

ARUBA PRODUCT UPDATE

TRADE EDITION

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

NOVEMBER 2022

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
Pioneering
Integrity

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 2022

TOURISM

ARAWAK DESTINATION MANAGEMENT XPERTS



THE START OF INNOVATION

Earlier this year, Arawak Destination Management Xperts has been launched. Arawak, a name based on the Indians, is committed to providing the most unique and creative concepts to MICE (Meeting, Incentives, Conferences, Exhibitions) clients. From the undiscovered sightseeing areas, to the hidden gems in the Southside of the island, to the one-of-a-kind outdoor venues, we are able to provide our clients with the most amazing Xperiences. From the moment Aruba has been announced, expectations are set and our team aims to elevate those expectations. From the development of the proposal, hosting the site-inspection, up to the moment we operate the program, we aim to put the local touches into every detail. The importance of this niche for the island, with the current expansion of the properties, is crucial in creating a good base for the Tourism industry and will contribute immensely to the development of the island. Our commitment to innovate this market will be our major contribution. It is time to innovate the Xperience of participants of incentive programs and our motivation to achieve this will be our driving force.

FUNDACION PARKE NACIONAL ARUBA



USA TODAY 10BEST NOMINATION FOR ARIKOK NATIONAL PARK

Fundacion Parke Nacional Aruba is proud to share that Parke Nacional Arikok, one of the managed areas of FPNA has been nominated for the 2022 10Best Readers' Choice travel awards in the category of 'Best Caribbean Attraction'.

To vote, please visit 10best.com and select 'Best Caribbean Attraction'. Voting can take place daily and will end on Monday, December 19th. The winners will be announced on 10Best on Friday, December 30th at 12:00PM.

AWARDS

ARUBA TOURISM AUTHORITY WINS FIRST-EVER DESTINATION RESILIENCE AWARD AT CARIBBEAN HOTEL & TOURISM ASSOCIATIONS' CHIEF AWARDS 2022

The Aruba Tourism Authority (ATA) was honored with the first-ever Destination Resilience Award by the Caribbean Hotel and Tourism Association (CHTA). The presentation was made during the CHTA's Hospitality Industry Exchange Forum (CHIEF) Awards ceremony during its Caribbean Travel Forum. This year's Caribbean Travel Forum took place prior to the 40th Anniversary of the CHTA's Caribbean Travel Marketplace 2022 in San Juan, Puerto Rico. The One happy island was commended for its destination management and recovery programs as Aruba implemented several critical tactics rooted in safety, sanctuary and savings to safely welcome travelers back.

"We are so honored to have been acknowledged and awarded this prestigious recognition," said Ronella Croes, CEO of the Aruba Tourism Authority. "We have worked tirelessly with our partners across public and private sectors to safely re-open Aruba's borders and effectively navigate through the evolving travel protocols and policies. This award is a testament to this partnership and the hard work of all Arubans to ensure a strong and sustainable recovery for the destination."

Aruba was recognized with this award due to its efforts to create a hub of all COVID-19 related updates across its owned social channels, website and eCRM network. In this hub, the ATA implemented evolving integrated communications campaigns including "Happiness will Prevail" and "Open for Happiness" which clearly and effectively communicated its closure and reopening phases, shared a message of hope with consumers, and welcomed them back with open arms once it was safe to do so.

Since its reopening, Aruba has experienced a successful recovery with a surge in visitor arrivals which surpassed 2019 levels. From April to August 2022, arrivals surpassed 100% of the monthly 2019 figures, reassuring the expectation that Aruba will recover 100% of all global stayover visitors this year. By 2023, global recovery is projected to reach 105% compared to the 2019 levels.

The CHTA's CHIEF Awards recognize successful practices of member hotels and tourism-related enterprises in several categories including, business operations, environmental sustainability, human resources and staffing, and sales and marketing. Award submissions from members of the CHTA, including departments of tourism, travel industry partners and CHTA sponsors, were evaluated based on the approach taken and the results achieved from these tactics.



ARUBA AND THE ARUBA TOURISM AUTHORITY HONORED WITH MULTIPLE 2022 TRAVVY AWARDS



Aruba has once again earned multiple prestigious recognitions at the recent 8th annual presentation of the industry Travvy Awards.

The annual Travvy Awards — where travel advisors vote on the best in the travel industry — were held at the Hilton Fort Lauderdale Marina to recognize the highest standards of excellence in the travel industry by honoring travel companies, travel products, travel agencies, and destinations for their outstanding achievements. The ceremony was held during CruiseWorld, another event produced under TravelPulse’s parent company, Northstar Travel Group. TravelPulse joined the Northstar family in 2019.

Thousands of votes were cast, and the industry came together. From suppliers to advisors and everyone in between, all in attendance were there to cheer each other on as their colleagues and peers were awarded for being game-changers and innovators of travel.

These winners were honored during a gala awards dinner and presentation attended by the finalists, industry leaders and travel professionals from around the world.

This year, Aruba took home five Travvy Awards in Gold and Bronze across categories celebrating the One happy island’s dedication to its travelers. Categories included top highlights of the island with an emphasis on weddings and honeymoons, culinary pursuits, and overall tourism.

“It’s an honor for Aruba to once again be recognized as a Travvy Award winner as these awards are determined by those who know us best: travel advisors,” said Ed Malone, Area Director in North America for the Aruba Tourism Authority. “This recognition is a tribute to the commitment

to excellence by the entire destination’s stakeholders and partners as well as the team at the Aruba Tourism Authority who contribute such an immeasurable effort to the destination’s continued great success.”

Aruba was recognized with the following Travvy Awards:

- GOLD Best Wedding Destination – Caribbean
- BRONZE Best Destination – Caribbean
- Best Tourism Board - Caribbean
- Best Culinary Destination – Caribbean
- Best Honeymoon Destination – Caribbean

For more information, a breakdown of categories and to view the full list of winners, please visit www.TravvyAwards.com

The annual Travvy Awards, presented by TravelPulse, part of Northstar Travel Group, recognizes the highest standards of excellence in the travel industry by honoring travel companies and destinations for their outstanding achievement with this prestigious award. Thousands of votes — cast by the travel professionals who sell the vast majority of these trips to tens of millions of consumers yearly — determined the very best in the travel industry. The selections by advisors reflect the suppliers and destinations they believe provide outstanding service to their clients.

For more information, please visit www.TravvyAwards.com

ARUBA AIRPORT BECOMES THE 1ST AIRPORT IN THE WORLD TO RECEIVE THE GREEN GLOBE CERTIFICATION



After realigning Aruba Airport Authority's vision, goals and objectives in 2021, in which Sustainability was defined as one of the most important company pillars, AAA reviewed pursuing possibilities for Certifications on Sustainability. Certifications are important tools to verify if a company's efforts on Sustainability actually result in more sustainable operations, have an impact on a countries Sustainable Development Goals objectives and contribute to a better planet. For 2022, AAA chose to undergo an independent assurance audit on Sustainability to pursue the Green Globe Certification.

In the past week, AAA received the exciting news that Queen Beatrix International Airport (Aruba Airport) became the first Airport in the world to receive the Green Globe certification. Green Globe is one of the leading certification programs for sustainable operations and management of travel and tourism worldwide and AAA is very proud of this achievement. AAA has focused its sustainability efforts in its Airport operations by implementing building management systems, reduction of energy consumption initiatives, pilot waste projects, purchasing policies and GHG emissions report to mention a few. Furthermore, AAA Wings of Hope focuses on executing community projects based on UN's Sustainable Development Goals with the goal to create a positive impact on the local community.

Green Globe CEO, Birte Pelayo said, "As a busy tourism hub, Aruba Airport Authority has set the benchmark for the Caribbean aviation industry. Airport operations can greatly contribute to lowering emissions through on-ground innovations and supporting better flight planning. And as an essential transport infrastructure, the economic and social contributions that airports make are vital to economies underpinned by travel & tourism.

"Aruba Airport Authority is taking the lead, not only in the Caribbean, but globally, being the first airport to be certified under the Green Globe International Standard for Travel & Tourism, the highest level of certification for operation and management of a travel & tourism business.

Aruba Airport Authority has indelible connections to the prosperity of Aruba and its sustainable success will deliver tangible and measurable benefits for all in the community," added Birte Pelayo

"Aruba Airport the first airport to achieve the Green Globe Certification, has done so by creating local impact and achieving global goals. Along with the requirements of their operations meeting international sustainability criteria, their social impact program, Wings of Hope, aligns with the Sustainable Development Global Goals (SDGs). The SDGs stand as a pillar of Airport's values and operational mission. AAA, integrates sustainable education within the community, environmental action throughout its department operations and encourages environmental responsibility with their partners; all in an effort to reduce emissions and integrate resiliency. I hope that Aruba Airport Authority's Green Globe Certification will stand as an influence to other airport and travel entities to consider how their operations are contributing to a positive climate impact", said Denaye Hinds, the official auditor for Aruba Airport's certification process.

Director Health, Safety and Sustainability of AAA, Angeline Flemming indicated that "AAA cannot be more proud of this achievement. The efforts by AAA and the Airport community in the past years to make our Airport operations more sustainable, have paid off with achieving this prestigious certification."

Joost Meijs, CEO of AAA stated "when AAA set out its sustainability goals and objectives, we expected and aimed to be able to reach certain levels of certification in the two years ahead. We set ambitious goals and in such a short period of time, was able to become the first Airport in the world to have achieved Green Globe certification, exceeding our initial expectations". This, according to Meijs, shows the enormous commitment of our staff and other partners to conduct business with respect to our environment.

RESORTS

RENAISSANCE WIND CREEK ARUBA RESORT



WIND CREEK ARUBA CELEBRATE WITH ITS TEAM MEMBERS THE 4TH QUARTER OF WIND CREEK MOMENTS

Hundreds of extraordinary acts happen every day at Renaissance Wind Creek Aruba Resort making it one of the many reasons why guests love to visit the resort.

Wind Creek Moments is a program that recognizes Wind Creek Aruba team members when they truly live their unique purpose. Wind Creek Aruba feels that to encourage the level of service expected, they must recognize those team members that consistently share the human caring and individuality that is the heart of the Wind Creek Hospitality Purpose.

A WIND CREEK MOMENT

Guests can share through several ways when a team member deliver a Wind Creek Moment, this is when a team member demonstrate genuine engagement, interactions with positive energy, sense of belonging and importance of the brand of hospitality or provide an escape from the ordinary during their stay.

The rewards in Wind Creek Moment are on an accrual basis. They must meet the minimum requirement for each tier level to earn their reward, in addition to these great rewards, team members can also earn entries into special drawings & promotions.

The 4th quarter celebration of Wind Creek Moment organized by the quality service manager Gabriela Garcia, was held this week at the Renaissance Festival Plaza. Team members were recognized for their positive impact with our guests, celebrating their moments with a great evening full of surprises, prizes, recognition, and happy faces. Paul Gielen, General Manager of Renaissance Wind Creek Aruba Resort handed out the certificates and thanked each team member for their genuine support to bring the purpose of the Wind Creek Hospitality to life.

BOARDWALK BOUTIQUE HOTEL



BOARDWALK BOUTIQUE HOTEL LAUNCHES DO GOOD PROGRAM TO SERVE LOCAL COMMUNITY

Boardwalk Boutique Hotel is known for encouraging its hotel guests to explore the island and discover all the unexpected gems and experiences Aruba has to offer. Adding on to those efforts, Boardwalk recently launched a brand-new Do Good Program consisting of a selection of local charities and volunteer programs that better the island and support the local economy. From joining clean-up programs, lending a hand at the Donkey Sanctuary or adopting a stray dog to donating left over packaged food items to Aruba's Food Bank and supporting local vendors and small businesses, the options to make a difference in the local community are endless.

The Do Good Program also informs hotel guests how to contribute on property to the hotel's energy saving, composting and recycling efforts, and how guests can focus on selfcare, wellness and mindfulness during their Aruba vacation and stay at Boardwalk.

All information about the new Do Good Program at Boardwalk Boutique Hotel can be found here: <https://www.boardwalkaruba.com/en/join-our-do-good-program>.

HYATT REGENCY ARUBA RESORT, SPA & CASINO

PLAN NOW, RELAX LATER

Unlock savings and lock in the possibilities with Hyatt Regency Aruba Resort, Spa and Casino. Now through November 30, 2022, book your week-long 2023 Aruba escape and enjoy exclusive savings on stays through April 30, 2023. World of Hyatt members save even more. Offer Code: UNLOCK Book now at aruba.regency.hyatt.com.

HOLIDAYS AT ZOIA SPA

Take a break from travel and holiday shopping to enjoy an invigorating Peppermint Foot Treatment at ZoiA Spa. Sit back and relax as an application of energizing peppermint balm is massaged into your calves and feet to help stimulate and enhance circulation in your lower legs. The refreshing massage is followed by a hydrating mask protected by hot towels that envelop the legs and feet. Learn more at zoiaspaaruba.com

MAKE THE MOST OF YOUR HOLIDAY TRAVELS

Join the Players Advantage Club at the Casino in Hyatt Regency Aruba Resort Spa and Casino and discover a world of exciting benefits. Enjoy daily special offers and apply earned points towards the current hotel folio or bill, resort dining and more. To enroll, please email players.advantage@hyatt.com to speak with the Casino VIP concierge directly.

CAMP HYATT HOLIDAY REGISTRATION

Introduce children to One Happy Island with a full or half-day session of fun immersive experiences at Camp Hyatt. Available for ages 4 to 12, daily curriculums alternate between outdoor pool, beach, or tennis activities to indoor cultural classes, movies, or scavenger hunts. Hyatt guests may book now at hyattbeachservices.com.



ARUBA MARRIOTT RESORT & STELLARIS CASINO



HOLIDAY COCKTAIL SPECIALS AT THE LOBBY

Join us for delightful Holiday cocktails at The Lobby, located in the Aruba Marriott Resort lobby. From an Apple Cinnamon Mule to Chocolate Peppermint Martini, be sure to grab a sip of our tasty concoctions. The cocktail specials will be available from November 28 until December 28, 2022. The Lobby is open daily from 12PM – 1AM and boasts a large variety of modern and classy cocktails, as well as an extensive wine list, local and international beer offerings, without forgetting our delectable hand-rolled sushi, where Nikkei fusions meet. The Lobby has nightly live entertainment from 7PM – 10PM.

ENJOY YOUR FAVORITE HOLIDAY BEVERAGES AT MARRIOTT STARBUCKS®

At Starbucks®, we're all about seasonal flavors combined with coffee favorites. During the holiday season, catch one of your favorite beverages, such as the Toffee Nut, Peppermint Mocha, or Hazelnut Caramel, served in all the best ways, including latte, flat white, Frappuccino, iced, and cappuccino, to name a few. The Aruba Marriott Starbucks® is open daily from 6AM – 2AM, serving up all the food and beverage goodies throughout the day.

HILTON ARUBA CARIBBEAN RESORT & CASINO



SERVICE ANNIVERSARIES CELEBRATED AT THE HILTON

Hilton Aruba Caribbean Resort & Casino celebrated and honored 37 of its team members and their long-term careers.

The evening began with a heart-felt speech given by General Manager Vasco v. Baselli, in Papiamentu, thanking team members for their loyal service throughout the years. The resort celebrated 25, 30 and 35 years of service for 37 team-members, representing a total of 1,055 years of experience and tenure. This staggering number of loyal team-members reflects on the resort's history, and on the opportune moment at which educated locals were looking to transition from the oil industry to tourism.

The Grande Dame of Palm Beach was known as the Aruba Caribbean Hotel when it first opened in 1959. In the mid-80s it became later known as The Golden Tulip. In the year 2000, the resort finalized renovations and became a flagship Radisson Resort, and in 2015, it became a beloved Hilton property.

Throughout the years and transition of hotel brands, loyal team members remained.

Glenn Farro, Director of Human Resources said "We call ourselves Charter Members. I am proud to have been recruited when the resort reopened as The Golden Tulip, signaling the beginning of Aruba's tourism boom".

"You are an inspiration to us all", shared General Manager, Vasco v. Baselli. "Your work-ethic and loyalty are admirable and the joy with which you serve our guests is exceptional". In the words of Elinor Roosevelt, "true hospitality consists of giving the best of yourself to your guests". The Hilton Aruba Caribbean Resort & Casino enjoys a rich history and a rich tradition of heartfelt warmth and genuine Aruban hospitality.

RADDISON BLU ARUBA

SUNSET BISTRO IS A MUST-VISIT HOTSPOT FOR BREAKFAST

Get re-acquainted with your favorite breakfast spot – Sunset Bistro at Radisson Blu Aruba. The restaurant enveloped in stylish décor and large panoramic windows and a modern bar area is a must-visit hotspot, where the stunning ocean views and on-trend cuisine vie for your attention.

Indulge in the new breakfast concept offering the best of both worlds: a delicious buffet + a la carte items for just \$22.50 per person. Oh, and did we mention Mimosas? Upgrade to the popular Super Breakfast with bottomless flavored Mimosas for an additional \$7.

Sunset Bistro is open daily for breakfast from 7AM – 11AM.

SPECIALTY COFFEE SHOP 'THE CLOVER' OPENS AT RADISSON BLU ARUBA

A new and exciting experience for coffee and tea enthusiasts can be found at Radisson Blu Aruba, with the opening of The Clover, an organic specialty coffee shop and minimarket serving healthy and organic dishes, tea, and coffee.

The Clover will undeniably become one of your favorite places to grab a cup of coffee or tea. Its warm interior, with rustic architectural designs, emphasized by natural elements such as lush plants, jars, floral artwork and natural light, is just the sight needed to start the day off right and provide a sense of equilibrium.

Their extensive menu offers a variety of dishes, including soups, salads, sandwiches, wraps, fruit bowls, pizzas and sweets and the greatest selection of gluten-free, vegetarian, and vegan options.

Diners can also indulge in daily happy hour options or book a VIP bespoke coffee & tea tasting experience under the guidance of an experienced barista & sommelier. The Clover is open daily from 7AM – 8PM.

RADISSON BLU ARUBA ANNOUNCES OPENING OF SENSES FINE DINING

Radisson Blu Aruba is thrilled to announce that Senses Fine Dining will be joining the property! The award-winning restaurant was previously situated inside Bucuti & Tara Beach Resort.

At Radisson Blu Aruba, Senses will offer guests two concepts; the chef's table experience which the establishment is well known for, but now a la carte options will also be available.

In 2022, TripAdvisor Traveler's Choice named Senses as one of the top two fine dining restaurants in the entire Caribbean. Senses will open daily from 5PM to 10PM beginning December 15, 2022. Senses is taking reservations now for the busy holiday season including New Year's Eve. Email sensesalacarte@gmail.com to book now!



BUCUTI & TARA BEACH RESORT, ARUBA



35 YEARS OF CREATING POSITIVE HEADLINES FOR ARUBA, BUCUTI & TARA'S ANNIVERSARY CELEBRATION

Bucuti & Tara Beach Resort is celebrating its 35th anniversary by reflecting on its place in Aruba's rich history, reveling as Caribbean hotel success story, and sharing a renewable gift with its island home. What started as a hotelier's dream almost four decades ago, has become one of the Top 25 Hotels in the World according to Tripadvisor, Condé Nast Traveler, Travel + Leisure, Forbes. Simultaneously, it became the first certified carbon-neutral hotel in the Caribbean.

TOURISM, A NATURAL CHOICE FOR ARUBA

In 1985, as Aruba's Lago oil refinery shuttered, coveted jobs were lost and the island's leaders sought new opportunities for the community to prosper. The sunny, arid island was not suitable for agricultural exports or manufacturing, and the days of mass technology were yet to be. Aruba's budding tourism industry, however, was tried and tested and became the focus of growth for the government. Hotelier Ewald Biemans, already a proven leader in the island's tourism sector, answered the call to invest. He was all-in for the community he loved, well before the arrival of off-island chain properties. With Biemans' commitment to Aruba, Bucuti Beach Hotel was born.



TRIUMPH DESPITE AN OMINOUS START

Black Monday, Oct. 19, 1987, was the day the stock market crashed, however, for Bucuti Beach Resort, that day marked its grand opening – 11 days ahead of schedule. From the day it opened, prosperity prevailed for this special Eagle Beach hotel. Inspired by the friendly, bright people making up the island community, Biemans incorporated the best of Aruba into Bucuti. He has cared for the local community and its natural beauty as much as for the resort's guests.

INNOVATION, ADAPTION AND THE BEST WORKFORCE

Biemans' community involvement and continual reinvestment in the resort and staff since opening have long been what fuels Bucuti & Tara's success. Being a pioneer and an early adopter while maintaining the resort's core identity has been key to thriving in the global hospitality environment. The implementation of advanced technologies and innovations to create an efficient, desirable and well-organized workplace has been ongoing. Earning iconic industry awards and accolades have helped attract Aruba's most ambitious and talented hospitality professionals. Beyond training that positions them as world class, the resort cares for Bucuti Associates just as it does guests including continued employment even when the pandemic closed the borders for four months, educational opportunities, safe working conditions, healthy food, and even savings and creating green loans.

BUGUTI & TARA BEACH RESORT, ARUBA



"WE ARE IN THE NATURE BUSINESS"

As Biemans has long said, "we are not in the tourism business, we are in the nature business. People come from all over the world to experience the natural beauty of Aruba, especially our powdery white sand beaches, turquoise clear water, delicate coral reefs and cacti forests." Protecting Aruba's nature has been paramount to Biemans' and Bucuti & Tara's core values in protecting it for future generations.

While Bucuti's success in providing an exceptional vacation experience took off, the framework for sustainability soon followed. Biemans was compelled to protect the treasure that is Aruba and Bucuti Beach Hotel, soon to be Bucuti & Tara Beach Resort. He led the effort so the property methodically began earning the world's top eco-certifications of Green Globe, Travelife Gold, ISO 9001 and 14001, LEED Gold v4.1. Ultimately in Aug. 2018, Bucuti & Tara became the Caribbean's first certified carbon-neutral hotel. In 2020, the United Nations honored Bucuti & Tara with a coveted Global UN Climate Action Award proclaiming the resort's sustainability program "highly replicable and scalable" for hotels of the world to follow. For Biemans', this starts at home, and local students and the government have long been invited to see the resort's program in person and take their learnings to develop in their own special part of Aruba.

LOCAL SUCCESS, GLOBAL STAGE

International media recognition has flowed with every award, accolade and certification throughout the years. This has and continues to keep Aruba in the spotlight highlighting its beauty, culture, people and quality of experience as a premier Caribbean destination.

A LIFETIME OF 'FIRSTS'

For 35 years, Bucuti & Tara looked forward, breaking through the shackles of normalcy to incorporate new and more efficient ways to operate. No stranger to defying the norm, one thing



Bucuti & Tara will not defy its community. Launching beach clean-ups more than 30 years ago, the property still maintains this monthly commitment shared by guests and staff. An early adopter of technology, Bucuti & Tara had the first webcams and was called upon by Setar for Wifi testing as it worked to establish its system.

As Aruba's pet overpopulation continued to grow, the property launched Stimami Sterilisami, a nonprofit organization to subsidize spay and neutering of local dogs and cats. Since 2016, as of Aug. 2022, more than 30,000 pets have been registered. Loyal and continual support of Turtugaruba, the Donkey Sanctuary and Pack for a Purpose (benefiting Imeldahof Children's Home) have been a priority. Its Tara Eco warehouse even streamlines procurement of environmentally friendly supplies other island hotels and restaurants utilize as a dependable, economic, and sustainable solution.

THAT THE FUTURE MAY LEARN FROM THE PAST

As Bucuti & Tara eyes the years to come, it is focused on continuing to elevate its high-quality offerings and relationships to benefit Aruba. The hotel property's next major goal is to achieve carbon negativity in 2023. Bucuti & Tara continues to freely share its initiatives to help others start their own sustainability journey or propel them along the path. Whether residents or other business people, students at the University of Aruba or grade school children in Aruba's EcoKids learning sustainability and entrepreneurship, Bucuti & Tara continues its pledge to invest in Aruba.

Coming soon: A fitting 35-year anniversary celebration rooted in the tradition of community service Biemans and lifelong friend and colleague Greta Marie Cohen recently donated over 12 hectares (30 acres) of land soon to be transformed into a nature preserve in Noord. Next month on a date to be determined, a celebratory 35 trees will be planted to line a walking/running trail on this newly protected tract for the community to enjoy. To learn more, visit [Bucuti.com](https://www.bucuti.com).

TOP CARIBBEAN RESORT DEDICATES NATURE PRESERVE TO ITS HOME COMMUNITY



PLANS INCLUDE REFORESTATION COMMEMORATING BUCUTI & TARA BEACH RESORT'S 35TH ANNIVERSARY

Undeveloped green space in Aruba is becoming harder to find on the small island. This will soon change according to celebrated hotelier Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort. Together with island friend Grete Marie Case and a significant sponsorship by the resort, they have donated 12 hectares (30 acres) of their private land as a nature preserve for the public to enjoy. Under The Bucuti & Tara Nature Preservation Foundation, The Bucuti Tara - GMC Park is debuting including a reforestation initiative to honor the resort's 35th anniversary as a proud supporter of its island community.

PRESERVING ARUBA FOR ARUBA

The stretch of land is a desirable place for development with its convenient location to the high-rise hotels in cosmopolitan Noord. As the last remaining undeveloped private land in Noord, the new nature preserve will serve as a sanctuary in the heart of the island's busiest area. This land holds tremendous value and would be desirable for tourism-related businesses including new accommodations or restaurants. Instead of further crowding and overdeveloping the area, Biemans and Case purchased this natural countryside and are donating it to the people of Aruba so it will be protected from further development, forever.

THE BUCUTI TARA - GMC PARK

The Bucuti Tara - GMC Park is protected land. Motorized vehicles of any type are prohibited. The preserve is a typical Aruban ecosystem with any number of the 280 bird species including Wara Wara, Shocos and Prikichis calling Aruba home or their favorite layover between hemispheres, and all that thrive in its native flora and fauna. This gifted land will eventually offer residents and

visitors a quiet, natural place to walk, jog or sit amongst Aruba's indigenous trees, plant life, and wildlife.

The timing also coincides with the 35th anniversary this year of Biemans' Bucuti & Tara Beach Resort on Eagle Beach. To commemorate the milestone anniversary, the resort has been reflecting on its cherished history with its island home. Biemans recalls how undeveloped the island was 60 years ago and with the subsequent booms of tourism, his commitment to protecting Aruba's natural beauty and resources spans Bucuti & Tara Beach Resort, the most eco-certified hotel in the Caribbean, and far beyond the hotel.

Biemans' commitment to protecting Aruba's natural beauty is evidenced over the years. He established the Aruba Hotel and Tourism Environmental committee and began the Sponsor-a-Mile program 30 years ago. He continues introducing eco-certification programs to help colleague hotels in Aruba begin their sustainability journeys. Particularly treasured initiatives include teaching entrepreneurship to EcoKids at the local International School, giving guest lectures at the University and welcoming researchers and students for hotel sustainability tours. Encouraging guests to take nature tours is core to the Bucuti & Tara experience. In 2019, Biemans introduced Lanta y Planta, a reforestation organization that came together after photos of the island's earlier days compared to present day showed concerning results from heavy deforestation. As the new nature preserve is dedicated, Bucuti & Tara's commitment to the community and the preservation of Aruba over 35 years continues with this forthcoming reforestation project.

"As a long practitioner of sustainability and the Caribbean's first certified carbon-neutral hotel, Bucuti & Tara's milestone anniversary gives us an opportunity to recognize 35 years of extremely positive impact to Aruba's people and economy, and we wish to continue that by reforesting the area with indigenous trees in celebration for future generations to enjoy," says Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort. To learn more, visit [Bucuti.com](https://www.bucuti.com).

ACTIVITIES

THE RENAISSANCE MARKETPLACE



SPOOKY HALLOWEEN AT THE RENAISSANCE MARKETPLACE

The Renaissance Marketplace has always been the place to be when it comes to food and entertainment. For Arubans there's something about Halloween that really lights our fire, and in the month of October we completely embrace all things Halloween. This year's Halloween event didn't go unnoticed. With an abundance of children in costumes, family friendly entertainment and the Addams family contributing for great photo-ops.

The exciting and mysterious maze provided endless thrills and screams. This Halloween was really one for the books.

Another entertainment option at the Renaissance Marketplace, is the weekly walking Mariachi. Where all the guests enjoy this Mexican musical ensemble composed of a variety of instruments with a cathartic, joyous yell called a grito.



BUSINESS TECHNOLOGY

ARUBA HAPPY ONES PASS

FOCUSING ON INNOVATION, THE ARUBA HAPPY ONE PASS, WHICH IS A SEAMLESS TRAVEL EXPERIENCE PROGRAM, IS IN THE FINAL PHASE TO BE LAUNCHED

The minister of Tourism & Public Health, Mr. Dangui Oduber, in collaboration with the Aruba Tourism Authority, SITA and other stakeholders are happy to announce that they will soon launch the first step into a seamless travel experience to Aruba, through the “Aruba Happy One Pass”, by using data and digital verification software. SITA has been a valuable partner in paving the road towards innovation. One great example of such an innovation was the assistance in the development of a healthcare app during the Covid Pandemic, called the “Aruba Health App”. The reason Aruba developed the Aruba Health App was to facilitate the testing procedure and centralize all information of patients efficiently, digitally, and making this accessible to the entire community of Aruba. The Aruban system was recognized internationally as a solution where travelers can provide their health data to the airlines, hotels, and companies in the hospitality industry safely and discreetly.

During the first phase of this seamless travel experience, Aruba will be working closely with airlines to optimize the check-in request initiated by passengers. Thereafter, passenger information will be passed through SITA solution and the information will be checked against government approved ED card. These are the first steps in ensuring a comfortable and quick travel experience for our visitors.

The ambition of the ministry is to partner up with stakeholders in the hospitality industry for the future developments of this project so that we can all benefit from this innovation and offer the best quality and service to guests. The main objective of the “Aruba Happy One Pass” is to foster a digitalized and more efficient process of travel to and from Aruba. Once completed, the introduction of traveling with digital credentials will attract more tourists and put Aruba in the frontline of innovation and progress within the hospitality and tourism industry, while protecting the quality of the Aruba product. For more information, please visit the website www.ArubaHOP.com.



RETAIL

CHOCOGLAM CHRISTMAS



Chocoglam is a local business located in the heart of Oranjestad. The only Chocolate factory on the island is ready for this holiday season. Handcrafted artisanal chocolate can be the highlight at any Christmas party or as a gift underneath the tree.

Hot Chocolate Oreo Explosion is a chocolate bomb on a chocolate-covered Oreo base, which is made to be dipped in hot milk. As it melts, it releases lots of rich marshmallows. The perfect treat to enjoy with the family.

Christmas Variety Box is the perfect gift option. This box comes with a brownie, a bag of chocolate-covered pretzels, a jeweled chocolate heart, a cakesicle and two bonbons.

Visit Chocoglam at Caya G.F. Betico Croes 59, behind Maggy's Mainstreet at Cunucu Cafe or call them at +2977435273.



EVENTS

THE RENAISSANCE MARKETPLACE



WHO'S READY? TO LIVE AND EXPERIENCE FIFA WORLD CUP 2022

Renaissance Marketplace will convert into World Cup Square where you can experience all the matches on the biggest outdoor screen on Aruba.

Experience the World Cup center stage under our shaded seating area and root for your favorite team. Predict the winning team & final score and win big! The excitement starts November 20th, 2022.

Make sure to visit and score daily specials at participating restaurants. Daily entertainment with live DJ. Visit us at The Renaissance Marketplace...where soccer fans meet and score goals! Visit our website themarketplacearuba.com and our social media @themarketplacearuba to stay up to date.

CAFÉ THE PLAZA

BRADLEY FONSECA LIVE ON "WK ORANJEPLEIN!"

It's going to be a big party! Aruba's leading DJ - Bradley Fonseca - has been confirmed for all 'Oranje' matches, meaning it's guaranteed to be a party. Bradley Fonseca is widely known on the island and has a reputation for pumping up crowds to new heights with great music selection and skillful transitions during his set. All FIFA World Cup lovers joining in can count on it going wild both before and after the matches. And of course, for every goal that Oranje makes you can count on fireworks, the best beats, and our mascot going wild!



The Oranjeplein World Cup at Café the Plaza is the epicenter of the Football World Cup. All Oranje matches will be broadcasted LIVE on a mega screen on the square at Renaissance Marketplace as well as 5 other large screens. Between 600 and 1,000 supporters are expected at each match. The Qatar FIFA World Cup will start from November 20th until December 19th. For all joining in, there are going to be special deals on Budweiser, giveaways, and extra entertainment. Guests can compete for the win at Café the Plaza by playing the FIFA World Cup TOTO (submit your form before November 20th at Café the Plaza)! The winner is the one with the most points at the end and will win the grand prize which is the total cumulated cash plus a 6-course Food & Wine Pairing dinner at Que Pasa Restaurant & Winebar for 4 people. A great event with many fun surprises!

As for the Oranje matches, we can already confirm 3 games where they will be playing:

1. Senegal vs the Netherlands on November 21st at 12pm
2. Netherlands vs Ecuador on November 25th at 12pm
3. Netherlands vs Qatar on November 29th at 11am

So, mark your calendar, and let's "BRUL VOOR ORANJE!" For more information about Oranjeplein, TOTO and Bradley Fonseca go to oranjepleinaruba.com or call +297 583-8826. The Oranjeplein World Cup is sponsored by Budweiser. Admission is free, but seating is on a first-come, first-served basis.

HIDDEN



SPECTACULAR OPENING NIGHT FOR NIGHTCLUB HIDDEN

Some will say it's a hidden gem, others will keep the location secret. Fact is, Aruba is since Friday, November 4th a high-standard nightclub richer. HIDDEN is a new concept that in one night already has set its mark on Aruba's nightlife.

For weeks there was quite a buzz about HIDDEN. No one really knew what it was about and what to expect. Closer to the openings night it became clear that it is a nightclub with an international flair. As the name suggests, the location was secretive till the last moment when merely land coordinates were shared in a personal email invitation that was sent to the ones who signed up for opening night on their website (hiddenaruba.com).

HIDDEN Nightclub is located in the parking alley of Arawak Garden in Palm Beach, and the location underwent a stunning transformation. At the entrance, there was a line for partygoers with a personal invitation and a line for spontaneous walk-in guests. Security was tight, as you might expect from a prestigious nightclub, wristbands were fitted and a welcome glass of Moët et Chandon champagne handed to all visitors.

The entrance is nothing more than spectacular with world famous DJ's looking down on you and fireworks on the roof, but certain elements need to remain a surprise. Once inside, it is surprisingly specious, and you are immediately embraced by a cozy club atmosphere, a hypermodern lightshow, and popular beats. There is so much more to say about this place, however, some things should stay a secret and hidden. You can always find out and experience it yourself. Just as they say: once you're in, you're in!

HIDDEN is open as of 8pm from Wednesday through Sunday. There is no cover charge, the dress code is casual chic, the minimum age for entry is 21 years and the door policies are strict. When looking for a good time in Palm Beach, HIDDEN is absolutely the place to be... if you can find it. It is hidden after all.



ARUBA CERTIFIED EXPERT



KIM RIDDLE
BDM, US
k.riddle@aruba.com



LILIANA MANCINI
Sales Manager, Canada
l.mancini@aruba.com



DONNA SMITH
Sales Manager, Southeast US
d.smith@aruba.com



NATASHA LEE SOY
Sales Manager NY, NJ, CT
n.lee@aruba.com




AIDEEN MULHOLLAND
Sales Manager, New England
a.mulholland@aruba.com



ANGELA RESTIVO
Sales Manager, West
a.restivo@aruba.com

WWW.ARUBACERTIFIEDEXPERT.COM

 ArubaTravelExperts

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 r.dirksz@aruba.com and content@aruba.com by the 5th of each month for it to be featured in the same month.