



Aruba Tourism
Authority

Aruba Product Update

November 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 November 2015



ATA News

Airline Meetings in Chile

An Aruba delegation met in Santiago, Chile, with LATAM (Latin America's largest airline group serving Aruba since 2013), PR agencies, and the Digital department of the Aruba Tourism Authority. The agenda included proposed new programs for 2016 and the planning of flights to optimize connections within Latin America. The main markets in Venezuela, Colombia, Brazil, Argentina, and Chile were discussed, as well as new markets such as Mexico, Peru, Paraguay, and Uruguay.

Present were Juan Francisco Almeida, manager of route economics/LATAM; Carmen Gloria Alonso, manager of global tourism destinations and alliance/ LAN Airlines, and David Moreno, analyst for Caribbean Routes. A.T.A.'s Ronella Tjin Asjoe-Croes, CEO, and Sanju Luidens-Daryanani, CMO, were joined by Jo-Anne Arends, head of Airline Marketing for the Aruba Airport Authority; Miriam Dabian, director for ATA Latin America; Maria Victoria Galan with ATA Colombia, and Alvaro Caballero with ATA Peru and Chile.





Netherlands

Say Yes to the Dress Wedding Fair

At the end of September, ATA Netherlands took part in a special wedding fair held at the Amsterdam World Fashion Centre, themed around the popular TLC program, “Say Yes to the Dress.” The bridal show is considered somewhat of a cult hit in the Netherlands, and its host Randy Fenoli and other prime time Dutch television talk show hosts were present. The fair consisted mainly of bridal wear and other luxury wedding item vendors. Aruba was the only destination present. ATA teamed up with Aruba Aloe and hosted a special raffle for an Aruba Aloe beauty package, promoting Aruba as a premium wedding and honeymoon destination and making hundreds of valuable contacts.



JFK Greatest Man of the Year Awards

ATA Netherlands teamed up with luxury men’s magazine JFK Magazine at this year’s “Greatest Man of the Year Awards,” a popular, well-publicized event. The prize is awarded to a male Dutch celebrity who has made huge strides in their area of expertise over the past year. This year, internationally renowned DJ Armin van Buuren was the winner at this event attended primarily by high-profile male celebrities and businessmen. An important aspect of the awards night is a special auction for charity, in which ATA NL took part. They auctioned off a special “Aruba active trip” consisting of a seven-day stay at the Hyatt, a special island tour with De Palm Tours, three dinners at fine restaurants, and a golf clinic and windsurf lesson. During the auction, a short video on Aruba was shown in the background. In addition to exposure that night, Aruba will have a full page spread in JFK Magazine.





International Tourism Day

The ATA celebrated International Tourism Day at the end of September in a traditional way with their dynamic team, emphasizing the role of everyone in the development of Aruba's tourism. The ATA is proud of the efforts of its more than 60 employees in Aruba and around the world, and thanked them for their dedication, loyalty, and

around-the-clock efforts to achieve such positive results. Ronella Tjin Asjoe-Croes, chief executive officer, thanked all for their support of Aruba's key pillar, the tourism industry, which represents about 90% of Aruba's GDP. The Aruba team enjoyed lunch at Azia Restaurant followed by some tourism brain teasers.



Aruba Convention Bureau

IMEX

IMEX is the largest MICE event in North America, featuring the largest hosted buyers program and attracting thousands of buyers and exhibitors from the United States and around the world. This year, IMEX featured 3100 exhibitors, 3000 hosted buyers, and more than 1900 attendees. Aruba once again participated with three representatives from the Aruba Convention Bureau, along with partners including Hilton, Hyatt, Marriott, Epic DMC, ECO DMS, De Palm Tours DMS, and Red Sail Sports DMS. The Aruba Convention Bureau enjoyed hundreds of appointments and valuable contacts.

Aruba Convention Bureau 20th Anniversary

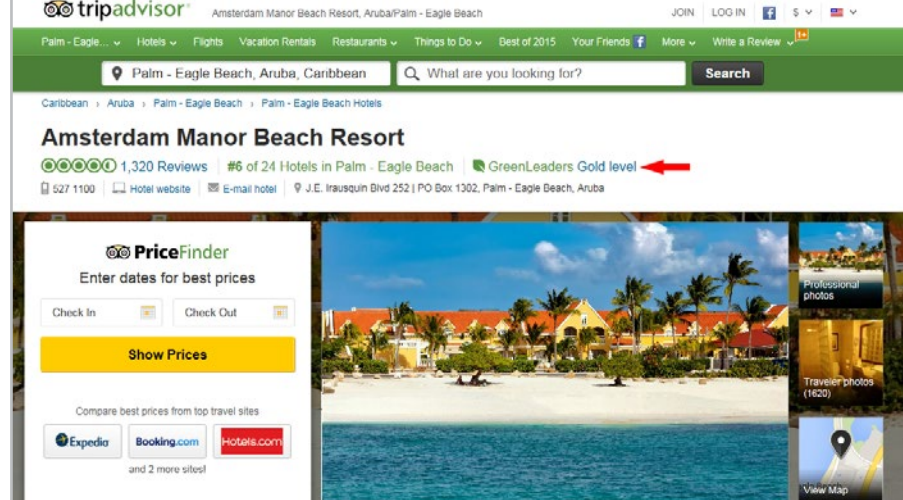
The Aruba Convention Bureau recently welcomed tourism executives to a celebration of its 20th anniversary held in the ballroom of the Hyatt Regency Aruba Resort & Casino. The program featured representatives of the Aruba Tourism Authority, Aruba Convention Bureau, and destination management companies, as well as an address by Luis Pineda, speaker and performance developer, who elaborated on the importance of happiness. A panel of local experts discussed Aruba as a premier Meetings, Incentives, Conferences and Events (MICE) destination.



Milestone

Aruba Hotel & Tourism Association

The Aruba Hotel & Tourism Association (AHATA) recently celebrated its 50th anniversary during a special evening held in the ballroom of the Aruba Marriott Resort & Stellaris Casino. Attended by AHATA's many resort and allied members, the reception featured an informative address by Jim Hepple, CEO, highlighting AHATA's history and progression, and the key players in the island's tourism development. Ewald Biemans, environmental pioneer, past president of AHATA, and owner of Bucuti & Tara Beach Resorts, was the proud recipient of the Lifetime Achievement Award. Guests enjoyed cocktails, dinner, elegant ambiance, and an excellent networking opportunity.



Awards

Amsterdam Manor

Amsterdam Manor Beach Resort has been accepted as a Gold Status resort in the TripAdvisor® GreenLeaders™ program, which helps travelers around the world plan greener trips by highlighting hotels engaging in environmentally-friendly practices. TripAdvisor GreenLeaders properties have met a set of high environmental standards. The greener the practices a hotel has in place, the higher its GreenLeader level, which is shown on the property's listing on the TripAdvisor site. In addition, Amsterdam Manor Beach Resort has also garnered other awards for its green efforts, is the first and only Master Earthcheck member, and has earned gold status from Travelife. Travelers can now search for accommodations that have TripAdvisor GreenLeaders status on the TripAdvisor site, and view a detailed list of environmentally friendly practices that they can expect at each location.





Bucuti & Tara Beach Resort

Bucuti & Tara Beach Resort is the proud recipient of the 2015 World Travel Award as “Aruba’s Leading Resort.” Heralded as the “Oscar’s of the travel industry,” the annual World Travel Awards were chosen by international travel and tourism professionals. More than 5,000 travel organizations are nominated every year. This year’s voting campaign reached a total of 183,000 travel professionals

worldwide in more than 160 countries. The multifaceted judging criteria included customer satisfaction and quality of service, overall business performance, product innovation, staff relations and development, contribution to local community, commitment to sustainable policies, and fulfillment of long-term corporate vision.



Caribbean Journal

Caribbean Journal named Aruba's beaches in their top 50 Caribbean selections. Coming in fifth was Eagle Beach. “There’s white sand, and there’s the sand here. And its low-scale development makes this a wide, magnificent beach,” stated the publication. Palm Beach was also recognized in the top 50, with the publication touting, “Aruba’s flagship beach, this is where it all happens — where to stay, where to be, on a wide, white, palm-lined expanse.”



Destination for Responsible Tourism Award

Aruba has been named the joint-Silver winner in the Best Destination for Responsible Tourism category at the World Responsible Tourism Awards 2015 at the World Travel Market in London. This follows Aruba’s success earlier this year when the island scooped the winner’s spot in the Destination Leadership category of the first National Geographic World Legacy Awards, recognizing Aruba’s aim to be the world’s first country to be free of fossil fuel. Founded in 2004 by Responsible Travel, the organization working with leading companies

promoting sustainable tourism, the awards are a global search and celebration of the most inspiring and enduring responsible tourism experiences in the world. In his journal Progress in Responsible Tourism, ‘Professor Harold Goodwin, Chair of the judging panel comments, “Aruba’s ambition is to be the first country to be 100% non-reliant on fossil fuels, and to reach this milestone by 2020. With support from Branson’s Carbon War Room and others, Aruba has committed to an ambitious program extending into tourism.”



Action Tours

The TripAdvisor Certificate of Excellence is awarded to properties that consistently achieve outstanding traveler reviews on TripAdvisor.

The ATV of Action Tours Aruba was awarded the 2015 TripAdvisor Certificate of Excellence for the second consecutive year. One of the many tourists who've written their reviews wrote that tour guides were extremely friendly and knowledgeable about all tour stops. "The amount of time spent at each stop was perfect to enjoy, take in the view, snap pictures, and mingle with others."

Also, tourists enjoy the accessibility only an ATV vehicle can provide off-road, saying, "the Natural Pool was our favorite, and a spot only ATV's can get to, as the roads in the National Park are pretty much nonexistent." Another tourist commented, "We had a blast—it's a must do for thrill seekers who don't mind the bumpy drive!"

TripAdvisor Travelers' Choice™ Awards

Aruba offers the best fine dining in the Caribbean according to the 2015 TripAdvisor Travelers' Choice™ awards, ranking first place to gourmet studio 2 Fools and a Bull, and second place to the exclusive Carte Blanche restaurant. Said Paul Faas of 2 Fools and a Bull Fool, "We are very

excited that our fellow foodies and culinary travelers have recognized our gourmet studio. Currently, we are booked 7 - 8 months in advance but there are always cancellations, so it pays to call. With us, it's all about providing our guests with the ultimate surprise dinner party!"

Carte Blanche, one of the most exclusive restaurants on the island, has consistently ranked in the top 2 Aruba restaurants for more than five years. According to restaurant manager Glen Bonset, "This ranking is proof that our unique concept of offering the highest quality of food, service and ambiance to a small group of guests while allowing them to interact with the head chef and each other really works!" Head chef Dennis van Daatselaar says, "Every day we do our utmost to give our diners a personalized culinary experience and our bookings speak for themselves—we are fully booked three months in advance!"





Resorts

OceanZ Boutique Hotel

OceanZ Boutique Hotel Aruba is a new luxury boutique hotel located on L. G. Smith Boulevard in Malmok, close to Boca Catalina and Arashi Beach. Designed by a renowned Venezuelan architect, this hotel provides space for privacy and comfort. There are 13 different accommodations including spacious master suites, twin rooms, double rooms, and junior suites. Guests enjoy VIP reception and assistance, private airport transfers, gourmet restaurant, full room amenities, and lounge bar as well as the Eva Zissu fashion signature store. Innovative space and stylish conference rooms are perfect for meetings and events. Spectacular sea views, a location steps from the beach, design and decor elegance, and comforts such as terraces, private pools, solariums, and outdoor showers make OceanZ a desirable venue for romance, weddings, and honeymoons.



USA TODAY TRAVEL EXPERIENCE CARIBBEAN

Divi Aruba Resort and Tamarijn Aruba Resort

Caribbean all-inclusive resorts with the biggest bang for the buck were reported by Melanie Reffes, Special for USA Today on November 3, 2015. "The 205-room Divi Aruba Resort steps up to the plate with an all-inclusive menu that goes beyond the buffet and the beach. There's a complimentary 'Learn to Windsurf' clinic, snorkeling classes in the pool, guided biking tours, synchronized swimming shows, game-winning tips offered by the pros in the casino and classes in Papiamentu...Try limbo lessons, tapping your toes to the beat of the island's only steel drum band, getting groovy at Cuban dance performances and reggae concerts, and when the sun sets, snag a ringside seat for a spectacular fireworks show. For more variety, Divi guests can explore the next-door Tamarijn Aruba Resort with its nine restaurants, seven bars and three freshwater pools. There's a complimentary 'Learn to Windsurf' clinic, snorkeling classes in the pool, guided biking tours, synchronized swimming shows, game-winning tips offered by the pros in the casino and classes in Papiamentu."

Hilton Aruba Caribbean Resort & Casino

Global Month of Service

To celebrate Hilton Worldwide's Global Month of Service, Hilton Aruba Caribbean Resort & Casino volunteered at the Colegio Ora Ubao, a local elementary school. Hilton team members spent the day cleaning and repainting the exterior of the building in fun and vibrant colors. The project was completed with the help of more than 50 hotel team members, as well as regional support from Tom Potter, SVP of operations; Orr Rivero, VP of human resources; and Sheila German, VP of finance.

Bird Garden

The resort's precious feathered friends have moved to the Bird Garden, a quaint area surrounded by lush gardens and cascading waterfalls. The Bird Garden allows the birds to be closer to each other, giving them the opportunity to interact with other birds, thus providing a relaxing environment for guests from early dawn until late afternoon. Bird whisperer Victor continues to see that the friendly parrots are well taken care of, particularly during bird interaction, which occurs daily at 11:00AM.

#DiscoverAruba Press Trip

The Hilton Aruba Caribbean Resort & Casino had the pleasure of hosting the October #DiscoverAruba digital-focused press trip. The dynamic group of digital influencers consisted of travel and food enthusiasts like McKenna Bleu, Taste and Tell, The Year in Food, EarthXplorer, Bitches Who Brunch, and Ordinary Traveler. The trip kicked off with an enchanting toes-in-the-sand welcome sunset dinner, followed by an array of signature Aruba experiences throughout the weekend, as well as the Larimar Spa.

Triple Your Trip with HHonors

HHonors Members who are looking to squeeze in one more beach getaway before the year ends may want to take advantage of HHonor's limited time "Triple Your Trip" offer. Book and stay at Hilton Aruba Caribbean Resort & Casino from now until December 31, 2015 and take advantage of Double Points Monday through Thursday nights and Triple Points Friday, Saturday, and Sunday nights.

Thanksgiving Day Buffet

Guests who spent the Thanksgiving holiday at the Hilton Aruba Caribbean Resort & Casino basked in the atmosphere of family and good will as they enjoyed a traditional feast prepared by the resort's exceptional culinary team. The Thanksgiving experience also included live entertainment, raffles, and a big screen to watch the NFL games.





Riu Palace Antillas and Riu Palace Aruba

Great Pumpkin Carving Contest

Riu Palace Antillas and Riu Palace Aruba welcomed guests to celebrate Halloween with a special “Great Pumpkin Carving Contest.” Restaurants were transformed into Dracula’s Castle where guests were invited to “enter if you dare” for a special Halloween dinner in which the best pumpkins were displayed. In the Riu Palace Antillas hotel, Chef Victor Olivares judged the annual Halloween event. Guests were dressed with festive black and white kitchen aprons, wearing traditional toque hats, and sporting carving knives. As onlookers cheered, competitors were given only 15 minutes to carve their best Jack-o’-lantern using classic carving patterns provided and their own special touch.

National Coastal Cleanup

Riu Palace Antillas and Riu Palace Aruba participated in a special beach cleanup program on November 7th as part of the National Coastal Cleanup Campaign. As part of the initiative, the hotels adopt a portion of the beach and its surroundings. Assistant General Manager Vernel Atijera led a crew of energetic hotel employees from both resorts to collect debris from the relatively quiet boulevard nestled between the hotels. Additionally, the resorts provided sandwiches and fruit to the hungry volunteers. The Aruba Hotel & Tourism Association (AHATA) and the Aruba Tourism Authority (ATA) jointly conduct National Coastal Cleaning campaigns several times a year. Volunteer hotels are assigned to a stretch of the main highway and dedicate a few hours of work as part of their social responsibility.



Activities

Atlantis Submarines Aruba

Atlantis Submarines Aruba is Celebrating its 25th Anniversary

The submarine made its first dive ever in the southern Caribbean waters on October 15, 1990, and its first commercial passenger dive in November 1990. The Submarine VI was built in Vancouver, Canada in 1989 and shipped to Aruba for its first passenger dive. Atlantis Submarines Aruba has been operating successful dives since then and is soon expecting its one-millionth passenger.

The Atlantis Submarines Expedition Tour begins at the Adventure Center in downtown Oranjestad, where passengers will take a transfer to the submarine itself. Once inside, they will get an up-close view of exotic marine life and two sunken wrecks while diving to depths up to 130 feet. Turtles are quiet common to see but the very lucky ones get to see dolphins. The submarine is air-conditioned and U.S. Coast Guard approved.





Red Sail Sports Aruba

Red Sail Sports Aruba proudly participated in the 21st annual Reef Care Aruba Clean Up, where the company was able to give back to nature by volunteering to remove plastic, trash and debris that has made its way to Aruba's reefs. Red Sail Sports Aruba would like to thank all their volunteers for participating in the clean up. Let's continue to make a difference every day.





Cruise Tourism

Cruise Symposium Aruba

On October 22, the second Cruise Symposium Aruba took place at the Hilton Aruba Caribbean Resort & Casino, in which Federico Gonzalez-Denton, vice president of Royal Caribbean Cruises, Ltd., was keynote speaker. Mr. Gonzalez-Denton is in charge of government and community relations for Latin America and the Caribbean. He focused his presentation on the cruise experience, including product, service, activities and attractions, and how

to attract and maintain client interest. The symposium was an opportunity for the ATA to share information with its partners and receive information with local and international partners involved in this segment of tourism. Cruise tourism is preparing for a busy high season with a projected increase of 20,000 tourists in the next three months. Aruba is poised to receive about 700,000 tourists in 2016 and a total of 350 calls.



Air Travel

Reina Beatrix International Airport

Reina Beatrix International Airport was recently recognized during the ACI World combined with Latin America and Caribbean Assembly held in Panama for its contribution to the Airports in Excellence Program (APEX), and for being a model airport in regard to promotion of safety and implementation of best safety practices. This award was presented to Aruba Airport's COO, Mr. Jurgen Benschop. "For such a small airport to be awarded amongst major airports around the globe is a big achievement," he said.

The Aruba Airport officially launched free WiFi for airport users and passengers during a social event attended by Minister of Tourism Otmar Oduber, AAA NV CEO James Fazio, and SETAR NV CEO Roland Croes. Passengers can now surf the internet, social media, and communicate with their loved ones while they wait for their flight.

The airport has initiated and is near completion of a number of new and exciting projects, including revamp of restrooms, F&B renovations and expansions, and remodeled VIP lounges.





Restaurants

Papillon

During game season, Papillon offers the perfect culinary experience. From October 15 - December 25, there are exquisite fresh specials such as wild boar, hare, pigeon, and deer. To take advantage of the fresh, wild meat, Papillon's chefs "nature-ize" the menu according to which animals are available, offering adventurous eaters a field-to-fork experience. The first week's special was home-smoked wild boar filet in jus du veau and apple syrup, complimented by brussel sprouts and red cabbage with truffle potato chips.

La Terrazza Italiana

Paradise Beach Villas is proud to announce the opening of La Terrazza Italiana, overlooking magnificent Eagle Beach. The chef, Domenica Baroncini, also known as Mama Mimma, serves genuine Italian fare. Many of the guests also know her from her main street location, Pizza & More, Pizzeria & Trattoria Italiana. The restaurant has a unique charm, boasting a large round bar and an open kitchen. The sunsets are divine, and the venue refreshing and breezy. This delightful restaurant is open for dinner Monday – Saturday from 5:30 pm – 9:30 pm.

Barney's Bar & Restaurant

Barney's Bar & Restaurant on Palm Beach Road offers specially priced culinary themed nights in addition to their a la carte menu. Specials every evening include a "bar bite," a daily soup, and a daily main course special. Monday night is all-you-can-eat Fajita Night featuring grouper, chicken and beef fajitas, and Tuesday night is Schnitzel Night, offering chicken or pork schnitzels. Wednesday night is Grouper Night with four different ethnic versions. BBQ ribs are featured on Thursdays, and Saturday is all-you-can-eat steak. Guests can also sample all-you-can-sliders (small burgers) that include steak, cheeseburgers, chorizo, fried chicken, and grouper varieties. Roel, the piano man, entertains guests from Thursday through Saturday. Hosts/owners Ron and Eline are there nightly to make sure patrons enjoy food and fun!





Wilhelmina Restaurant

Chef Dennis Daatselaar of Carte Blanche Restaurant has opened a new eatery presenting a “World Cuisine” à la carte dinner menu. Wilhelmina Restaurant is a place to dine, celebrate or just have a cocktail in a classic, elegant, and casual ambiance with fun decor. It is housed in a redesigned and renovated art deco building on Wilhelminastraat in downtown Oranjestad. Queen Wilhelmina of the Netherlands, the longest reigning Dutch queen, received many honors in Europe, Africa, North America and South

America; Wilhelmina Restaurant aims to follow in her footsteps. The eclectic menu features Zeeland oysters, Mediterranean ahi tuna steak, Korean kimchi & Angus beef, and foie gras & sweetbread as appetizers. Entrees include seafood (turbot, bronzini, Chilean sea bass, red snapper), meat (veal chop, Indonesian roasted pork, filet mignon au poivre, New Zealand lamb, and Peking duck), as well as gourmet vegetarian selections and irresistible desserts.

L. G. Smith’s Steak & Chop House

As a renowned chef with experience at prestigious hotel restaurants and a culinary style that aligns with Marriott’s CookSmart Philosophy, L.G. Smith Steak & Chop House’s new chef, Augusto Riofrio Mapelli, curated a new, modernized menu. It stays true to its steak house roots featuring Certified Angus Beef, cooked to perfection, and maintains the restaurant’s signature upscale dining experience while adding a wide variety of avant-garde surf & turf appetizers and entrees. Sample dishes include Tuna Cube Brûlée, CAB ® Steak & Blue Cheese Bruschetta, Two-Way Calamari, Seafood Mignon, Pink Pepper & Herb-Crusted Lamb Chop, Lavender Jumbo Shrimp, Twelve-Hour Sous Vide Pork Boneless Sirloin and Pumpkin Ravioli. Guests enjoy live entertainment on Friday, Saturday and Sunday by local jazz band Live Expressions. Chef Riofrio also gave a special twist to The Lounge Midnight Grill menu, which features a wide palette till the morning hours.



Environment

Energy Storage System

WEB Aruba and Temporal Power Ltd. announced the signing of an agreement for the installation of a 5MW flywheel energy storage system on Aruba.

The installation is the first of its kind in Aruba and will support the island’s key initiatives in renewable energy.

Aruba has committed to a goal of being 100% renewable by 2020 and has made significant progress with wind, solar, and waste to gas generation already installed.

The flywheel storage will ensure greater flexibility and resilience to the grid while simultaneously decreasing the amount of fossil fuel burned as part of energy production.

Temporal Power is a Canadian-based and privately owned company that designs, manufactures, and deploys high performance energy storage systems around the world.

Casinos

Trop Club & Casino

The Trop Club & Casino and the Double Down Sports Bar have both undergone extensive renovations. The cozy casino adjacent to the Tropicana Resort has been totally redone at the cost of just over one million dollars and painted a most attractive ultra marine blue on the exterior. The interior also received a modern, industrial look, with many contemporary features.

In the Trop Advantage® card program, players achieving the premium cards receive a complimentary three-night stay at The Cosmopolitan of Las Vegas. They may also set sail with Carnival Cruise Lines® for up to eight days. The Trop Advantage Club offers more awards and more choices, having developed a complete promotional calendar, guaranteed to entertain and reward players, every day of the week. Bingo is played in three weekly sessions every Sunday, Monday, and Tuesday at 4:00pm, with a total of \$1,700 in prizes each time, including the progressive jackpot and the lucrative powerball. Wednesday features the FREE \$700 slot tournament.

The Double Down Sports Bar & Grill also underwent a complete facelift. The restaurant, with a spacious bar, delivers a variety of boldly flavored, made-to-order menu items, and on Saturday becomes the NFL headquarters showing football all day with 50% off food for all Trop Advantage members. Sports enthusiasts can watch the big game on numerous TV screens or on their own tableside TV. Patrons may also sit down in the friendly dining room and enjoy casual dining table service. The menu includes juicy hand-formed burgers, salads, and international entrees. Open for breakfast lunch and dinner, all day dining and snacking, late-night cravings, and workday lunches.



Sports

Taekwondo International Open

An Aruban group from the Tiger Taekwondo Academy in Aruba participated in the fifth annual ESPN Wide World of Sports All Star Taekwondo International Open from October 9th to the 14th in Orlando, Florida. Seventeen athletes and a total delegation of 40 people attended the event. The group garnered nine gold, two silver, and three bronze awards. Aruba Airlines and the Aruba Tourism Authority were among the proud sponsors.



Retail

Caribbean Queen

Each month, Caribbean Queen at the Palm Beach Plaza Mall honors one local female artist who lives and creates in Aruba. For the month of November, local artist Geraldine Romero is the boutique's celebrated Caribbean Queen, showcasing her charming handcrafted jewelry line. Geraldine Romero is the leading lady of her own brand, called Malamaruba, finding inspiration in nature, technology,

literature, movies, history, culture, global art, her travels and dreams, and people from around the globe. "Everything around me feeds me and is part of the story I want to tell through Malamaruba accessories," she explains. Her colorful jewelry presents a unique form of ethnic craftsmanship, exuding strength and energy. "It's jewelry that makes you feel good, and it's easy to wear every day."



Paseo Herencia

Shoppers are treated to free nightly entertainment at 8 pm every Monday through Saturday.

Monday is Cultural Night with a dance show by a local group.

On Tuesday, during Aruban Stars Night, there is a local talent show on stage.

Wednesday is Latin Night, Thursday is Fantasy Night with an acrobatic show, Friday is Caribbean Pan Night, and Saturday features romantic violin music.

There is also a synchronized light, music, and water show nightly at 7:30 pm, 8:30 pm, 9:30 pm and 10:30 pm.





Events

Aruba Beach Tennis Open

The Aruba Beach Tennis Open took place on Eagle Beach from November 16th to the 22nd. It is the biggest and most popular beach tennis event held in the world, attracting over 1,000 professional and amateur players internationally who come not just for the beach tennis action but also for the exciting ambiance, music, and events right on the white sands of Eagle Beach. A record number of 50 participants came from Italy, the birthplace of beach tennis. Brazil, another heavy hitter, had over 250 participants. The event brought players from 25 participating countries such as USA, Puerto Rico, Venezuela, Mexico, Chile, Bermuda, Netherlands, Belgium, France, Germany, Curacao, Bonaire, Martinique and St Maarten and newcomers Slovenia, Spain, Portugal, Greece, Japan and Switzerland, competing on 35 courts. In the Pro Singles category, Venezuela's Patricia Diaz won first place in the women's field, and Michele Cappeletti from Italy took first place in the men's field. The Doubles category winners were Patricia Diaz partnered with Germany's Maraike Biglmaier, while Italy's Michele Cappeletti and Luca Carli took home the title in the men's field.

Save the Reef Lionfish Tasting

Organized Lionfish Derbies will spear hundreds of pounds of the tasty fish for partygoers to sample at the Save the Reef Party to be held at Nos Clubhuis above Hadicurari Restaurant on November 29 from 7-10 pm. The sunset happy hour event promises an assortment of lionfish tastings donated from Aruba's volunteer lionfish hunters. Guests will learn more about the predatory lionfish from Marine Biologist Byron Boekhoudt. Artistic chefs will team up and share their recipes for this tasty, firm white fish, which are depleting reefs and threatening the environment. Tickets for the Save the Reef Lionfish Tasting /Wine Tasting Event on Sunday, November 29, can be purchased at the Jolly Pirates Gift Shop. The "Eat them to beat them" lionfish sponsors include the Aruba Marine Park Foundation, Volunteer Lionfish Hunters, Romar Trading, Jolly Pirates, Aruba Wine and Dine, and D'Art.

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by the 25th of each month.

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PPC Poker Tour

Four days in paradise turned into a dream come true as Vincent Fiorenza outlasted a star-studded field of 274 players to win the 2015 PPC Aruba World Championship Main Event and over \$100,00 in prize money at the Hilton Aruba Caribbean Resort & Casino.

Fiorenza graciously discussed the tournament and its staff. "I think this a great tournament. It's my first year out here and it's a great spot, great venue, great people, great reporters. From the staff to the dealers all the way to the directors, everyone did an awesome job. I had a lot of fun here and I'll definitely be back next year."

