



Aruba Tourism
Authority

Aruba Product Update

TRADE EDITION

October 2020

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

Core Purpose:

We drive prosperity for Aruba
through sustainable tourism.

Our Vision:

To lead the positioning and
development of Aruba as a desirable
and sustainable destination,
by being an innovative and
agile Destination Marketing and
Management Organization.

Core Values:

Passion
Excellence
Unity
Forward Thinking

Below we offer a synthesis of some of the most prominent
and important news during the month of October 2020



ATA News

2,530 Color Seals and 656 Gold Seals Awarded to Establishments Complying with the Aruba Health & Happiness Code and a New Mystery Shopper Program as Been Launched

The Aruba Health & Happiness Code task force that controls establishments registered for the program has launched a mystery shopper initiative. Most of the establishments inspected to-date have been F&B businesses, supermarkets, and stores. In the near future, this will expand to other sectors. Protocols in effect include use of hand sanitizer or frequent handwashing; use of masks by employees and guests; limiting groups to a maximum of 4 people; and maintaining a cleaning logbook.

Visits by mystery shoppers continually monitor the compliance of these establishments. Should they not comply, they run the risk of being shut down, fined, and excluded from the Aruba Health & Happiness Code program. A campaign will soon be introduced in the tourism sector to promote the businesses that carry the seal. The Aruba Tourism Authority and the Department of Public Health proudly recognize all the establishments that continue to follow protocols, so vital in successfully containing Covid-19 on the island.



Awards & Recognition

Aruba Named in Top 5 Caribbean Islands: Condé Nast Traveler's Readers' Choice Awards 2020

Aruba Tourism Authority proudly announced that Aruba has won Reader's Choice Awards in two categories. In 'The Best Islands in the World', Aruba took fourth place in the Top 5 Islands in the Caribbean & the Atlantic. Condé Nast Traveler noted, "Aruba is one of the Caribbean's best islands for beaches—and you're guaranteed to find a great hotel on nearly every stretch of sand. For a more intimate beach experience, head to the privately-owned Renaissance Island, complete with shallow coves, overwater bungalows, and—best of all—a population of bright pink flamingos. You'll find tons of nonstop or one-stop flights to Queen Beatrix International Airport from cities across the U.S."

The other islands in the Top 5 were 1: St. Barts; 2: St. Vincent and the Grenadines; 3: Anguilla, and 5: Puerto Rico. Aruba is also home to two of the Top 40 Resorts in the Caribbean - Bucuti & Tara Beach Resort (#17) and Aruba Marriott Resort & Stellaris Casino (#35).

The 2020 Readers' Choice Awards are published on Condé Nast Traveler's website www.cntraveler.com/rca and celebrated in the November issue of Condé Nast Traveler US and UK print editions. ATA is honored by this international recognition and congratulates and thanks the two winning resorts as well as all those who work directly or indirectly in the tourism industry, and especially for all their efforts during the pandemic.



Resorts

Hyatt Place Celebrates its First Anniversary

Hyatt Place Aruba Airport proudly celebrated its one-year anniversary. The hotel officially opened its doors on October 16, 2019, and has been a staple in the downtown Oranjestad area ever since. To mark this milestone, Hyatt Place Aruba Airport hosted several giveaways on its social media pages including a free stay on this special day.

As the newest hotel in Aruba, Hyatt Place is a hot spot for travelers and locals alike. The hotel is located within the Aruba Airport Hotel & Business Center and offers travelers numerous options for dining and shopping. Hyatt Place features amenities including free internet access, a 24/7 fitness center, rooftop swimming pool, restaurant on site, free breakfast for members, and meeting facilities. The hotel has 116 sleeping rooms and offers over 2,000 square feet of meeting space, complete with catering services, event-planning assistance, and modern AV equipment. Over the year, Hyatt Place Aruba Airport has earned a positive reputation for its clean and spacious rooms and accommodating staff.



Hyatt Regency Aruba Resort Spa and Casino

Invigorate Your Morning Routine

New for guests, Rise and Shine features alternating weekday activities at 7:30 am under the Big Palapa. Designed to restore balance, energize the body and mind, and welcome each day rejuvenated, the resort offers Yoga on Mondays, Wednesdays and Fridays taught by Maria Pucci. On Tuesdays, guests combine slow movement with deep breathing exercises as island professional Sophie Slegers teaches Qigong. On Thursdays, discover the healing benefits of self-awareness massage as the experienced practitioners at ZoiA Spa introduce muscle-soothing exercises that can be done anywhere. Additional Saturday Aerial Yoga sessions are available for a fee.

Trankilo Couples Devotion

Experience the beauty of the new Trankilo adults-only pool as you take in ZoiA Spa's signature couples' treatment. Relax and unwind with a 50-minute Dushi massage in the cabana followed by a calming 25 minute foot reflexology massage in the pool.

Moonlight Yoga and Dining Under the Stars

Moonlight Yoga, the new evening Wellness and Wellbeing activity, is available to guests during Full Moon phases only (next event on October 31, 2020.) Full Moon yoga is also available November 30 and December 29 at the Big Palapa fronting the resort on Palm Beach. The event includes Dinner Under the Stars at Trankilo's Dos Playa Deck. Reservations are required.

Stay Connected at Hyatt

Celebrate friendships and time together with a flexible arrangement of connecting rooms on the third or fourth floors of Hyatt Regency Aruba, Resort, Spa & Casino. Available through November 30, 2020 and just steps from the pools or beach, Stay Connected offers a comfortable socially distanced space with Ocean and Pool View rooms.

Offer code: CONNCT.

Book now at aruba.regency.hyatt.com



Hilton Aruba Introduces their “Sunset Concierge” to Help Guests Celebrate their Day In Paradise

Hilton Aruba’s Sunset Concierge dining experience offers a scenic culinary adventure for guests to experience innovative, artisanal private dining accompanied by the famous Aruban sunset. Guests may select from distinctive locations or activities throughout the resort and across Aruba, personalizing your exclusive sunset ritual and creating memories to last a lifetime. Available daily from 5pm with 24-hour advance reservation required. Pricing from \$100 per couple. [View Brochure](#).



Bucuti & Tara Beach Resort First-Ever to Earn Perfect Score from Green Globe

Bucuti & Tara just achieved the world’s first perfect score of 100 points from Green Globe, which represents the International Standard for Sustainability. Additionally, Bucuti & Tara just earned recertification as carbon neutral and remains the Caribbean’s first and only net-zero hotel.

Statement from Green Globe CEO, independent auditor

Green Globe released the following from its CEO Guido Bauer in recognition of Bucuti & Tara’s achievement: “It is with the greatest admiration that Green Globe can announce the first 100% certification score in the 25-year history of our sustainability program. Bucuti & Tara Beach Resort has always been at the forefront of sustainable tourism and is the first to attain this perfect score, meeting and in some cases exceeding the requirements of all criteria. We acknowledge the dedication of all the staff and management, who have taken a personal interest in doing the very best they can when it comes to contributing to the protection

of the environment, economic reward for community and celebration and preservation of local culture and heritage. A special accolade must also be sent to Bucuti & Tara Resort Owner/CEO, Ewald Biemans, whose understanding of the importance and value of sustainability has created a management culture that extends the hospitality conveyed to guests, to a mindfulness that cares for this precious destination on the island of Aruba.”

Caribbean’s first and only carbon-neutral hotel

In August 2018, Bucuti & Tara Beach Resort achieved its long-term goal of becoming carbon neutral. That first year’s certification represented an offset of 853 tCO2 as measured the calendar year prior. Always moving forward,

it immediately began its journey to carbon negative. Its 2019 recertification reflected this direction as only 822 tCO2 was offset. For the 2020 recertification, which measures the year prior and therefore does not include the COVID downtime, it is down to 719 tCO2. From measuring periods for 2017 to 2019, Bucuti & Tara has maintained its 97%+ year-round occupancy while quickly and steadily decreasing its offsets more than 15%.





Amsterdam Manor Beach Resort and MVC Eagle Beach Recipients of TripAdvisor Travelers' Choice Winners for 2020

Amsterdam Manor Beach Resort and MVC Eagle Beach have done it again by receiving the 2020 TripAdvisor Travelers' Choice awards by scoring 4 ½ out of 5 bubbles each. Also, all the restaurants at both properties (Passions on the Beach, Mangos and Tulip) received almost

perfect scores. Every year, TripAdvisor pulls together all the reviews, ratings, and saves that travelers share from across the globe — and uses that info to spotlight the very best. The Travelers' Choice Best of the Best awards celebrates them all.



'I Miss You!' Campaign

At Amsterdam Manor Beach Resort, personal service is the key word. Guests are greeted by name all over property and after a day or two, Housekeeping already knows what time they would like their room cleaned. Their favorite cocktails are known at Horizons bar, as is how they like their eggs in the morning at Mangos restaurant and what is their favorite dessert at Passions on the Beach restaurant. All guests have become part of the family and truly missed. That is why, when borders were still closed in April/May of this year, the staff at Amsterdam Manor came up with the 'I Miss You!' campaign. They created some homemade videos and clips to show guests how much they value and care for them, resulting in high engagement on their Facebook page and heavy traffic to their property blog. Stay healthy and stay safe! #IMissYouAMBR.



Boardwalk Boutique Hotel Offers Long Term Stays & Workation Special Offers

Deeply discounted rates (starting from US \$140 per night) and additional services are in effect through December 20, 2021, for stays from three weeks to three months. Special services include the creation of a workstation inside the spacious (750 sq ft) casita upon request (computer screen, keyboard, mouse and extra table addition), and adjusted concierge services that aid guests with any request from grocery delivery service to car rental, restaurant delivery, take out services, and tips on eateries with the best outdoor seating.

Eduardo's Beach Shack offers delivery of breakfast, lunch and bar service. "There are a few aspects of this boutique hotel that make it a perfect option for a workation," said Kacie Darden of Pineapple Travel of her recent workation at Boardwalk. "Multiple closed off spaces in your private casita allow for undisturbed work. A full kitchen and outdoor and indoor dining areas give guests the flexibility to prepare their own food, order in or go out. And the internet is fast! It's peaceful and charming, and I felt right at home!" The "One Bedroom Casitas" have an individual entrance, spacious living area, and a private outdoor patio.



Aruba Marriott Resort & Stellaris Casino

Live Stream Wedding Service Available

Aruba Marriott offers a wedding live stream service to couples planning to get married or eloped during the pandemic. It's a great feature to add, so that the couple's family and friends at home won't miss out on the big day. When couples choose to live stream their wedding or elopement, they will have a cinematographer

covering the ceremony for an hour, a designated webcaster, a private link to share with family and friends back home, and a 10-20 minute edited video of the livestream recording. Couples can also choose to add additional hours for the any other special parts of their wedding such as the first dance, cake cutting, etc.



Restaurants

Special 3-Course Menu at Salt & Pepper

The menu choices are simply electrifying in Salt & Pepper's exciting 3-course choice menu priced at only US \$ 25.75. For appetizers, choose homemade potato-leek soup or a carpaccio of fresh octopus. As main course, the restaurant serves an oven-baked grouper roll or 50

hours beef short ribs which are so tender the meat slides off the bone. A coconut crème brûlée with strawberries compliments the meal. The menu is temporarily available, and reservations are recommended. Covid protocols are in place at the restaurant.



Enjoy Sports and Top American Bar Food at Torino Sports Bar & Grill

Torino is a clean (approved government safety seal), fully air-conditioned, spacious sports bar with a welcoming owner. View exciting games of baseball, tennis, soccer, football and more on 10 HD TV screens. The design is cool and modern, and the bar is clean and crisp.

Torino is located in Tanki Leendert, only 10 minutes from the high-rise hotels, right beside the highway and with sufficient parking. The menu includes super tasty signature burger,

ribs, chicken wings and much more – all at local prices – and there is a Sunday BBQ special for only US \$10 which includes ribeye, ribs, chicken, rice and texano beans. They also offer free delivery on orders of two or more meals.

Helping in the community, Torino volunteers recently helped serve soup to those in need.

Torino Sports Bar & Grill is open every day except Monday from 3pm-9pm, with a daily Happy Hour from 5pm-7pm.





Que Pasa Introduces Weekend Brunch

An unlimited a la carte brunch on Saturday and Sunday is now offered at cozy Que Pasa in Oranjestad priced at only US \$ 29.50 per person, featuring the freshest and tastiest menu items from 11am till 3pm. The menu features some classics from the regular menu, as well as sushi and some amazing new dishes. Make a selection from over twenty menu items including eggs benedict, French toast, waffles, lobster bisque, spicy tuna tartare, pork tenderloin, grouper caprese, Dragon roll, Alaska roll and so much more. The menu also includes vegetarian options.

To upgrade brunch with unlimited mimosas, just add on US \$12.00. Reservations are required. Que Pasa is located on Wilhelminastraat in Oranjestad, just a 5-minute walk from Renaissance Aruba Resort.



Casino

New Chances to Win at the Casino at the Hyatt

The safety and wellbeing of colleagues and guests is a top priority. With that in mind, the newly enhanced resort casino has added 44 new state-of-the-art slot machines, all

arranged with social distancing and safe wellness practices in mind. Machines also display "sanitized" when ready for play. The casino is open daily from 3:00 pm to 3:00 am.



Activities

Delphi Watersports receives 2020 Tripadvisor Travelers Choice Award

Thanks to the excellent personalized service that their staff gives to their international clientele, Delphi has received the TripAdvisor Award for the last seven consecutive years, and this year is no different! This family business has received the 2020 TripAdvisor Travelers Choice Award for their ranking in the top 10%. For the past 28 years, they have offered a wide variety of watersport and land activities for people of all ages. Since their reopening in July 2020, they have implemented all necessary health and safety measures to ensure a worry-free and fun experience.

Some of Delphi's special features are their famous "I Love Aruba and Aruba Loves Me" t-shirts when booking a Catamaran Dolphin Snorkeling or Sunset Cruise, and their unique online activity combo packages at highly reduced rates.

Delphi's website offers a "One-stop shop" option that makes booking effortless, as well as online gift certificates that never expire. Visit them at their main location in front of the Hyatt Regency towel hut on Palm Beach and experience the friendly hospitality and family atmosphere.



Arubans In The News

Team Aruba is Ready for Last Quarter of 2020

This year has devastated racing capabilities and stopped Team Aruba in their tracks. Driver Trevor Eman explains that now the Mountain Motor Pro Stock Team is ready to get back on track. They are joining the 2020 NHRA tour at the Mopar Express Lane NHRA Midwest Nationals presented by Pennzoil* just outside of St. Louis. "We are excited to take our Aruba Airport Authority-sponsored Mustang back to competition and look forward to bringing an NHRA trophy back to Aruba. Our borders are back open and we are welcoming back tourists to the island, so now we can squeeze in a race and have some 200mph fun before the end of a very out of place 2020," Eman continued. Follow Team Aruba on Facebook and Twitter, and leave comments to cheer them on!



Events

ECODMS Offers Breathtaking Al Fresco Venues

ECODMS continually provides new and authentic outdoor event experiences, adapting their procedures to ensure a safe environment for event attendees. The “Level Up – No Touch Action Protocol” details every aspect of the event and the procedures set in place to ensure that proper hygiene and sanitation are met. ECODMS also adheres to international safety standards, and local standards set in place by the government. In addition to the perfect tropical climate throughout the year, Aruba has its unique attributes that sets it apart when it comes to outdoor events - from its white sandy beaches perfect for Caribbean themed events, to the Ayo Rock Formation ideal for nature themed events, to Plaza Daniel Leo which is the staple for an Aruban Carnival themed event. Cas Di Wichi and Santa Lucia are traditional Aruban Cunucu homes ideal for authentic Aruban experiences, and other outdoor venues are offered with restaurant and hotel partners.



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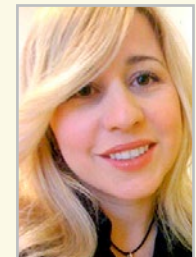
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