



Aruba Tourism
Authority

Aruba Product Update

October 2016

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

Our Mission:

To increase the share of affluent
travelers and the economic value
of tourism for the benefit of the
community and our stakeholders
by positioning and developing
Aruba as their preferred
Caribbean destination.

Our vision:

The Aruba Tourism Authority (A.T.A.)
will become the most innovative and
creative DMMO in the Caribbean.

Core Values:

Empowerment Productivity
& Ownership Professional
Respect Fun & Passion.

Below we offer a synthesis of some of the most prominent
and important news during the month of **October 2016**



Awards

Bucuti & Tara Beach Resort Awarded Green Globe Platinum

Holding the most eco-designations in the Caribbean, the resort just achieved its 16th annual Green Globe certification and the new elite status of Green Globe Platinum. With an outstanding score of 98 out of 100, Bucuti continues its mission of making rewarding vacations and sustainable tourism mutually inclusive. Worldwide, more than 500 businesses—hotels, resorts, and attractions—meet the prestigious Green Globe certification standards. Of those, 64 are Gold-certified and only two, including Bucuti, are Platinum-certified. Green Globe helps travel and tourism organizations improve their economic,

social, and environmental sustainability while rewarding and recognizing them for their efforts. Said Ewald Biemans, CEO of the resort, “Achieving Green Globe Platinum, under the guidance of our Sustainability Manager Arnold Solognier, confirms that our team is committed to the rigorous standards of certification and the essential preservation of our environment.” At the recent annual Caribbean Hospitality Industry Exchange Forum, Bucuti was also honored as a top finalist for the CHIEF Award for Best Practices in Environmental Sustainability, by the Caribbean Hotel and Tourism Association.





Tourism

Mexico

A five-day lightning tour in Mexico City, Guadalajara, and Monterey was recently undertaken to promote Aruba as a tourism destination in the Mexican market. Participants included the ATA team, Aruba Convention Bureau, and local partners, including Hyatt Regency Aruba Resort, De Palm Tours, Fofoti Tours, ECO DMS, Aruba Marriott & Stellaris Casino, and Aruba Airport Authority NV. Also present at these informative

events were major operators, airlines, and press, as well as Ad Nova Comunicacion Estrategica, the company that will represent Aruba in Mexico. The market presents great potential and demand in both leisure travel and the MICE (Meetings, Incentives, Conferences & Events) industry.



Press

Colombian Beauty Queens Visit Aruba

Colombia's current beauty queen, Andrea Tovar, and this year's national beauty pageant candidates recently visited Aruba for a spread in *Minicromos*. This special 100th anniversary issue—the first issue produced for a destination outside of Colombia—featured Aruba's sights and culture, as well as shopping, gastronomy, nightlife, wellness experiences, and other activities. Jairo Dueñas, director of the magazine, said that readers would now be able to experience Aruba's

tourism product, one of diversity and beauty, through the experience of the beauty queens. In addition to the photo shoot, *Cromos* will publish articles on what Aruba has to offer to the Colombian market as a tourism destination. The candidates also met with Aruban beauty queens at the Queen Beatrix International Airport, attended by local and Colombian press. Aruba is visited by 25,000 Colombian visitors annually.

Resorts

Resorts Observe International Housekeeping Week

The members of the housekeeping staff were recognized for their loyal commitment and service. Activities ranged from playing bingo to enjoying milkshakes, and even included a Zumba class by the pool for both the housekeeping staff and guests. Santa Roa was awarded Employee with the Most Years Working for RIU Hotels & Resorts; Martina Hernandez won Best Supervisor; and Ruth Sosa and Isabel Rodriguez won the Best Employee awards. Minerva Rodriguez was awarded Best Housekeeping Room Attendant and Liliana Fernandez was pronounced Queen of Housekeeping. Hotel guests and staff members rounded out the week with a special celebratory barbecue cookout on the beach.



Hilton Aruba Caribbean Resort & Casino

The Department of Human Resources organized a complete program in honor of International Housekeeping Week, a fun, exciting, and memorable series of activities with something special happening every day. The week opened on Monday with Holy Mass, followed by a complete breakfast. Various games were scheduled for Tuesday, and on Wednesday, staff members enjoyed a visit to Parke Arawa with

family. The program continued with bingo with prizes, a party at Club Don Bosco, and a C-Jam party bus trip. The week was designed to acknowledge and appreciate the many tremendous contributions of the resort's unsung, back-of-the-house heroes with after-work activities enjoyed by all.



Feria Social 2016

On the final night of this event organized under the auspices of the Ministry of Social Affairs, Youth, and Labor in collaboration with CEDE Aruba, the minister announced that a whopping Awg 202,000 was collected to be distributed among 15 of the island's NGOs. The final event with youth volunteers, youth coaches, NGOs, and sponsors was the culmination of that very successful fundraising drive. The Hilton's contribution in the form of a generous donation of Awg 15,000 is earmarked for a new website for Casa Cuna Children's Home and the creation of much-needed flyers and informational materials. The home focuses on children in the 0-6 age group.

Pool & Beach Experience

The resort recently underwent a considerable refresh with the total overhaul of the two beachfront pools. The resort's famed garden and sugar-white sand beach flaunt two large zero-entry pools, which are both kid-friendly and easily accessible. The Lively Pool, with 116,000 gallons of fresh water, and the Quiet Pool, with 220,000 gallons, received shimmering blue waterline tiles and sparkling blue Diamond Brite finishes. Both pools are now equipped with VGB-compliant safety drains and stones treated with a clear anti-slip coating. The Lively Pool, adjacent to Gilligan's Beach Bar & Grill, features comfortable cabanas and lounge chairs. The Quiet Pool, facing the garden and the beach, offers pre-reserved cabanas with amenities for a fee. Guests are invited to aqua aerobics and Zumba classes and may participate in daily games such as pool volleyball. Also, the beach tennis courts are now open.

Grande Dames

A number of local "grande dames" recently visited the resort, originally built in 1959 with the nickname of the "Grande Dame of Palm Beach." Frequenting the hotel in the 1960s and 1970s, these local ladies returned for lunch at Gilligan's Beach Bar & Grill, where they were treated as VIPs and reminisced about the good old days. They talked about the stylish Klompen Club, the Bali Bar, the fabulous barbecue on weekends, the refreshing swims at the pool, and the many Aruba Aribas imbibed at the Divi Divi pool bar. This iconic Caribbean resort once hosted such celebrities as Harry Belafonte and Liz Taylor, who enjoyed its first-class hospitality. The ladies agreed that the hotel still looks amazing, especially in view of its recent renovations under the Hilton flag.





Boardwalk Small Hotel

The housekeeping and maintenance team of eight received warm words of appreciation and brand new shirts as a special recognition for their loyal service and meticulous cleaning skills. “We are very proud of our professional and adaptable team and are constantly receiving five stars on TripAdvisor for cleanliness. The team members contribute to the overall professional guest experience on our small property. In addition, three members of our housekeeping and maintenance staff, Claudia, Veronica, and Fernando, all successfully graduated from their English courses,” said owner Kimberly Rooijackers. On Saturday, the entire team and guests enjoyed a fun night out on the Kukoo Kunuku bus.



The resort recently introduced a brand new feature to its menu of services—its own dedicated beach area just a three-minute walk away. For the guests’ comfort, the new beach area is equipped with complimentary palapas (beach huts) and beach lounge chairs with cushions, available daily from 9am to 5pm. Beach towels, folding chairs, and toys are available at the front desk.



La Cabana Beach Resort & Casino

A week of fun and goodwill acknowledged many important housekeeper contributions. It opened with a short spiritual service and a plentiful breakfast served by executives and the management team. On Tuesday, the department hosted an outing on the beach, with BBQ, music, and dancing. Wednesday featured Olympic Games, accompanied by professional chair massages. On Thursday, “Adopt a Housekeeper” paired members of management together with the diligent housekeepers. On Friday, housekeeping enjoyed karaoke. The housekeeper with the most guest mentions, Nicolasa Ventura, received a weekend stay!



Divi Resorts

Holiday Preview Party

The 2016 Holiday Season officially opened at Divi Resorts. The Alhambra ballroom was beautifully decorated to showcase Divi's culinary excellence, and guests sampled many delicious hors d'oeuvres prepared by Divi's expanded culinary team while enjoying live entertainment and dance music.

Divi's food & beverage professionals, including Corporate Chef Matt Boland and Executive Chef Anthony de Palm, presented succulent shooters, tapas and small plates including lamb, tenderloin, mahi mahi, crab, shrimp, tuna, sushi, and burritos, prepared by restaurant kitchens at Pure Ocean, Pure Beach, Fusion Wine Bar, Alhambra Ballroom, Sunset Garden Ballroom, and Windows on Aruba. The menu culminated with an assortment of petits fours and homemade dessert tapas. Guests were greeted by the Divi Executive Team, including Managing Director Alex Nieuwmeyer, Director of Banquet and Events Sales Inge Van Roon and her team, as well as many others working for Divi Aruba All Inclusive, Tamarijn Aruba All Inclusive, Divi Village Golf & Beach Resort, Divi Dutch Village, and Divi Aruba Phoenix Beach Resort.



Aruba Marriott Resort & Stellaris Casino

Next Gen Housekeeping Program

The newly launched Next Gen Housekeeping Program is a faster way for the housekeeping team to prioritize rooms and provide faster customer service to guests. Room attendants can simply use iPod touches to communicate room assignments with the possibility of weighted room prioritization to categorize VIPs, mobile check-ins, and queue rooms. Furthermore, the housekeeping team can manage guest requests and preferences, as well as efficiently communicate with the Front Desk regarding such matters as guest issues and room status follow-up.



Housekeeping Appreciation Week was initiated with bright orange T-shirts and a scrumptious breakfast buffet in the Grand Ballroom. The associates, together with the Aruba Marriott's Executive Team, participated in a "Mummy Activity," where the associates had to roll up each executive member with toilet paper and add a prop to complete their mummy

look. During the week, the associates also went to Baby Beach and spent a relaxing yet fun and activity-filled afternoon with their colleagues. Bingo with great prizes was organized at the Stellaris Casino. Housekeeping Appreciation Week 2016 was a fun and successful celebration, reminding the staff members how much they are appreciated.



Caribbean Palm Village Resort

The resort celebrated International Housekeeping Week with a slew of activities designed to entertain, reward, and pamper members of this hard-working department. The action-packed week started with Belkis Moreu of Moreu Facilitation teaching "The Power of Thought." On another day, "Health & Control" was discussed with IBISA, the local sports authority, and Sergio Wever of Be Safe 4 Life made a presentation about safety from the housekeeper's point of view. Later in the week, the popular annual bingo was played, featuring many prizes.



RIU Palace Aruba

The resort participated in Aruba's Reef Care Project on September 25, providing a meal and snacks for the 750 volunteers who helped to clean and protect the island's marine environment. The 22nd edition of this event was promoted by Aruba Reef Care Foundation. RIU Palace Aruba participated by providing a full lunch with sandwiches and snacks for all. In keeping with its efforts to reduce the use of plastic, the resort packaged all the sandwiches with wax paper. The volunteers cleaned up both coral reefs and white sand beaches, and they were able to collect over 12 large bins of debris and plastic.



Restaurants

Aruba Wine & Dine

Visiting Chef Workshop

Master Chef and Sommelier Pablo Ranea of Mendoza, Argentina, recently visited Aruba to teach culinary workshops and prepare a four-course Pop-Up Charity Luncheon at Tango Argentine Grill and a six-course Pop-Up Charity Dinner at Hadicurari Restaurant. The proceeds of both events went to SABA, the local foundation for elderly care. Hubert Dirksz of Compra, the main sponsor, expressed that visiting top chefs such as Chef Pablo will raise the culinary level on Aruba, turning the island into an haute cuisine destination. The visit of Pablo Ranea will refresh the local chefs' creativity and challenge them to come up with new and unexpected preparations. "My Pop-Up Tours, embarked upon after Mendoza's wine harvest, are a mix of learning and teaching," Chef Ranea said.



Café the Plaza

Café the Plaza recently celebrated an exceptional 25 years in business. Its secret is really good value, a varied menu, and delicious meals served in a relaxed and welcoming atmosphere. The restaurant is best known for its outrageous and fun happenings. Over the years, these have included barhopping around Aruba by teams in snorkels and flippers, 19 editions of the Aruba Pole Sitting Championships, herring evenings, tennis tournaments, and legendary soccer matches watched by hundreds of fans on big screens. The weekly Quiz Night is still going strong, as is the annual commemorative Hans Nooter Golf Tournament. In honor of its 25th anniversary, the restaurant launched a monthlong program of festivities, including a Strongest Man competition and a karaoke event for colleagues from other bars and restaurants on the island. Visitors as well as locals enjoy sitting at the spacious bar inside or on the terrace, enjoying breakfast, coffee, lunch, drinks, or dinner.



The New Chef at The Mill Restaurant

“Chef Sonny Patrodikromo”

With over 30 years’ experience Chef Sonny, a Suriname native brings a wealth of experience in fine dining to the restaurant. He previously worked at such well-known Aruba restaurants as The Pirates Nest, Valentino’s and Driftwood.

Chef Sonny has revamped The Mill breakfast, lunch and dinner menus, theme nights, daily specials, various occasions including buffet, to go, private parties and corporate events. He carries an interesting mix of nationalities in his cooking leading to a unique kind of taste. Sonny’s professionalism and passion

for food will definitely benefit the restaurants’ guest level satisfaction. He enjoys taking authentic dishes and adds his own special essentials.

“I enjoy the challenge of working at The Mill Restaurant. We want to keep the traditional Aruban dishes so our guests can enjoy the true Aruban local taste. Dishes such as the typical Soppi Jambo (Okra Soup), Goat stew and Fish dishes, especially for our European market that enjoys these original flavors while being in Aruba,” Chef explains.

To find out more visit their website millresort.com

Activities

Introducing the Exciting Aruba Downtown Walking Tours!

November 1st marks the start of one of Aruba’s newest activities. The Aruba Downtown Walking Tours. An authentic experience where guests will explore Aruba’s Downtown (Oranjestad) by foot. With an experienced guide guest (Local Expert) the guests will discover Aruba’s Monuments, Museums, History, Locals, Culture, Traditions, Local Bites and much more by visiting more than 30 sites of interest. The tour departs from Monday to Saturday at 9.15 am from the Cosecha Building, Wilhelmina Straat 2 Next to Yemanja Restaurant and has a duration of approximately 2 hours. The perfect way to discover Aruba’s capital is with The Aruba Downtown Walking Tours.

For more information go to www.arubawalkingtours.com or on Social Media at facebook.com/arubawalks





ECO Destination Management

Through its 5th annual talent search, ECO Destination Management seeks to identify and reward a young and promising local leader in tourism or a related area. This year's chosen individual will be awarded a fully paid scholarship to the Panama SITE Conference in November. Previous winners hailed from Aruba and Curacao, and all benefited greatly from their SITE Conference scholarships. Said Wichita Villacres, ECO President and CEO, "This year's scholarship is meant to encourage young leaders to get involved with the MICE business directly or indirectly."



Fundraising Sunset Sail by Red Sail Sports

Red Sail Sports recently held a sunset sail fundraiser on October 15, with all proceeds of the sail donated to the Mary Joan Foundation. The guests enjoyed the scenic sunset trip with hors d'oeuvres and cocktails, all for a wonderful cause. The Mary Joan Foundation, established in 2007, is focused on people who are diagnosed with breast cancer. The heroes of the Mary Joan Foundation are doing great work, offering support and encouragement to those who are fighting breast cancer. This foundation also helps the families cope with the diagnosis phase of their loved ones. Red Sail feels very proud to have been part of the Aruban community since 1989, and during those years, has supported many charitable causes such as this with the support of the community.



Cruise Tourism

During the Happiness 360 Conference, ATA and Curacao Ports Authority signed an agreement to collaborate together to bring more cruise tourism to both islands.

The agreement includes the interchange of information to align both destinations and generate more business. This agreement will last for a period of two years with the goal of promoting economic activity and prosperity for both islands, creating a competitive advantage and a new alliance to attract cruise lines to include both destinations in their itineraries. The importance of working with local partners particularly in the southern Caribbean was underscored by ATA CEO Ronella Tjin Asjoe-Croes. For Aruba, goals include expansion in the area of smaller and more affluent ships, extending on-island passenger time, and ensuring business during slower months.

Pullmantur

During recent months, the Aruba Tourism Authority (ATA), Aruba Ports Authority, and the Ministry of Tourism held a dialogue with operators of Pullmantur on business possibilities in 2017/2018. Announcing the cruise line's return to the Caribbean in summer 2017, top executives of the company visited Aruba and met with ATA in October. Arriving aboard the cruise ship Monarch, almost 250 top operators, travel agents, and press members from Latin America had the opportunity to familiarize themselves with Aruba. Pullmantur CEO Richard J. Vogel and Commercial Vice President Jose Blanco toured the island, experiencing its tourism product. They were impressed with the beautification of the wharf and downtown Oranjestad, as well as the widespread speaking of Spanish and island friendliness. In summer 2017, there will be a significant increase in port calls of the ship Zenith (25 new calls), with the possibility of increasing on-island time. Due to ATA's efforts, Aruba's cruise tourism grew 15.7% in the first eight months of 2016.



Culture

Aruba Art Fair

Aruba Art Fair was a three-day fair held in San Nicolas, September 16-18, aimed at exhibiting and selling original art and creating art education and awareness programs in the community. Cultural performances also took place, showcasing dance, theater, and music performed by groups from the local community and student organizations.

Faces of Aruba Exposition in The Hague

Coinciding with the relaunch of the WTC The Hague Art Gallery was the opening of a fascinating new exhibition entitled Faces of Aruba – 30 Years of Status Aparte. The official opening featured not only the art and photography of talented professionals, but also a festive and authentic ambiance achieved through Carnival costumes, local snacks, and steelpan music. Aruban life, people, and culture were showcased in this impressive exposition, which will run until November 6. In light of Aruba's historic celebration, ATA NL had

teamed up with renowned Dutch photographer Raymond Rutting. The exhibition was initially held at Museum Hilversum, and then traveled to the Ministry of the Interior and Kingdom Relations before its arrival at the World Trade Center in The Hague on September 8. As well as receiving widespread coverage in De Telegraaf, Algemeen Dagblad Haagsche Courant, and other online publications, the exhibition was added by the city's marketing group to its "what's on" list as one of the city's cultural highlights.



Lolita by Gilbert Senchi Unveiled in Colombia

On October 8, the striking sculpture of Lolita, created by talented Aruban artist Gilbert Senchi, was officially unveiled in Bogota, Colombia, in a ceremony attended by many dignitaries and distinguished guests, among them Minister of Culture Otmar Oduber, Dutch Ambassador Jeroen Roodenburg, ATA Director for Latin America Miriam Dabian, and Luis Cremonie, the son of the woman Lolita honors. The statue will next be presented in Amsterdam, and will ultimately become part of the renewed sector of Aruba's iconic city of San Nicolas. Signaling the collaboration between the Ministry of

Culture of Aruba, the Aruba Tourism Authority, and the artist, Lolita honors an Afro-Caribbean woman—and the many women like her—who survived adversity and was able to make a new life for herself and her children in Aruba. Lolita had emigrated from a nearby island to Aruba during its oil boom, selling coconut sweets on every possible occasion to sustain herself and her family. This work, molded in clay and then brought to life through a complex artistic process, is powerful and evocative, capturing the spirit and transcendence of Afro-Caribbean women of her time.



October Caribbean Queen

Each month, Caribbean Queen at the Palm Beach Plaza Mall honors one local female artist who lives and creates here. Local artist Natalia Koolman is the boutique's celebrated Caribbean Queen for October, showcasing her charming geometric mandalas. Natalia finds inspiration for her art in the peaceful and spiritual, such as Aruba's serene and beautiful landscapes. She uses a variety of dot-painting techniques to create her transformative and healing mandalas, transferring the profound beauty of Aruba's nature onto the stones she finds along the island's north coast.

Caribbean Queen earmarks a percentage of all sales for its Tikkun Olam (Repair of the World) program. The collected funds are given annually to local non-profit organizations in an ongoing effort to serve the community.



Retailers

Gandelman Jewelers

Celebrating 85 Years of Excellence

Established in 1931 in Curaçao, the Gandelman family business is proud to be one of the oldest local jewelers in the Caribbean, with a tradition of excellence in products, service, and expertise. Built on a solid family business foundation, Gandelman is now in its fourth generation, with many customers dating back just as far. The Gandelman family proudly states, "We are no exception when it comes to offering our customers the famous Aruban hospitality. The same goes for our local clientele, with whom we have a trusted and personal relationship since 1981, when we opened our first store on the Mainstreet in Aruba. Our knowledgeable store staff attends to the individual needs of each customer. What makes our family business so special is that personal touch that our sales staff and our customer service team provide. Gandelman is the only luxury goods company in Aruba to have its own state-of-the-art Horological Workshop, with Swiss-certified watchmakers authorized to service timepieces such as Rolex, Patek Philippe, Cartier, and Bulgari."



The Salamander Group

The island was doubly blessed with the visits of John & Mary Wilson from Canada and Thomas-George & Linda Stephanie from Boston, USA. Each lucky couple landed a week's stay at Playa Linda Beach Resort, round-trip airfare for two, and a \$200 gift certificate for The Salamander Group's stores. Although the Wilsons won the Grand Prize in 2014, they just managed to arrange their getaway for this October. They have been coming to Aruba for 25 years and are loyal customers of The Salamander Group's stores. The Stephanies, also repeat guests on the island, landed the Grand Prize in 2015, and booked their trip for this October as well. The Salamander Group has been offering an annual free trip to Aruba through a raffle on its flyers and ads at two of its popular stores, T.H. Palm & Company (Playa Linda Beach Resort) and Caribbean Queen (Palm Beach Plaza Mall).



Pandora Aruba

On September 10, Pandora at Paseo Herencia celebrated its 6th anniversary with clients, press members, and other distinguished guests with great ambiance, food, and champagne. Everyone attending had the opportunity to admire the new Autumn 2016 Collection, which

includes the highly anticipated PANDORA Memories Collection to wear and style as you desire. For more information, follow PANDORA Aruba on Facebook, Instagram, and Snapchat for updates and creative ways of styling PANDORA jewelry.



Events

Eat Local!

The month of October, now known as Restaurant Month, featured special culinary offerings highlighting local cuisine at more than 60 island restaurants. Both locals and tourists enjoyed special lunch menus at US\$15 and multi-course dinners at US\$30–40. This authentic and affordable Aruban cuisine was inspired by the island's population of more than 90 nationalities. This special initiative was created and organized by the Aruba Tourism Authority, showcasing the island as a true culinary destination.

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

with a copy to:

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by the 25th of each month for it to be
featured in the subsequent month.

A special thank you to Aruba Today,
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tourism partners for their contributions.



Island Temptations Presents the Bartenders' Brawl

The second annual Bartenders' Brawl saw a new Iron Bartender crowned on October 15. On Punta Brabo Beach, the crew of Island Temptations and the culinary and banquet teams of Divi Resorts joined forces again to treat guests to a chic, bohemian barefoot event that showcased five of the island's top bartenders creating original craft cocktails.

The participating bartenders, handpicked by local spirit distributors, were: Giovanni Tromp from Marriot Resort & Stellaris Casino, representing Pepia Est; Jason Tromp, also from Marriott Resort & Stellaris Casino, representing Romar Trading; Janet Hughes from Hyatt Regency Aruba Resort & Casino, representing Arion; Roger Villamarin from White Modern Cuisine, representing Aruba Trading Company; and Iraida Hernandez from Renaissance Aruba Resort & Casino, representing Tropical Bottling.

While noshing on hors d'oeuvres created by Divi's culinary brigade and guest celebrity chef Seamus Mullen from the Food Network, attendees of the event sampled cocktails from all five bartenders, with the bartender receiving the most votes crowned as the island's new Iron Bartender. Five distinct cocktails were enjoyed by all, but it was Jason Tromp's "Rosemary Juliette," with Kettle One Vodka, peach schnapps, fresh lemon juice, rosemary peach syrup, and a fresh sprig of rosemary for garnish, that won the most votes, earning Jason the Iron Bartender title.

