



Aruba Tourism
Authority

Aruba Product Update

October 2015

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

Our Mission:
To be an innovative and effective
DMO that positions the brand
Aruba as a premier tourism
destination, which meets interest
of it's stakeholders.

Our vision:
For the ATA to be recognized
as the leading and cutting
edge Destination marketing
Organization

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 October 2015



ATA News

Aruba Meets Surinam

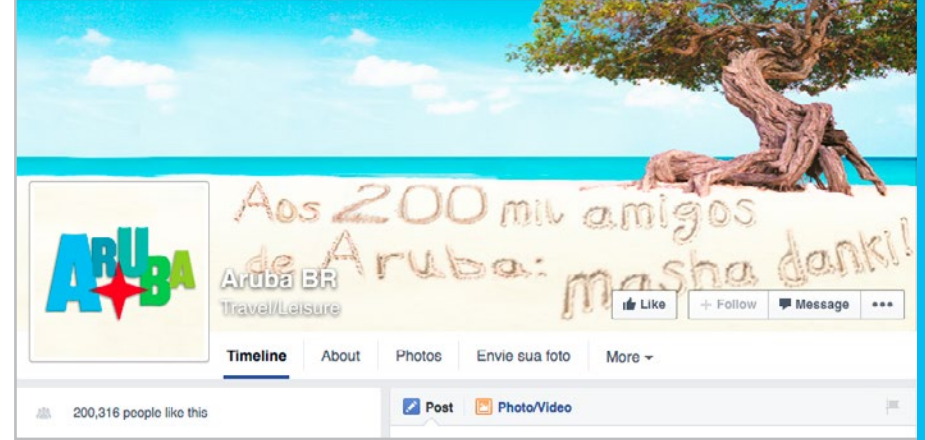
The Aruba Tourism Authority and its partners are expanding ties with Surinam, hoping to develop this interesting tourism market. They recently organized a fabulous "Aruba Meets Surinam" event in Paramaribo, Surinam. ATA representatives Miriam Dabian, Director Latin America; Mark Benson Denz, Events & Sponsorship Manager, and Marketing Executive Glenny Tromp made presentations to travel professionals about Aruba and all it has to offer. Tour operators and travel agents

received information about the latest products and services that best match their clients' profiles. ATA also hosted a press conference attended by prominent media such as De Ware Tijd, Radio 10 and Apintie Television, AT5 TV and more. Aruba currently has direct flights from Paramaribo on SLM (Surinam Airlines) and InselAir. ATA also met with representatives of both companies. The Surinam market for Aruba has grown organically every year since 2015. The goal for 2015 is 10,000 visitors.



Aruba Brazil Facebook Page

The Aruba Brazil Facebook page has reached over 200,000 followers! This is yet another successful milestone in efforts by Aruba's PR Agency in Brazil and Aruba Tourism Authority to promote the island's tourism in Brazil and reach out to potential and returning visitors. Says ATA's Representative for the PR agency in Brazil, "We pride ourselves in fully engaging with Aruba's followers, showing the kind of happiness and hospitality that Aruba is known for. By posting creative, informative and beautiful messages, we aim to attract the kind of public that will understand what Aruba is about: an outstanding destination which caters to the most demanding of travellers."



Aruba Convention Bureau

SITE Annual Golf Tournament

The Aruba Convention Bureau sponsored a hole at the SITE annual golf tournament. It was attended by over 50 Canadian planners and provided additional exposure for Aruba. Representing Aruba

were Roosje Jacobs of Marriott Aruba as well as Hal Davis - what is his title - the purpose of the meeting was to make new contacts and strengthen existing relationships with meeting planners.





Mexico

Icomex, an international trade fair for events organizations, took place in Mexico City September 24-25. A communication and information platform for the industry, it offers companies the opportunity to present their products and services to a large audience of international MICE executives. Aruba had over 30 appointments and made valuable contacts with over 100 buyers. On September 27, Aruba sponsored a MICE presentation in partnership with Copa Airlines, the events was attended by over 40 buyers and members of the press. The following day, the Aruba delegation made sales calls with Copa Airlines to tour operators. Partners present were Hyatt, De Palm Tours , ECO, Aruba Convention Bureau staff and ATA Director for Latin America.

Video Contest 2015!



Celebrate with us!

In conjunction with our 25th anniversary celebration, we once more, give away a free 3-Nights stay for 2 at the Amsterdam Manor Beach Resort

How to participate :

1. Upload a video on our facebook page of a great experience at the Amsterdam Manor Beach Resort.
2. Share this video on your own Facebook Page.
3. Hashtag:
#AMBR25years
#OneHappyIsland #EagleBeach
4. Video length: 1 to maximum 3 min.
5. Winner will be announced on December 15th 2015!

Amsterdam Manor Beach Resort reserves the right to use the videos sent for this campaign.

1-800-969-2310 | www.AmsterdamManor.com

Resorts

Amsterdam Manor Beach Resort

In conjunction with its 25th anniversary celebration, Amsterdam Manor Beach Resort will provide a three-night stay for two to the winner of their video contest. Entrants should upload a video of a great experience had at the resort and share it on their Facebook page. Video length should be 1-3 minutes. Winner will be announced on December 15.

AMBR25 years #OneHappyIsland #EagleBeach.



Divi Resorts

December Wonderland

The Alhambra ballroom hosted an elegant December Wonderland reception recently showcasing Divi's culinary excellence in anticipation of the upcoming holiday party-season. Invited guests sampled many delicious hors d'oeuvres prepared by the culinary team, while enjoying live entertainment and dancing. Executive Chefs Gerard Coste, and Anthony de Palm and their respective kitchen brigades were hard at work slicing and plating. According to Managing Director Alex Nieuwmeyer, "Divi offers a great variety of party and event locations, and the Divi Banquet and Events team is ready for any challenge." The eclectic menu included foie gras canapés, lamb chops, chicken tandoori, crab cakes, assorted California rolls, salmon nigiri, marinated ahi tuna with wakame, Arabica coffee crusted beef tenderloin, stuffed turkey roulade, crab stuffed shrimp, pork burritos prepared to order, and dazzling desserts.





Hilton Aruba Caribbean Resort & Casino

Introducing new General Manager Olivier Maumaire

The Hilton Aruba Caribbean Resort & Casino is delighted to announce that Olivier Maumaire is the newly appointed General Manager of the resort. He began his career at Hilton Strasbourg in France and has held several positions at hotels in France, Venezuela and Puerto Rico during his 29-year hospitality career. Maumaire most recently served as General Manager at El San Juan in Puerto Rico before moving to our One Happy Island. Bon bini Olivier!

Wedding Open House

Hilton Aruba Caribbean Resort & Casino recently welcomed brides and grooms to tour the many ceremony and reception venues that the hotel has to offer. Visitors explored the many stunning locations, including the beautiful grass lawn and beach venues as well as the pool deck, the Penthouse and the Grand Caribbean Ballroom that set the perfect scene for romance and celebration. Bridal Specialists Lisa Dammerman and Lily Polsbroek were available to answer questions, while guests enjoyed complimentary hors d'oeuvres and beverages.

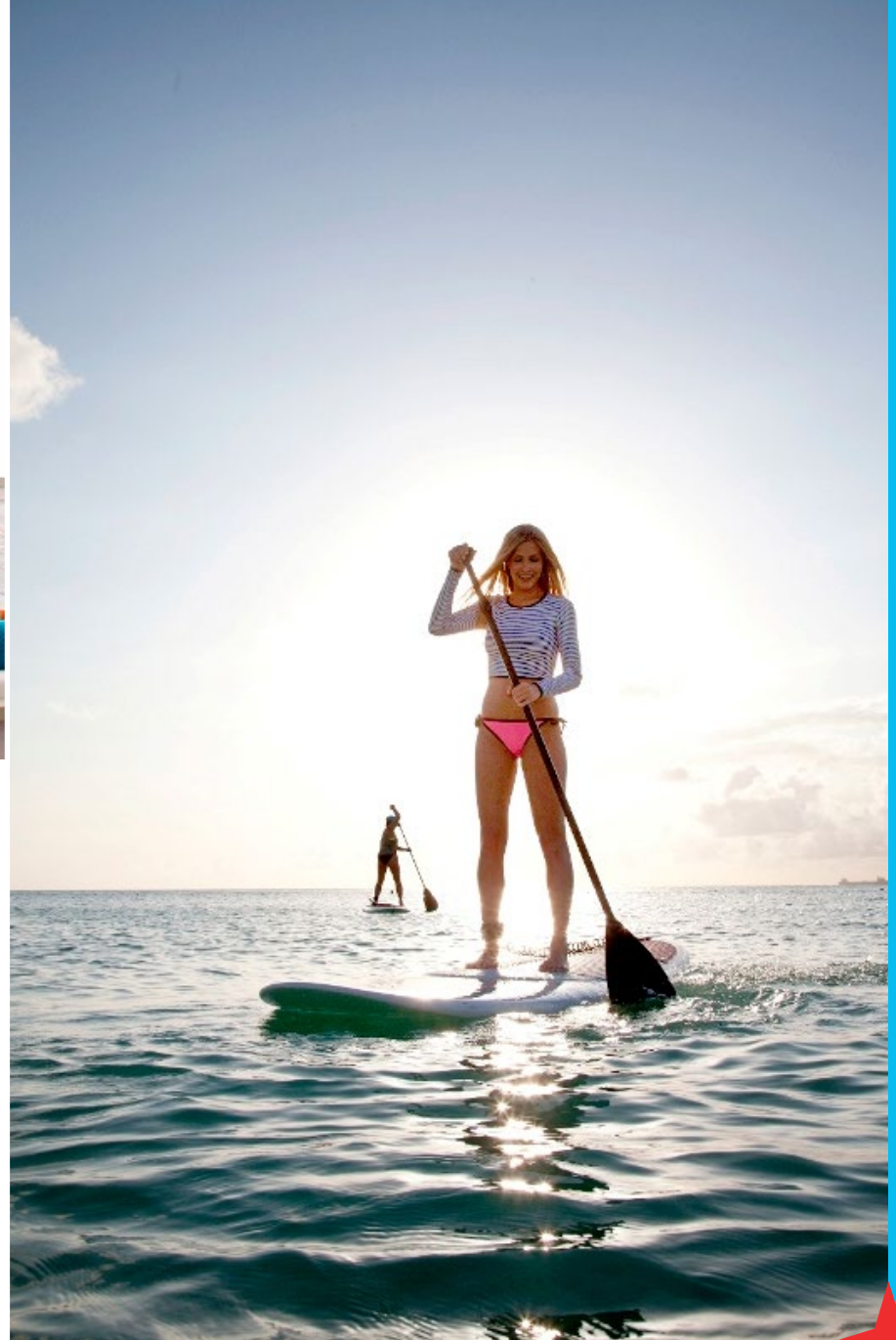


A Lighter and Brighter Lobby

A hotel lobby provides guests with their first impression of a property, and it also sets the tone for their stay. The Hilton Aruba Caribbean Resort & Casino recently transformed the lobby into a tropical escape, making it a lighter and brighter area, where the first (and last) impression is a memorable one.

Discover Your Play Time

This fall, the “Discover Your Play Time” program provides guests the opportunity to create their own play time with an array of choices including paddle boarding, bike tours, massage demos, pool volleyball, yoga and casino fun. The program kicked off on October 1st and will run through January 2nd, 2016.





Restaurants

Altamar Italian Restaurant

Brought to you by the owners of famed Sole Mare Italian Restaurant, Altamar brings the vibrant flavors of Italy into a menu of classic and contemporary Italian cuisine. Located in the center of the high-rise hotel area in Palm Beach, the restaurant is bathed in a fashionable palate of white, beige and cool blue.



Azia Restaurant & Lounge

Located in the heart of Palm Beach, this restaurant is the newest offering of the Gianni's Group. Contemporary Asian fusion cuisine is presented in a tapas style format. Azia has created a chic Zen ambiance for both diners and loungers with oversized booths and a large communal table, as well as a peaceful, outdoor garden setting.



BLT Steak

The critically acclaimed restaurant celebrates its second outpost in the Caribbean. Signature elements include BLT Steak's famous warm popovers and world-class selections of USDA choice steaks, along with weekly blackboard specials highlighting seasonal flavors and local ingredients. The

new BLT Steak space includes elegant indoor and outdoor dining options, as well as a private dining room for special occasions. BLT's iconic design and décor is showcased alongside a vibrant bar and lounge area featuring curated specialty cocktails, craft beer, and a robust international wine list.



Che Bar

The weekend barbecue gathering in Argentina (Spanish: asado) is one of Argentina's cherished pastimes. Grilled meat—and lots of it—is the main item on the menu. Argentinean brothers Juan and Santiago Sonensein are bringing the traditions of their homeland to Aruba at Che Bar, a casual al fresco patio café located at Paseo Herencia Mall. Che Bar embraces Argentina's culture of grilling, offering chorizo, blood sausage, churrasco, and tira de asado (grilled beef short ribs) washed down with ice cool beer.



French Steakhouse

On Saturdays, the focus is on local food with two different menus, one indoor, one outdoor, highlighting the island's culinary heritage, and unique flavoring. Young Executive Chef Ever de Pena features just-caught fresh fish, tropical fruits and herbs, and fuses different tastes and textures of age-old recipes such as Keshi Yena, Keri Keri Fish Cakes, soup served with pan bati, cilantro and plantain chips, Potato Croquettes, Fish Creole, with pica de papaya and sweet banana salsa, Fried Funchi, Quesillo and Pan Boyo with cinnamon ice cream.

Chihuahua's Fiesta & Grill

Located at South Beach Centre, Chihuahua's motto is "100% Mexican stuffed with fiesta!" Here you will find all the Mexican classics—from tacos and enchiladas to burritos and fajitas. Juarez,

Mexico native Ruben Luna and his son, Ruben Jr. oversees this family owned and operated cantina. Mosey up to the bar and enjoy one of their signature margaritas.



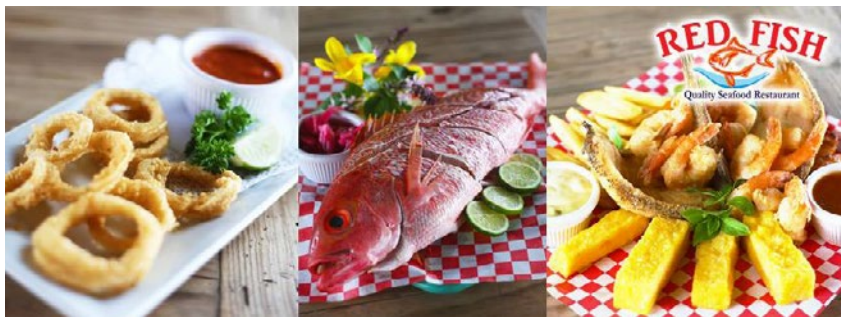
Garden Fresh Café

Healthy food on-the-go is offered at this new café in the front of the Playa Linda Beach Resort. Fresh smoothies, create-your-own salad, and wraps made with fresh ingredients allow patrons to keep their waistlines in check with a variety of healthy options.



Life is Beautiful

Located among the tropical gardens of Aqua Windies across from Dr. Horacio E. Oduber Hospital, this bohemian-style outdoor café and bar serves breakfast and lunch. Breakfast features omelets, pancakes, and breakfast burritos, while lunch offerings include burgers, wraps, salads, and authentic Dutch chicken sate.



Red Fish

The Merryweather family, owners of the iconic Driftwood Restaurant in the heart of downtown, has opened up a casual outdoor eatery in Orange Plaza, located just off the main highway near the hotel area. Fresh local catches of the day are served with traditional island side dishes such as funchi and pan bati. In addition to seafood, guests can enjoy such classic local dishes as keshi yena.



Quinta Del Carmen

In 1916, famed local architect Adriaan Lacle built a weekend vacation manor in what was then the countryside of Aruba, and designed it in the traditional cunucu plantation style. Today, the home has been thoughtfully restored to its original character in honor of the rich history surrounding it, and the grounds have been maintained to offer what is now a unique alfresco courtyard venue. The restaurant serves Caribbean and European-inspired cuisine.



Side Bar Bistro

Specializing in burgers and bourbon, Sidebar Bistro is located at Renaissance Marketplace. This stylish yet comfortable bistro offers a selection of gourmet burgers made with 100% Angus beef, as well as

fresh salads, soups, wraps, and sandwiches. A well-thought-out bar menu features a vast selection of bourbons, signature bourbon cocktails, six beers on tap, and an ample wine list.



Twist Of Flavors

This fusion boutique restaurant at Alhambra Casino & Shops captures bold and alluring flavors. Lunch is Dutch style with sweet and savory Dutch pancakes, while dinner dishes represent an international collection of seafood, pasta, and steak dishes, as well as sandwiches and burgers. Indoor and terrace seating are available.



14 BIS Marketplace

For travelers heading home, this full-service airport restaurant located outside the departure halls and before immigration offers breakfast, lunch, and early dinner. Breakfast is served a la carte with traditional morning favorites. During lunch, guests can enjoy a buffet (charged by weight) or order burgers, wraps, salads, and sandwiches from the menu.



Activities

Fofoti Tours and Transfers

Fofoti Tours and Transfers has launched a new Wi-Fi system as of September 21, 2015. The entire fleet will feature free wireless internet service to provide passengers with the ability to stay connected on the move. Guests on Fofoti Tours and Transfers can check email, connect and share with family and friends, get work done or simply catch up on the news. "We are very pleased to be able to give our

clients an even better experience while on our buses. The Wi-Fi rollout means passengers can stay connected and enjoy their tour or transfer even more." Fofoti Tours and Transfers is celebrating its fifth anniversary in November and the company is preparing a bag full of added value products and services to thank everyone for their continued support.

Environment

Aqua48: Drink Water for a Good Cause and a Better Environment!

Aqua48 (pronounced Aqua 'for Aid') is a new project focusing on Aruba's pure drinking water to be enjoyed in special glasses at hotels, restaurants and bars, filled directly from the faucet. It discourages the use of plastic and glass bottles that harms the environment and causes unnecessary CO2 emissions.

Aruba's water is served in a special Aqua48 glass at the price of afls 1- (US \$ 0.55). Part of this sum is a donation for those in need, including those with physical and mental limitations, children and orphans, the elderly, and also animals in need. The first donation is furniture to SABA, a foundation caring for the elderly.

The special Aqua48 glass carries the WEB logo. Luis Oduber, interim director of WEB, Aruba's water utility company, explains that the goal is to motivate residents and visitors to drink the island's excellent water. Explains Edwin Hekman of Aqua48, "In addition to its role as sponsor, WEB is also responsible for producing drinking water of the highest quality, the best in the region... and the water is also delicious!

Beginning this month, Aqua48 will be available at more than 50 Aruba restaurants.





Retail

Pandora Boutique at Paseo Herencia

On September 10, Pandora Aruba unveiled their newly remodeled concept store. The new concept store known as “Evolution” was first launched in March 2015. Pandora Aruba is honored to be the second location in the Caribbean with this new design. This new beautiful concept is even more customer friendly and permits the Pandora Specialists to walk around with the customer and interact more freely. With the reveal of the new store

comes the release of the new Autumn Collection. There are a large variety of new collections and updates on already existing collections. 52 new charms, various new necklaces, pendants, bracelets and rings have been added to the existing collection making it one of their “must have” collections to-date. Exclusively for Pandora Aruba is the popular official Aruba Logo Charm in two new versions, both available soon.





ARUBA ALOE®

Aruba Aloe Celebrates 125 Years

Although the Dutch introduced the aloe vera plant to the island in the 1840s, it was Cornelius Eman's initiative to cultivate Aloe vera commercially that put Aruba on the map as "The Island of Aloes." By 1905, Aruba Aloe Balm, Inc. was the world's biggest producer of aloin, mainly used as a laxative.

According to Dr. Koos Veel who has been with Aruba Aloe Balm for the past 32 years, "It was an ambitious project for that time but the company was able to achieve production of more than 30 percent of the world's aloe." Due to changes in the industry, it would later change its focus to cosmetic products. "Locals had already discovered the benefits of the gel as a moisturizer, or for burns and abrasions. In the 1960s, a plant was built to process the gel for cosmetic use. In 1984, a whole new line of products was developed, from shampoos and deodorants to skincare and suntan products—increasing from five to 100 products. In 2000, a modern factory was built next to the original Hato Aloe fields, with a companion museum offering tours. To-date, there are 17 stores in Aruba, one in Indianapolis and one in Amsterdam, and websites in the U.S. and Europe generate impressive Internet sales, and there are more than 80 employees locally."

Aruba Aloe Balm's medical-grade cream, Alhydran, touted by the medical community for its healing effects on burns and wounds, and for the reduction of scarring.



Aruba Rocks

Aruban designer Calvin Maduro and brand expert Jaymir Janga launched a must-have product line of shirts, caps, tumblers and stickers named Aruba Rocks, pursuing their passion for design while contributing to the protection of the environment. "We wanted to present a changing design concept with a local motif that visitors could enjoy every vacation."

Their cool designs depict the shoco (burrowing owl, Aruba's national bird) donkey, pelican, marlin and goat in a whimsical colorful manner. All animals sport colorful Rayban-style shades and a mohawk hairstyle. Fresh designs of the multi-colored, crackled prints are continuously introduced. "Our aspiration is to combine locally branded products with a worthy cause that will benefit the entire community. We sell Aruba Rocks reusable and recyclable tumblers to resorts and beach bars."

Aruba Rocks official store will open in October at Paseo Herencia. Buying an Aruba Rocks item will help protect Aruba's valuable natural resources. Profits are reinvested in the eco-tumblers project.



Events

Iron Chef Aruba

Iron Chef Aruba produced by Island Temptations magazine was the finale for the Aruba Tourism Authority's Eat Local Restaurant Week. Executive Chef Stephen Toevs from The Ritz-Carlton, Aruba; Executive Chef Teddy Bouroncle from the Marriott Resort & Stellaris Casino; and Executive Chef Ever de Pena from Manchebo Beach Resort & Spa competed in a three-course format with a mystery basket challenge for each course. The chefs each had two apprentices to assist them. With an initiative to include the island's future generation of chefs in the

event, the final year students in EPB's culinary program had competed in their own mystery basket challenge as a basis for selection. Scored on presentation, creativity, and taste, the judges chose six students. Jeaneida Ignacio and Reginald Williams joined Executive Chef Stephen Toevs onstage; David Webb and Brian Martinez worked with Executive Chef Teddy Bouroncle, and Zahira Erasmus and Johres Geerman teamed up with Executive Chef Ever de Pena. Island Temptations' Iron Chef Aruba was held at the Alhambra Ballroom.



Green Aruba VI – Share Sustainability

Taking place October 27-28 at the Aruba Marriott Resort, Green Aruba is an annual conference focusing on Aruba's energy transition to 100% fuel independence.

Over the past six years, Green Aruba has hosted over 500 delegates from over 27 nations. Regional prime ministers and ministers, senators, high government officials, regulators, utility executives and engineers, private sector, international NGOs, innovators and investors share practical lessons learned and explore new business models for (island) utility companies.

It is a well-known platform within the region for the exchange of information and applied knowledge on sustainable and best practices for the shift to cleaner, more environmentally friendly energy sources and resources.

In addition to Aruba government officials, international speakers included Luis Almagro, OAS Secretary General; Mayor Philip Levine, Mayor of Miami Beach; Prof. dr. Olav Hohmeyer, Professor at the University of Flensburg; Egbert Perry, Chairman & CEO of Integral; Mark Lambrides, Senior Energy Specialist at the World Bank; and Manlio Coviello, Chief Natural Resources & Energy Unit, ECLAC.



Aruba International Film Festival

Sponsored by the Aruba Tourism Authority, this world-class event is filled with international and regional premieres of feature-length and short films, attracting filmmakers, film enthusiasts and press from around the world.

For the past four years, AIFF has welcomed such film luminaries as Richard Gere, Thelma Schoonmaker, Virginia Madsen, Ray Liotta, Kim Cattrall and Paul Verhoeven. This year, a jury of industry professionals and acclaimed filmmakers presented awards in the categories of International Features, DoXNfocus, Caribbean Spotlight Series, Aruba Flavor and International Shorts. Celebrities included Tyrese Gibson from the Fast & Furious and Transformers franchises.

There were master classes and panel discussions with attending filmmakers, on-camera talent and special guests presenting topics such as acting, documentary filmmaking, marketing and distribution, and gender equality in the film industry. 60 international films were presented during this exciting week.



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:

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by the 25th of each month.

A special thank you to Aruba Daily,
Aruba Today, Columnist Rona Coster
and our tourism partners for
their contributions.



1st Aruba Captive Insurance Conference

The 1st Aruba Captive Insurance Conference will take place from November 18-21 and is expected to become an annual event attracting participants from elite companies abroad. Opening remarks will be made by Prime Minister Mike Eman and a welcome by Minister of Economic Affairs, Communication, Energy and Environment Mike de Meza. Topics will include global risk trends and an update on risk shifting and distribution. The panel will review the process of conducting a captive

feasibility study and preparing the captive application. Also under discussion will be the new Aruba tax regime for captives, and ways to protect an organization from computer crime. Aruba as the alternative risk transfer market hub for Latin America and Europe, research and development of innovative risk transfer solutions, and climate change and the development of new risk models will also be covered.

The Rotary Club of Aruba Hosts its 16th Annual Golf Charity Tournament this December 5th at the Renowned Tierra Del Sol!

The organizers are expecting another record-breaking event with over 120 participants from the business and hospitality community. The hugely popular event attracts golfers and non-golfers who gather together and enjoy a fun and competitive day of golf and fellowship, all for a great cause. The event which has generated in excess of \$45,000 in the past, is earmarked to exceed all expectations this year! All funds generated are redistributed back to the community to foundations and non-profit organizations that are in need of financial support. Regular recipients of proceeds generated through this event are

Fundacion Sonrisa and YMCA, and the Rotary Club of Aruba is proud of their long-standing commitment to support their annual needs. For any questions or to be part of the event as a team or corporate sponsor, please send an e-mail to arubarotarygolf@gmail.com. The Rotary Club of Aruba would like to thank all who contribute to this event, and look forward to an overwhelmingly successful day!

