



Aruba Tourism
Authority

Aruba Product Update

November 2013

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 November 2013

ATA News

PR Summit

The PR Summit of the Aruba Tourism Authority that kicked off at Tierra del Sol was highlighted by a presentation of marketing plans for 2014, and a brainstorming session complemented by the input of young professionals. During the summit, all the agencies that represent Aruba around the world came to the island to present their best marketing practices and experiences of 2013, offering new ideas and presenting strategies for 2014 to attract business to Aruba.

European partners hailed from Holland, Italy, Germany, Scandinavia and the United Kingdom. North America Area Director Neville Every attended with his staff, and Latin America Area Director Miriam Dabian was accompanied by partners from Colombia, Venezuela, Brazil, Argentina and Chile. International agencies and local partners provided valuable input ultimately presenting concepts for specific campaigns to promote the island. International guests were treated with a tour showcasing the progress being made in downtown Oranjestad and upgrading infrastructure throughout other neighborhoods. Monthly content themes for 2014 were finalized.



Awards

De Palm Tours

De Palm Tours recently won a number of awards in recognition for excellent customer service and tour delivery. MLT Vacations, Delta Vacations and United Vacations, three major wholesaler brands from the USA, presented De Palm Tours with their excellence in customer service and quality award for achieving a 99% satisfactory score for 2012. Mary Hirschfelt, who manages the daily operations of these accounts, did a remarkable job maintaining this level of service throughout the entire year,” said Warren Stanley GM of De Palm. “Her years of experience and expertise along with Stephanie Koole’s handling of these accounts makes for a winning team.”

Princess Cruise Lines also awarded De Palm Tours for the best “high volume” tour (jeep tour) and best tour guide of the season which was Maira Geerman for the 2012/13 season. These awards are determined by passenger ratings; it is the fourth year in a row that De Palm has won Princess Awards. The award ceremony was held on the Coral Princess in the presence of Princess Cruise Lines and De Palm Tours staff.



Bucuti & Tara Beach Resorts

Bucuti & Tara Beach Resorts has been ranked among the “Top 25 Resorts in the Caribbean” in the prestigious Condé Nast Traveler 2013 Readers’ Choice Awards. Regarded as one of the most trusted sources of travel advice globally, the Readers’ Choice Awards polls Condé Nast Traveler readers to determine the top resorts in the world and stands as the apex of excellence in travel. More than 80,000 frequent travelers participated expressing their combined opinions of the hotels, cities, and islands they visited in the past year.

“We are truly honored to be recognized by Condé Nast Traveler in the 2013 Readers’ Choice Awards as it results directly from our valued guests,” said owner of Bucuti & Tara

Beach Resorts Ewald Biemans. “We are privileged that readers have taken the time to vote for us and we will continue to strive to meet and exceed guest expectations.”

As Aruba’s only boutique-style resort that caters exclusively to adults, Bucuti has long been recognized by travelers worldwide, achieving a number of awards and accolades. These include being named to Condé Nast Traveler’s prestigious Gold List, recognizing the “world’s best places to stay for 2013”; top ten ranking in Top Resorts in the Caribbean in the prestigious Condé Nast Traveler 2012 Readers’ Choice Awards; TripAdvisor’s Top Ten Most Romantic Resorts in the World; the TripAdvisor Certificate of Excellence and the Five Star Diamond Award.





Divi Resorts

Windows on Aruba

Divi Resorts today announced its recent TripAdvisor® rating for its Windows on Aruba restaurant, honored among top-five restaurants in the entire Caribbean. The restaurant, located in the club house of Divi Links is the recipient of the TripAdvisor® Certificate of Excellence, which honors lodging businesses, restaurants and attractions, as reviewed by travelers on the world's largest travel site. Windows on Aruba is currently ranked #2 of 91 restaurants in Oranjestad, and a Travelers' Choice® 2013 Winner.

To qualify for the awards, businesses must maintain an average rating of four or higher out of a possible five. Additional criteria include volume of reviews and how recently they have been submitted by TripAdvisor travelers. The accolade is extended to qualifying businesses worldwide.

Windows On Aruba at Divi Links, enjoys spectacular views of the signature 9th hole, and is known for its gracious service and comfortable, stylish interiors. The restaurant is open for lunch from 12noon to 2:30pm and for dinner from 6pm to 11pm.

Sunday Brunch continues to be a hit, with an endless a la carte menu of traditional and not-so-traditional brunch specialties served over Champagne and mimosa. The club house offers ample parking, allowing patrons to just park their cars, catch the elevator to the second floor, then sit back & relax any Sunday from 10:30 a.m. till 2:00 p.m.

The culinary excellence of Windows On Aruba is due to the expertise of Executive Chef Paul Zijlstra and his kitchen brigade, which pairs tasteful dishes with the beautiful view, to present most-enjoyable dining experiences.



Boardwalk Small Hotel Aruba

Boardwalk was recently listed in the top five of Great Small hotels in the ABC islands by Caribbean Journal. The resort also introduced an Aruba aloe mini-store in their reception area, inline with their bath amenities ion the updated bathrooms of all the 14 casitas in this boutique-style property.



Resorts

Radisson Aruba Resort

Chef's Collection at Sunset Grille

Sunset Grille has long been an Aruban favorite choice for a special romantic evening. As a nod to that history, Chef "Chino" Lie Kwie created a special "Chef's Collection" menu priced for two, highlighting some of the restaurant's best dishes. Diners make selections for a four-course meal, including a sharable Sunset Grille signature dessert.

Destination Wedding FAM Trip for Agents

Radisson recently partnered with ATA as FAM trip hosts for travel agents specializing in destination weddings. With 15 agents exploring the island and resorts, Radisson hosted a LOVE-ly themed breakfast with floral centerpieces, live entertainment and wedding décor.

Travel Agent Sunny Rewards Program at Radisson

Radisson Aruba has teamed up with Travel Agent University to reward travel agents for their business with a \$25 Visa Gift Card for all bookings September 26 – December 31, 2013 of 5 nights or more. To participate, travel agents log into www.tauniv.com and click on the Radisson Sunny Rewards program to complete the client booking information. In addition, the resort will award one grand prize to include airfare for 2 and a 5 night stay. The program will continue with new incentives for the travel agents for bookings in 2014.

Thanksgiving at the Radisson

Turkey, ham, shrimp, seafood chowder—the American Thanksgiving classics mixed with Aruban favorites for the Radisson's Thanksgiving dinner. Guests were treated to a sumptuous buffet in the Grand Caribbean Ballroom at the Radisson, complete with pies and desserts. "I love seeing our guests enjoy the variety of dishes we share for the Thanksgiving holiday. Chef Chino puts together some great and unique menus to incorporate the local island flavors with the traditional dishes," says Mark Naber, Director of Food and Beverage at the Radisson.

New Year's at the Radisson

The Radisson is already gearing up for the holiday season this year with great events in the planning stages. Arubans and guests alike will enjoy party options ranging from elegant evening dinners to big party events. "The holidays are always a fun and special time for us in Aruba and we're glad to experience them with our friends and family from Aruba and abroad," says Mark Naber, Director of Food and Beverage at the Radisson. "This year is going to be a blast!"





Divi Resorts

Wedding Promotion

Divi Resorts' new Divi Destination Wedding promotion includes free accommodations for the betrothed, an amenity-laden vacation for them and their wedding party and a free seven-night stay for the newlyweds to return for their one-year anniversary. This is valid at Divi Village Golf Beach Resort, Aruba Divi Phoenix Beach Resort and Divi Dutch Village.

The Divi Destination Wedding Package starts with a welcome for wedding couples with champagne, ice bucket, flutes, candles and a flower-strewn bed upon arrival and continues with free daily breakfast and a couple's massage.

Packaged extras for the wedding party include Divi's special turndown service on the wedding day: a bottle of champagne, souvenir flutes, candle and a flower-bedecked bed. The no-cost amenities ensure memorable moments for the guests, while easing the planning process and budget for the wedding couple.

Divi is offering the promotion at six of its resorts across the Caribbean, Barbados, Bonaire, St. Maarten and three properties in Aruba. To enjoy more of the Caribbean, the certificate for the free anniversary stay

allows the newly hitched couple to spend their anniversary at any of the participating resorts. The Divi Destination Wedding package is available to any couple booking 10 or more rooms.

Each property's catering department coordinates with local independent wedding planners or wedding planners stateside. In Aruba, where there are three Divi Resorts properties participating in the promotion, Divi Resorts' own Aruba Weddings For You is available to handle all the big day details.

Aruba is known for sugary white beaches, but a unique wedding setting lies at the 9th hole of the Links at Divi Aruba at Divi Village Golf & Beach Resort. Frame a postcard view of the Caribbean Sea with a flower-bedecked arch, with a shimmering lagoon, verdant greens and dazzling blue Aruba sky completing the picture. Divi Village Golf & Beach Resort also includes one of the island's top rated restaurants, Windows on Aruba, noted for an extensive wine cellar and artful and extravagant desserts.

Blue Residences

Blue Residences, an upscale condominium resort for discerning vacationers, will provide truly luxurious accommodations and services when it opens March 1, 2014 on Aruba's Eagle Beach, frequently listed as one of the top 10 beaches in the Caribbean. Travelers can be the first to experience this ground-breaking property with the resort's Grand Opening Special offering 20% off regular rates, with deluxe hotel rooms starting at \$120 per night during the summer season and one-bedroom apartment suites at \$180 per night (two-, three- and five-bedroom units available at discounted rates as well). Travel agents earn 10% commission on all bookings.

"This is the first luxury resort to open on Eagle Beach in the past 20 years and we are excited about the prospect of promoting this to both loyal Aruba vacationers as well as those coming to the island for the first time," said Herber Valkenberg, president of Icon Hotel Marketing, the North American representative for the resort.

Blue Residences is currently under the final phase of development and will consist of three residential towers, with the debut of its first tower - consisting of two five-bedroom penthouses, four three-bedroom penthouses, 12 three-bedroom units and 24 two-bedroom units, totaling 42 units - scheduled for March 1, 2014. A second tower is scheduled to open in May 2014, while the third tower will open in January 2015. At its completion, the resort will boast 124 total units.

Spacious units, ranging in size from one to five bedrooms, will be decorated in a sleek contemporary design and will each feature elevated ceilings, a roomy balcony, upscale appliances and electronics, wireless Internet, fully-equipped kitchen, living and dining room, cable TV, and a washer and dryer. Ground floor suites will additionally feature a private Jacuzzi terrace. Deluxe ocean view hotel rooms (without a kitchen) are available as well.

Planned on-site amenities include a private beach protected by a jetty, two infinity swimming pools, full-service spa, fitness center, upscale restaurant and bar, mini market and deli and a landscaped sundeck. In addition to poolside butler service, guests will have access to a Thrifty Car Rental desk, concierge services by De Palm Tours and can request pre-arrival grocery stocking and daily maid service. Visitors can also enjoy water sports at Eagle Beach and golf privileges at two nearby courses, including the 18-hole Tierra del Sol, which was designed by Robert Trent Jones.



Arubans In The News

Xander Bogaerts

An entire island was thrilled to welcome back Red Sox Rookie player and native son Xander Bogaerts, on the heels of the Boston team's World Series victory. Prime Minister Mike Eman called him "a hero, and exemplary role model for island youth."

Paseo Herencia Shopping Center recognized Xander as an athletic star two years ago, installing him and teammate Sean Zarraga on their "Wall of Fame" after their historic win of the Baseball World Cup while playing for The Netherlands. At that time, Aruba's Governor Fredis Refunjol was also proud to perform the ceremony when both Xander and Sean were knighted by the crown.

On Friday evening, November 8, the Paseo Herencia mall was again pleased to unveil their newest way to honor exceptional achievement by islanders in the international arena, by placing stars in sculpture relief on their Irausquin Boulevard entrance, now renamed "Walk of Fame." "No one is more fitting to inaugurate our Walk of Fame than Xander Bogaerts," commented Paseo Marketing Manager Candy Rasmijn. "We are all so proud of him and thrilled to do this."

Xander graciously consented to spend a session with Aruba's entire Little League prior to the unveiling of his star. He spent over 90 minutes signing balls, hats, gloves, batter helmets, Red Sox tee shirts and whatever other baseball paraphernalia his devoted fans could muster, and always had a smile for the many photographs they requested to take with him.

Xander unveiled the inaugural star on the Walk of Fame accompanied by Minister of Health and Sports, Dr. Alex Schwengle, and his mother, Sandra Brown. When addressing the crowd, Xander thanked all those present for their support and attention. "A lot of great things have happened to me over the past year. I want you kids to take away from this that the most important thing is not the baseball, but the determination to do well, to always do your best. If you have that determination, you will go far."





Team Aruba

From start to finish, the 2013 season gave reason to celebrate for the Aruba.com / Alltel Wireless Extreme Pro Stock Team. The team entered their sixth professional racing season with renewed vigor and energy. And it showed. They began the year with a semifinal finish at the ADRL season opener in Rockingham, N.C. They built upon that at the next event, the Georgia Drags, scoring their first ever number one qualifying position. Unfortunately, that race would be cancelled due to weather, but Team Aruba continued on undeterred.

They earned their chance to defend their number one spot by going to the top once again at the Spring Drags. With weather cooperation this time, Team Aruba was determined to defend the number one, and that's exactly what they did. Round by round, they took out

a host of heavy hitters en route to their first Extreme Pro Stock victory. With this incredible season, the underdog team from Aruba was on a path of total domination, taking an early points lead.

“For us all the stars lined up at Cordova [Illinois],” related driver Trevor Eman. “Not only did we capture our first victory, but we were able to do it with friends and family watching. We had many supporting us at the Spring Drags, including Aruba’s Prime Minister, Mike Eman. That they were there for our first win - things just couldn’t have gone any better.

“Aruba Tourism and our Aruba community have also been a huge support this year. The number of followers we have on social media and through the ADRL Live Feed is astounding.”

Not only did Eman have an exciting year on the track, but off as well. He graduated from school in Florida, moved back home to Aruba and began working in the family business. Then in July, he married longtime girlfriend, Nicole.

“Our team, along with our Kaase engine power gave our Jerry Haas Mustang all it needed to be competitive with the top Pro Stocks in the nation and chase the Championship...In the 2013 season, Team Aruba ended with a very respectable top five finish in ADRL Extreme Pro Stock points. We ran a 4.02 at the World Finals, which was our best elapsed time to date and makes us the fastest naturally aspirated Ford in the country. Our goal is to continue building on that and bring more trophies to Aruba next year.”

Environment

Aruba's Minister of Transportation Otmar Oduber, Minister of Finance Mike de Meza, and ARUBUS Director Teo Croes unveiled the first long-range, all-electric, ZERO emissions bus in the Caribbean at a ceremony held in conjunction with the GREEN ARUBA Conference and the Caribbean Renewable Energy Forum (CREF). The 12 meter (40 foot) pure-electric bus was manufactured by BYD Company Limited the world's largest manufacturer of all-electric buses.

The bus delivery for revenue service is only the first step of a memo-of-understanding signed in June, 2013 between BYD and Aruba outlining Aruba's plans to be the first Nation with a carbon-neutral footprint and complete energy independence, with only clean sustainable renewable power sources and electrified public transportation. Aruba plans to use BYD green-technologies to pursue its goal of becoming an emissions-free Nation by the year 2020.

The first of four major objectives in the MOU was electrifying public transportation with zero-emissions vehicles. Prime Minister Mike Eman stated, "In our transition phase towards 100% sustainability, BYD will support Aruba by demonstrating how to convert all our vehicles, including cars, buses, taxis and all private and public vehicles into electrified transportation".

Transportation Minister Otmar Oduber said, "This bus will cost Arubus 60% less than fuel driven buses in service at the moment, saving Arubus over 1.2 million florins (\$600,000 USD per bus over a lifetime of greater than 12 years, italics added). This bus will be in service for about 5 months and the bus will be rigorously tested and researched by an independent research organization to establish the efficiency of the bus. The vision of the ministry together with Arubus and WEB is to have 4 more buses on Aruba by 2014, followed by 16 more buses to have a total of 20 buses in service before 2020."



Activities

De Palm Tours

Blue Residence Signs with De Palm Tours Concierge Services

Recently Jan van Nes, GM of Blue Residences Aruba, signed an agreement with De Palm Tours to manage the concierge services of the luxurious condo resort slated to open in March 2014. "We're excited about the opportunity to enter into the condo resort market," says De Palm GM Warren Stanley. "It's one of the fastest growing segments of Aruba's overall accommodation market and we feel it's important to be a part of that growth."

De Palm Tours manages concierge and tour desks at twenty-three different locations around Aruba. "Managing concierge desks is an important part of our core product line," said Barbara Nieuwmeyer, Senior Sales Manager of De Palm Tours. Jan van Nes commented, "Through De Palm Tours, we will offer a world of quality activities and services to our owners and guests."



Aruba Racquet Club

Opening at the end of November, the Aruba Racquet Club will have 8 upgraded regulation tennis courts, 4 beach tennis courts, a football field, a state of the art gym and fitness center, a teen after-school study-room, a Mexican pool bar serving ceviche and frozen margaritas, a family restaurant with nightly theme nights, Sunday brunch and BBQ, a health-oriented snack bar, and down the road, soon, a convention center, a health and sport hotel, an area for outdoor Yoga and Zumba, an impressive gate and driveway, landscaping and parking.

The tennis program is based on the philosophy of IMG Academy, located in Bradenton, Florida, the world's foremost authority in athletic, academic and personal development for youth, high school, collegiate and pro athletes. Owner Claudia Ponson explains that by re-launching ARC local kids of all ages and will be encouraged to raise their athletic ability levels and reach their true potential in sport and life.





Events

Aruba In Style

The third annual Aruba in Style fashion event unfolded with local and international designers presenting a series of runway shows, collection presentations and cocktail parties at trendy hot-spots around the island.

Divi Resorts showed its full support for the fashionable weekend, which is aimed at cementing Aruba's name as the chicest place in the Caribbean. The brand's various properties and unique venues offered the perfect locations to host VIPs, among them designer Layana Aguilar.

ARUBA IN STYLE attracts international designers, celebrities and media, to the island of Aruba for a fun-filled weekend each November. Participating designers have included Oakley, BCBGeneration and Gottex swim wear, Beck Dutch Design, Arubianas, Eva Zissu, Agua Bendita, Berjeny Del Mar and Gigiola Designs.



Divi Aruba Beach Tennis Tournament

International contenders wowed spectators at the Beach Tennis Tournament on Eagle Beach. The Italian men were victorious: Alessandro Calbucci (world champion) and Marco Garavini lost to 5-time Aruba champion Mateo Marighella and his partner Nicolo Strano. In the women's finals, Giulia Curzi (Italy) and Flavia Muniz (Brazil) won the title. Locals Dennis Martinez and Julian Cheung took the Advanced Men category while the Advanced Women final win went to Ribas/Costa.

Other exciting moments included the match between Aruban Cado de Lanoy and Sergio Jie Sam Foek against Cappoletti/Carti from Italy. After the locals took an amazing 3-0 lead in the first set, they ultimately lost gracefully (3-6/4-6) to their world-ranked opponents.

The successful Divi Aruba Beach Tennis tournament culminated in a grand afterparty with DJ Nutzbeatz at the Amstel Bright Arena.



Gala Event at Gold Mill Ruins in Honor of Royal Visit

A gala cultural event took place on November 20 in honor of the visit of HRM King Willem-Alexander and Queen Maxima at the Bushiribana ruins. A star-studded diverse roster of island celebrities of all ages was part of this very unique show. This is the first time that such a grand event has ever been conducted at the ruins, where an arena is being created to accommodate 5000 spectators.

The duties of Master of Ceremonies was shared by noted Dutch TV personality Jörgen Raymann, popular Aruban humorist and singer, Vale Croes, and the winner of the Arte di Palabra contest for four consecutive years, Osvaldo Correa

Backing up the talented performers on the central stage was DJ's Nutzbeatz of Aruba and DJ Chuckie from Holland. Singers from Aruba included Shannon Bueno, Zahira Falconi, Frangina Kelly, Maxime Kaan, Hillyann Croes, Mandy Villasmil, Luigi Cortes, Angelo Koolman, Jersey Sophia, Osvali van Romondt-Lopez, Teddy Phillips, Robert Jeandor and Michael Lampe. Veteran

vocalist Dane Clark, born on Aruba, but best known in Europe, and his son from Holland, Alain Clark, were also on the bill along with Pete Philly. Rachel Brathen performed "Dance Yoga."

Noted island dancer Alydia Wever was the director and choreographer of the dance program, working with Pierangely Wever, Dyantha Maduro, Gladys M. Duarte Fragoso, Samantha Westera Juppa, and Elisa Colon. Carlos Bislip of the Rufo Wever School of Music and founder of the annual Jazz Appreciation Month on Aruba was the musical director with Franklin Granadillo. The orchestra consisted of Lidrick Solognier (drums), Roy Croes (Bass), Chucho Hoek (Guitar), Rodney van der Biezen (Piano), Mandy Villasmil (Keyboard), Eduardo Maya (Trumpet), Robert Drumfries (Trombone), Franklin Granadillo (Trumpet), Roberto Varona (Sax), Chris Rodulfo (Percussion). Maybelline Arends-Croes conducted a children's choir. A spectacular laser mapping, light show and fireworks were integrated into the program.



Aruba's 60th Carnival Officially Launched

Aruba is gearing up for what promises to be its biggest Carnival celebration to-date. The upcoming season marks the 60th anniversary of Carnival on Aruba, and the Diamond Jubilee was kicked off on November 11, 2013.

The date of 11/11 has been the traditional start of Carnival on Aruba since 1966, when the Aruba Carnival Foundation, known on the island as Stichting Arubaanse Carnaval (SAC), was founded on the 11th day of the 11th month at 11:11am.

Today, Aruba's Carnival is one of the largest in the Caribbean, with the season moving into high gear in January with the Torch Parade and ending at midnight on the eve of Ash Wednesday, with Carnival serving as a last hurrah before the abstinent period of Lent. The Carnival schedule features parades characterized by colorful floats, extravagant costumes, and rolling sound trucks that fuel the dancing crowd with roadmarch songs. Jump-ups (street parties), impressive steel-pan drum performances, a tumba contest, a calypso and roadmarch contest, a spectacular nighttime Lighting Parade, and the Grand Parade (held on Sunday, March 2, 2014) make for a weeks-long celebration of fun—Aruba style!



20th Annual Plaza Golf Open

The Plaza Golf Open 2013 will be held on Saturday, November 30, at the fantastic Tierra del Sol golf course. The format is a two-men scramble and the expectation is that between 40 and 50 teams will register. "This is a tournament without any big prizes, it is all about having fun," tell the long-time participants, all regulars of Café the Plaza in the Renaissance Marketplace.

After playing 18 holes, the tired golfers are expected back at Café the Plaza for a few reviving drinks and a bite to eat. They can expect an excellent buffet complete with a salad bar before the prizes are handed out. Prizes will be given out to the best three teams, for the Longest Drive and Closest to the Pin winners.

Registration for the tournament is possible at Tierra del Sol at 586-7800 with golf pro Adam Williams.

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:

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by the 25th of each month.

A special thank you to Aruba Today, The Morning news, Columnist Rona Coster and our tourism partners for their contributions.



Aruba's Crafty Hands

Aruba's Crafty Hands – The First Holiday Shopping Spree – will take place on December 7 from 5 pm – 10 pm at Fort Zoutman. Works produced by local artisans including such media as glass, wood, rubber, fabric, metal and shells will be displayed and available for sale. Entrance is free. The evening will also feature entertainment and local cuisine.



FOUNDATION A.®.U.B.A.
ARTISANS RECOGNIZED & UNITED BY ARUBA

Aruba's Crafty Hands

"The First Holiday Shopping Spree"

Saturday, December 7th from 5 PM to 10 PM
at Fort Zoutman/Museo Historico

- MEET ARUBA'S ARTISANS -
Take home 100% Aruba-made products and support our culture.
All during ONE UNIQUE NIGHT!

Gifts - Craft - Music - Food - Drinks - Raffles - Fun **FREE ADMISSION**

