



Aruba Tourism
Authority

Aruba Product Update

October 2018

The Aruba Tourism Authority (ATA)
is the Destination Marketing &
Management 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 2018



ATA News

ATA Finalizes 2019 Strategy for North American Market

During the annual meeting of ATA Aruba executives, ATA North America and various companies and agencies, ATA presented its marketing goals, strategy, and direction for the coming year. Present were Ansira (database marketing), The Concept Farm (advertising agency), USIM (media strategy), and Zimmerman Agency (PR). The meeting was held for the second time in New York City.

For decades, the North American market has been Aruba's top region in number of visitors,

contributing greatly to tourism receipts through on-island spending. In 2019, an increase of 4% is predicted for the US, and 1% for Canada. Although New York, Boston and Philadelphia markets bring more than 50% of visitors from this region, efforts to diversify in other areas of the US will continue, such as with new air service from Dallas (American Airlines) beginning on December 22. Other strategies will focus on capturing a greater number of affluent visitors, encouraging destination weddings and family winter travel.





ATA Organizes World Tourism Day Meeting on the Digital Era

Aruba Tourism Authority organized a special conference for World Tourism Day themed digital transformation and tourism and its impact on everyone. It was aimed at raising awareness on the importance of this industry to the island, celebrating the individuals that work in this area everyday, and sharing best practices to reach their objectives.

Distinguished speakers included Daniel Newman, principal analyst and founder of Futurum Research and CEO of BroadSuite Media Group; and Sam Sheffer, media specialist, content creator, writer, producer and editor.

Both expounded on how this technology is transforming the world.

ATA CEO Ronella Tjin Asjoe-Croes opened the conference with a presentation on the state of the tourism industry, shedding light on the strategy and vision that guides the management and promotion of Aruba as a destination.

The conference explored relevant themes including big data, artificial intelligence and digital platforms. The audience was an eclectic group including hospitality students from EPI and the University of Aruba as well as tourism leaders.





ATA Launches its Pilot Aruba Quality Seal Program

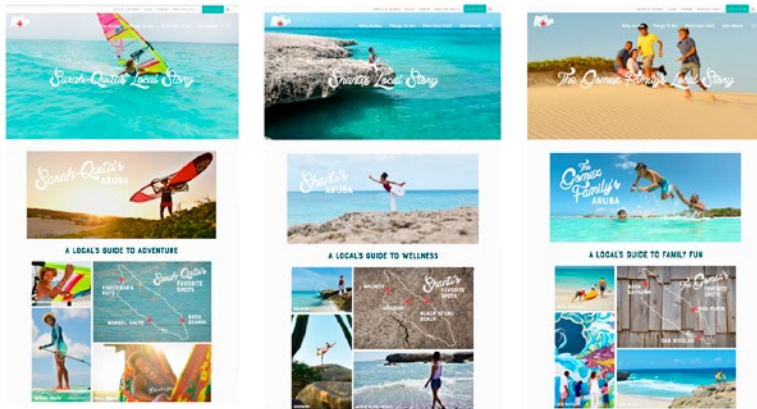
The Aruba Quality Seal program is designed to promote and measure quality and level of service of businesses, with the goal of meeting and surpassing customer expectations. 15 different companies in the retail, restaurant and activity sectors will be part of the pilot stage which is anticipated to last from 6 – 9 months. Subsequently, other sectors will be added. ATA is sure that the Aruba Quality Seal will be a valuable tool to develop business and to establish and raise the level of professionalism in the tourism industry. QESH, a certification company in Aruba for more than 25 years, will be the auditor and adviser of this program. The Aruba Quality Seal will then be officially launched on a national level.



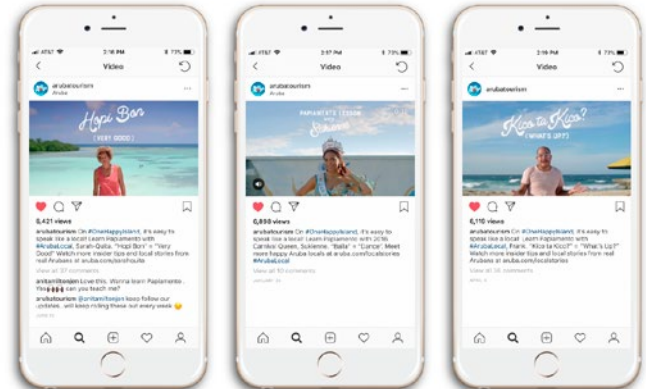
Cruise Symposium Aruba

Now in its fourth year, Cruise Symposium Aruba organized by the ATA took place on October 5, aimed at sharing developments in the island's cruise industry. Invited guests are directly involved with cruise tourism, including tour operators, tour guides, shipping operatories, shipping agencies, restaurants and shops. During the event, stakeholders shared their ideas and experiences. The principal speaker Ugo Savino, Director of Deployment & Itinerary Planning for Carnival Cruise Lines, shared information about how cruise lines evaluate destinations and itineraries. Claudine Pohl of the Aquila Center for Cruise Excellence elaborated on Cruise Industry Best Practices. Events such as these help to maintain Aruba's position as a cruise destination of the highest level, considered one of the best in the Caribbean.





Papiamento LESSON



Awards & Recognition

Aruba PR Campaigns Win Five International Awards

At the 2018 Travel Weekly Magellan Awards, Aruba was recognized with five awards for various advertising campaigns. Criteria was based on innovation and creativity and also effectiveness. The ATA is assisted by a group of professionals from The Concept Farm, The Zimmerman Group, Ansira and USIM who are constantly studying the market, analyzing trends and creating multimedia content to attract visitors.

Aruba took the Gold in the category of Overall Destination for Social Media (Sports Illustrated Swimsuit campaign) and for the Most Valuable Beach in the category of Caribbean Beaches, produced by The Zimmerman Group and The Concept Farm respectively. Aruba took the silver for a new campaign called The Authentic Aruba (The Concept Farm), Advertising Campaign in Overall Destination, and Caribbean Family Destination. The One Happy Island of Aruba (The Zimmerman Group) received a prize in the category of Caribbean Beaches.





Harold Rasmijn Named Caribbean Employee of the Year 2018

Harold Rasmijn of the Manchebo Beach Resort & Spa was named 2018 Caribbean Employee of the Year at the CHTA Chief Conference in Miami, in the presence of Patrick van den Berg, assistant resort general manager, and Tisa Lasorte, AHATA CEO.

This award recognizes outstanding hospitality employees who exemplify above-average technical competence and hospitality skills. A special celebration was held at the resort's Beach Pavilion at the end of June upon Harold's return from Miami, during the weekly Manager's Cocktail Party.

Previously, Harold had received Manchebo's 2016 Employee of the Year Award as well as the 2017 AHATA Excellence Award for Employee of the Year of the Aruba Hotel & Tourism Association. His extensive food and beverage knowledge was obtained during a dedicated career in the restaurant service industry that has spanned more than 30 years.



Renaissance Island Named Among Islands.com 15 of the Most Iconic Beaches in the World

Islands.com recently named 15 of the most iconic beaches in the world, and Renaissance Island on Aruba was one of them. "A lot of beaches are beautiful, beloved, even sublime. But these beaches are something more — distinct, unforgettable, legendary. In a word: iconic...The Renaissance Aruba Resort & Casino's manmade private island is the only place in Aruba to take a selfie with a flamboyance of flamingos, who are happy to oblige in return for kibble from a vending machine (bring quarters).

The island is open only to resort guests, though a limited number of day passes are sold each morning. Flamingo Beach is adults-only, but kids can spy sunbathing iguanas on Ren Island's family-friendly beach."



CarbonNeutral®
Hotel

Bucuti

This certificate verifies that:
The stated footprint has been offset to net zero through the use of high quality market based instruments that meet the requirements of The CarbonNeutral Protocol

Stephen J. Killean
CEO, Natural Capital Partners

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Certified by
NATURAL
CAPITAL
PARTNERS



Bucuti & Tara Beach
Resort

Eagle Beach, Aruba

#39

94.39

Bucuti & Tara Beach Resort Named Caribbean's First Certified CarbonNeutral® Resort

Aruba's Bucuti & Tara Beach Resort just became the very first hotel in the Caribbean to achieve carbon neutrality. CarbonNeutral® is a global standard awarded to businesses that have reduced their (CO2) greenhouse gas emissions, which trap heat in the atmosphere, to net zero. "Bucuti & Tara Beach Resort has set the benchmark high with its sustainability program and we're delighted that CarbonNeutral® certification has been added to its achievements, demonstrating the commitment to net zero emissions that leading businesses throughout the world are achieving," said Saskia Feast, VP Western Region, Natural Capital Partners.

Providing a net zero carbon emissions experience means Bucuti's guests leave no footprint, but do leave with a memorable, guilt-free vacation. Initiatives range from the simple to the complex. Gifting every guest with a reusable water canteen has resulted in keeping 290,000 single-use plastic water bottles annually from landing in Aruba's landfill. Offering healthier portions provided guests with more sensible – and desirable – serving sizes, with a byproduct of reducing food waste by 30%. The resort installed the island's largest solar panel system - the maximum the government would allow.

Bucuti & Tara Beach Resort Recognized as Among the Top 50 Resorts in the Caribbean Islands

Condé Nast Traveler magazine recently announced the results of its 31st annual Readers' Choice Awards with the resort recognized as one of the Top 50 Resorts in the Caribbean Islands. More than 429,000 Condé Nast Traveler magazine readers submitted a record-breaking number of responses rating their travel experiences.

In 2018, readers revealed they were seeking vacation experiences that were, "Quiet. Small. Subdued," and they favored the Caribbean. Bucuti & Tara is known for providing a peaceful, tranquil, intimate vacation for guests. In addition to being named one of the Caribbean's best, it was also the top-ranking resort on Aruba in the 2018 winners' circle.



Resorts

The Ritz-Carlton, Aruba

Connect with QIV: Creating Unity by Awakening the Senses

The contemporary lobby space at The Ritz-Carlton set the stage for its first edition of QIV, creating a fabulous fun experience. On October 5-6, Divi Sushi Bar & Lounge was transformed into a lounge-nightlife atmosphere with deep-house music brought to life by soulful vocals. QIV brought this upgraded and elevated experience by inviting international celebrity chefs, Christian Bravo and Alvaro Raffo, who prepared world-class tapas.

Creating an additional relaxed space to unwind under the stars was an open-air area at the Divi Terrace with an additional cocktail bar and outdoor live-kitchen. Cocktails and tapas were presented within a high-concept menu for only this weekend. Gourmet menu bites included Peruvian grouper ceviche, shrimp tempura, lobster, and pan-seared scallops.

Hilton Aruba Caribbean Resort & Casino

The Wonderful World of Wagner Explored at the Sunset Grille

The Sunset Grille paired its innovative cuisine with quality wines of Divino NV and presented an indulgent four-course menu featuring the finest steaks and world-renowned wines. The fabulous dinner was presented to an audience of local wine and food aficionados. Each course explored the Wonderful World of Wagner, with wines from the legendary family vineyards, with grapes from some of the best wine regions in California. The award-winning menu created especially for the occasion by executive chef Matt Boland.





Hyatt Regency Aruba Resort, Spa and Casino

Making Meaningful Connections with the HyattAruba App

Hyatt Regency Aruba Resort, Spa and Casino makes it easy for visitors to take One Happy Island experiences with them anywhere with the HyattAruba app. Easily downloaded onto any mobile device, the app offers an intuitive user interface. Designed to seamlessly fit in the world of the experienced traveler, it provides a simple user-friendly application that features colorful, easy to read, visually pleasing points of interest that are appealing to those who often plan and book travel online.

Fall into Relaxation at ZoiA Spa

Welcome fall with a delightfully decadent, antioxidant rich, 75-minute fall treatment at ZoiA Spa for \$145. The session includes 25-minute Pumpkin Pie Body Exfoliation, 25-minute ZoiA botanical neck, back and shoulder massage, 15-minute foot massage and 10-minute scalp and face massage. A Mani/Pedi special is also available for \$70. ZoiA Spa is located near the lobby at Hyatt Regency Aruba Resort, Spa and Casino.

Palms Restaurant Enhancements

Hyatt Regency Aruba Resort, Spa and Casino invites locals, guests and agents to experience the newly enhanced buffet area at Palms Restaurant. Overlooking Palm Beach, the destination dining favorite features authentic island fresh dishes and refreshing mojito iced teas. Palms is open for lunch daily from 11:30 a.m. to 5:00 p.m. Local specials are available weekly.

Battle of the Bartenders

The Casino at Hyatt Regency Aruba Resort, Spa and Casino announces bartenders Daisy Cuas and Miro Figaroa will be participating in the Battle of the Bartenders Contest at Hyatt Regency Aruba on November 9th. This tough competition features colleagues with exceptional bartending skills who will show off their talents while raising money for Feed the Needy, a program that provides groceries for the island's less fortunate during the holidays. The public is encouraged to attend this exciting event and vote for the best of the best bartenders at Hyatt.



Amsterdam Manor Beach Resort and the MVC Eagle Beach Resort

World Tourism Day

The resorts celebrated World Tourism Day by highlighting one of their most valuable investments - their dedicated employees. This was done by taking photos of the most senior Team Members from each department including a Maintenance Team Member who helped lay the first blocks of cement of the Amsterdam Manor almost 30 years ago.

International Housekeeping and Maintenance week

The resorts organized a week full of fun and educational activities to thank the housekeeping and maintenance employees for their hard work. The week started off with a delicious lunch and special t-shirts for the staff. During the week activities were organized including a bus trip and sunset catamaran sail, as well as lectures and an active Latin class. The week was a good combination of education, sightseeing and fun times with colleagues.

Caribbean Palm Village Celebrates World Tourism Day

The resort dressed up its employee cafeteria in honor of World Tourism Day. The project was spearheaded by Executive Housekeeper Christina Galindo. Interim general manager Astrid Muller reports that employees were heartfully thanked for their loyalty and great service and for choosing the hospitality industry as their life-long profession.

The theme for this year's celebration was Tourism & Digital Transformation, with the aim of encouraging staffers to embrace change and digitalization of guest experiences, and the advent of new technologies.

International Housekeeping Week celebrated at Caribbean Palm Village Resort

The resort celebrated International Housekeeping Week with a number of activities designed to entertain, spoil and reward the employees who work hard during the entire year.

International Housekeeping Week, IEHA, is observed worldwide since 1981, and is dedicated to focus all of the attention and recognition on the professional housekeepers who work in hotels, resorts and other public facilities, maintaining a cleaner, safer and healthier environment every day.

Three days of festivities began with a prayer by Joel Jansen and breakfast in the cafeteria. There was a lecture about Bullying by "Telefoon pa Hubentud" and bingo with lots of prizes, as well as a health screening by Wit Gele Kruis and a bus trip.





Tropicana Aruba Resort & Casino

Housekeeping Appreciation Week

As is tradition, the first week of September the resort celebrated Housekeeping Appreciation Week with their team members. The week was filled with fun activities for the hard working and deserving Housekeeping staff who were treated to breakfast, dinner, ice cream sundaes, bingo and a movie.

Continuing Renovations

Also, in addition to Tropicana's on-going renovations of their rooms in the Sunrise Tower, they are also completing renovations on the waterslide and building a new towel hut.





Restaurants

Gianni's Group Organizes "What's Your Wine Personality?"

For the first time in Aruba, international speaker and renowned author Dave Mitchell made participants laugh and learn how to positively affect their life with proven concepts and wine, of course!

The event was a unique opportunity for teambuilding and socializing. The selection of fine wines was provided by Gianni's Group partner Divino. The Executive Chef prepared a succulent menu paired with each carefully chosen wine. The event also included a workshop, private meet and greet with Mitchell, and an after party under the stars in the Zen Garden of Azia Restaurant.



Paseo Herencia Welcomes Melt Away Café

This one of a kind eatery is the newest addition to Paseo Herencia Shopping Shopping & Entertainment Center. The menu inspires tastebuds with the freshest bread and an array of cheeses that will melt you away! The nostalgia and comfort of this rich food is complemented by perfect wine pairing.

Dining here is a full experience that goes beyond a great meal, with its music, décor and wine room. Melt Away Café specializes in having the best cheeses to enjoy in many ways including a Fondue or Raclette (scrapped melted cheese).



Dragonfly Restaurant

Following the healthy trends that are taking the dining world by storm, Dragonfly Restaurant in the Arawak Garden is now including vegan and gluten-free options in its revamped menu. But also expect great additions to the popular restaurant's

Asian food choices while the all-time favorites such as sushi and sashimi are still on the menu. Tempting choices include veggie tempura, a Dragonfly summer salad or a veggie Pad Thai. Options galore and each one super delicious!



Arubans In The News

I AM ARUBA

This exciting new brand was launched by young Aruba entrepreneur Sandrich Bislik to create awareness for local foundations that assist the disabled in the community and promote the beauty and greatness of Aruba. Proceeds from the shirts and hats go to FEPO for those with hearing disabilities, of which Sandrich is one.

Air Travel

American Airlines Announces Direct Flight from NYC (Laguardia)

Aruba Tourism Authority has announced that as of June 8, 2019, American Airlines will have a direct flight from New York (LaGuardia) to Aruba every Saturday. The work of the teams at ATA and Aruba Airport Authority in negotiations with the management of American Airlines was key in achieving this, thus expanding the market in the northeast of the US. ATA CEO Ronella Tjin Asjoe-Croes pointed out that this new route will give visitors from NY and the surrounding areas a more convenient way to visit the island.

Aruba tourism continues to grow in its primary markets, and the added flight from this area is consistent with its strategy to attract more affluent visitors to the island.



Aruba on its Way to Gateway 2030

The government of Aruba together with the Aruba Airport Authority NV and in partnership with different lenders signed the official financial closing for Gateway 2030. AAA will be reconstructing and expanding the airport to accommodate the continued growth in passenger flow. The main goal is to expand the airport in the future to accommodate more commercial flights. The intention of this historic project is to make the Reina Beatrix Airport the best in the Caribbean, entailing an investment is \$ 275 million and the creation of 400 additional jobs. Construction time is projected at five years.





Community

Sgt. Pepper's Friends

If you would like to adopt a rescued cat or dog from Aruba or would like to be a flight volunteer to help bring one of these rescued animals to their new owners, please contact this non-profit animal rescue organization founded and located in Aruba. Their dogs and cats are available for adoption in the United States, Canada, Aruba, the Netherlands and Sweden. Through donations and the hard work of volunteers and adoptive families, they are able to rescue many animals in need. They also promote spaying and neutering programs and work together with other rescues and organizations within and outside of Aruba. Social media is their main resource for finding loving homes for our rescues – do follow them on Instagram [@sgtpeppersfriends](#) and [Facebook.com/sgtpeppersfriends](#).



Events

Caribbean Sea Jazz Festival

The festival delighted audiences with the talents of such outstanding performers as Jorge Celedon, Habana All Stars, Sister Sledge presenting Kathy Sledge, Anacaona, and the Rincon Boyz. Every year, it ignites Aruba's music scene with an impressive lineup of international and local jazz, Latin, soul, and funk musicians at Renaissance Marketplace.

Complementing the music is the vibrating atmosphere, food court and bars, art exhibitions, crafts markets, more. A four-day warm-up was held at smaller, intimate venues. Famous artists at past festivals have included George Benson, David Sanborn, Chaka Khan, Oscar d' Leon, Earth, Wind & Fire Experience, and Kool & the Gang.





Caribbean Coffee Festival

The first annual Caribbean Coffee Festival took place in San Nicola at the Community Museum with events, workshops, art, music, food and a coffee talk. The first annual international Coffee Day was launched in Milan, Italy, on October 1, 2015. The festival featured six different stations with complimentary coffee tastings, demos and world class baristas. The interesting story of Aruba's coffee trade in the late 1960s was shared.



Experience San Nicolas

Check out the Experience San Nicolas Day that may take place during your stay. The last installments took place on September 29 and October 27, 2018. Workshops, museum visits, local food, live music, art walks, local crafts markets and artisans, and much more impart the unique ambiance of Aruba's Sunrise City and its Caribbean roots. Take the whole family to this enjoyable and educational event. For more information, visit www.aruba.com or experiencesn@gmail.com



Aruba Art Fair

The annual Aruba Art Fair took place on October 5-7 on the Main Street in downtown San Nicolas. Artists arrived weeks before to create striking and dramatic city art that beautifies walls and buildings and remains years after each festival. Many have seen the dramatic 3D iguana made of recycled materials. This year, in preparation for the festival, a mural was in the process of being created nearby at the library by talented international street artists Dmitrij Proskin (Chemis) of Kazakhstan, and Mr. Dheo and Pariz One of Portugal.

Furthermore, the annual Aruba Art Fair consists of different elements such as a culinary art competition, building take over (visual art), art TV Program, art magazine school art contest, sculpture making and the three-day art fair in San Nicolas. Impressive international and local artists create street art that beautifies the city and remains long after the festival ends. Over 10,000 visitors experienced over 100 artists and artisans, ten muralists, over 60 performance artists, live paintings, cars, tattoos and much more!





Eat Local Restaurant Month

Organized by the Aruba Tourism Authority, Eat Local Restaurant Month celebrates the island's culinary richness and cultural heritage. During the entire month of October, visitors and locals can visit participating restaurants and enjoy a price fixed menu that features authentic dishes. For the first time this year, participating restaurants also had kitchen inspections to ensure food safety. As part of this special promotion, each of the 37 restaurants offers an appetizer, entrée and dessert that focuses on local flavors. 2-course lunches are priced at \$15.00, and 3-course dinners are available at \$ 30.00 and \$ 40.00. To view the list of restaurants and their menus, visit Aruba.com/eatlocal.



Aruba Participates in Worldwide Photo Walk

This international event created by Scott Kelly was brought to Aruba by amateur photographer George Vaselakos of Chicago. Visiting the island for his annual fall stay, George has participated in three of these international photo walks and was the Aruba walk leader. The venue was the bustling area between Renaissance Marketplace and Royal Plaza. Joining in were those who enjoy this hobby, getting together afterwards to share their images and socialize. Photos are uploaded to the event website and prizes won. In its 11th year, the world's largest global and social photography event attracted 24,000 photographers worldwide in 2017. On October 6, 2018, Oranjestad was one of thousands of cities that joined the event.



International Shared Ownership Investment Conference

The 20th edition of the International Shared Ownership Investment Conference recently took place in Aruba, organized by Interval International. Owners, developers and executives of renowned companies attended two days of interesting sessions. ATA was very pleased that Aruba was chosen as the venue for this important meeting. The island is considered a model for the industry, pioneered by Arubians Raymond Maduro and Jan van Nes. Aruba recently celebrated its 40 years in the timeshare industry, today has 13 timeshare properties, and is considered as the shared ownership capital in the Caribbean region. Speakers included ATA CEO Ronella Tjin-Asjoe Croes and Marcos Agostini, Executive Vice President of Interval International, and a special presentation by the Aruba Timeshare Association.



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s.feliciano@aruba.com
and j.tilma@aruba.com

by the 5th of each month for it to be
featured in the same month.



The Strongest Man of Aruba Held at Fabulous MooMba Beach

The third edition of the Strongest Man of Aruba competition was again held September 28 -30. MooMba Beach was the venue for a showcase of sheer willpower, incredible strength, trembling muscles and bulging biceps.

Judges had a difficult task, judging such elements as Barrel Throw, Truck Pull, Stone Run, Log lift, Yoke Carry and Tire Flip to decide the winner.

Spectators enjoyed the competition, as well as the beach bar, daily bands and DJs. Jerry Geerman, the overall winner of the competition, was crowned the Strongest Man of Aruba.

