

ARUBA PRODUCT UPDATE

TRADE EDITION

THE ARUBA TOURISM AUTHORITY (ATA)
IS THE DESTINATION MARKETING
& MANAGEMENT ORGANIZATION FOR ARUBA.

OCTOBER 2022

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
Pioneering
Integrity

CORE PURPOSE

We drive prosperity for Aruba through sustainable tourism.

BELOW WE OFFER A SYNTHESIS OF SOME OF THE MOST PROMINENT AND IMPORTANT NEWS DURING THE MONTH OF OCTOBER 2022

RESORTS

AMSTERDAM MANOR BEACH RESORT



AMSTERDAM MANOR BEACH RESORT RECOGNIZED FOR 23 YEARS OF SUSTAINABLE TOURISM

Amsterdam Manor Beach Resort recently achieved EarthCheck Master Certification. Master Certification with EarthCheck, the world's leading business advisory group specializing in sustainability and destination management for the travel and tourism industry, recognizes more than 15 years of independent certification to the world's leading scientific benchmarking & certification program for sustainable tourism.

"As one of Aruba's enduring accommodations providers, embracing our responsibility to support a more sustainable world is pivotal," said General Manager Alfred Kaufmann of Amsterdam Manor Beach Resort. "Achieving this milestone with EarthCheck supports our efforts in creating a sustainability culture and shows that we are committed to taking action on climate change and being a responsible business."

RADDISON BLU ARUBA



RADISSON BLU ARUBA CELEBRATES WORLD TOURISM DAY

World Tourism Day has always provided the opportunity to come together and celebrate the accomplishments of the local tourism industry. As part of this year's celebration, Radisson Blu Aruba wanted to show their gratitude to the local community, clients, and partners for their continued support.

The resort's sales team visited key partners and clients during the week of the 26th to celebrate this special day. The team gave each client a thoughtful token of appreciation in line with this year's World Tourism Day Theme "Rethinking Tourism".

"We want to thank our clients and partners for their trust and partnership during our first full year of operation," said Shareska Gutierrez, Director of Sales & Marketing of the hotel. We truly value the chance given to us to foster long-lasting business relationships within the local community and we look forward to continuing together on this journey," concluded Shareska Gutierrez.

The team also organized a special World Tourism Day Breakfast catered to the residents, hosted at the pop-up restaurant Blu Bar. Breakfast goers had an extensive a-la-carte menu with delicious breakfast items, unlimited flow of mimosas, and a special spiked strawberry lemonade station.

RENAISSANCE WIND CREEK ARUBA RESORT

WICKED COCKTAILS AT L.G. SMITH'S STEAK & CHOP HOUSE

Aruba's #1 Steakhouse is preparing some wicked cocktails to celebrate Halloween weekend. Mixologist Marc Kelly will prepare these hand-crafted table-side. Eat, Drink and Be Scary.



BLOODY RITA, \$31

WE ALL HAVE OUR DEMONS...
I JUST CHOSE TO DRINK MINE

- Pomegranate Juice
- Casa Noble Tequila
- Lime Juice
- Agave Syrup
- Pomegranate Seeds



SPOOKY SOUR, \$19

SLIGHTLY SOUR & SWEET. LET TERROR
THEN BE TURNED INTO A TREAT!

- Disaronno
- Pisang Ambon
- Lime Juice
- Orgeat Syrup
- Pineapple Juice



DARK KNIGHT, \$21

I'M WICKED THROUGH AND THROUGH

- Diplomatico Rum
- Chocolate Bitters
- Orange Bitter
- Simple Syrup

HYATT REGENCY ARUBA

GIVE THE GIFT OF TRAVEL

Gift your favorite traveler the perfect present this year with a getaway to Hyatt Regency Aruba Resort Spa and Casino. Time is running out to purchase the signature Elite Experience and Family Escape packages. The signature Elite package includes complimentary Regency Club access, pool or beach shade, dinner for two and more. The Family Escape includes premium pool or beach shade, complimentary Camp Hyatt for two for a one day and Zoia Spa credit. Book now at aruba.regency.hyatt.com

FALL SUN RESCUE AT ZOIA SPA

Discover the healing benefits of one of the island's most abundant natural resources: Aloe Vera. In this treatment, skin is wrapped with healing local Aloe Vera to help reduce inflammation and redness while restoring essential hydration. Outdoor service only. Book now at zoiaspaaruba.com

VERY IMPORTANT PLAYER

Earn points on slots and table games at The Casino in Hyatt Regency Aruba Resort Spa & Casino. Members of the Players Advantage Club receive exclusive offers and may apply earned points towards the current hotel folio or bill, resort dining, and more. Visit the VIP desk or email players.advantage@hyatt.com to learn more.

LITTLE EUROPE AT HYATT REGENCY ARUBA

Announcing the opening of the newest Little Europe Jewels and Time at Hyatt Regency Aruba Resort Spa and Casino. Conveniently located in Hyatt's award-winning open-air lobby, the newest Little Europe location sells only the finest premium diamonds and precious stones as well as products from our exclusive brands and time pieces. Clients visiting the Hyatt location may also request custom-made designs for one-of-a-kind pieces that are ideal for special engagements, weddings and anniversaries. To learn more about Little Europe, please visit littleeuropejewels.com



BUCUTI & TARA BEACH RESORT, ARUBA

MULTIYEAR WINNERS OF TOP CONDÉ NAST TRAVELER AND TRIPADVISOR AWARDS

Only Aruba resort and only Caribbean restaurant to win on global stages. Bucuti & Tara Beach Resort, Aruba continues its multiyear reign with a coveted, new Condé Nast Traveler 2022 Readers' Choice Award. Announced today, Bucuti & Tara is the only Aruba resort to grace the Top 40 Resorts in The Caribbean Islands. In a recent reveal by Tripadvisor, for the second straight year, Elements restaurant at Bucuti & Tara, is named among the Top 25 Date Night Restaurants in the World.

ARUBA'S ONLY HOTEL WINNER

Bucuti & Tara is an annual favorite with Condé Nast Traveler and its vast readership of discerning, international travelers. Bucuti & Tara is Aruba's only hotel or resort to once again receive a coveted Condé Nast Traveler Readers' Choice Award for 2022 for Top 40 Resorts in The Caribbean Islands. In a note from the Condé Nast Traveler Team, Bucuti & Tara was told, "Your continued efforts and impeccable service, created memorable moments that inspired our readers to rank you among the best across the globe," concluding with "This is a celebration of the best in the world and you are part of it. Congratulations!"

This year's winners reflect what Condé Nast Traveler's audience loves, remains loyal to and can't wait to experience again within every sector of travel. More than 240,000 Condé Nast Traveler readers shared their recent travel knowledge of the world's top hotels, resorts, cities, countries, islands, spas, trains, airlines, airports, cruises, and more.

The 2022 Readers' Choice Awards results were announced this morning at 8 a.m. EDT/AST. They are found online and highlights will be in the November issues of Condé Nast Traveler U.S. and U.K.

ONLY CARIBBEAN RESTAURANT TO WIN

Tripadvisor also just unveiled its 2022 Top Date Night Restaurants in the World. As the world's largest online review platform, it invites readers to "set the mood with a table for two" with its Best of the Best Award for the world's most romantic restaurants.

Bucuti & Tara's beachfront fine dining experience is the only Caribbean restaurant to make the Top 25 list that also featured amorous hot spots in Maldives, Greece, Italy, Spain, France and more. Tripadvisor shared this review as the epitome of a dreamy dining experience at Elements, "The most romantic place on earth for dinner. The server was magical, funny and on point. The dishes were elegant, savory and simply perfect."

"It is a tremendous honor to have both Bucuti & Tara Beach Resort, Aruba, and Elements restaurant be winners and beacons of superb vacations and romantic dining experiences on the global platforms of Condé Nast Traveler and Tripadvisor," shares Ewald Biemans, Owner/CEO. "To win both awards based on the reviews of readers, who we are indebted, is a testament that our entire team of hospitality professionals delivers an authentic, superior guest service experience and I thank every Bucuti Associate."





BUCUTI & TARA BEACH RESORT NAMED CARIBBEAN'S BEST SALES & MARKETING TEAM

Resort founder also makes 40th appearance at CHTA Marketplace 40th anniversary. Bucuti & Tara Beach Resort, Aruba has joined the revelry while still working nonstop at the Caribbean Hotel & Tourism Association's 40th anniversary of Marketplace, Oct. 3- 5, 2022. The resort kicked off the event being named the Caribbean's best Sales & Marketing team winning the category's 2022 CHIEF Award. Resort Founder, Owner/CEO Ewald Biemans also marked his 40th year attending the CHTA's biggest event of the year as it celebrates its own 40th anniversary. In addition to being a panelist for a sustainability discussion, Biemans joined the rest of the Bucuti & Tara team in meeting with industry colleagues, travel professionals, and media.

The Caribbean Hotel & Tourism Association (CHTA) is a federation of 32 National Hotel Associations, with more than 600 hotel members and 300 allied members representing hundreds of thousands of travel and tourism sector employees throughout the Caribbean. CHTA Marketplace is the Caribbean's largest tourism marketing event. Since 2015, CHTA has recognized the best of the best with its annual CHIEF Awards for Sales & Marketing, Business Operations, Environmental Sustainability, and Human Resources and Staffing. One winner for each category is selected by a panel of experts based on extensive case studies submitted.

THE RETURN TO NEAR NIGHTLY SELLOUT

Bucuti & Tara's 2022 CHIEF Award for Sales & Marketing was accepted by Director of Sales & Marketing, Susan Logan. A key leader of the executive team, her steadfast work throughout the pandemic guiding its internal team and extensive network of external partners led the resort to pre-pandemic, year-round occupancies in the high 90%+, an enviable feat.

The award presentation included that guests, travel professionals, and even media touted Bucuti & Tara's real-time updates, embracing all communications channels, staff care during downtime, maintaining its core identity, innovative safety and wellness protocols, and rate and cancellation strategy kept the resort top-of-mind. The reassurance kept guests and travel professionals confident that the resort offered the same high-quality, romance, laidback luxury vacation they always experienced and expected. By avoiding discounting, yet being flexible with the

cancellation policy, guests continued receiving a fair value and travel professionals could count on solid business. As travel returned, Bucuti & Tara welcomed guests whose reviews continue to be unwavering, a testament that the sales and marketing approach was working.

"To win the CHTA 2022 CHIEF Award for Sales & Marketing is the grandest Caribbean accolade for Director of Sales & Marketing Susan Logan and our knowledgeable, efficient team in Aruba and worldwide," shares Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort. "It confirms that our approach to staying true to ourselves, keeping all communication channels open, and caring for our guests, vendors, and travel professionals during a tumultuous two years was the best approach for everyone and I am grateful for Susan's leadership and tenacity."

40 YEARS ATTENDING MARKETPLACE

Bucuti & Tara Owner/CEO Ewald Biemans celebrates his 40th attendance at CHTA Marketplace. Fittingly, he participated in a panel about sustainability as he is considered one of the eco-pioneers of the Caribbean. The United Nations' shared that Bucuti & Tara, the Caribbean's first certified carbon-neutral hotel, has a successful sustainability program that is "highly replicable and scalable" for hotels worldwide to follow. Biemans has long advocated and shared his solutions over the years at Marketplace.

RECENT ACCOLADES

The CHTA 2022 CHIEF Award for Sales & Marketing is the third award this week for Bucuti & Tara. The adults-only enclave continues its multiyear reign with a coveted, new Condé Nast Traveler 2022 Readers' Choice Award. Announced Oct. 4, Bucuti & Tara is the only Aruba resort to grace the Top 40 Resorts in The Caribbean Islands.

Tripadvisor also just named Elements restaurant as the only Caribbean hotel named among the Top 25 Date Night Restaurants in the World. The winners' list also features amorous hot spots in the Maldives, Greece, Italy, Spain, France and more. Tripadvisor shared this review as the epitome of a dreamy dining experience at Elements, "The most romantic place on earth for dinner. The server was magical, funny and on point. The dishes were elegant, savory and simply perfect." To learn more, visit Bucuti.com.

ARUBA MARRIOTT RESORT

HALLOWEEN NIGHT BRUNCH AT LA VISTA

Eat, drink, and be scary at Aruba Marriott Resort's Night Brunch, Halloween edition. Join us for a memorable event as guests are invited for a night full of creepy moments. From the moment you walk in through the doors, a re-defined setting will be met, encompassing of a spooktacular photobooth, as well as an extravagant dinner buffet setup. Make your way to your table, while leaving your broomsticks behind. Enjoy all the classy Halloween sights as well as enchant in lounge music by the great DJ V. A night full of flavor can not be missed! Entice in our extensive offerings, served buffet style, while live action stations, as well as table-to-table presentations encompass a new experience you'll surely remember! Book your table so you aren't left out! Call us today at 520.6312 or find us on OpenTable. Guests are summoned to wear their best attire to make the event come to life! Indoor seating, unlimited prosecco, and specialty cocktails are all included! Join us for \$69 p/p. See you there!

SPOOKY COCKTAIL WEEKEND AT THE LOBBY

Join us for a boo-zy weekend as you sit back and enjoy specialty Halloween cocktails at The Lobby in Aruba Marriott Resort. From charcoal-based cocktails to bloody-looking shots, be sure to grab a sip of our tasty concoctions. The cocktail specials will be available from Friday, October 28 until Tuesday, October 31, 2022. The Lobby is open daily from 12PM – 1AM and boasts a large variety of modern and classy cocktails, as well as an extensive wine list, local and international beer offerings, without forgetting our delectable hand-rolled sushi, where Nikkei fusions meet. The Lobby has nightly live entertainment from 7PM – 10PM.

FALL FAVORITES NOW AVAILABLE AT MARRIOTT STARBUCKS®

At Starbucks®, we're all about seasonal flavors combined with coffee favorites. Try one of our new offerings, such as the Pumpkin Spice, Maple Pecan, or Chai Tea, served in all the best ways, including latte, flat white, frappuccino, iced, and cappuccino, to name a few. The Aruba Marriott Starbucks® is open daily from 6AM – 2AM, serving up all the food and beverage goodies throughout the day.



HILTON ARUBA CARIBBEAN RESORT & CASINO



CEVICHE AT HILTON

Gilligan's Seafood Shack now features ceviche made-to-order every Friday. The new FridayViche features authentic Peruvian Ceviche for lunch, Shrimp, Red Snapper or a mix of both, prepared a la minute, by a dedicated chef, every Friday from 11am to 4pm. Guests are invited to linger beachside and also enjoy delectable other menu choices, featuring seafood, local fish, burgers, salads, and sandwiches, seven days a week, and indulge their passion for the famed Peruvian delicacy on FridayViche. Lunch is served from 11am to 5pm, and the menu includes vegetarian and gluten-free dishes. The resort's open-air terrace restaurant at the edge of the Palm Beach boardwalk is named after a legendary sitcom from the 60's, Gilligan's Island, debuting a few years after the resort was originally constructed. The sitcom told the story of seven tourists accidentally stranded on an island, and their failed escapes from it. With a carefree and casual ambiance matching the delicious food, guests entertain no thoughts of escaping Gilligan's Seafood Shack, on the contrary, they come back for dessert!

DIVI ARUBA PHOENIX BEACH RESORT



DIVI ARUBA PHOENIX CELEBRATES HALLOWEEN WITH FOOD, FUN, AND FESTIVE ACTIVITIES

Ghosts, goblins, and ghouls, oh my! Divi Aruba Phoenix Beach Resort is getting in the spirit of All Hallows' Eve with haunting food specials at purebeach Restaurant and spooktacular activities for the whole family, including a Halloween treasure hunt, an evil laugh contest, kid's trick-or-treating, a Halloween manager's cocktail party, and a Back to the 80's costume party with prizes. For more information, visit www.diviresorts.com/phoenix-dining.htm.

SAVOR A FAMILY-STYLE THANKSGIVING ON THE BEACH AT PUREOCEAN RESTAURANT

Thanksgiving is just around the corner and Divi Aruba Phoenix Beach Resort invites you to celebrate this special occasion at pureocean Restaurant. From 6 to 9:30 p.m. on Thursday, November 24, pureocean will be serving up a festive family-style Thanksgiving dinner with a live carving station and all of the holiday favorites like creamy pumpkin soup, roasted turkey breast with herb gravy and cranberry sauce, maple glazed ham, herb stuffing, and so much more. The cost is \$48 for adults and \$35 for kids 5-9 and reservations are required. To make a reservation, please call +297-586-6066 ext. 7004, 7005, 7006. For more information, visit www.diviresorts.com/phoenix-dining.htm.

RESTAURANTS

STARBUCKS ARUBA

STARBUCKS REOPENS AT PASEO HERENCIA MALL

Starbucks' commitment with the people of Aruba became even stronger with today's reopening of its revamped Starbucks at the Paseo Herencia Mall. Our community has made Starbucks their favorite coffee hangout, a place where they can relax, enjoy, chat, and socialize. With a focus on diversity among the people, protecting the planet and delicious coffee, the newly renovated store will continue to deliver on the company pillars while enhancing the island's bespoke coffee experience.

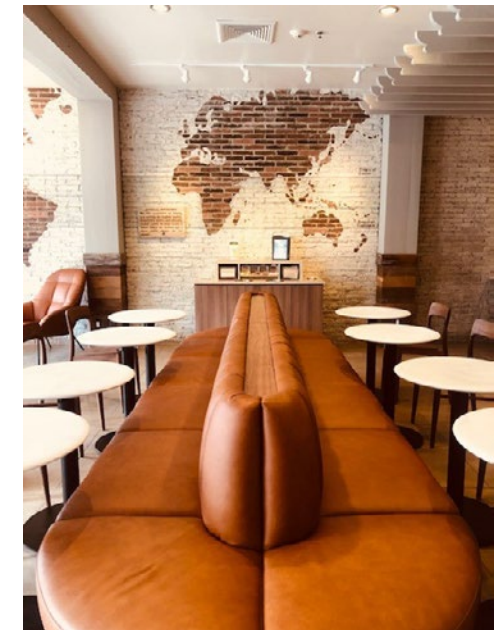
Paseo Herencia has welcomed island residents and served visitors with warmth and pride and today we reveal its upgraded design and elevated technology matching the aesthetics to the service. Each Starbucks store is the heart of a neighborhood, and Starbucks aspires to make each one a welcoming and inclusive place.

According to Wanda Broeksema, Director of Starbucks Aruba & Curacao, 'we uplift the everyday and every moment matters! We want our customers to feel always welcomed, through a warmed experience. Each cup of coffee is a personal journey, a moment that makes you feel good.' The re-opening of the Paseo Herencia store was celebrated with a special coffee tasting among some invited guests and customers.

Sustainability is core to who we are at Starbucks. Over the years, with the help of our partners, customers and industry experts, we've looked for ways to help protect our planet, including ethically sourcing our coffee, developing a Greener Store Framework, making investments in renewable energy and championing a more sustainable cup. "Grounds for your garden" is a perfect example on how partners and customers contribute to sustainability, a win-win for both Starbucks and our customers. Our vision is to recycle and reduce the waste in our stores as much as possible, "This is one way we can accomplish this objective while at the same time providing something for our customers according to Broeksema."

Starbucks Paseo Herencia is open daily from 6.30PM-11PM, Fridays and Saturdays from 6.30AM-12AM.

For more information visit [starbucks.com](https://www.starbucks.com) or www.facebook.com/starbucksaruba.



CASINO

THE CASINO ARUBA AT HILTON



THE WORLD SERIES OF POKER 2022

The World Series of Poker has arrived in Aruba for a circuit of poker tournaments, taking place at the Hilton Aruba Caribbean Resort, September 22nd to October 2nd, 2022.

Organizers report the event is drawing players from Europe, South America, North America, even Japan, all competing for substantial cash prizes. The guaranteed spectacular amount of prize money is \$300,000.- Many players also brought their families along for vacation, while they are playing in the tournament. They are staying at various Palm Beach hotels, and in vacation rentals.

The famed tournament series offers satellite games every day, followed by one ring event, and builds up the suspense towards the two-day tournament at the end, on Saturday and Sunday, October 1st and 2nd, 2022. Other special events include Ladies and Seniors events, a tropical pool-deck welcome reception, a Ladies event sponsored by Balashi, and an awards evening. The complete schedule is available online @thecasinoaruba.

Most of the WSOP tournament action will unfold in the Morris Lapidus Ballroom, where poker tables were especially set for tournament participants. The Casino at the Hilton Aruba Caribbean Resort, will be welcoming players wishing to try their luck at slot machine or table play, between, before and after tournaments. The Poker Room at The Casino is open from 3PM to 3AM, offering 4-8 limit, 2-5 & 5-5 no limit, Texas Hold'em, Omaha & Tournaments. Live Table Games include Blackjack & Roulette, and Caribbean Stud Poker. Open for slots 11AM to 3AM, Monday to Sunday.

You may apply for the casino membership card, it's FREE and redeem points collected for prizes and surprises. The Casino at the Hilton Aruba Caribbean Resort & Casino, is affiliated to Liv Casino at the Barcelo Aruba, and under the management of Island Gaming NV. The tournament partnered with Balashi and Tropical Bottling Company, the WPA, Women's Poker Association and ClubGG, a new generation subscription poker platform.



EVENTS

NEW ARTS & CULTURE ACTIVITY IN ARUBA!

A new type of activity has made its entrance in Aruba; Arts & Culture are being merged in 1 activity. Since the month of October, Aruba has activities focusing on Local Arts & Culture. These fusion activities are introduced on the tourist market in order to not only present the richness in creativity that the local artists have to offer, but also linking the Arts with elements like local history, culture & nature.

The visitor on Aruba will have the opportunity to follow a painting class provided by a local artist, while he/she receives the most interesting information bites about local history, culture & nature of the one happy island of Aruba.

The very first local artist who is offering these types of activities is the painter Erika Moran. She is a well-known artist, who is broadly educated in the Arts and has ample experience in teaching painting classes. Her creative style is categorized as colorful, expressive and realistic. During her painting classes, she will empower the visitor to create a truly unique piece and create a beautiful memory in Aruba.

These Local Arts & Culture activities are interesting for first time as well as repeat visitors. For the later group, the artist can always offer a customized class. The aim of these activities is also for the visitors to experience the Aruba effect, which is greatly influenced by Arts & Culture.

If the visitor can answer “yes” to these questions, we would like to hear from him/her:

Do you want to:

- learn how to paint a local landscape, landmark or animal;
- experience a relaxing, social session while learning about the local history, culture & nature;
- enjoy a local painting class in a private setting?

For more information or booking purposes, please contact us at +297-566-7488 or orua.crs@gmail.com.

The visitor can choose to do the class at Erika’s gallery in downtown Oranjestad, but Erika is more than happy to come to his/her accommodation (Airbnb, resort, etc) to give the class. These Local Arts & Culture activities are made possible with the support of ORUA Consultancy & Services, a local company dedicated to providing all around support to the Local Arts & Culture sector on the island of Aruba.





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ARUBA PRODUCT UPDATE

**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 r.dirksz@aruba.com and content@aruba.com by the 5th of each month for it to be featured in the same month.