



Aruba Tourism Authority

# Aruba Product Update

November 2017

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

**Our Mission:**

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

**Our vision:**

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

**Core Values:**

Empowerment  
Productivity  
& Ownership  
Professional  
Respect  
Fun & Passion.

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



## ATA News

### Aruba is a Host to the SITE CIS Educational Program

On the 19th and 20th of October, Aruba hosted the first SITE “Certified Incentive Specialist” educational program at the Hyatt Regency. This half day course is designed for professionals who work in the incentive travel industry. ACB is brought this program to Aruba to certify our local partners. There was a total of 36 graduates for the CIS course. Companies that participated included Eco

DMS, Ritz Carlton Aruba, Aruba Marriott Resort & Stellaris Casino, Divi Resorts, Hyatt Regency Aruba Resort & Casino, Renaissance Resort & Casino Aruba, Elite productions, Red Sail DMC, Tierra del Sol, Epic DMC, Holiday Inn Resort Aruba, Barcelo, High Performance, ATRE, Mosaic and Fofoti tours. There were also 3 international participants, from the US and Bermuda.





## Aruba Joins Other Caribbean Nations at the Second Encuentro de Carnavales del Caribe

Aruba participated at the second Encuentro de Carnavales del Caribe held in Barranquilla, Colombia, on October 24-25 at the Universidad del Norte.

The program included discussions of creative and cultural events in the region and their impact. Franklin Ridderstaat and John Franklin Flemming, members of the Aruba delegation, participated in panel discussions.

Dancers Jeanique De Palm, Levi Thode, Mirianne Gomez and Rodney Kamperveen also were present with their elaborate carnival costumes.

Many nations in Latin America and the Caribbean contributed to this interesting and informative event.

A special cocktail reception was held in the Casa del Carnaval, attended by Floris van Eijk, First Secretary of the Embassy of the Kingdom of the Netherlands.



## ATA Colombia Organizes FAM Trips

In October ATA Colombia organized two press trips in partnership with the airlines. The first FAM trip was done in partnership with Copa airlines who invited a total of 11 agents that visited the island for the first time. The host hotel was the Mill resort. The group represented various CIC agencies in Barranquilla, Sincelejo and Monteria. And they were extremely impressed with the variety that

the island has to offer.

A second FAM trip was organized by ATA Colombia and LATAM Airlines where different travel agents were invited. The Colombian travel agents were hosted by Tropicana Aruba Beach Resort & Casino. A total of 11 people was invited representing the agencies and tour operators with the highest production and catering to the leisure and groups market.





### ATA Germany Holds FAM Trips and Workshops

During workshops in Berlin and Hamburg on September 26 and 27, ATA Germany trained 112 German travel agents on their Aruba knowledge, also featuring an Aruban catering with cocktails and a Zumba lesson with Aruba tunes. Participants were Barceló Aruba, Amsterdam Manor/MVC Eagle Beach, De Palm Tours, The Mill, Manchebo Beach Resort, Divi &

Tamarijn Aruba All Inclusives, and KLM. From September 26 to October 3, seven German travel agents discovered Aruba and became “Happiness Ambassadors”, posting on Social Media during the trip using a dedicated hashtag and writing a blog post on [Aruba.de](http://Aruba.de) after the trip. The ambassadors will also participate in selected events in the market.



## Awards

### Prestigious Award for Aruba Airport Authority NV (AAA)

Aruba Airport Authority NV (AAA) was called on stage in Mauritius during the Airports Council International Airport Service Quality Awards ceremony where large and small airports around the world compete for awards that recognize best passenger service and experience. These are determined by clients rating the airports over the period of one year. The categories are organized to recognize the achievements of airports of varying sizes, and in the different regions.

Aruba Airport won the third place in the best regional airport with over 2 million passengers annually, which is shared with Quito Airport. Aruba Airport also won the top prize as the airport that has shown the most improvement in the Latin America and Caribbean Regions.

“We will continue with our objective of becoming leaders in customer service among airports. This award is not only the achievement for us as the airport and airport community, but a huge achievement for our passengers,” said Marc Figaroa, Commerce Manager for AAA who accepted the awards in Mauritius.”





## Resorts

### Hilton Aruba Caribbean Resort & Casino Partners with the International Challenge Aruba Triathlon

The 2nd edition of the International Challenge Aruba wove its way through the resort in an effort to raise awareness and show support to the island's paraplegic athletes.

The team members' parking lot was used for the bike/run transition and the running course took participants through the resort grounds with more than 25 team members acting as volunteers to help guide the runners during the race.

Special recognition is due to three team members who participated in the sprint triathlon, Jacques Monteil, Hotel Manager, completed the race in 1:57:45 and Manuel Reyes from Pool & Beach completed the race in 1:46:14, finishing third place in his age category. Steve Lacle from F&B participated in the triathlon and completed the race in 6:50:11.

### Glittering Customer Appreciation Event Hosted by Hilton Aruba Caribbean Resort & Casino

Team members of the Sales, Catering and Marketing departments recently put a beautiful night together to thank loyal local customers for their business and continuous support.

The evening of cocktails and hors d'oeuvres was designed to introduce the resort property as well as its people to various decision-makers in the community.

General Manager, Hans-Georg Roerhbein warmly welcomed guests to the party, acknowledging ownership representative Rene Kan of the Aruba Growth Fund. The Grand Caribbean Ballroom was beautifully decorated in the spirit of the upcoming holidays, showcasing the resort's creative catering and events capabilities at different booths, highlighting a variety of services.





### The Caribbean Palm Village Resort Hosts EPB Students for an Orientation

The resort welcomed EPB secondary school students for a visit to inform and educate them regarding the hotel industry on the island. After being greeted by management, they toured all departments, and were given a general overview of the daily activities required to service guests. Said Astrid Muller, Interim General Manager. "We view this as very important to ensure continuity of high quality service; as our high schoolers encounter 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 from the EPB schools, enjoyed the visit and the refreshments at the end of the morning.



### VIP Bridal FAM Trip Visits Manchebo Beach Resort & Spa

On November 1, the resort hosted 35 top travel agents for a rejuvenating yoga class, followed by breakfast. Executive Chef Sandro Herrold prepared a delicious healthy breakfast with home-made Chia pudding, fruit skewers and fresh fruit smoothies.

The beach pavilion was transformed into a wedding venue for this occasion. As the travel agent group from the U.S. and Canada is mainly focused on weddings and honeymoons, Manchebo's Wedding Coordinator Nyoka Edwards presented the possibilities regarding weddings and honeymoons at the property. The group had arrived on October 29, and enjoyed quite an extensive island experience organized by the Aruba Tourism Authority. Manchebo also presented its wellness and rejuvenation offerings.





### New Enhancements and Offerings on Renaissance Private Island

Renaissance Island guests can now enjoy their own unique private island experience with options that include private waterfront cabanas overlooking Flamingo Beach and Iguana Beach; weekly “Dinner Under the Stars” events; Sunset DJ music sessions; Papagayo restaurant breakfast menu; crafted cocktails at Mangrove and Papagayo; beach tennis courts and recreation equipment; new lounge furniture; prime snorkeling and diving location by an old airplane wreck; and water and beach hammocks throughout the island.

The private waterfront cabanas can be rented daily starting at \$150 for the smaller 4-guest cabanas and up to \$300 for the large cabanas that hold up to six guests, excluding service charge. The Renaissance Aruba experience also includes butler service, water floats, and a variety of beverages, sparkling wine, and hors d’œuvres.



### Environmental Initiatives at Amsterdam Manor & MVC Eagle Beach

In an effort to continue implementing new sustainable solutions, Amsterdam Manor Beach Resort & MVC Eagle Beach are having their staff use a Babboe Cargobike instead of driving back and forth between both properties. This environmentally friendly initiative will decrease car usage and encourage staff to pursue a healthier mode of transportation.

Babboe Cargobike has been tested for safety and durability, and the wood used has been certified by PEFC (Programme for the Endorsement of Forest Certification) which promotes sustainable forests. Environmental efforts such as these have allowed Amsterdam Manor Beach Resort and MVC Eagle Beach to retain their Travelife Certification.





## Divi Dutch Village Beach Resort Opens Phase 2

Divi Dutch Village Beach Resort has unveiled the second phase of its renovation project which includes a brand-new pool with underwater music and lights. A two-sided bar provides endless libations with a swim up bar on one side and a sports bar feel on

the other. Food service around the pool is available from Tiki Tiki Café. Surrounding the new expensive pool area are shady palapas in the sand, bringing the nearby beach right up to the pool, luxurious white cabanas, and plenty of comfortable lounge chairs.

## Aruba Marriott & The Ritz-Carlton, Aruba, Support The Splash & Dash Kids Race



Challenge Aruba Triathlon 2017 organized a kids' edition race during this year's event called Splash & Dash. The Aruba Marriott and the Ritz-Carlton, Aruba were honored to co-sponsor this event to promote wellness and well-being among youngsters. The event took place on a beautiful Saturday morning on the beach area between the hotels. The kids arrived excited for the race which included running and swimming and ended the race with an even bigger smile, happy and proud of themselves for their accomplishment.



## purebeach Introduces its New Tapas Menu

Beachside cuisine at its finest, Divi Resorts' purebeach restaurant recently debuted a brand new tapas menu which has received rave reviews since its successful launch over the summer. "My new menu features a variety of fresh, Caribbean flavors, including mini crab cakes, escargot, arancini, an array of pinchos," explains Anthony de Palm, Executive Chef at Divi Aruba Phoenix Beach Resort, "Enjoy these delicious flavors for Happy Hour from 4 to 6 p.m., or for dinner from 6 to 11 p.m."





## Restaurants

### Eduardo's Beach Shack, #1 on Tripadvisor

Eduardo's Beach Shack located on the beach at the Playa Linda Beach Resort has now reached #1 of 132 restaurants in Palm Beach Area on Tripadvisor, a true testament to customer service and delicious food, drinks and snacks. Motivated by their own clean and raw diet, Michelle and Eduardo wanted to serve healthy foods to like-minded people.

In addition to 100% fresh fruit and vegetable juices, smoothies and acai bowls, they offer a number of vegan and healthy food options. They have expanded to many different fruit bowls, smoothies, protein snacks and the popular Coco Whip, an amazing Australian soft serve with healthy probiotics, no refined sugars, fat-free and vegan. Facebook: Eduardo's Beach Shack.



### White Modern Cuisine

#### Pasta e Basta by Chef Urvin Croes of WMC

Pasta e Basta returned on the evening of November 24, with master chef Urvin Croes at White Modern Cuisine, featuring antipasti, pasta, fine wines and great entertainment.

The delicious 4-course Italian dinner was complemented by incredible performances by passionate wait staff who provided excellent service and sang everything from opera to classics and current songs.

Dinner at this special event included a welcome drink, 4-course dinner, fine wine pairings and a lovely Limoncello.





### Celebrate New Year's Eve at Azia

Azia Restaurant & Lounge invites locals and visitors alike to their New Year's Eve Masquerade Ball, entitled Venetian Affair. Dancers, valet parking and two different DJ stages contribute to this exciting evening.

This exclusive event will feature a premium open bar for the entire night and a firework show. Veuve Clicquot and Moët & Chandon bottle service will also be available for purchase.

Special guest Mike van Loon (Hed Kandi) will be present to treat guests to an amazing set. For early bird tickets and reservations, Whatsapp +297 568 2039.



### The Art of Wine and Food at The Wine Room

White Modern Cuisine owner and chef Urvin Croes also participated in The Wine Room's second Art of Wine and Food event on November 18.

Urvin led participants through a gastronomic journey into the world of fine wine and food pairing, explaining his own special approach to preparing ultra-modern cuisine that delights when paired properly with the perfect wines. The Wine Room is located at L.G. Smith Blvd #126 Suite #1.



### Halloween at Matthew's Beachside Restaurant

With a Spanish masquerade night and Karaoke, Matthew's was a spicy Spanish fiesta on November 1. The beer Night in Spain invited guests to wear a Spanish outfit and receive a free shot, or enter the costume contest for best Spanish senorita and matador. Halloween week featured specials with the Spanish beer Mahou.





### Christmas at Papillon Restaurant

This Holiday Season, a Papillon Christmas will be extra special with 4 delicious 4-course menus. With the possibility of adding a wine pairing to every menu, guests can choose from an extensive wine list including famous French wines Margaux and Pomerol, as well as Italian, North American and South American vintages.

The restaurant is named after one of the most famous prisoners in the world, Henri Charriere, who was nicknamed “Papillon” because of the butterfly tattoo on his chest. This theme is in the menu and details of the interior.



### Hadicurari’s Culinary Secrets are Going Vegan in Great Style

On December 1, Chef Ronald van Hasenbroek also added a Vegan edition to the monthly Culinary Secrets events.

First course was an heirloom tomato carpaccio and gazpacho soup and a sun-dried tomato crumble. This was followed by glass noodles with edamame beans and sesame, topped with a cucumber tataki, cashews and miso.

Next course was a curried risotto with asparagus and forest mushrooms, a potato

rösti, fried spinach, and funchi fritters. Dessert was marinated berries, pineapple and chocolate shavings, served with almond-raisin ice cream.

Lending support is Vegan Guru Meredith Marin, who is gaining a wide following with her hands-on tips for vegans on the island as well as tourists looking for vegan dining options and products. She also assists restaurant chefs in creating vegan selections to their menus. Meredith’s Instagram account [@veganaruba](#)





## Cruise Tourism

High season for cruise tourism officially began on October 1, with as many as five ships arriving on the same day. With multiple ships in port, there can easily be 10,000 tourists walking around the downtown area, visiting beaches and sightseeing around the island.

Said Mario Arends, Cruise Manager for ATA, “This year, we project 770,000 cruise ship passengers, an increase of 16% over 2016. For next year, we are predicting more than 800,000 cruise ship passengers.”

Below is a listing of the ships visiting Aruba through the end of the year:

Dec 12: Serenade of the Seas, Silver Muse, Mein Schiff 3 y Rotterdam

Dec 13: Adventure of the seas, Silver Wind, Monarch y Koningsdam

Dec 26: Silver Wind, Thomson Discovery, Silver Whisper y Monarch

Dec 27: Britannia, Mein Schiff 3 y Monarch

Dec 28: Navigator of the Seas, Adventure of the Seas y Carnival Conquest





## Around Aruba News

### Shoco Beer Debuts New Toasted Coconut Pale Ale

This fall, the Shoco Beer Company introduced its newest craft beer—the One Hoppy Island Toasted Coconut Pale Ale.

The first two Shoco Beer selections, Blood Orange Blonde and Long Legged Lager, debuted at the Craft Beer Festival held last May. The Toasted Coconut Pale Ale is a great addition to the Shoco portfolio—uniquely blending caramel and malty notes with essence of toasted coconut.

The beer is named after the shoco owl, an endangered endemic species of burrowing owl and one of Aruba's national symbols. The company is proud to honor the tradition of social consciousness of small breweries.

In June, they presented a check for \$10,000 to Arikok National Park to support its conservation efforts. Additionally, a percentage of sales will be earmarked for a fund for more conservation projects at the park.



### Team Aruba, Consistent Top Finisher in PDRA Extreme Pro Stock

Trevor Eman and the Aruba.com Mustang stand in third place in national points standings. Team Aruba had a win, a runner up, and a semi-final finish to their credit this season.

“First and foremost, we are very grateful for the support of our partners, Aruba Tourism Authority and Aruba Airport Authority,” thanked Eman. “We have a very unique combination that allows us to promote our island country, Aruba... We had a satisfying season earning several number one qualifiers, winning in Darlington, and carrying the record for most of the races this year. Our crew worked hard and it showed in what we were able to achieve... The PDRA (Professional Drag Racers Association) is having great car counts at the events, and they put on a good variety of racing...and finally, we want to thank all the fans. It's great when they come by and chat. What's even cooler, though, is the number of people who notice we support Autism Speaks.”

Follow Team Aruba on [Facebook](#) and [Twitter](#).





## The Salamander Group Family Makes a Donation to the Red Cross Aruba

Red Cross Aruba recently celebrated 60 years of humanitarian assistance work in Aruba. Its main goal is to alleviate human suffering among the most vulnerable.

In the spirit of its credo and in collaboration with the Dutch Red Cross, they reached more than 20,000 persons on St. Maarten with medical care, relief items, clean water, sanitation and hygiene. Stephen Daal, Chairman of the Board of the Red Cross Aruba, revealed that during the current post-hurricane recuperation period, about 40 local

Aruban volunteers spent two weeks each on St. Maartin supporting the relief efforts.

On November 2, Mr. Daal collected a generous check from Marieke van der Niet on behalf of the Salamander Group, at its flagship store T.H. Palm & Company, at Playa Linda Beach Resort, Palm Beach. The funds were collected during the annual October sale and are a joint effort of all associates who felt compelled to lend a helping hand to the St. Maarten victims of Hurricanes Irma and Maria.

## Environment

### Annual Coastal Clean-Up a Great Success!

On November 7, Aruba Hotel & Tourism Association (AHATA) held the 16th edition of its national coastal clean-up, with the cooperation of many different schools, businesses, resorts, tourism partners, church groups, scouts, service clubs, friends and families who together cleaned up a total of 26 different areas. 1,898 volunteers concentrated on various beaches around the island, many frequented by tourists. In 2-1/2 hours, seven containers were filled up with trash.

AHATA's Environmental Committee seeks to raise awareness that everyone in Aruba must unite in caring for its natural resources and keeping the island clean. They heartily thank all the participants for their hard clean-up work. Special thanks also goes to Red Cross, police department and the press.





# Events

## Experience San Nicolas

On Saturday the 2nd of December Experience San Nicolas will host their last edition for 2017. Experience San Nicolas is a group that organizes a monthly event in the cultural heritage city of Aruba.

As this is the last event of the year, they are incorporating a Christmas event. The event itself will be held by the roundabout in San Nicolas from 6pm – 10pm.

There will be various activities such as Christmas Story telling, different musical performances including choirs and gaitas. Local artisans will be present to sell local handmade products and there will be delightful Christmas food available.

To make it even more exciting there will be workshops where you can make your own Christmas ornaments or jewelry to give as a present for Christmas. The Museum of Industry, Community Museum and Cosecha will be open during this time as well. Come and visit San Nicolas and experience Christmas in Aruba.

For more information visit their Facebook page [experiencesannicolas](#) or contact Cosecha at +297-587-8708/[arubacosechasn@gmail.com](mailto:arubacosechasn@gmail.com) or Museum of Industry at +296-584-7090/[rosetnafma@gmail.com](mailto:rosetnafma@gmail.com).



## Aruba Fashion Week

From December 1-3, the open spaces of Aruba Marriott Resort & Stellaris Casino, Renaissance Aruba Resort & Casino and The Ritz-Carlton Aruba will be the runway for the collections of several brands and renowned international designers such as Agatha Ruiz De La Prada, Hernán Zajar, and local designers such as Rhonna Lemmingha, Elisa Lejuez, and Gigliola Gomez. The schedule includes three days of exciting fashion shows.

The grand opening takes place at Aruba Marriott Resort at 6pm. The next day, there is a Swim Day Show at Renaissance Pool at 4pm.

The week culminates on the next day with a Fashion Talks Conference at The Ritz-Carlton Aruba followed by a fashion show at the Marketplace Marina. [www.ArubaFashionWeek.com](http://www.ArubaFashionWeek.com)





## The 4th Annual Cadushi Festival

The 4th annual Cadushi Xmas Festival will take place this year on December 21st, 2017 4 - 11pm at Baranca di Yerba.

Established in 2014 by young local entrepreneurs, Cadushi Festival started out as a small grass roots festival and has steadily grown in a very intuitive and natural way; this Christmas season celebrating their 8th event with even more participants and corners to explore. Among the many things you can expect will be a local arts, gifts, and farmers market, healthy food and drinks, meditation tent, creative workshops, inspiration cinema, local performers and much more.

Cadushi Festival is not just a market, it is an inspirational festival aimed at promoting a more conscious lifestyle and highlighting the importance of supporting local artists, artisans, farmers, small business owners and creatives in general, and inducing a feeling of community, connection, and abundant positive energy. Visitors will experience a unique and uplifting ambiance showing a different side of Aruba.

We hope to see you there! Find out more at [www.cadushifestival.com](http://www.cadushifestival.com)



## International Challenge Aruba, Aruba's Biggest Sporting Event

The Challenge Aruba took place from October 20-22, 2017 making for an exciting weekend for athletes and spectators. This three-day annual event filled with activities and parties consisted of a sport expo including a food and music festival, the Challenge Aruba RunWalk, the FitVille Caribbean, seminars, a kids' Splash and Dash race, and the main event, the International Challenge Aruba Triathlon.

Challenge Aruba is member of the Challenge Family and is broadcast globally to millions of viewers. The 5K Paralympic RunWalk was supported by main sponsors Aruba Aloe and Cool FM 98.9 Aruba.

At the conclusion, a check for AWG 5,000 was handed over to the Aruba Paralympic Committee by Aruba Aloe. "We're very impressed with the work done by the Aruba Paralympic Committee to support athletes with disabilities. We hope that our sponsorship will go a long way in helping the Committee to continue carrying out its work," says Jessica Posner, marketing manager for Aruba Aloe.





## Aruba Art Fair November 24-26 in San Nicolas

The fabulous three-day art festival beginning on November 24 will include a street fair with 150 artists, pop up galleries, and public murals. AAF has also included performance arts including dance, theatre, and music. This year, three local artists Robert Solognier, George Rosel and Paul Wong will be contributing to the collection of murals painted on buildings at last year's event. Eight international artists, most of them 3D street painters, are also contributing: Juandres Vera, Mexico; WD Street Art, Greece; Lina Arias, Colombia; Odeith, Portugal; Chemis, Czech Republic; Zedz, The Netherlands; Adele Renault, Belgium; ASA, The Netherlands; Jorit Chi, Italy; and Dopie, The Netherlands. Other AAF projects include Fashion meets Art curated by Swesdy Beeldsnijder on November 22, and Conocemi, a series of 3-minute videos each featuring one local artist, already viewed in over 52 countries. There are seven educational programs during the week including Art Talk, a Nature & Faces photography contest, Culinary Art Competition, and school art activities.



## Mackenzie Tour – PGA TOUR Canada Team Announced for Aruba Cup

The Mackenzie Tour – PGA TOUR Canada announced its 10-man team for the second annual Aruba Cup on Thursday, led by two-time winner and 2017 Player of the Year Kramer Hickok.

The team, consisting of the top 10 players on the 2017 Mackenzie Tour Order of Merit, will compete against a team of 10 players to be announced from PGA TOUR Latinoamérica in a Presidents Cup-style event at Tierra del Sol Resort and Golf in Aruba, December 11-16, 2017. The three competition days will four-ball, foursome and singles matches on December 14, 15 and 16, respectively. The PGA TOUR Latinoamérica team will be announced following the season-ending Shell Championship in Miami, Florida, from November 30 - December 3.

“I’m so excited to tee it up with the guys and compete for the Aruba Cup this year. We had so many strong players compete on the Mackenzie Tour this year and I can’t wait to play alongside these guys” said Hickok, who won twice in 2017 on the way to earning Player of the Year honours and exempt status on the Web.com Tour for 2018. “It’s going to be a great way to celebrate the end of an awesome year, and I’m really looking forward to spending some time with the team in Aruba.”





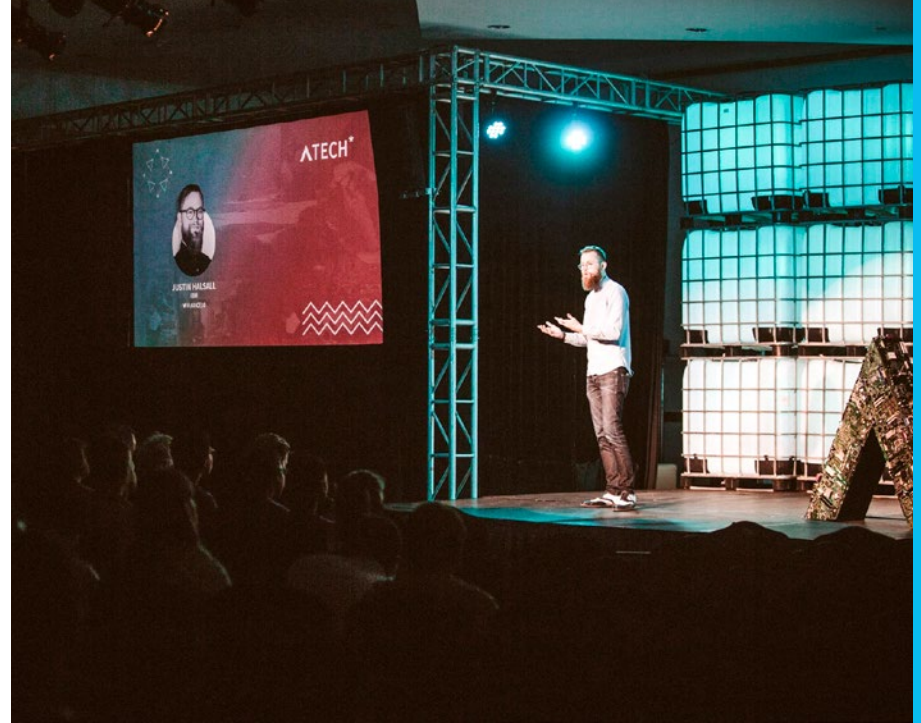
## Organizer Pepia-Est Surprises Disabled Golf Aruba with a Check

Pepia-Est, a fine wine and liquor wholesaler on the island, organized a charity golf event at the Tierra del Sol Golf Course & Country Club.

A sizeable donation for a new foundation named Disabled Golf Aruba was made through the support of many sponsors and participants. These funds will go towards the organization of a Federation Cup at Tierra del Sol in 2018.

Disabled Golf Aruba is an initiative for physically challenged people who wish to start playing golf. Last May, a golf tournament with Dutch disabled participants was also held at Tierra del Sol, along with a clinic organized by the Dutch foundation BMVG.

Local sponsors of the Pepia-Est tournament were Tito's Handmade Vodka, Divino, Maduro Travel, Aruba Wine and Dine, Latam Airlines, Garage Centraal, Complete Logistics, CATC, C2 Construction, ATA, ASD, Finance Quest, Gianni's Group, TEC, PWC, Setar, Hyatt Regency Aruba and Boolchand's.



## Entrepreneurs and Business Leaders Meet at ATECH 2017

With close to 500 attendees, the conference that took place October 26-28 at Hilton Aruba Caribbean Resort & Casino featured international speakers including Justin Halsall of IBM, John Henry of Harlem Capital and J. Kelly Hoey (Investor and Inc.com columnist), Jewel Burks (PartPic Founder and Forbes 40 Under 40 in Tech), and Oscar Kneppers (Rockstart). On the Demo Pitch Day, startups competed for \$20,000.

The program also included three days of keynotes, panel discussions, breakout sessions, one-on-one investor sessions, and productive and entertaining networking events.

Prior to the conference, the ATECH road trip made stops in New York, Austin, San Francisco, Amsterdam and cities in the region, including presentations, hackathons, meetups and workshops both on the local and international stage. [www.atech-conference.com](http://www.atech-conference.com)



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  
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and [j.tilma@aruba.com](mailto:j.tilma@aruba.com)

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



### Fall Benefit Dinner Hosted by EPI and University of Aruba Hospitality & Tourism Students

Divi & Tamarijn All Inclusive partnered with both EPI – Hospitality & Tourism Unit, and the University of Aruba Faculty of Hospitality, Tourism and Management Studies (FHTMS) to host the first annual benefit dinner on November 4, on the beautiful grounds of the University of Aruba. The students prepared a fundraiser *Al Fresco* Dinner for 100 people, which included a sumptuous five-course dinner paired with wines. The event had two aims; the first is to have a working classroom,

where students organize all aspects of an actual event. The second is to raise funds; all monies will be donated to the students of EPI and FHTMS to facilitate field trips and culinary activities. Said Dean John Wardlaw, “These industry projects lend support in allowing students to reach their potential, both inside and outside of the classroom...also allowing many of our students to take educational trips that have an impact on them for a lifetime.”  
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