



Aruba Tourism  
Authority

## Aruba Product Update

November 2018

The Aruba Tourism Authority (ATA)  
is the Destination Marketing &  
Management 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 2018



## ATA News

### Hiper Feirão da Flytour in Santos and Campinas, Brazil

Aruba Tourism Authority was present  
in the fourth edition of the Hiper  
Feirão da Flytour that recently took  
place in the Baixada Santista at the  
Mendes Convention Center. About  
250 brands were present to promote  
their products to hundreds of  
tourism agents and executives, and  
30,000 visitors.

In Campinas, São Paulo, the event  
gathered around 47,000 people. The  
Hiper Feirão da Flytour was also held  
at the Expo Dom Pedro. More than  
47,000 people attended the fair and  
at least 23,500 acquired a product  
or service.



## Roadshow in Salvador, Belo Horizonte, and São Paulo

ATA held an immersion workshop with more than 200 Brazilian tourism professionals in three cities.

In Salvador, Bahia, representatives of ATA, Divi Resorts, RIU Resorts, De Palm Tours, and partners such as Avianca, Copa Airlines, CVC, Trend, Visual, Europlus, Flytour MMT, and Abreu were present. The event included business roundtables and a cocktail party.

In Belo Horizonte, Minas Gerais, the event included a presentation of Aruba representatives, a business roundtable with hotels and DMCs (Destination Management Company), ACE (Aruba Certified Expert) training, and raffles. 60 travel agents attended, as well as Copa Airlines, Avianca, and operators CVC, Trend, Visual, Europlus, Flytour MMT, FRT, Abreu, Viagens Master, and Snow Operadora.

In São Paulo, workshop attendees included Divi Resorts, RIU Resorts, Barceló Aruba, De Palm Tours, and partners from Copa Airlines, CVC, Trend, Visual, FRT, Europlus, Flytour MMT, Flot, High Trip, and press partner Panrotas.



## Aruba Tourism Authority Represents Aruba at IMEX America Show

Recently, representatives of the Aruba Tourism Authority and Aruba Convention Bureau participated in the IMEX America Show held in Las Vegas at the Sands Expo & Convention Center from October 16-18.

The largest event for the incentive, meetings and events market, IMEX attracted 3300 buyers from North America and 43 other countries, and more than 3500 exhibitors and 2700 visitors. The ATA booth had a full schedule of appointments with such groups

as meeting planners from North America, Latin America and Europe. ATA's attendance at this and other such trade shows provides an invaluable opportunity to attract potential business to the island. Tourism partners at the Aruba exhibit included Aruba Marriott Resort & Stellaris Casino, Hilton Aruba Caribbean Resort & Casino, Hyatt Regency Aruba Resort, Spa and Casino, De Palm Tours DMC, ECO Destination Management Services, Red Sail DMC, and EPIC DMC.





### CVC Aracaju Training

On September 18, ATA promoted a training for CVC agents in the city of Aracaju, Sergipe, during which they could familiarize themselves with the most recent products and experiences offered by the island and share them with consumers.



### ATA Colombia's Tourism Journalism Conversation in Bogotá

On October 11, ATA Colombia developed the "Opportunities and Challenges of Tourism Journalism" discussion for journalists in market. The conversation was led by José Alberto Mojica, travel journalist and lecturer, with the participation of Maria Victoria Galan Sarmiento, ATA Director in Bogotá

and Johana Santiago, Communications Manager of ATA Latam. The objective of this conference was to discuss the current landscape of travel tourism journalism in Colombia, the reality of journalists in the sector and the challenges of digital media and social networks.



## Awards & Recognition

### Hertz Aruba Celebrates 100th Anniversary

Hertz, one of the most iconic car rental brands in the world, recently celebrated its centennial anniversary worldwide. Said Hertz General Manager Aruba Vince Solognier, "We are fueled by our longstanding commitment to providing our customers with caring and efficient service, and access to a variety of specialty and top-rated vehicles. We are delighted to have the best trained and motivated employees in both the rental and lease department. Our Hertz 100th Anniversary Month

is a celebration for the company, employees and vendors." Together with our Hertz Creative Think Tank, Hertz Aruba had a month of social, educational and healthy fun activities. With 30 employees and volunteers, they held a charity fundraising carwash event for Sgt. Pepper's Friends, a non-profit animal rescue organization. In appreciation of their employees, they offered such activities as a healthy breakfast and cooking session, CPR certification course, nature walk and festive dinner at Que Pasa.





## Aruba Marriott Resort Honored as a Winner in TripSavvy Editor's Choice Awards

Aruba Marriott Resort & Stellaris Casino has been named a winner in the inaugural TripSavvy Editor's Choice Awards in the 2018 Beach Hotels and Resorts category.

The 2018 winners, sourced through a unique mix of machine-learning and TripSavvy editor testing, represent the best in travel, tourism and hospitality. The TripSavvy Editor's Choice Awards uniquely takes a two-pronged approach to choose winners: a combination of data and real, human vetting to recognize the very best restaurants, hotels, and attractions across the world.

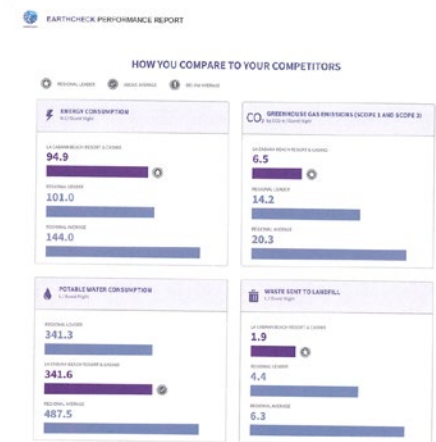
From a pool of over 60,000, only two percent of businesses including Aruba Marriott Resort, passed TripSavvy's editors' rigorous testing and standards.



## La Cabana Beach Resort & Casino Takes Leadership Position in Sustainable Practices

La Cabana Beach Resort & Casino has achieved Master Level through EarthCheck, the world's leading environmental management and professional services group for the travel and tourism industry.

General Manager Joe Najjar announced, "This Certified Master Status brings us another impressive milestone. I am very excited and cannot thank Frank Sabajo, our Environmental & Safety Manager, and all our associates enough for their contributions towards our Environmental and Social Sustainability commitments." Stewart Moore, CEO of EarthCheck, said that the resort has taken a significant leadership position in sustainability and congratulated La Cabana as "a valued member of a global group of tourism operators who dare to make a difference."







### **The Hilton Aruba Caribbean Resort & Casino hosts a Traditional Thanksgiving Dinner**

The culinary team of the Hilton Aruba Caribbean Resort & Casino prepared a veritable feast at the Sunset Grille Restaurant on Thanksgiving Day. Dinner was served in an elegant family-atmosphere, with plentiful and tasty offerings, all equally fresh and tempting!

The special menu took off with a choice of Pumpkin Soup, Caribbean Lobster, Crispy Pancetta and Fresh Thyme or Signature Martini Salad. The main course selection included a choice of Roasted Vermont Turkey, Sausage Sage Stuffing with Turkey Gravy, Garlic Mashed Potatoes, Baby Vegetables OR Grilled Salmon with Dill Beurre Blanc, Forbidden Rice, Charred Brussels Sprouts and Bacon. For dessert, guests savored a memorable Thanksgiving Trio of Mini Pumpkin Cheesecake with Spiced Chantilly Crème, Old Fashioned Apple Pie and Southern Pecan Pie. There was also a stellar selection of two white wine and red wine pairings that evening.

## **Resorts**

### **Hilton Aruba Caribbean Resort & Casino**

#### **KLM Aruba Marathon and Hilton Aruba Caribbean Resort & Casino Announce Partnership for 2019 Races**

Hilton Aruba will host the start and finish lines, and pre- and post-race activities for the KLM Aruba Marathon to take place on June 2, 2019. "We're thrilled to partner with Hilton Aruba Caribbean Resort & Casino to further expand the success of the KLM Aruba Marathon as we return for our second year," said Kees van Muiswinkel, Chairman & Founder of Foundation Run in the Sun. The Pasta Party and KLM Aruba Marathon Expo will also take place at the resort the day before.

The marathon will offer four course distances, including a marathon, half marathon, 10 km and 5 km race, each finishing on Hilton Aruba's beachfront, the largest stretch of Palm Beach. Participants are invited to enjoy a post-race celebration near the finish line. There is a Free App with 'Live Track & Trace' so family and friends can follow participants. Participants can register at [klmarubamarathon.com](http://klmarubamarathon.com). Traveling participants are invited to book their accommodations at [hiltonaruba.com](http://hiltonaruba.com).





### Pastry Chef Helen Thiel enchants resort guests during Wellness Week cooking classes

Wellness Week at which took place in September was dedicated to the importance of living well. Cooking classes with Executive Chef Matt Boland introduced health-conscious specialties to guests attending the sessions.

One afternoon, the cooking instructor's role was taken over by Pastry Chef Helen Thiel who made some delicious Double Chocolate Zucchini Muffins. A valuable member of the culinary team, this talented young Aruban graduated from Florida International University, went on to the International Culinary Center in New York, and the French Culinary Institute where she acquired a Diploma in The Art of International Bread Baking,



### The Sunset Grill at Hilton Aruba Caribbean Resort & Casino hosts Vegan Social Media Influencers

Vegan Aruba recently partnered with [WhenInAruba.com](http://WhenInAruba.com) and the Aruba Tourism Authority to host a Vegan Social Media Influencers Retreat during Eat Local Month.

At the final dinner party, Executive Chef Matt Boland and his culinary brigade created an array of innovative and delicious vegan specialties. Menu highlights included Lentil caviar on Sweet Potato Crust, Vegan Pate, Vegan Pumpkin soup, Mediterranean Vegetable Napoleon, and Dark Chocolate Coconut Mousse.

Check out the influencers' posts:

Remy Park [@veggiekins](https://www.instagram.com/veggiekins) with 9.4k followers,  
Marina Qutab [@ecogoddess](https://www.instagram.com/ecogoddess) with 22.4K followers,  
Brian Turner [@brianturnerofficial](https://www.instagram.com/brianturnerofficial) with 89.3K followers,  
Sammy Grimm [@sammy\\_grimm](https://www.instagram.com/sammy_grimm) with 16.2 Followers,  
Chris Petrellese [@consciouschris](https://www.instagram.com/consciouschris) with 84.8k followers,  
Jasmine Briones [@sweetsimplevegan](https://www.instagram.com/sweetsimplevegan) with 214k followers.





## La Cabana Beach Resort & Casino

### La Cabana Beach Resort & Casino Applauds its Song Festival Winners

For the past 10 years, LCBRC has been organizing an exciting annual festival with great associate attendance and participation, packing the Renaissance Convention Center. This year there were 15 associates competing in experienced and amateur categories. The executive committee staged a colorful show to the music of Jeon and Bruno Mars. Concierge Maruschca Violenus and Engineer Randolph Roch won top honors, with Germaine Henriquez of the F&B Department winning Best Show. The evening was filled with excellent music, raffles and door prizes and included a number of surprises and Carnival dancing.



### “100 Days of Hospitality” at La Cabana Beach Resort & Casino

During 2018 FIFA World Cup, General Manager Joe Najjar shared some inspiring words launching La Cabana’s “100 Days of Hospitality” campaign, where the main focus was on Customer Satisfaction. The resort hosts a festive gathering quarterly for its associates during which members of management in collaboration with the department of Human Resources share property accomplishments, goals, and plans for upcoming months. The themed

event during FIFA World Cup 2018 enjoyed a record-breaking turnout. Every department had improved their performance scores during 100 Days of Hospitality, compared with the previous year. The housekeeping department with the most improved scores was rewarded by car washes, courtesy of the management team. Pictured here, the culmination of 100 Days of Hospitality which included a special healthy “Grab and Go” treat for all associates in the Chit Chat Café.



## Caribbean Palm Village Resort

### First Group of Employees Graduates Mi Compromiso Cu Aruba at Caribbean Palm Village Resort

Mi Compromiso cu Aruba (Papiamentu: my commitment to Aruba) is an educational program designed for all persons working in the tourist industry. The program designed by the Ministry of Tourism enhances the knowledge of the island's tourist product, with a focus on excellence in service, and sustainable future environment.

Caribbean Palm Village Resort conducted the first round of the certification program with the first group of employees who together explored the most important chapters of Aruba's history and tourism history and reviewed culture, service standards, and awareness of their own personal development.



### Just Treats No Tricks at the Halloween Party at Caribbean Palm Beach Resort

The resort hosted a spirited Halloween Cocktail Party, inviting guests to dress up and participate in fun and game, orchestrated by the activities department with Mislady Fingal as the animated emcee.

Guests enjoyed dressing up creatively with Mislady leading the parade, to the total enjoyment of the resort's vacationers, in celebration of the much-loved day.

Photos show everyone having a good time during the weekly Manager's Cocktail Party at the Caribbean Palm Village Resort.





## Aruba Marriott Hosts Media & Customer Events in Dallas

Since Texas is a feeder market for Aruba Marriott Resort, and American Airlines is launching new nonstop flights from Dallas Fort Worth to Aruba in December, the hotel organized a media event in Dallas, Texas on September 12 and 13, 2018. The media invited experienced a cooking demo of Keshi Yena, a traditional Aruban dish, by the hotel's Executive Chef Ever de Peña. They also enjoyed a craft cocktail mixology lesson by the hotel's Bartender Daniel Mesa Grisales, which included flavors of Aruba with a focus on aloe to add the local touch to the cocktails.



## Restaurants

### Delicious New Lunch Items Introduced at Gilligan's Seafood Shack

Executive Chef Matt Boland recently refreshed Gilligan's Seafood Shack lunch menu at the Hilton Aruba Caribbean Resort & Casino. The menu highlights a number of lobster and crab presentations as well as various just-caught fish preparations, which pair well with the extraordinary beach location of the terrace restaurant.

Among new items are Flash Fried Crispy Bay Scallops, Local Pica De Papaya Tartar sauce; Lobster and Crab Skillet Nachos with Mango fruit salsa, and Portabella Mushroom Melt. Also served are Lobster, Shrimp & Corn Fritters; Millionaire's Lobster Roll, Crab Cake Burger BLT, Coconut Shrimp, Ahi Tuna Salad, Grilled Salmon Salad, Fish Tacos, and Freddy's Crispy Fish Fry.

The menu's Land Side features Castaways Chicken Sate, USDA half pounders, quesadillas, wraps, chicken wings, chicken sandwiches, pita pockets, and salads.







## Peru's Rotisserie Chicken Debuts at Las Brasas Peruanas

Part of Asi es mi Peru at Paradise Beach Villas, Las Brasas Peruanas presents Peruvian roast chicken, authentically prepared by a Peruvian chef. The eco-friendly charcoal burning rotisserie was brought to Aruba by Peruvian owner Roxanna van Nes and her Dutch-Surinam husband, Jan van Nes.

The mouthwatering chicken is first marinated for 24 hours in a special mix of herbs and spices, and is known for its special taste, juicy tender meat and crispy skin. Reasonably priced with eat-in and take-out options, Las Brasas is a perfect culinary choice for families. Accompaniments include fresh garden salad, fries, and chaufa (Peru's version of Chinese fried rice). Asi es mi Peru and Las Brasas Peruanas are open for both lunch and dinner.



## Ike's Bistro Introducing Friday Martini Night

There is a new Happy Hour location in town!

Every Friday, it's Martini Night at Ike's Bistro at Manchebo Beach Resort & Spa, from 6-8pm with Live Music by local jazz singer Lucre Houtman. The ambiance couldn't invite relaxation more—the afterglow of sunset together with Lucre Houtman laying down some chill tunes create the perfect vibe.

Sip a favorite Martini or try something new such as the Cashew Fusion and give the weekend a great start.



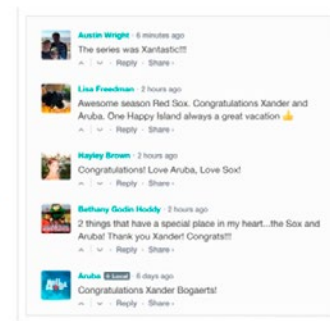
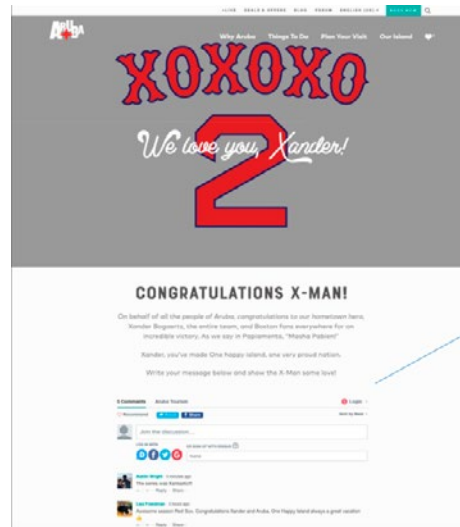


## Casinos

### Holiday Bingo Extravaganza with Astro Prizes at the Casino at the Hilton

Effective November 1, all members of the Hilton Casino Players' Club can participate in Daily Drawings of prizes which build up to a Holiday Astro Sweepstakes with such astronomical prizes as an iPad 32GB, Samsung Flat Screen TV, \$1,000 Slot Play, PlayStation 4, Laptop, Weekend Stay at Hilton Aruba Caribbean Resort & Casino, tickets to De Palm Island, and Dinner for two at Sunset Grill. Players can participate in the Astro Sweepstake by earning points on their Membership Card. The Weekly Drawings take place every Sunday.

The names of the winners of the final Astro Raffle will be announced at the end of the promotion at the casino's annual Customer Appreciation Party, December 23. The Bingo Holiday Extravaganza Weekend is a 3-day event from December 21 - 23 with guaranteed \$30,000 in prizes, and the chance to win the giant Progressing Jackpot.



## Arubans In The News

### Congratulations to the Boston Red Sox and to Aruban Shortstop Xander Bogearls!

With their recent ninth World Series title, the Boston Red Sox have the distinction of being the baseball team with the most wins this century.

Aruba's own Xander Bogearls has been a player with the organization since 2009 and has played in the Major Leagues since 2013. On two occasions, he has been named Silver Slugger of the American League, and this past season, he was named American League Player of the Week. Bogearls hit three Grand Slam home runs, helping to take his team to the final playoffs. Just barely 26 years old, he already has two World Series championships under his belt.

Bogearls' Dare to Dream foundation gives back to the Aruba community with such initiatives as a baseball clinic for children, and he personally participates whenever his schedule permits. Thousands of fans all over the world have congratulated him on various digital platforms as well as on Aruba.com.





## Events

### Aruba Ostrich Farm Holds Monthly Farmers Market

The October farmers market featuring local products and crafts of all kinds had a special addition – a pumpkin carving workshop. The next markets held at the Aruba Ostrich Farm will

be on November 4 and December 2, which will have a special Christmas theme. Both tourists and locals enjoy these fun events and discover an authentic Aruban experience.



### The Down Town Dixie Society Performs at Café the Plaza

The amazing Down Town Dixie Society, a talented collective of international jazz musicians from the Netherlands, performed live on stage at Café the Plaza at the Renaissance Marketplace on October 25, as part of their South America tour. Local beverage supplier Pepia-Est brought this group back to Aruba after having been a big hit at the Caribbean Sea Jazz Festival.





## Eat to Educate @Aruba's Global Culinary Experience

Following last year's very successful Al Fresco Fund Raising Dinner, the students of EPI HORECA and the Faculty of Hospitality and Tourism Management Studies (FHTMS) of the University of Aruba again prepared a wonderful evening for the Aruban community. This was made possible due to the initiative and guidance of Marin Bijl and the food and beverage staff of Divi and Tamarijn All Inclusive Resort, along with new participating partners.

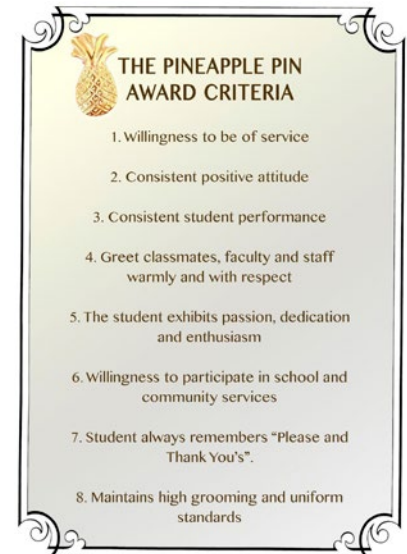
The event that took place in the picturesque garden of the university was attended by 200 guests. Tasting stations showcased typical dishes from Aruba, the Netherlands, Asia, Italy and the Mediterranean. This event provided an opportunity for the students to practice their skills and experience how to organize an event from the beginning to the end. It also provided funding for the faculty's field trips and culinary activities of both EPI and the university to comply with the concept of experiential learning.



## EPI Hospitality and Tourism Unit at Colegio EPI Celebrated World Tourism Day

In honor of World Tourism Day, all faculty members had shirts printed with the World Tourism Day logo. Every year, they also announce the Pineapple Award recipients and winners. Students are selected by the faculty for their hospitality skills and everyone votes for the best candidate who will receive their Pineapple pins. The winners this year were Silvana Quintero, Charmaine Valeria, Jian-Wen Lu, Railyn Geerman, John Jairo Maduro and Duchley Ferrer.

Three new faculty members Minerva Kock, Marianne Bruyning and Roberto Koolman received the Hospitality Torch pin which represents the fire of hospitality that they ignite and transfer to their students.





To our tourism partners:  
Thank you for providing us  
with your updates.

To ensure that your news is featured in  
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the Aruba Tourism Authority, please send  
information as it becomes available to:

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by the 5th of each month for it to be  
featured in the same month.



### The November Edition of the Farmers Market Held at the Ostrich Farm Introduced Some New Presenters

Participants included Carroll and Sayda Kock selling homemade sangria made from Vincent Kock's vineyard; Maiky who created driftwood Christmas trees, David Ferreira of Mondí Fierro who sold real honey gathered from his own beehives; Shayenne Giel who presented homemade calabas syrup and cleansing juices, and Sascha Nieuwenhuizen who offered her handmade pouches and handbags. The next Farmers Market takes place on December 2.

