



Aruba Tourism
Authority

Aruba Product Update

TRADE EDITION

November 2020

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

Core Purpose:

We drive prosperity for Aruba
through sustainable tourism.

Our Vision:

To lead the positioning and
development of Aruba as a desirable
and sustainable destination,
by being an innovative and
agile Destination Marketing and
Management Organization.

Core Values:

Passion
Excellence
Unity
Forward Thinking

Below we offer a synthesis of some of the most prominent
and important news during the month of November 2020



ATA News

The Aruba Health and Happiness Code Launches Island Wide Promotional Campaign

During the month of November, the Aruba Health and Happiness Code launched an island wide promotional campaign, promoting its HH Code certified partners through different platforms. The primary goal hereof is to promote all certified HH Code partners among our visitors as well as locals, as an encouragement for them to visit and experience each company following the national health and safety protocols (COVID-19).

Among the platforms being used to market this campaign is Aruba Today, which targets our visitors and provides daily news.

The HH Code consists of several guidelines that every company must adhere to, in order to

become an HH code certified company. Some of the guidelines included in the HH Code certification comprise of the following;

- The usage of hand sanitizers and/or frequent washing of hands
- The usage of mask, required in all establishments and some public areas
- Social distancing of at least 1.5 meters

These measures have been put in place to ensure that Aruba remains a Happy and Safe destination to both our visitors and locals. For more information please visit [Aruba.com/Healthcode](https://www.aruba.com/healthcode).



Awards & Recognition

Aruba Excellence Foundation Celebrates 4th Edition of ACP Recognition Award

The Aruba Excellence Foundation (AEF) is in celebratory mood, together with five organizations that have certified their entire staff as ambassadors of Aruba through the Aruba Certification Program (ACP). The ACP program initiated in 2011 is designed for those working directly or indirectly in the tourism industry to enhance their knowledge of the product Aruba, with an added focus on excellence in service with Zjeito.

In 2017, the AEF began to grant the ACP Recognition Award to companies that are '100% Aruba Certified'. There are currently 12 organizations and hotels with this distinction, including the Aruba Beach Club, Paradise Beach Villas, La Cabana Beach & Racquet Club and the Caribbean Palm Village. AEF director Esther Broeksema recently presented Bucuti & Tara Beach Resort, La Quinta Beach Resort, ARTN Photography, Shocoloco Design and Barceló Aruba with ACP Recognition Awards. Almost 7000 people are now certified as Aruba's ambassadors. For the remainder of the year, the ACP training program will be facilitated online and free of charge for everyone interested in learning more about Aruba's nature, history, culture, and tourism.

The Aruba Excellence Foundation established by the Aruba Tourism Authority in June 2018 is charged with executing the Aruba Certification Program (ACP) and Happy Information Officer (HIO) program, ensuring that Aruba maintains its renowned high level of service excellence.





Divi Dutch Village Beach Resort Honored as 2020 Travelers' Choice Winner

Each year, TripAdvisor scrutinizes reviews, ratings, and saves from travelers to award the best of the best in the industry. This year, Divi Dutch Village Beach Resort was selected as a 2020 Travelers' Choice Winner, joining an exclusive group of the top 10% of hotels worldwide.





Bucuti & Tara Beach Resort

Green Globe Platinum: World's Only Perfect Score in the Hotel & Resort Category

Bucuti just achieved the world's first perfect score of 100 points from Green Globe, which represents the International Standard for Sustainability. Additionally, Bucuti & Tara just earned recertification as carbon neutral and remains the Caribbean's first and only net-zero hotel. This is its 20th annual Green Globe certification. The property has always been a scoring leader in its endless pursuit of providing the safest, most sustainable vacation setting and workplace to guests and staff, respectively.

Green Globe CEO Guido Bauer stated, "It is with the greatest admiration that Green Globe can announce the first 100% certification score in the 25-year history of our sustainability program. We acknowledge the dedication of all the staff and management, who have taken a personal interest in doing the very best they can when it comes to contributing to the protection of the environment, economic reward for community and celebration and preservation of local culture and heritage. A special accolade must also be sent to Bucuti & Tara Resort Owner/CEO, Ewald Biemans, whose understanding of the importance and value of sustainability has created a management culture that extends the hospitality conveyed to guests, to a mindfulness that cares for this precious destination on the island of Aruba."



Resorts

Hyatt Place Aruba Announces Stunning New Event Spaces!

Hyatt Place Aruba Airport is growing and they're over the moon to announce the opening of their new Event Spaces in December 2020. With over 4,000 sq ft of Event Space, Hyatt Place Aruba Airport will offer a stylish and intimate venue, perfect for any dinner, event, wedding, or reception. Contact them to learn more or to arrange a Site Inspection: HPA.Reservations@Hyatt.com.





Exclusive Floating Breakfast Offered to Boardwalk Guests in Private Plunge Pool

Boardwalk Boutique Hotel recently launched a brand-new floating breakfast, served exclusively in the private pool of hotel guests staying in the Plunge Pool Casita. The unique floating breakfast package includes healthy fresh juices, a tropical fruit platter, pastries, choice of two main courses, and coffee or tea. The package can be upgraded with Prosecco or mimosas. The floating breakfast is freshly prepared and provided by local F&B partner Eduardo's Beach Shack. Price starts at \$25 per person, with a minimum order for 2 adults. "This new experience is the ideal collaboration with Boardwalk Boutique Hotel, serving healthy, nourishing food and beverages

in a pool surrounded by lush tropical gardens. It is the ultimate tropical breakfast, and it's highly Instagrammable, too!" says Nikita, Experience Officer at Eduardo's Beach Shack.

All hotel guests can choose from a variety of savory and healthy breakfast packages, cold pressed juices, açai bowls, protein bowls and fresh fruit smoothies. A walk-up window is available on property, a small snack and coffee corner is available in the Lobby, and guests can also order room service and enjoy breakfast in the privacy of their own Casita. For more information, visit www.boardwalkaruba.com.



Enjoy Upgraded Guest Rooms and a True Caribbean Experience at Paradera Park

Paradera Park has updated all its rooms, giving a fresh modern feel yet preserving the warm Caribbean ambience. “We strive to offer our guests ultimate comfort and privacy, like you would have at home, at the same time offering a true Caribbean experience. Now more than ever, a stay should be carefree and memorable, and we feel that these updates will enhance the enjoyment of the vacation or business traveler looking for an independent form of accommodation,” states Debby de Weerd, Managing Director.

Paradera Park is privately owned and managed, welcoming back many repeat guests year after year. Now in its 27th year, this intimate 17-room boutique apartment resort is conveniently located in the center of Aruba, just minutes from beaches, shops, and restaurants. It is commended for its unobtrusive and personal service, immaculate property, comfortable spacious rooms and quiet yet central location. All self-catering apartments are privately tucked away in unique lush tropical gardens, referred to as the Tropical Oasis, and offer all the comforts of home. This authentic resort provides ultimate relaxation, comfort and privacy, perfect for an Aruba stay.





Amsterdam Manor Beach Resort Wants You to Work Happy with its One Happy Workation Offer

For a minimum of fourteen (14) nights, from now until April 30, 2021, workaholics can take advantage of a deep 48% discount and work remotely from either their spacious 770 square foot one-bedroom suite with its private terrace, or from the ocean-view private balcony of their 1088 square foot two-bedroom suite. A US \$50.00 per person Food & Beverage credit is also awarded and some cold local beers will be waiting for each adult in their suite refrigerator.

Booking dates are until March 31st, 2021 and the blackout dates are December 19th, 2020 until January 4th, 2021. This offer is only applicable to new direct bookings through the www.AmsterdamManor.com website, or by contacting the Reservations department directly at 1-800-969-2310 or reservations@AmsterdamManor.aw.



Hyatt Regency Aruba Resort, Spa & Casino

Juan Salgar Named the Resort's Director of Culinary Operations

Most recently the Hyatt Corporate Director of Culinary Operations (Americas), Salgar has years of experience overseeing the operations of Hyatt's luxury and lifestyle brands. In his role, Salgar is crafting new menus and overseeing the culinary offerings of the resort's various dining destinations and bars. This includes the new outdoor dining experiences, enhanced Regency Club Lounge, and wellness culinary offerings that are a part of the resort's new enhanced focus on wellbeing.

GBAC STAR™ Accreditation

Hyatt Regency Aruba Resort, Spa & Casino has achieved Global Biorisk Advisory Council® (GBAC) STAR™ accreditation – the gold standard for prepared facilities. To achieve GBAC STAR™ accreditation, the resort was required to demonstrate compliance with the program's 20 core elements, which range from standard operating procedures and risk assessment strategies to personal protective equipment and emergency preparedness and response measures. Accreditation will be complemented with regular internal and third-party auditing. Learn more about GBAC STAR accreditation at www.gbac.org/star. To learn more about Hyatt's Global Commitment to Care & Cleanliness, please visit hyatt.com/care-and-cleanliness.

Denise Florio Appointed the Resort's Director of Sales, Marketing and Events

Throughout her 16-year career with Hyatt, Florio has held sales leadership roles with several Hyatt properties as well as helped develop hundreds of sales professionals, most specifically in her recent role as the Corporate Director of Learning & Development where she created and delivered learning opportunities for all Sales, Marketing, Events, and Revenue Management leaders among 245 full-service hotels. In addition to her extensive sales, marketing and events experience, Florio also has a deep connection to Aruba having made Hyatt Regency Aruba her annual family vacation destination for over a decade.



Master Mixology

Hyatt Regency Aruba Resort, Spa & Casino introduces Master Mixology, a class for guests to learn to craft a signature cocktail with the helpful guidance of award-winning bartenders. The class features Green Bar Distillery organic liquors selected by local importer, Arion Wine Company. Instruction includes beginner bartending, explanation of selected liquors, certificate, and cards featuring participant's new exclusive recipes.

ZoiA Bon Bini

Say hello to Aruba and relaxation with a calming 75-minute ZoiA Bon Bini treatment. The stress-relieving treatment delivers a calming escape from travel and work with a deep tissue Dushi massage that uses long flowing strokes and differing massage techniques to alleviate tension throughout the body followed by calming reflexology for the feet. To make an appointment, please visit [ZoiA Spa](https://www.aruba.hyatt.com).



Culinary Delights

Discover a selection of Chef specialties not available on the menu, available daily at Ruinas del Mar, Palms Restaurant, Alfresco Bar, and Palms Bar. Specialties include pasta, tacos, fish and lobster. The latter is available daily as lobster rolls or surf and turf specials.

To discover some of the new culinary offers at Hyatt Regency Aruba, please visit [aruba.regency.hyatt.com](https://www.aruba.hyatt.com).





Restaurants

Taste My Aruba, Sustainable, Local and All About Honest Food

Taste My Aruba is located at Padu Lampe Plaza in the heart of Oranjestad, on the grounds of the restored monument building that houses Cosecha, the creative center for authentic local art and crafts. In the evening, Taste My Aruba is a romantically-lit terrace under a canopy of trees with tables set up for delectable food. Says owner Nathaly de Mey, "Straightforward, pure and local, Taste My Aruba is all about

honest food. We have a different menu every day depending on what the fishermen bring in. We are an authentic, family-owned, farm-to-table and sea-to-table restaurant."

House specialties include Ceviche, Lobster Tower, Grouper Fish Cakes, Lobster Bisque, Drunken Shrimp Linguini in Creamy Garlic Sauce, and Lobster with Truffle Mash. De Mey explains, "I wish to support Arubans and by

buying 600-800 kg of fish each week, I give back to the fishermen and their families. What we get from the sea is all we offer. For the non-seafood eaters, we always prepare organic beef or chicken. Our cashew cake is a proper island favorite. We also carry a lovely selection of Argentinian wines."

Open Monday through Saturday from 6pm-11pm. Website: tastemyaruba.com/reservations.



Activities

Kukoo Kunuku is Rolling Down the Road and the Maracas are on Fire!!

Kukoo Kunuku is back on the road, and with an amazing new tour - the Happy Kukoo Hour! Come and celebrate Aruba's Happiest Hours of the day from 5pm - 8pm, as they visit three of their favorite Happy Hour bars for a unique Caribbean experience. It's an early evening of Kukoo Fun, entertainment and new friends. Included is a complimentary Kukoo shot glass and a free shot at each bar, special drinks at Happy Hour prices and local snacks.

Leave your stress and worries at home and the Driving to Kukoo Kunuku (for guests 18 years or older). And still no better way to explore the vast culinary offerings Aruba has than with Kukoo Kunuku's "Wine on Down the Road Tour". Sample signature dishes at four of Aruba's top restaurants are prepared by renowned chefs from around the world, each perfectly paired with fine wines. Their sommelier will entertain and guide you throughout the evening. Enjoy a night of great food, excellent wines and good company with a dash of Kukoo fun of course! Restaurants and pairings will vary on each tour. Stay Safe & Stay Kukoo!





Business & Technology

Aruba Airport Authority and University of Aruba Sign Covenant of Cooperation

Aruba Airport Authority N.V. (AAA), represented by its CEO Joost Meijs and Director Safety Security and Regulatory Compliance Angeline Flemming, recently signed a Covenant of Cooperation with the University of Aruba (UA) represented by Eric Mijts. The covenant aims to develop joint activities and foster collaboration in the fields of education, research, service to society and exchange opportunities.

AAA CEO Joost Meijs states, "As Aruba is a part of the worldwide community, AAA has embraced the Sustainable Development Goals (SDGs) that have been set by the United Nations. The COVID crisis has shown us that entities that do not focus on long term sustainability in

all aspects of their business will not be able to survive the crisis." This agreement is of utmost importance for the Sustainable Island Solutions through Science, Technology, Engineering and Mathematics program (SISSTEM) at UA.

Eric Mijts explained that collaboration between the university of and the private sector is essential to foster resilience for sustainable development and to provide opportunities for students to build international expertise within the Aruban context. "In that sense, we see AAA as an ideal fit to collaborate on projects on sustainability and innovation," Mijts expressed during the signing ceremony.

Congratulations to our ACE Open for Happiness Incentive Winners!

We appreciate your support as we reopened our borders.
Thank you for taking the time to report your bookings for this incentive.

The qualified and confirmed winners are:

Over-all top producer and grand prize winner of the \$1500: **Anthony Tucker**, All Inclusive Outlet

Regional winners of \$500 each: Tri-State Area: **Veronica Kastukevich**, Custom Travel

New England: **Nichole Galenski**, Easthampton Travel

Mid Atlantic: **Lisa White**, Westwind Travel Service

Central Midwest: **Michelle Stauch**, Chima Travel

Southeast: **Angelika Shogan**, Nexion Travel

West: **Paula Demmer**, Travel Leaders



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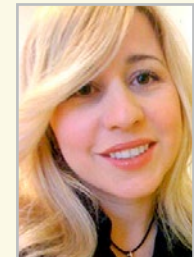
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