



Aruba Tourism
Authority

Aruba Product Update

November 2016

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 November 2016

ATA News

Travel + Leisure World's Best Awards

As part of our on-going efforts to position Aruba as the most decorated destination in the Caribbean, we're thrilled to share placement of six properties and Aruba as a destination on the 2017 Travel + Leisure World's Best Awards ballot (polls are now open). The following properties are included in the ballot:

- Bucuti & Tara Beach Resort
- Manchebo Beach Resort & Spa
- The Ritz-Carlton Aruba
- Hyatt Regency Aruba Resort and Spa
- Marriott Aruba Resort & Stellaris Casino
- Playa Linda Beach Resort

Travel + Leisure is notoriously known as one of the nation's top leaders in travel and reaches 950,000+ readers, providing an excellent opportunity to attract consumer attention to both the island and resorts.

The 2017 World's Best Awards survey relies on user-generated voting, open now through March 6, 2017 at tworldsbest.wylei.com and results will be announced in August 2017 print issue.

Additionally, winners and other top vote recipients of the World's Best Awards will also be considered for the T+L 500 List, chosen by the editors and regarded as one of the most significant awards lists in the travel industry.

Voting ends March 6, 2017





MICE

Site Global Conference

On November 5, the annual SITE Global Conference convened in Panama with three days of premier educational sessions, world-class speakers, and networking activities. Jerusha Rasmijn (Conferences & Events Manager) and Diantha Boekhouwer (Conferences & Events Liaison) of the Aruba Convention Bureau once again attended and successfully completed the SITE Certified Incentive Specialist “CIS” Certification program. Sheree-Liz Quant also

joined the conference, having won a scholarship after excelling in a school project at the University of Aruba. Other local partners in the MICE industry also successfully completed the CIS program at SITE and at IMEX, among them Suzanne Van Grinsven of Red Sail Sports, and Rijuenne Tromp, Melanie Lacle, and Sergino Croes of ECO Destination Management. Also attending the conference were Maoreen Every and ECO President and CEO Wichita Villacres.

Estas son las **temas** de los **más votados**
El **miércoles 23 de noviembre** se viene la **gran fiesta** de turismo.

<p>Miembro del Jurado Luzmila ARIAS Mónica López Aragón</p> <p>Miembro del Jurado Luzmila ARIAS Cristina Armas</p> <p>Miembro del Jurado Armando Rodríguez Alejo Pérez López Luzmila Arias</p> <p>Miembro del Jurado Luzmila ARIAS Mónica López Aragón</p> <p>Miembro del Jurado Luzmila ARIAS Mónica López Aragón</p>	<p>Miembro del Jurado Luzmila ARIAS Mónica López Aragón</p> <p>Miembro del Jurado Luzmila ARIAS Mónica López Aragón</p> <p>Miembro del Jurado Luzmila ARIAS Mónica López Aragón</p> <p>Miembro del Jurado Luzmila ARIAS Mónica López Aragón</p> <p>Miembro del Jurado Luzmila ARIAS Mónica López Aragón</p>	<p>Miembro del Jurado Luzmila ARIAS Mónica López Aragón</p> <p>Miembro del Jurado Luzmila ARIAS Mónica López Aragón</p> <p>Miembro del Jurado Luzmila ARIAS Mónica López Aragón</p> <p>Miembro del Jurado Luzmila ARIAS Mónica López Aragón</p> <p>Miembro del Jurado Luzmila ARIAS Mónica López Aragón</p>	<p>Miembro del Jurado Luzmila ARIAS Mónica López Aragón</p> <p>Miembro del Jurado Luzmila ARIAS Mónica López Aragón</p> <p>Miembro del Jurado Luzmila ARIAS Mónica López Aragón</p> <p>Miembro del Jurado Luzmila ARIAS Mónica López Aragón</p> <p>Miembro del Jurado Luzmila ARIAS Mónica López Aragón</p>
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11 años
BITACORA
PREMIOS A LA INDUSTRIA TURISTICA



Boardwalk Nominated Best Boutique in the Caribbean

It shows that the greatest luxury often comes in a smaller package. Caribbean Journal selected its favorite small hotels in the Caribbean and Boardwalk Small Hotel is Aruba's proud representative on the list.

Now it is up to YOU to vote and choose the Best Boutique Hotel of the Caribbean. Make Aruba shine and vote for Boardwalk Small Hotel before December 22, by visiting www.caribjournal.com.

Awards & Recognitions

Bitacora Awards

Aruba has been selected as a finalist for the best in the market in the category of “Best Promoted International Destination” for the Bitacora tourism

awards in Argentina. We are honored to be included with finalists such as the USA and Cuba. The Bitacora tourism awards have been going on since 2007.



Bucuti & Tara Beach Resort

Recognition by Condé Nast Traveler

Condé Nast Traveler recently announced the results of its 29th annual Readers' Choice Awards, with Bucuti recognized as one of the Top 40 Resorts in the Caribbean.

"It is always an honor to be recognized by the discerning travelers and readers of Condé Nast Traveler magazine, and to be included among such a highly regarded group of resorts in the region," says Ewald Biemans, Founder and CEO of Bucuti. "I'm proud of our Bucuti associates. This award honors their exceptional commitment to guest service and to providing a memorable vacation experience."

A repeat winner of this prestigious award, Bucuti is known as much for its service excellence and dreamy setting as it is for being a worldwide sustainable tourism leader.



Divi & Tamarijn Aruba

Silver Certification by EarthCheck

For the fourth consecutive year, these resorts have earned Silver Certification from EarthCheck, the world's leading certifier of sustainable travel and tourism operators.

"We are extremely proud to have our two all-inclusive properties in Aruba continue to receive this prestigious certification from EarthCheck, as it demonstrates our company's commitment to being a leader in sustainable development," commented Alex Nieuwmeyer, Managing Director, Divi Resorts Aruba. "It is mutually beneficial to the environment and to us that we continue to comply with sustainability principles and best practices."

Resorts

The Ritz-Carlton, Aruba

Solanio

The resort is expanding the ways that guests of its Italian-inspired restaurant can experience authentic cuisine, recently introducing a handcrafted limoncello—as a martini prepared with gluten-free vodka and as a traditional Italian aperitif and digestif. Diners receive a delicious truffle made of

white chocolate and limoncello ganache filling with a dark chocolate coating. The limoncello experience is the latest in a series of experiences that feature authentic handcrafted tastes; among them the lobster ravioli prepared tableside and the homemade olive oil and citrus salad dressing.



Hilton Aruba Caribbean Resort & Casino

Lucky Honeymooners

Justin and Michelle Perry are the winners of an annual contest held at the Freeport Wedding Show, featuring a complete \$100,000 wedding package as the grand prize. The contest is offered by Real Maine Weddings magazine and website, and everything that couples would purchase for their wedding is generously sponsored by vendors, including the seven-night stay at

the resort, coordinated by the Aruba Tourism Authority. Following a dream wedding in York, Maine, the couple enjoyed their brand-new, totally renovated room at the resort, and a snorkeling tour, romantic sunset cruise, and island tour, courtesy of De Palm Tours. Justin, a young lung cancer survivor, had proposed to Michelle in July 2015 at a Red Sox game in Fenway Park.



eforea Spa

As an added value during the month of October, the \$5.2 million oceanfront eforea Spa offered a free soothing paraffin treatment for hands with any massage or facial booked. Eforea Spa offers a total of eight indoor treatment rooms and a relaxation pavilion with a black-stone garden. The spa

also features private locker rooms for men & women, a steam room, a sauna, cold plunge pools, and a host of other attractive amenities. The Fitness Center at eforea Spa overlooks the beach and features cardio, strength-training equipment, free weights, outdoor yoga, and aqua-aerobics.





Casa del Mar

30th Anniversary Celebration

In October, the resort celebrated its 30th anniversary with an exposition of historical photographs and memorabilia. The event was held in the Frank Conway Room, and members, employees, and invited guests celebrated with cake, coffee, and mimosas. Hosting the event were the managers and employees, including General Manager Bob Curtis and Ralph Sloat, Chairman of the Board of Directors. In conjunction with an interior designer, a resort-wide conceptual design scheme is being developed to blend the public areas with guest units and bring back the warm tropical feel that members love about Aruba. Renovations are expected to be completed over the next few years. Ongoing projects include streamlining guest services, adding a member portal on the website, and exploring various green initiatives to reduce the resort's global footprint.



The Mill Resort & Suites

Honoring Lydia Haveman

A family-owned resort operating for over 20 years, The Mill has always been prominent in the European-Dutch market. For the past 20 years, European Sales Manager Lydia Haveman has represented the resort in this market. Lydia has been instrumental in positioning the resort as the second most-petitioned Aruba-based hotel in Holland. General Manager Sharitza Vrolijk made the announcement while Assistant Managing Director Edmond Karam Jr. congratulated her for her 20 years of service and presented her with a beautiful award as a token of his appreciation.

The honor came as a surprise to Ms. Haveman. "The award is on my desk, and I constantly look at it and actually still can't believe that it has been 20 years already. It still feels like yesterday. I, myself, stay with so much pleasure at The Mill Resort & Suites when I am in Aruba. This definitely makes selling even more pleasant. I also have a feeling of belonging at the hotel, as everyone working at the property is very proud and at their very best. I can't say how much I appreciate the gesture."



Costa Linda Beach Resort

25th Anniversary Celebration

On this occasion, the resort was honored with the presence of developer Raymond Maduro, first GM Astrid Muller, board of directors, executives of Royal Resorts Caribbean, guests, owners, and employees.

GM Luigi Heredia reported, "Three years ago, the resort undertook extensive renovations, including the complete U-shaped five-story building with its 155 units: 139 two-bedroom and 16 three-bedroom suites. Renovations introduced energy-saving smart systems and other efficient strategies, streamlining the operation and paving the way for the upcoming Frangipani Suites: five additional units on the ground floor, featuring three-bed/three-bath and two-bed/two-bath luxury accommodations. Maintenance and upgrades are a way of life. The success of the property has been mostly due to its dedicated people."

Acknowledged were 11 staff members who have been at the helm since the beginning.



The Aruba Timeshare Association

For the second consecutive year, members of the Aruba Timeshare Association orchestrated an orientation day for basic professional education students.

Among participating resorts were La Cabana Beach Resort & Spa, Amsterdam Manor, La Quinta, Costa Linda Beach Resort, Divi Resorts, Casa del Mar Beach Resort, Playa Linda Beach Resort, Tropicana Resort & Casino, Caribbean Palm Village Resort, and Paradise Beach Village.

The students were welcomed at the resorts by management team members, toured all departments, and were given a general overview of the daily activities required to service guests and help drive Aruba's successful hospitality industry.

"We view this visit as crucial," explains ATSA President, hotelier Andy Osborne. "As high school students face their potential employers for the first time, we try to motivate them to join the industry and become passionate about what we do." The students and their mentors hail from both the Hato and San Nicholas EPB schools.





Aruba Marriott Resort

Celebrate the Holidays!

La Vista - On Christmas Eve, the extensive buffet menu (\$57 per person) will include beef Wellington, turkey with cranberry sauce and gravy, orange-glazed ham, seafood options, and a pasta station. Sunday brunch (\$49 per person) will be offered on Christmas Day with a traditional holiday twist: the addition of keshi yena and ayacas to the menu. In the evening of Christmas Day, the delectable dinner buffet (\$57 per person) will feature traditional pan yena, pan de hamon, turkey, and pineapple-glazed ham.

Ruth's Chris Steak House - A spectacular six-course menu can be enjoyed for the price of \$149 per person and features Ruth's Chris' best of the best, such as the cowboy rib eye, filet & lobster tail, sea bass, and portobello mushroom as entrée options. A special kids' menu is priced at \$50.

Atardi Restaurant - Marriott's beachfront restaurant has a scrumptious New Year's Eve menu prepared, featuring lobster causa, snapper crudo, and scallops with leek fondant as appetizers, seared sea bass and braised lamb shank as main courses, and a multi-layered napoleon as dessert. Price is \$145 per person.





Divi Phoenix

During the National Breast Cancer Awareness Month of October, the resort employees raised awareness by wearing pink tee shirts, posing in solidarity in a pink-ribbon formation on the resort's pool deck. This international symbol identifies the wearer as a breast cancer awareness promoter, expressing moral support.

The resort's Department of Human Resources also scheduled lectures and medical screenings for resort employees, so that they are well-informed and adequately educated in the importance of early detection.



Tamarijn

The Travel Buds enjoy Aruba at the Tamarijn

A group of good friends from the Buffalo NY area is spending its second trip to Aruba at the Tamarijn, where the group also stayed on its first visit to the island, enjoying fabulous turquoise waters, fun, and sun.

The group members meet up at the Bunker Bar every afternoon for happy hour and plot the next day's activities, mostly around Divi hotels; they simply love the restaurants, the staff, and the proximity to the ocean.

"This is a great place for a perfectly relaxing vacation; just forget about work and chill," says Mike Pullinzi, who got the Travel Buds together in their matching tee shirts for a photo opportunity.

Pictured here: Mike & Marcy Pullinzi, Mike & Heidi DeAngelo, Mike & Kelli Griffin, Deb Rung, and Andre Dunlap at the Bunker Bar!

Restaurants & Coffee Houses

Starbucks Annual Barista Championship

Kimberly Maduro was selected by Starbucks Aruba to represent Aruba's three busiest stores at the Starbucks Annual Barista Championship, Latin American and Caribbean, in Bogota, Colombia. Kimberly managed to beat most of the other competitors, taking 2nd place in the finals, battling coffee masters and career baristas and landing the coveted embroidered

apron as a Champion Starbucks Barista. The experience in Colombia, she says, as a guest of Starbucks, was a life-changing event, providing the opportunity to learn more about the science of coffee and spend time at a coffee plantation. She has been working at the Seaport Marketplace cafe for about three years.



Gianni's Group

Gianni's Group treated part of its staff to a fun snorkel sail trip with Red Sail Sports. This special group of employees earned this trip by passing their tests for Italian and/or English courses. It was a well-deserved trip, and everyone enjoyed their regained freedom after weeks of homework and studying.

The trip was highlighted by a warm buffet-style lunch, tropical cocktails, cold beers, good company, dancing, and music.



Casinos

Alhambra Casino & Shops

Now with the touch of a screen, players can access a wealth of rewards, information, and fun, including casino gaming, promotions, games, and a calendar of events, plus dining and shopping options. Swipe the Alhambra Players' Club card to update account information, enter favorite promotions and drawings, and print tickets to redeem special offers, such as free play or food vouchers. One can even play the Daily Free Spin game! The kiosks are fast, convenient, and fun, and they give guests a new level of access to the property. "This is a new way to connect with people, and we're proud to be the first and only casino to bring this technology to Aruba. Our guests love the quick and easy service, the interaction, and the games they can play on the kiosks. They have been a real hit with everyone," said Rick Ingrassia, Director of Casino Operations.



Activities

First Class Experience Aruba

This new premier concierge company provides exclusive signature services at Queen Beatrix Aruba International Airport for passengers arriving at, departing from, and connecting through the airport.

Those who select VIP Arrival Services will be greeted by a professional host and experience expedited procedures, personalized attention in the VIP Club Lounge, baggage delivery, and assistance from an airport escort.

VIP Departure Services include welcome by a professional VIP host, facilitation of documents, fast-track through immigration, and escort and access to the VIP Club Lounge.

The company also offers destination management and event planning; VIP accommodation rentals; dining reservations and island activity management services for private or group business; VIP shopping services; babysitter services; and disability services.



ECO Destination Management

This year, ECO DMS ARUBA raised the bar in support of the global organization SITE by conducting a Young Leaders contest for the opportunity to participate in the SITE Global Conference. Recently promoted, Rijunne Tromp (Event Manager), Melanie Lacle (Program Manager), and Sergino Croes (Business Development Manager) were selected to travel, and also attended the Certified Incentive Specialist Certification course, designed for SITE members.

The course was an excellent source of knowledge and expertise as well as a valuable opportunity for personal networking. Wichita Villacres, ECO President and CEO, also attended the conference.

In existence for more than 26 years, ECO DMS is a premier full-service destination management company operating in both Aruba and Curaçao, with a branch office in Florida.



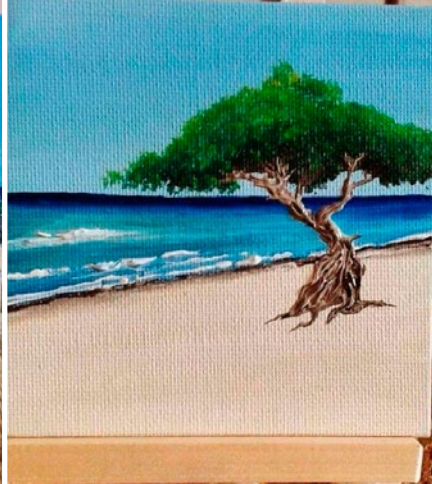
EL Tours

El Tours recently won “Affordable Tour Operator of the Year” for Aruba in the 2016 Holiday & Tour Specialist Awards presented by Luxury Travel Guide. This recognition comes on the heels of the tour operator’s fifth consecutive TripAdvisor Certificate of Excellence Award. “El Tours is proud to bring this award to Aruba to help build the island’s reputation as a destination for the discerning luxury travelers. We pride ourselves on offering world-class service at an affordable price.” The Luxury Travel Guide Awards is an international awards program recognizing international holiday and tour options from small to large operators.



De Palm Tours Continues to Update its Bus Fleet

De Palm Tours recently announced the arrival of its second batch of seven new luxury motor coaches. All the new motor coaches come with the latest features, such as rear and in-cabin cameras, Wi-Fi, LED lights, seat belts, and adjustable backrests, as well as a colorful interior. “This is part of our fleet replenishment program, which we started in 2015. With these seven, a total of 14 new motor coaches have been added, with a further seven more scheduled for 2017. This means by the end of 2017, our fleet will number 30 motor coaches with an average age of no more than three years per coach. Typically, these vehicles run for 15 to 20 years, so it will be a young, good-quality, and highly efficient fleet,” said Warren Stanley, GM of De Palm Corporation. The new Brazilian-built buses (Volvo B7R) have 52 seats each and are utilized for airport transportation, island tours, and private functions. For more information about chartering, call 522-4400.



Culture

Caribbean Queen

Each month, Caribbean Queen at the Palm Beach Plaza Mall honors one local female artist who lives and creates on Aruba. For November, it was local artist Erika Moran. As a painter, Erika usually expresses herself on canvas, using acrylic paint. She also embellishes fedoras and sunhats with beautiful acrylic designs, and mixes in local icons and symbols such as Aruba’s national tree, the Alto Vista Chapel, the historic California Lighthouse, and cunucu landscapes. Caribbean Queen earmarks a percentage of all sales for its Tikkun Olam (Repair of the World) program. The collected funds are given to local non-profit organizations.



Business

Deloitte Aruba

At a mini-conference organized by Deloitte, hospitality executives, heads of local companies, and IT professionals convened for an informative exchange on cyber security in the Dutch Caribbean.

Mario Flores (Partner, Risk Advisory) discussed cyber warfare and espionage, reiterating the need to remain secure, vigilant, and resilient in today’s business environment.

Roy Jansen (Senior Manager, Risk Advisory) spoke on “Riding the Wave of Tech Trends - Cyber Warriors at Work,” describing historical hacks and the need to protect a company with technology experts, guardians, advisors, and strategists.

Pauline Loeff (Senior Consultant, Risk Advisory) reported on the state of cyber security and recommended employing chief information security officers.

Environment

Aruba Marine Park Foundation Protects the Reef

Organized lionfish derbies speared up approximately 150 kilos of the tasty fish for partygoers to sample at the Save the Reef Party on November 27, held at Nos Clubhuis, above Hadicurari Restaurant.

Hosted by the Aruba Marine Park Foundation and Aruba Wine and Dine, the sundown happy hour event treated guests to an assortment of lionfish tastings donated by Aruba's volunteer lionfish hunters.

Wine pairings were sponsored courtesy of Romar Trading. Guests learned more about the predatory lionfish while sampling creative ways to enjoy it. Chefs Adriani Geerman from E Sushi Shap, Joost Boerman and Ilja Cybulski of Aruba Wine and Dine, and Lisette Van Der Biezen of Divi Pure Lime shared their recipes for this tasty and healthy fish.



Flywheel Technology Introduced at WEB Aruba

An official groundbreaking took place on November 4 at WEB Aruba with the installation of a flywheel system, an efficient system utilizing sustainable energy.

Prime Minister Mike Eman and Minister Mike de Meza performed the ceremony in the presence of management of WEB Aruba, Temporal Power, and other guests.

Together with ALBO Aruba and ACE Firm, the companies made donations to the Aruba Animal Shelter, Cas di Cultura, and EPI School of Science and Technology. Part of Aruba's renewable energy strategy, WEB's park of 20 flywheels has a total capacity of 5MW.

WEB seeks greener, cleaner, and oil-free fuel by 2020, and this is one of the means to incorporate sustainable energy into its production.



Events

Island Fest Aruba

On December 10, the first edition of Island Fest Aruba will be held at the Harbor Square Arena. Island Fest Aruba promises to be the ultimate Latin and reggae night, featuring reggae artists like Baby Cham and Latin performances by Edwin Benitez. Jeon and Kawura Band will also be performing to add a local flavor to the event.

Mark your calendar for an evening of good music, great food, and amazing performances, with lots of giveaways throughout the night. For more info, visit [IslandFestAruba.com](https://islandfestaruba.com) or [Facebook.com/IslandFestAruba](https://facebook.com/IslandFestAruba).



The Aruba Beach Tennis Open 2016

The Aruba Beach Tennis Open is the biggest and most popular beach tennis event in the world, attracting over 1,000 international professional and amateur players who come not just for the beach tennis action, but also for exciting ambiance, music, and events on Eagle Beach.

This year's edition took place November 13-20, with competitions taking place on 35 courts. Part of the ITF Beach Tennis Tour, the Aruba

Open offers \$35,000 in prize money, and is second only to the Kazan World Grand Prix in terms of the financial rewards on offer.

The finals of the Pan American Championships took place on the Sunday before the main event, and single, mixed, and other non-official events were held throughout the week leading up to the elite-level competition. Three junior events were also staged.



MY MAGIC SOUL

Labyrinth Retreat Aruba

Enjoy 5 days of wellness in PARADISE with other soulful women while journeying within to discover your own personal MAGIC.

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My Magic Soul Labyrinth Retreat

Taking place December 5-9, this enlightening retreat for nature lovers and spiritual seekers is hosted by two Martha Beck-trained life coaches. Aruba resident Gea Sougé-Meijer is also a nature-based coach with the Sagefire Institute in New York. Bridgette Parent Reid is a graduate and endorsed energy reader from the Intuitive Arts Studio in California.

Magic Soul wellness retreats bring soulful women together for a transformative and fun experience. Held in a private villa at Malmok Beach, the retreat includes meditations, intuitive readings, a sunset sail, morning yoga, beach walks, dancing by the fire, nature/painting projects, enlightening conversations, and delicious, mindfully prepared meals.

www.soul-hive.com

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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
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s.feliciano@aruba.com
and j.tilma@aruba.com

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

A special thank you to Aruba Today,
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tourism partners for their contributions.



Aruba Cup

PGA TOUR Latinoamérica and the Mackenzie Tour-PGA TOUR Canada unveiled the Aruba Cup, a team competition taking place December 12-18 at Tierra del Sol Resort and Golf. A three-year agreement will see the event taking place through at least 2018, featuring ten players from each tour competing against each other in a President's Cup-style match

play event, with the three competition days featuring fourball, foursomes, and singles matches on December 15, 16, and 17. Aruba Tourism Authority will be the event's title sponsor. The tournament will also feature a weeklong schedule of ancillary events, including formal opening and closing ceremonies and a pro-am on December 18.

