



Aruba Tourism  
Authority

## Aruba Product Update

October 2017

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 2017



## ATA News

### Aruba Selected for Buckman's Summer 2018 Menswear Campaign

Boasting breathtaking views, tropical climate and stunning shades of ocean blue, no wonder Aruba was chosen as the setting to showcase Buckman's Summer 2018 collection. The pieces bring the main international trends of men's fashion.

The photo shoot will be decorating Buckman's 18 stores and malls between September 2017 and February 2018. In addition, 15,000 catalogs have been issued, as well as posts and videos to appear on the brand's social media channels.





## Aruba Makes a Splash at Brazilian Wedding Show

Aruba Tourism Authority in Brazil attended Inesquecível Casamento (Unforgettable Wedding), one of the most important events in the Brazilian wedding industry. ATA received guests in partnership with the tourism agency Milleis at a personalized and thematic stand.

In addition, travel packages and special offers were given to those who chose Aruba as the perfect destination for their wedding, bachelor party or honeymoon.

## Aruba Convention Bureau Participates in IMEX Las Vegas

On October 10-12, the Aruba Convention Bureau (ACB), once more took part in the biggest and most visited tradeshow for the MICE industry, IMEX America.

This year, a total of 3286 hosted buyers from 61 countries participated with 75% being from the US.

ACB had a very successful show, with the ACB team having a total of 78 high quality appointments over the course of 3 days, with buyers from the US, Canada, Argentina, Brazil, Chile, Colombia, Ecuador, France, Germany, United Kingdom, Mexico, Panama, Portugal, the UK and Venezuela.

ACB also gave 7 destination presentations during which groups of 15 people visit the Aruba booth and

learn about the advantages of Aruba.

Partner companies who attended this year were: Aruba Marriott Resort & Stellaris Casino, De Palm Tours, Eco Destination Management Services of Aruba, Hilton Aruba Caribbean Resort & Casino, EPIC DMC, Hyatt Regency Aruba Resort & Casino, Red Sail DMC

Together with the attending partners, ACB collected a total of 270 leads.

On Tuesday, ACB held a networking event together with the attending partners at the booth. This event was also very well attended. During this event ACB raffled many prizes to these important clients.



## ACB Hosts SITE Young Leaders Cocktail

On the 18th of October, ACB hosted a cocktail event in conjunction with SITE South Florida Caribbean at Azia: SITE Young Leaders Cocktail event.

Together with SITE South Florida Caribbean, ACB is hosting a networking event for young professionals in the incentive industry. The goal was to gather the young professionals

in the MICE industry to network and to learn more about the importance of the incentive travel industry for Aruba, seeing that approximately 70% of our groups are incentive groups.

ACB gave a presentation about incentive travel in Aruba and about the SITE Young Leaders network.



## Aruba is a Host to the SITE CIS Educational Program

On the 19th and 20th of October, Aruba hosted the first SITE “Certified Incentive Specialist” educational program at the Hyatt Regency. This 1.5 day course is designed for professionals who work in the incentive travel industry. ACB is bringing this program to Aruba to certify our local partners. There were a total of 36 graduates for the CIS course.

Companies who participated are Eco DMS, Ritz Carlton Aruba, Aruba Marriott Resort & Stellaris Casino, De Palm Tours DMS, Divi Resorts, Hyatt Regency Aruba Resort & Casino, Renaissance Resort & Casino Aruba, Elite productions, Red Sail DMC, Tierra del Sol, Epic DMC, Holiday Inn Resort Aruba, Barcelo, High Performance, Atre, Mosaic.

There were also 3 international participants, from the US and Bermuda.



## Aruba's Eat Local Restaurant Month Previewed in Amsterdam

On September 21, Aruba's own Urvin Croes (White Modern Cuisine, Kitchen Table) cooked a terrific five-course dinner at fine dining restaurant Senses in the heart of Amsterdam.

The restaurant is owned and run by Chef Lars Bertelsen and part of the luxury sustainable boutique hotel The Albus. Urvin, Lars and his team wowed a crowd consisting of culinary journalists, food & lifestyle bloggers and top-end travel agents, highlighting Aruba as an outstanding culinary destination in the Caribbean. A.T.A. NL organized the event to promote Aruba's Eat Local Restaurant Month in October.



## Aruba's Gastronomy Delighted Colombian Foodies

If something characterizes Aruba, in addition to the beauty of its beaches, 365 sunny days, the friendliness of its people and the Caribbean rhythm, is the diversity of more than 90 nationalities that mingle through the different gastronomic proposals in its more than 200 restaurants.

In August at the frame of the Festival Sabor Barranquilla 2017 (Considered as the most important culinary fair of the Colombian Caribbean and one of the most representative gastronomic events of the country in its sector), the Happy Island, was one of the greatest protagonists with the participation of the Executive Chef and owner of the restaurants White Modern Cuisine and The Kitchen Table by White, Urvin Croes. On the 25th and 26th, our gastronomic ambassador made two culinary presentations in which he unravel some of his main recipes mixing the local cuisine with international flavors.

During his visit, Chef Croes also participated as a spokesperson before the media in Bogotá and Barranquilla to create awareness about the wealthy local cuisine and promote visits to the island during October, considered as the Eat Local month.



## Miss Aruba 2017 in Colombia

Alina Mansur, Miss Aruba 2017, visited Colombia in September to receive advice from experts in beauty pageants as part of her training for the Miss Universe 2017. Fabian Chacon, runway coach and Alfredo Barraza, famous fashion designer were some of the beauty gurus who advised her.

In her visit, Miss Aruba 2017 participated in a makeup workshop addressed to media and members of the Aruba Tourism Authority ATA, dictated by the renowned stylist Ricardo Plata. During the meeting, Alina announced her beauty tips, highlighting some tricks that women must follow to look radiant and fantastic in an always-on summer weather as Aruba.

A queen agenda never stops and Miss Aruba's schedule is not an exception. For this reason, during her visit to Colombia, she was also in Pereira as a guest of honor and ambassador of the island during the signing of the international cooperation agreement between the Chamber of Commerce of Pereira and the Association of Trade and Industry of Aruba (ATIA), in order to strengthen tourism and generate investment between the two countries.



# The Best Beaches in the Caribbean – 2018

Recommend Share 528 people recommend this. Sign Up to see what your friends recommend.

Print



Boca Grandi, Aruba.

1 of 25

NEXT →

## Awards

### Aruba Takes First Place in Caribbean Journal's Best Beaches in the Caribbean 2018

The website Caribbean Journal just published a list of the best beaches in the Caribbean, providing stunning views and their recommendations for the tourism industry and visitors in 2018. Three of Aruba's world renowned beaches were recognized.

Taking first place was Boca Grandi, the very popular spot for kitesurfers on the east coast, home to the Tortuga Bar. Eagle Beach took second place with its wide stretches of white sand, and Palm Beach was named #7, with its shallow calm turquoise waters.

Aruba was outdone only by the Bahamas which was named four times; to put that into perspective, that destination has 700 islands and 51 times more coastline than Aruba. Other Caribbean islands including Dominican Republic, Jamaica and Trinidad were mentioned only once.



### Condé Nast Traveler Named Bucuti & Tara Beach Resort One of the Caribbean's Best

Condé Nast Traveler today announced the results of its 30th annual Readers' Choice Awards with Bucuti & Tara Beach Resort recognized as one of the Top 40 Resorts in the Caribbean. More than 300,000 dedicated readers cast votes and submitted millions of ratings and tens of thousands of comments, sharing their recent travel experiences of the world's cities, islands, hotels, resorts, cruise lines, airlines, and airports.

A repeat winner of this prestigious award, Aruba's premier adults-only resort is one of only two to win on-island. The Readers' Choice Awards are published in the November print issue of Condé Nast Traveler, on newsstands in late October 2017. The full list is online at [www.CNTraveler.com/rca](http://www.CNTraveler.com/rca).



## Resorts

### Paradise Beach Villas Sponsors a Young-Teen Baseball Team

At recent uniform baptism, PBV introduced Aruba Jr's baseball team to their crisp, new uniforms with the resort logo on the back. Jr's Aruba, aged 11 to 13, enjoyed the support of parents and family members.

According to GM Freddy Albertus, three players have already been selected for the

Aruba national team that will participate in a U12 World Series tournament in Nicaragua. Refreshments were served after the short ceremony.

The honor of cutting the cake was bestowed on one of the team mothers and GM Albertus.

### Hilton Aruba Caribbean Resort & Casino

#### Eat Local Restaurant Week, at the Hilton Aruba Caribbean Resort & Casino

One of the leading restaurants that participated in the eat local Restaurant Month is the Sunset Grille at the Hilton Aruba Caribbean Resort & Casino.

Executive sous chef Lij Heron put a delectable local menu together for guests wishing to sample the island's culinary heritage at the award-winning steakhouse.

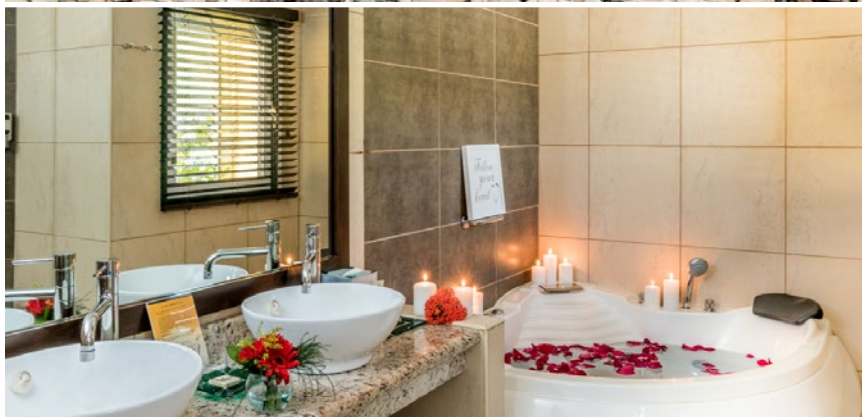
The Eat Local menu at the Sunset Grille included a selection of Appetizers and Entrees.

Among delicious appetizers served, Aruban Grouper Ceviche with Rucco Plantain Chips; Aruban Seafood Soup, or the Sunset Grille Seasonal Salad with Mixed Lettuce, Quinoa, Roasted Carrot, Pickled Ginger, Tomato, Chips, and Green Peas.

Entrees included Pan Seared Local Grouper with Pan Bati, and Pickled Red Onions; USDA Certified Black Angus Flank Steak and USDA Certified Black Angus Skirt Steak, both steaks served with Herbed Funchi, the island's local polenta, Parmesan Cheese, and Aruban Mint Jalapeno Chutney. For Dessert, the menu featured local favorites, Ponche Crema Aruba Cheese Cake and Coconut Mint Chocolate Pudding.







iamchouquette Sunset dinner on the beach. Perfect way to spend our last night with @amsterdammanorbeachresort We have had the best time staying here. We are still not coming home yet though 🍷  
 #aruba #amsterdammanorbeachresort #sunsetdinner #IAMChouquette #jetsetchouquette #travel #kensingtonandpearl #kensingtonandpearltravel  
 View all 39 comments  
 mitchelllomajane ❤️  
 itsnatib Looks amazing 😊  
 xi90la The chanel bag needs it's own chair ❤️  
 amyLou\_ss You guys are such couples goals!!!  
 cardmaker10 This is amazing!

## Amsterdam Manor Beach Resort

### Participation in the Aruba Reef Care Project

The dynamic teams of the Amsterdam Manor Beach Resort and MVC Beach Eagle participated once again in the annual Aruba Reef Care Project. At the end of the event, the volunteers were presented with a certificate of participation and a T-Shirt.

### “The Steal”

The resort was mentioned as “The Steal” by The New York Times. Amsterdam Manor Beach Resort Aruba has a Deluxe Romance package. It includes accommodations in a studio room; a bottle of Champagne as a welcome amenity; an in-room breakfast with Champagne; a dinner for two at the resort’s restaurant, Passions on the Beach; a private sunset cruise; and two bath robes. From \$260 per person, per night. Valid from Dec. 22 to Dec 21, 2018.

### Reusable Bags for Sale

In accordance with the new “plastic bag law”, the resort is offering reusable bags for sale at the mini-market. This new law, which came into effect on January 1st 2017, was designed to minimize the huge negative impact of unwanted plastic bags on the environment and prohibits the distribution of plastic bags in supermarkets or any store in Aruba.

### Fashion and Lifestyle Blogger Visits AMBR

Claire Chanelle, a luxury Fashion and lifestyle blogger of [chouquette.co.uk](http://chouquette.co.uk) @iamchouquette, recently visited the resort with her husband. Claire focuses on luxury fashion and works with prestigious brands such as NET-A-PORTER, Wimbledon, Harrods, Conrad Hotel (NYC, Maldives) and for E! Entertainment.



## La Cabana Beach Resort & Casino

### Donation to Koningin Wilhelmina Fonds

Maritza Odor, a member of the resort's Green, Health & Safety Committee recently surprised Lupina Croes of Koningin Wilhelmina Fonds with a check of Awg 2,500.00, the result of a special fundraising event.

The contribution comes in handy as the foundation's expenses have considerably increased, among them transportation of patients to treatment facilities, airline tickets to Colombia and the Netherlands for specialized procedures, and stipends for those accompanying their loved ones for treatment abroad. Support from businesses and resorts is greatly appreciated.



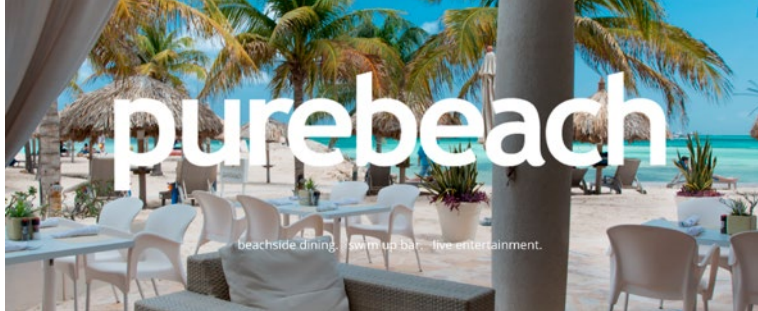
## Aruba Marriott Resort

### Aruba Marriott Resort launches new Tradewinds Club Lounge

The NEW adult exclusive Tradewinds Club Lounge, originally opened in 2008 on the 8th floor of the resort, has reopened on the first floor with a completely new look and feel. This makes it more accessible to guests especially during the day when Tradewinds Club guests relax by the pool and beach. Additionally, the new lounge now offers an enhanced seating area, big glass windows with view of garden and pool area, and a spacious buffet area.

The Tradewinds Club is an adult exclusive experience consisting of 49 deluxe rooms, panoramic views, a private lounge with five complimentary food and beverage servings during the day and a host of elite privileges.





## Restaurants & Bars

### purebeach Introduces its New Tapas Menu

Serving beachside cuisine at its finest, purebeach restaurant at the Divi Aruba Phoenix Beach Resort recently debuted a brand new tapas menu which has received rave reviews from guests and locals alike since its successful launch over the summer.

"My new menu features a variety of fresh, Caribbean flavors, including mini crab cakes, escargot, arancini, and an array of pinchos," explains Anthony de Palm, Executive Chef at Divi Aruba Phoenix Beach Resort, "Enjoy these delicious flavors for Happy Hour from 5-6pm, or for dinner from 6-11pm."

### Azia Restaurant and Lounge Introduces New Specialty Sushi Menu

Sushi lovers all over the island are celebrating, enjoying the unique medley of flavors their Japanese cuisine has to offer. The fried Geisha Maki is the perfect pick for those who crave a combination of spicy and fresh flavors, while the tuna burrito caters to anyone who can't decide between Mexican and Japanese food.



### Indulge Aruba Plays Host to Two of Divi's Famous Restaurants

The third edition of Indulge Aruba at the Ritz Carlton was sold out, drawing a large crowd of wine and food lovers. The resort's ballroom was beautifully lined up with two dozen decorated and professionally lit food and wine stations, featuring the Ritz Carlton restaurants and many of the island's chef owned establishments.

One of the most popular stands was the one operated by the crew of Fusion Wine Bar & Restaurant at the Alhambra Casino & Shops highlighting its steakhouse menu. Fusion shared the location with Pure Ocean staffers of the Divi Phoenix Beach Resort, promoting their beachfront cuisine.

Lucky event-goers sampled Kobe beef sliders with arugula, topped by caramelized onions and foie gras as well as Tuna Tataki with Ponzu sauce and Wakame, two signature items offered by Fusion's chefs. The culinary brigade at Pure Ocean delivered Coffee & Brown Sugar Braised Bavett Steak with Truffle Mashed Potato duet.





## Around Aruba

### Aruba's Strongest Compete at MooMba Beach

From October 5-8, MooMba Beach was filled with onlookers and fans at the Strongest Man of Aruba 2017 competition. A live band and DJ's kept the mood light at this super party. On the last day, finals took place under the guidance of the judges of the Korps Mariniers Savaneta.

The event was a showcase of sheer willpower and incredible strength. The judges had a difficult task, judging Clean & Jerk, Truck Pulling, Stone of Strength, Dead Lift, Yoke Carry and The Flipping. Joel Kuiperi took the top prize in the men's category, and Jennifer Piter was named the strongest woman.



### Hertz Updates Aruba Rental Car Fleet

Hertz Aruba offers a completely refreshed car fleet, providing budget-friendly mini compacts, sedans and SUVs. Recent additions range from popular models such as the Kia Rio and Sportage to the Chevrolet Spark and Sonic, and the Suzuki Grand Vitara.

To further its efforts in not only providing its customers with the best car line-up, Hertz provides its staff and personnel with important training sessions.

Vincent Solognier, General Manager of Hertz Aruba comments, "We continue to update our fleet with some of the safest, most fuel-efficient and top-rated vehicles in the market."





## ECO Destination Management Continues its Yearlong 30th Anniversary Celebration

ECO DMS has been celebrating its landmark anniversary since January 2017, and plans on concluding the festivities mid-December with a weeklong event, graced with the presence of international and local dignitaries and clients.

Over the past months ECO DMS acknowledged many of its stakeholders and partners, thanking them for three successful decades of service to the island. Those mini-celebrations took place on the 30th of each month, from January on, and will continue until December, focusing on the four elements which helped making the company a winner over the last 30 years, namely clients, partners, employees and community. After a series of events earlier this year, in September, ECO DMS focused on the community by providing 30 school children with school uniforms and supplies, hosting a fun event at Neptaly Park in Oranjestad.

Also in support of the community, in early October, the ECO DMS collected supplies and sent them to St. Maarten, the island ravaged by two devastation hurricanes just recently.



## Wet Bar & Lounge Celebrates Their First Anniversary in Chic Style

Wet Bar & Lounge took over the central spot in Paseo Herencia Shopping Mall one year ago, setting a new standard on the island for an elegant, but welcoming ambiance geared to a discerning clientele. The cozy couches, refreshing al fresco surroundings, and breathtaking dance floor suspended over their pool all contributed to the delightful experience of relaxing for a few hours in a truly tropical ambiance.

The lounge's special guests arrived with the ladies all decked out in flowery dresses or classic white. They were welcomed with leis and exotic cocktails from Wet Bar's master mixologists, appropriately served in fresh pineapple shells.

Local Bambu Band provided an exciting musical background during the event which definitely gave the evening a unique touch and not to mention all of the staff were also wearing a nice flowery dress to compliment the celebration.

Many were surprised to find that Wet Bar & Lounge now has their own sushi bar in house, providing healthy and delicious late night munchies for those with a craving, within a most delightful environment.

All agreed, one year of such an elegant and enjoyable night spot was definitely something worth celebrating!



## Barceló Employees Get Certified

More than 60 executives of Barceló hotel were certified at two sessions held on October 3 and 10. These executive sessions are part of the pilot project of the Aruba Certification Program - the "Speed Executive" course. The session elaborated on the theme of authenticity and was highlighted by impactful stories that form part of the island's heritage.

Today's visitors want to know more about the island and its uniqueness in the Caribbean. Other aspects of the program are also aimed at the goal of providing the highest service excellence.

## De Palm Tours Employees Participate in the Aruba Certification Program

Two groups of employees of De Palm Tours participated in the Aruba Certification Program. Tour guides, bus drivers and managers learned more about the island and its history and culture, as well as sustainability and service, through this course made for those working in the tourism industry to share with the island's visitors.

NOTE: Anyone interested in taking the ACP course in 2018 can call (297) 280-2924 or visit [www.acp.com](http://www.acp.com).



## Environment

### Aruba Reef Care Project: Aruba's Ambitious Annual Coastal Cleanup

The 23rd edition of the Aruba Reef Care Project covered areas including Bushiri Beach, Eagle Beach, Palm Beach, Surf Side, Mangel Halto, Grapefield, and Santana di Cacho. This year, 600 volunteers in 35 groups at 36 locations picked up trash from the California Lighthouse all the way down to Seroe Colorado.

One of the objectives is to incentivize the community to come together and to create a sense of commitment towards the environment by keeping the beaches and reef clean, explained Castro Perez, President of the Aruba Reef Care Foundation. Castro also highlighted the participation and commitment of several water sports companies that extended cleanup efforts to the ocean.



To our tourism partners:  
Thank you for providing us  
with your updates.

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[s.feliciano@aruba.com](mailto:s.feliciano@aruba.com)  
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by the 25th of each month for it to be  
featured in the subsequent month.



## Events

### Mixology Magic at the 3rd Annual Bartenders' Brawl

The third annual Bartenders' Brawl was held on October 14 in conjunction with Eat Local Restaurant Month. The event, originally created by Island Temptations, was hosted and produced by the Renaissance Aruba Resort & Casino, and held beachfront at the Renaissance Ocean Suites.

The beach chic event showcased seven of Aruba's top bartenders impressing the crowd with their original craft cocktail creations. Local spirit distributors supplied all the liquor and ingredients. Renaissance's culinary team

fueled the guests with savory noshes like juicy beef sliders, mini hot dogs, tempura veggies, and mini Caesar salads.

Earning the People's Choice title was the modern punch-style "Tropical Shades of Grey" creation from bartender Nelson Molina from Renaissance's Blue Bar and representing Tropical Bottling. The judges came to a unanimous decision on their favorite, selecting the "Mad Magdalena," from bartender Yanis Garcia from Azia Restaurant & Lounge and representing Pepia Est.