

# ARUBA PRODUCT UPDATE

TRADE EDITION

THE ARUBA TOURISM AUTHORITY (ATA)  
IS THE DESTINATION MARKETING  
& MANAGEMENT ORGANIZATION FOR ARUBA.

NOVEMBER 2021

## 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

## CORE PURPOSE

We drive prosperity for Aruba through sustainable tourism.



# BELOW WE OFFER A SYNTHESIS OF SOME OF THE MOST PROMINENT AND IMPORTANT NEWS DURING THE MONTH OF NOVEMBER 2021

## ATA NEWS

### RELAUNCH OF "MY PROMISE TO ARUBA"

ATA recently relaunched an awareness campaign called "My Promise to Aruba", encouraging visitors and tourism-related partners to be ecologically and socially responsible, and in doing so, to actively contribute to Aruba's efforts in preserving its nature, wildlife, and cultural heritage.

The relaunch campaign utilizes magazine ads, inclusion on island maps and television spots. Other tools include creating appealing visuals in hotel rooms, wrapping bus shelters in the hotel area, and advertising in outdoor areas. On an updated website, visitors can make their promise and download the certificate which can be shared. ATA will be also sending out signed certificates once the commitment is made on [www.aruba.com/promise](http://www.aruba.com/promise)

"We want visitors to know about our sustainable mindset and proactively encourage them to join this effort in helping to protect Aruba's environment, wildlife, reefs, and culture. ATA hopes to achieve a change in mindset and behavior that benefits the island for generations to come".

The program of My Promise will be intensified next year. Even though the Ban Serio Aruba campaign aimed at locals has similar goals and values, ATA will be translating "My Promise" to reach them in the same way.



## CRUISE TRAVEL

### CRUISE TOURISM ON THE RISE



Under normal circumstances, Aruba receives 18 calls for November and December, but has already increased to 31 confirmed calls for November - a significant increase over nine calls in October. The Minister of Tourism, APA and ATA are working proactively to attract more cruise lines to visit Aruba, including providing information about the current situation in Aruba. At the same time, they share the safety protocols in place for cruise ships when visiting the island. After the last cruise season devastated by the pandemic, Aruba is slowly recovering its cruise tourism and will soon reach 100% recovery. In November, ships will be arriving from Celebrity, Royal Caribbean, Carnival, TUI, AIDA, Princess, Marella, MSC, Holland America, Windstar and Azamara cruise lines.

## AWARDS & RECOGNITIONS

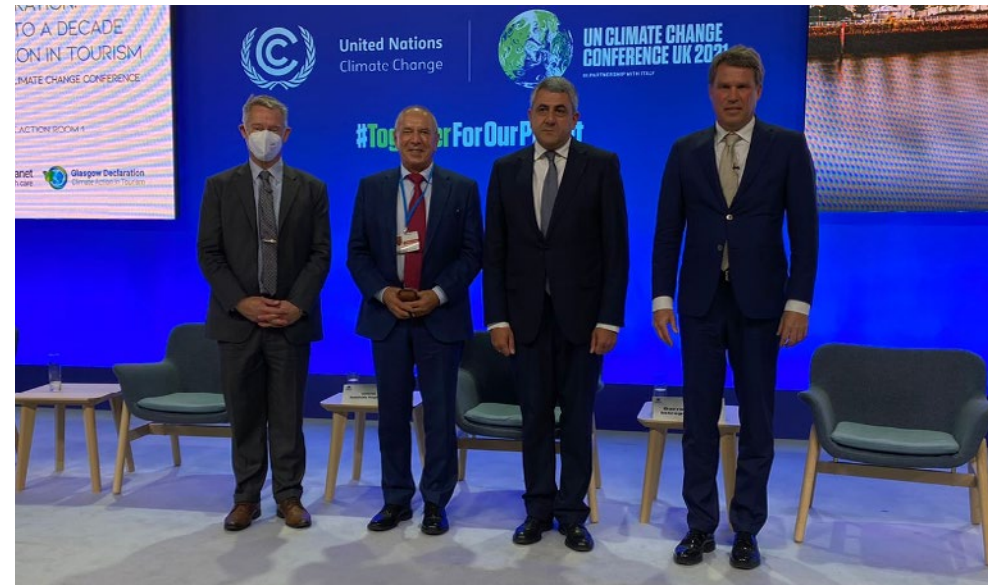
### BUCUTI & TARA BEACH RESORT HONORED FOR ACHIEVING UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS IN ARUBA



Ewald Biemans, owner/CEO of Bucuti & Tara Beach Resort, accepted a global award on behalf of the resort for its efforts in Aruba to achieve the United Nations Sustainable Development Goals (SDG). The Global Forum on Human Settlements (GFHS), supported by the United Nations Environment Program (UNEP), held its 16th annual conference concluding with a worldwide awards ceremony. Bucuti & Tara received a Sustainable Cities And Human Settlements Award for the category of Global Low-Carbon Ecological Scenic Spot. The in-person and virtual event based in China highlighted achievements within the 17 SDGs.

“It is an honor for Bucuti & Tara to receive this critical Sustainable Cities And Human Settlements Award as a member of Aruba that has created its path of achieving SDGs, and we hope it inspires the government, entities and individuals to call upon the SDG Aruba and to take action with these shared vital initiatives to protect our beautiful island,” said Biemans. Bucuti & Tara’s net zero success and community partnerships were highlighted as contributions to taking care of its island home. After a brief video presentation, Biemans gave an acceptance speech on behalf of Bucuti & Tara’s Green Team.

### BUCUTI & TARA BEACH RESORT ALIGNS AT UN’S COP26 WITH GLOBAL LEADERS



Bucuti & Tara Beach Resort was a signatory of the Glasgow Declaration on Climate Action in Tourism at the UN Climate Change Conference (COP26). Owner/CEO Ewald Biemans was invited to join global hospitality leaders and Zurab Pololikashvili, Secretary-General of the United Nations World Tourism Organization (UNWTO), in signing the Declaration at the launch event.

The Caribbean’s first launch signatory, Bucuti & Tara has committed to aligning its actions with the latest scientific recommendations, so as to ensure its approach remains consistent with a rise of no more than 1.5°C above pre-industrial levels by 2100. It also has agreed to deliver or update climate action plans within 12 months, align plans with the five pathways of the Declaration (Measure, Decarbonize, Regenerate, Collaborate, Finance), report publicly on an annual basis, and work in a collaborative spirit, sharing good practices and solutions, and disseminating information.

“It is an honor to represent Aruba and the Caribbean as a launch signatory of the Glasgow Declaration for Climate Action in Tourism here at the United Nations’ COP26,” shared Biemans. “The Glasgow Declaration provides the guidance and clear goals that I hope prompts all of us through the Caribbean to join together to help to protect our vulnerable, yet beautiful paradise, and to protect our people in working towards a better future.”



## DIVI & TAMARIJN ARUBA ALL INCLUSIVES WINS 2021 TRAVEL WEEKLY MAGELLAN AWARDS



Divi & Tamarijn Aruba All Inclusives have been recognized in the 2021 Travel Weekly Magellan Awards Hospitality category. The resorts received Gold for the Overall Best Beach Resort/Hotel Category and **Silver for its Clean Check program in the Safety Innovations Category**. The Magellan Awards are judged and overseen by a one-of-a-kind panel of top travel professionals representing the best names and most accomplished leaders from the industry.

Expertly pairing its world class hospitality and all-inclusive amenities with enhanced health and safety policies, Divi & Tamarijn Aruba All Inclusives make navigating the current travel landscape worry- and hassle-free. With the growing demand for all-inclusive travel, what distinguishes them is the fact that guests staying at either property have access to the amenities of both, allowing them to enjoy two resorts for the cost of one.

Their new health and safety program, CLEAN CHECK, follows the guidance of the Centers for Diseases Control and Prevention (CDC) and the World Health Organization (WHO), alongside the Aruba Ministry of Health's Gold Seal validation, to ensure the well-being of all guests and employees. The resorts also offer onsite PCR testing to meet the needs of today's international traveler.

## RESORTS

### SUNSET SCENERY BY HOLIDAY INN RESORT ARUBA



Let the longest stretch of beach on the island be a witness to your love story...

The Holiday Inn Resort Aruba launched its first Wedding & Events Expo this past October. The level of attention to detail was out of this world! Each component, each setting, each set-up, outdid the other, showing all the event possibilities at the most envied location on the island - from birthdays and gender reveals to engagements, vow renewals and boho chic to traditional wedding ceremonies.

The Holiday Inn can create unique memories in four different venues. The mesmerizing courtyard is picture-perfect for family events and intimate celebrations, with a banquet event capacity of over 80 guests and enough room for a hundred more in a cocktail reception setting. Another astonishing spot is the Sea Breeze Beach, with the most breathtaking sunset and ocean front views. Suitable for events for up to 150 guests in banquet seating and 250 guests for cocktail receptions. The Oceanside Terrace is their iconic beachfront fantasy view setting. It can host up to 250 guests for banquets, and more than 500 for cocktail receptions. Any event will be effortless and smooth with experienced Wedding Specialist Shulaika Kross in charge. Package details and inquiry forms are found on their website.

## HYATT REGENCY ARUBA RESORT, SPA AND CASINO

### SAVE MORE FOR THE NEW YEAR

Satisfy your resolution to travel more in the New Year. With the World of Hyatt membership, members save on every stay. Enjoy a relaxing escape at this intimate island resort in the heart of Palm Beach while taking advantage of increased flexibility and exclusive member benefits. Book now at [aruba.regency.hyatt.com](https://aruba.regency.hyatt.com).

### HOLIDAY GIFT GIVING AT ZOIA SPA

Looking for the perfect gift? ZoiA Spa at Hyatt Regency Aruba Resort Spa and Casino brings the island of Aruba home to you with the Ma Didi Holiday offer. Purchase locally made Aruba body oil, roller ball or room diffuser for friends, family, or yourself this December. Learn more at [zoiaspaaruba.com](https://zoiaspaaruba.com)

### NEW COMMUNITY MARKET PAINTING CLASS

Hyatt guests may now carry home Happy Island keepsakes in a custom market tote painted with the guidance of one of our visiting Cosecha artists at the weekly Artisan Community Market. Reservations are required. Sessions are Fridays from 4:30 to 5:30 p.m. in the lobby. Explore more at [aruba.regency.hyatt.com](https://aruba.regency.hyatt.com)

### WINTER CELEBRATIONS AT RUINAS DEL MAR

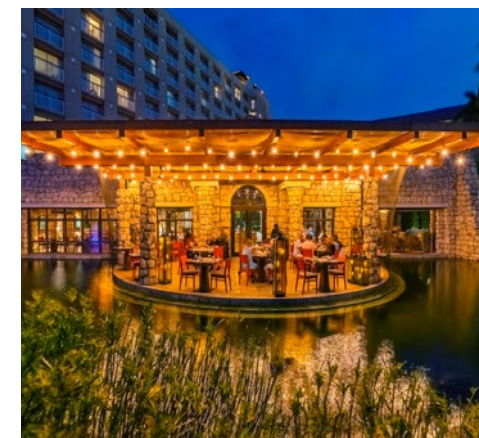
Balance traditions with travel at Ruinas del Mar. Share a family dinner with those you love for Thanksgiving, Christmas Day, or New Year's Eve at this remarkably distinct island restaurant. Surrounded by a koi lagoon and cascading waterfalls, the restaurant's unique architecture is complemented by menus featuring holiday favorites and regional influences. Discover more at [aruba.regency.hyatt.com](https://aruba.regency.hyatt.com)

### SPECIAL HOLIDAY ACTIVITIES AT HYATT REGENCY

Get into the holiday spirit with a series of immersive experiences available daily for guests. Join the weekly Cooking or Mixology classes, a holiday tee-shirt challenge, and a special weekly festive painting classes all available to resort guests. For reservations, please visit [hyattbeachservices.com](https://hyattbeachservices.com)

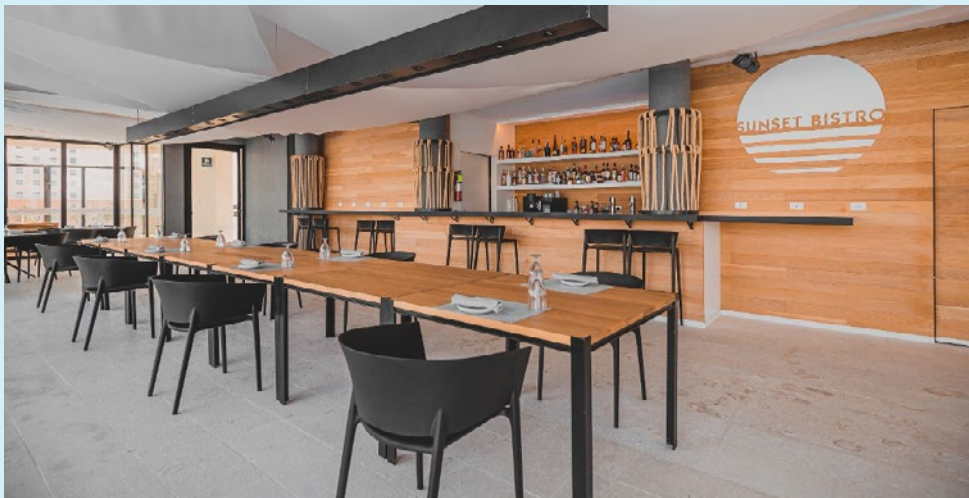
### PREPARE FOR THE HOLIDAYS WITH HYDRAFACIAL

Be ready for all your social engagements this holiday season with a HydraFacial from ZoiA Spa. The hydrating, age-defying system is available as a 30-minute Signature treatment, 60-minute Deluxe or 75-minute Platinum facial. Prices vary. For details, please visit [zoiaspaaruba.com](https://zoiaspaaruba.com)



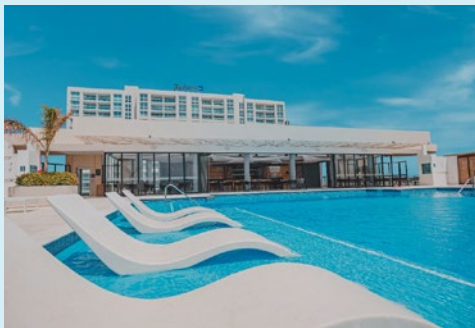


## RADISSON BLU ARUBA THE SUNSET BISTRO EXPERIENCE



Pair your breakfast, lunch, and dinner with stunning ocean views at the rooftop Sunset Bistro. Daily breakfast is served from 7:00 AM to 11:00 AM, including their Super Breakfast with endless Mimosas. Spend the rest of the day by the pool and be enticed with their Lunch & Dinner Menu starting at 12:00PM – 10:00 PM. With three daily Happy Hours, guests are assured a relaxing experience. For reservations, contact +297 526250.

Theme nights at the Sunset Bistro begin with Munchies Mondays, with Dollars to Florins on Burgers and Nachos, and \$1 Wings. Change up Tuesdays and pass by for craft Bumbu Mojitos all day long, starting at 11 AM. Gather up the squad for Wines Wednesday! "WINESSDAY" is Dollars to Florin on ALL Wine bottles. Enjoy panoramic ocean views and fresh breezes with a glass of wine. On Fridays, the rooftop restaurant Sunset Bistro starts the weekend right with ALL NIGHT Happy Hour and \$1 wings.



## L. G. SMITH'S STEAK & CHOP HOUSE FEATURES THE ISLAND'S LARGEST COLLECTION OF PREMIERE WINES BY THE GLASS



L. G. Smith's located inside Renaissance Wind Creek Aruba Resort launched their new Coravin wine preservation system which extends the life of a bottle after a single glass service through the injection of inert gas. Prices range from \$14-\$58 per glass.

Rated the No. 1 steakhouse in Aruba on TripAdvisor, L.G. Smith's has a longstanding reputation of providing the culinary experience of the world's most discerning steakhouse restaurants, including an award-winning wine list by Wine Spectator. It now adds the ability to serve 120 wines by the glass to their extensive menu of elevated culinary offerings and interactive cocktail experiences.

Their signature cocktails embody Water, Fire, Smoke, Earth and Mist. Each is carefully crafted to perfection and incorporates fresh organic juices, local Aruban aloe, herbs, and premium whiskey, bourbon, gin, port, and cognac, among other ingredients. With the Cocktail Trolley, their mixologist provides the perfect craft cocktail tableside.

Known for its USDA-inspected, aged-prime steaks and house specialties, including rack of lamb and fresh local seafood, L.G. Smith's features local flavors and international ingredients that enhance each dish taking their menu beyond the standard steakhouse selection. Open nightly for dinner from 6pm to 11pm.



## AMSTERDAM MANOR BEACH RESORT HORIZONS POOL BAR



Looking over pristine Eagle Beach, Amsterdam Manor Beach Resort's Horizons Pool Bar reopened October 9 with top to bottom renovations to welcome guests with a more elevated experience – including a 3x6 foot expansion, bright colored sunshades, and newly installed upgraded furniture. Open daily from 4-11 p.m. with Happy Hour from 5-6 p.m., Horizons bar is the place to be for a drink or a scrumptious snack! Stop by on Thursdays for the Managers Cocktail Party with live entertainment, two-for-one drinks, free snacks and great conversation.



## SPA

### BOOK OKEANOS SPA SERVICES ONLINE



Okeanos Spa services are now available to book online at [www.okeanosspa.com](http://www.okeanosspa.com). Simple and easy, just choose the date and time you want them to pamper you as caring for your body, mind and spirit is not a luxury. It is a necessity. Okeanos Spa is open daily from 8AM to 8PM. For more information, please visit [www.renaissancearubasp.com](http://www.renaissancearubasp.com).

## CONFERENCES & EVENTS

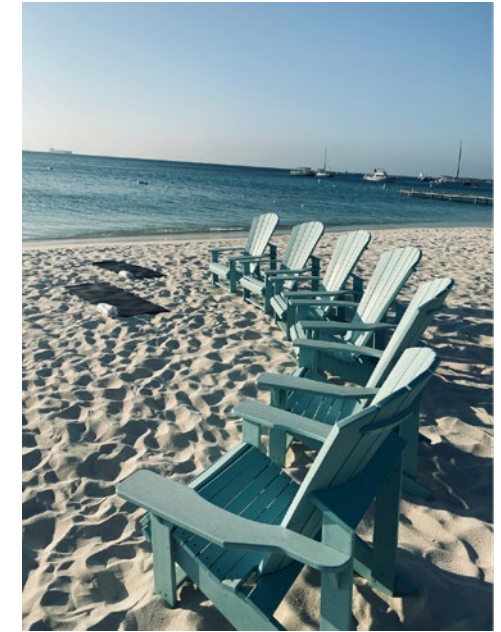
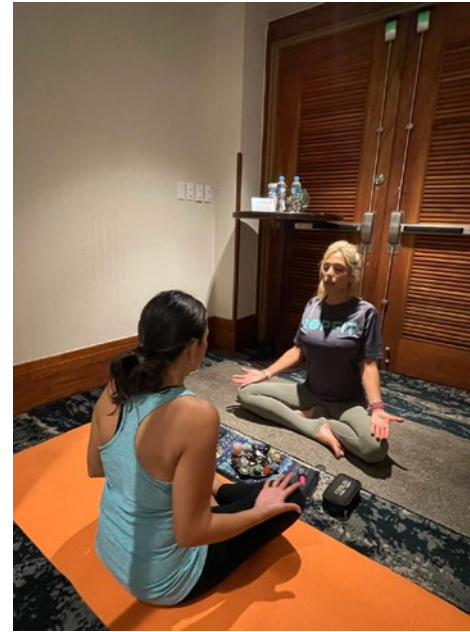
### THE CASINO AT HILTON ARUBA ANNOUNCES THE RETURN OF THE WORLD SERIES OF POKER®



Following a two-year hiatus, the popular poker tour will stop at the Hilton Aruba Caribbean resort & Casino from December 9-19. Stop #3 on the thirteen-stop schedule, it will be the biggest poker event in Aruba. According to organizers, the event is expected to draw more than 200 poker play-ers from around the globe competing for substantial cash prizes, the guarantee to be announced soon. The famed tournament series will include a number of special events including a welcome reception and an awards evening. The full schedule is still being compiled, and will be available on social media, with all additional information.

The Casino at the Hilton Aruba Caribbean Resort features luxurious and extravagant new slot ma-chines which provide attractive rewards and huge wins for any player wishing to try his/her luck at spinning. The Poker Room is open from 6pm to 2am, offering 4-8 limit, 2-5 & 5-5 no limit, Texas Hold'em, Omaha & Tournaments. Live Table Games include Blackjack & Roulette, Caribbean Stud Poker. Open 11am to 2am, Monday to Sunday. Apply for the casino membership card - it's FREE and redeem points collected for prizes and surprises.

### THE HILTON WELLNESS MEDIA EVENT SHOWCASES NEW SERVICES



The resort recently invited members of the media for an exclusive wellness journey featuring treatments from eforea spa. The marketing team totally transformed an area of the ballroom into a Balinese spa, and members of the media traveled from station to station for sample treatments, starting with a hand cleansing ritual using local famed Aruba Aloe products followed by a hand mas-sage.

Also introduced was the HyperVolt percussion treatment, kneading muscle cramps out, promoting circulation, and relieving tension. Members of the media enjoyed a relaxing Head & Scalp rub, and rejuvenating Nuface therapy including NuFace Eye-Lifter and NuFace Wrinkle Reducer. The Sound Bowls and Reiki Energy Healing received excellent reviews. The Tibetan bowl is used to reduce stress and calm minds into a meditative state. Yoga master Maria Pucci led a Chakra meditation practice. Invitees were greeted on the beach by yoga teacher Vicky Lovera for a guided meditation followed by fantastic light food over bottomless flutes of bubbly. The opening hours of eforea spa are Monday to Saturday, 10 am - 6 pm, Sunday 9 am - 5 pm. Contact information, +297-526-6052, E-mail: [auaahh\\_eforea\\_aruba@hilton.com](mailto:auaahh_eforea_aruba@hilton.com).





## ARUBA MARRIOTT RESORT CELEBRATED WOMEN IN LEADERSHIP

The Aruba Marriott recently organized and hosted the 'Women Let's Talk' forum where female leaders from both the Aruba Marriott Resort & Stellaris® Casino and The Ritz-Carlton, Aruba were invited to join in on the conversation topic of 'Mental Health'. The guest speakers were Evelyn Wever-Croes, Prime Minister Aruba; Xiomara Maduro, Minister of Finance & Culture; and Ronella Croes, CEO Aruba Tourism Authority. They not only spoke about the importance of taking care of mental health but also gave tips on how to tap into strength when times are tough.

In addition, three inspiring female leaders within the hospitality industry were invited to be part of a panel where they shared their personal experiences and the challenges they have overcome to be where they are today in their career. The panelists were Anneliesse Cooper, Senior Area Director Human Resources Caribbean & All-Inclusive Portfolio Latin America; Antoinette Van Den Berg-Waldron, VP Sales & Distribution, Operations, Caribbean & Latin America, Marriott International; and Louella Brezovar, Hotel Manager, The Ritz-Carlton, Aruba. The aim of the Women Let's Talk Forum was to support the objectives of the Marriott Women Leadership Development Initiative such as enhancing the career development process for women leaders in Marriott, facilitating networking with senior leaders to support the development of emerging talent, and increasing the presence of women in the highest level of management and other key decision-making positions. Marriott International is continuously working to bridge the gender gap and ensuring that more women are added to the ranks of Marriott Leadership.





## RESTAURANTS

### BIG GREEN EGG MASTER CHEF MICHEL LAMBERMON IN ARUBA



Fusion, the popular restaurant, lounge and wine bar at the Alhambra Casino & Shops, held a food and wine event on October 22 with Master Chef Michel Lambermon.

"I discovered the Big Green Egg in 2002 at the Home & Garden Fair in the Netherlands. It is a ce-ramic Kamado barbecue that can be completely shut at the top and bottom, retaining 100% of the heat. The aroma when the lid opened, the flavor, the juiciness of the chicken and the design of the Egg immediately won me over, and I joined the team, promoting this amazing cooking technology," Chef Lambermon shared.

One of Fusion's main attractions is the Big Green Egg that smokes, roasts, steams, bakes and grills favorites such as NY Dry Aged Sirloin Steak, Black Angus Tenderloin, New Zealand Rack of Lamb, Wagyu Beef Burgers, Prawns, and Salmon, all served with specialty sauces. Chef Urbine Donata prepares most menu items exhibition-style, selecting meats from the dry-ager, entrusting them to the Big Green Egg for the intense flavor and extra juicy tenderness.

### MORE OPTIONS... MORE FUN AT THE RENAISSANCE MARKETPLACE: PO-KÉ ONO



Po-Ké Ono opened their second location in downtown Oranjestad, and Renaissance Marketplace is pleased to welcome this Japanese / Hawaii-inspired cuisine. Famous for their poke bowls, sushi and bao, Po-Ké One is open for lunch and dinner with daily specials.





## GELATISSIMO LAUNCHES NEW DOUBLE DECKER BUS IN THE HEART OF PALM BEACH



With much excitement, Gelatissimo Aruba launched a new location! Not just any location, but a double decker bus located on the Plaza across Gianni's Ristorante Italiano in Palm Beach - a must see for all with its modern and unique design.

The Gelatissimo Bus offers various gelato goodies on its menu including popsicles, gelato sandwich-es, bon bons, and over 25 enticing, creamy gelato flavors served in homemade waffle cones or cups with a variety of toppings. Take your seat with your sweet treat and coffee or tea of choice. The double decker bus offers dual levels with indoor and outdoor seating options, with especially up-stairs seating offering a beautiful 360 views overlooking the plaza and the famous Palm Beach strip.

The Gelatissimo Bus experience is open daily from 5pm – 11:30 pm.

## SHOPPING

SHOP NOW FOR THE LATEST STYLES AT ONLY



Recently opened at L. G. Smith Blvd. 124, ONLY carries a stylish selection of quality women's and men's fashions, with the terrific top European brand collections on display. The store is proud to introduce Aruba to Bestseller, an international, family-owned fashion company with a sterling repu-tation, hosting more than 20 individual fashion brands, including clothing and accessories for wom-en, men, teenagers, and children. Shoppers are invited to try on and buy fashion clothing and ac-cessories across many brands, all nicely displayed under the same roof, organized according to col-or, and size, including casual and dressy collections.

Aruba's ONLY carries a number of well-established lines, such as Jack & Jones, Only, and Vero Moda. Vero Moda has been dressing people to success since 1987, focusing on the young, and young at heart women, looking for new trends. Only is also an international fashion brand, with a house style that's effortless, fresh. and creative. Jack & Jones specializes in jeans and jeanswear, as well as urban sportswear, footwear, and accessories.



## ARUBA CERTIFICATE EXPERT



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# ARUBA PRODUCT UPDATE

**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 information as it becomes available to [copywriter@aruba.com](mailto:copywriter@aruba.com) with a copy to [s.feliciano@aruba.com](mailto:s.feliciano@aruba.com) and [content@aruba.com](mailto:content@aruba.com) by the 5th of each month for it to be featured in the same month.