether you are looking for a solo trip, a couple getaway or a family outing, you will find the best summer deal here. Choose between a One- bedroom suite with one king bed – starting at \$239 per night, including Mimosas Breakfast for up to two people, or a Two-bedroom suite with one king bed & 2 twin beds – starting at \$399 per night, including Mimosas Breakfast for up to four people. Book here using Promotional Code: SUMMER.

FOR THE LOVE OF WINE

Wednesdays are for wine! Join us every Wednesday at rooftop Sunset Bistro with Dollars to Florins on all bottles, and live performance by local artist Amy Sorinio. Enjoy a warm cozy ambiance with magnificent sunset views while unwinding with your favorite bottle of wine.

HYATT REGENCY ARUBA RESORT SPA AND CASINO



ELEVATE YOUR RESORT EXPERIENCE

Make the most of your summer getaway when you book a Regency Club Access package. Whether you desire a suite escape, romantic king or two queens, the Regency Club offer is available for any room type and includes the additional convenience of Regency Club services. With floor-to-ceiling windows that face out to the resort and Caribbean Sea, the new Regency Club Lounge offers spacious indoor and outdoor seating along with a food and beverage menu that provides an array of healthy and regional options. Complimented by the signature concierge services, the lounge presents guests with a seamless resort experience enveloped in the charm and hospitality of One Happy Island. To book a Regency Club Access package today please visit aruba.regency.hyatt.com.

SUMMER SLOTS AND CASINO FUN

Feeling lucky? The Casino at Hyatt Regency Aruba Resort Spa and Casino has just the game for sports fans, slot lovers, and poker enthusiasts. Open daily from 10:00 a.m. to 3:00 a.m., the casino features 13 gaming tables, 150 slot machines, 13 video poker machines and a viewing room with sports book. Join us for special summer celebrations with hourly promotions, cash prizes and more on Father's Day and July 4th. Learn more at aruba.regency.hyatt.com.

FATHER'S DAY SPA CELEBRATION

Share the gift of relaxation this June. Throughout the month, ZoiA Spa at Hyatt Regency Aruba Resort Spa and Casino will feature a special promotion in honor of Father's Day. The month-long promotion includes a 75 minute ZoiA Men's Face Facial, frosty glass of beer, and use of the steam and locker rooms. Camp Hyatt services are also available for an additional fee. Please visit zoiaspaaruba.com for details.



RESTAURANTS

NEW AT SURFSIDE: AN EXCEPTIONAL AND HEARTY BREAKFAST ON THE BEACH!



The taste-wizards in the kitchen of Surfside Beach Bar have come up with an exceptional breakfast menu featuring a wide variety of exciting items, each prepared in a very unique way. The ‘oven-baked eggs, also known as shirred eggs, are prepared in five different ways: Italian, healthy, Dutch, Caprese, American style. You can also add ham, cheese, tomato, mushroom, onion, arugula, bacon, corn, bell pepper, olives, green pesto, and even jalapenos. – all with the oak flavor of the wood-fired oven.

Breakfast tacos come with bacon, scrambled eggs, onion, tomato, and cheese, and are served with pico de gallo, or even add shrimp or chicken. The breakfast pizza is a must-try! Or, if you prefer a healthier approach, a healthy breakfast with fresh fruits, scrambled egg whites, and prosciutto ham is also a great start to the day. The breakfast burger is served on a homemade bun with an 8oz beef burger and topped with tomato, egg, bacon, and avocado puree. And finally, the breakfast menu is completed with a fresh homemade tuna salad sandwich.

Surfside Beach Bar is located in Oranjestad on the pristine beach just before the airport. Parking is free and easily accessible. They are open daily from 9am till 10pm, for breakfast, lunch, dinner, or drinks.

STARBUCKS ARUBA LAUNCHES LOCAL PROGRAM “GROUNDS FOR YOUR GARDEN”



Starbucks Aruba was very active celebrating Earth month together with the “month of good”, during which Starbucks partners around the world give back to the community. During the pandemic, Arubans started to plant more at home and showed creativity in recycling and reducing waste. As coffee grounds are a perfect fertilizer to enrich a garden, Starbucks started the initiative to collect their daily coffee waste to contribute to a better environment and re-use them in “Grounds For your Garden”. Starbucks launched the program together with Santa Rosa Aruba. Partners received an extensive tour, learned about agriculture and planted trees with their coffee grounds in their gardens. Local gardeners could collect a bag at one of Aruba stores every Monday of the month during April & May, offered for free while the supply lasted.



EVENTS

A SEA TURTLE NESTS AT MOOMBA BEACH



On Good Friday, guests and staff of MooMba Beach were pleasantly surprised by a visit from a giant leatherback sea turtle who laid her eggs on the pristine beach of the popular beach bar. In conjunction with the sea turtle foundation TurtugAruba, MooMba Beach had taken the necessary measures to ensure the safety of the nest.

It is very unusual for sea turtles to lay eggs on Palm Beach, as they often prefer the calmer areas like Eagle Beach, Arashi and the north coast. Even more remarkable was that she visited the beach during a party night at MooMba. The staff called the Turtle Hotline as well as the police, who immediately secured the area.

“We know that bright light is disturbing to sea turtles as they might get disoriented and we immediately dimmed the lights and switched off the illumination surrounding the nest,” says Dries van Ierberghe, manager of MooMba Beach. The partygoers at MooMba witnessed an incredible and unusual sight. With several parties scheduled in the upcoming month, MooMba Beach has taken extra measures to protect the nest.

GRAND OPENING OF PANDORA STORE @ THE SHOPS AT LING & SONS



The Boolchand Group hosted a Grand Opening of their latest expansion in the Aruba Market - a Pandora Store @ The Shops at Ling & Sons! It was a well-attended event of VIP clients, friends, partners, the press and Pandora executives. The Prime Minister of Aruba cut the ribbon together with the Director of The Boolchand Group Ram Boolchand.

“The Boolchand Group has worked hard to sustain its business and adapt to the times and recover from the downturn of the pandemic. We are grateful for the opportunity to open a new store in a location that is more central and accessible to the local community, and which can simultaneously serve the fast-growing Airbnb and short-term rental market as these visitors shop for groceries at Ling and Sons, bringing Pandora closer to everyone! The Boolchand Group has been committed to Aruba since 1974, and looks forward to a long and sustainable future on our one happy island,” said Boolchand.



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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.