



Aruba Tourism
Authority

Below we offer a synthesis of some of the most prominent and important news during the month of September 2014

ATA News

Aruba Product Update

September 2014

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

Our Mission:

To be an innovative and effective DMO that positions the brand Aruba as a premier tourism destination, which meets interest of it's stakeholders.

Our vision:

For the ATA to be recognized as the leading and cutting edge Destination marketing Organization

Core Values:

Empowerment Productivity
& Ownership Professional
Respect Fun & Passion.



ATCA

ATCA is the annual meeting of North American tour operators who visit the island to meet face to face with tourism executives, government representatives, hoteliers and activity providers, and get a firsthand look at the product. The three-day program, which mixes business with pleasure, began on September 15 with a Bonbini cocktail and dinner reception at Windows on Aruba. The following days included breakfast, lunch and business sessions at the Hyatt Regency Aruba Resort; scavenger hunt organized by De Palm Tours; reception at the Renaissance Aruba Resort; Marketplace at the Aruba Marriott Resort; cocktail reception at Bucuti & Tara Beach Resorts; and farewell reception and dinner at Casibari Rock Formation.





TXT

TXT, PR agency for Aruba in Colombia, was ranked by its clients as the #1 agency in Colombia, in consideration of eight different relevant attributes. These are effectiveness in problem solving, innovation, originality and creativity, management involvement, transparency, and attention to client funds. They are an agency on the rise and clients trust in their advice.

TXT argues that these achievements are due to the work they do with their clients and therefore wanted to honor them in an event and with a symbolic award. Participating in the event were Miriam Dabian, Aruba representative for Latin America; Sjeidy Feliciano, Global Director of PR; and María Victoria Galán, representative for Colombia.



Humberto Tan

The Aruba Tourism Authority in the Netherlands, together with Olympus, have brought a prominent Dutch TV personality to Aruba to promote the island through the lens of his camera and share this with social media including instagram, twitter, and Facebook. Humberto Tan, a dynamic personality in the world of celebrity, television, sports, and fashion, is also known for his photographic talents. His ability to capture the essence and emotion of his subjects motivated the Aruba Tourism Authority to select Tan to capture the beauty of Aruba through the lens of his Olympus camera, and tweet, post and share it with thousands of followers.

Tan's visit to the island with his family was a welcome rest after covering the World Cup in Brazil for five weeks. He revealed that one

week was not enough to capture the beauty of Aruba and its people, and he will surely return. This program is an ideal way to promote Aruba and attract the Dutch traveller by showcasing the island through the eyes of a well-known and influential personality.





Awards

Divi and Tamarijn All Inclusive Resorts Aruba

Divi & Tamarijn Aruba All Inclusives have once again received distinctions of excellence from top travel companies including TripAdvisor®, MLT VacationsSM, HolidayCheck, Apple Vacations® and Zoover.

“We are thrilled to have such prestigious travel sites recognize the Divi & Tamarijn Aruba as outstanding for yet another year,” said Alex Nieuwmeyer, Managing Director of the Divi Resorts Aruba and Bonaire. “Since all five recognitions are based on guest reviews of the resorts submitted by travelers, this tells

me that we have an exceptionally high level of customer satisfaction even in today’s very competitive marketplace. I can only thank our wonderful staff, whose devoted efforts have resulted in such positive reviews from our guests.”

Both the Divi Aruba and the Tamarijn Aruba received a 2014 Certificate of Excellence from TripAdvisor. Additionally, the Tamarijn Aruba is currently ranked as the #1 hotel and the Divi Aruba is currently ranked as the #3 hotel in Oranjestad, Aruba, on TripAdvisor.

MLT Vacations, one of the largest providers of vacations in the US, also selected the Tamarijn Aruba as a 2014 Quality Assurance Award winner. Divi Aruba and Tamarijn Aruba were awarded the HolidayCheck Quality Selection 2014; HolidayCheck is a leading travel website based in Europe. In addition, Apple Vacations has recognized the Tamarijn Aruba with a 2014 Apple Vacations Golden Apple Award. Tamarijn Aruba has been named a 2014 Zoover Award winner; Zoover is a top holiday review website based in the UK.

Skyscanner

Skyscanner air travel website has included Aruba in its listing of the 12 most beautiful beaches of the world and invited visitors to make their choice. It describes the island as close to the coast of Venezuela with wonderful beaches that can fill the glossy pages of coffee table book.

1. Aruba, Nederlandse Antillen

Wilt u stranden? Dan bent u op Aruba aan het juiste adres. Voor de kust van Venezuela ligt Aruba met z'n geweldige stranden die zo uit een glossy koffietafelboek lijken te komen: Mangel Halto, Santo Largo... Kies maar uit.

Lees ook: [Ontdek Caribisch Nederland](#)



Boardwalk Aruba

This small, romantic hotel is nestled in palm trees across the street from the beach. It's an easy going resort that's the kind of place for a honeymoon and to return to for years to come. Boardwalk Small Hotel's (AWESOME) #20 ranking in Caribbean Journal's Top 25 list of 25 Best Caribbean Honeymoon Resorts makes it the only resorts listed in Aruba and the only resort listed of all ABC islands and Dutch Antilles.

The Best Caribbean Honeymoon Resorts

September 11, 2014 | 3:03 am |

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Boardwalk — Aruba



Resorts

Riu Palace Antillas

Coinciding with the start of high season in the Caribbean, RIU Hotels & Resorts will open the luxury RIU Palace Antillas, its second hotel in Aruba. This new resort, located next to the Riu Palace Aruba right on Palm Beach, will be the first on the island to offer all inclusive 24-hour service exclusively for over 18s.

Special features will allow guests to enjoy the recognized RIU All Inclusive 24-hour program, as well as luxury services such as a welcome glass of cava, concierge, 24-hour room service and free Wi-Fi Internet service throughout the hotel.

The modern interior design of the Riu Palace Antillas follows the style the RIU Hotel chain is using for its new projects. Its 482 rooms will have satellite flat screen TVs, an electronic safe and free Wi-Fi Internet service. In terms of food and drink, the star will be the Atlantis restaurant, which offers international cuisine and stations with freshly cooked dishes. There are three specialty restaurants: the fusion restaurant Krystal, the Italian Rimini, and the Malmok steakhouse. Guests can enjoy a snack at the Palm Beach pool restaurant, as well as refreshments and cocktails at the pool bar

Aqua or the Wayaka lobby bar. The resort also has an elegant café open around the clock.

The entertainment program offers sporting and leisure activities during the day. Nightlife includes a full casino, and live music and shows in the Carnaval Lounge Bar, the Chiquito Plaza Bar, and the Pacha nightclub. Guests of the Riu Palace Antillas will also be able to enjoy the Riu Palace Aruba's facilities with both hotels joined by a bridge.

The existing RIU Palace will be totally closed for renovation from April 13, 2015 – July 11, 2015.

Radisson Aruba Resort, Casino & Spa

Discover your Playtime!

The Radisson Aruba resort, Casino & Spa's Discover Program for the fall season includes new health and wellness activities including an advanced level guided mountain bike tour from the Gold Ruins to the Alto Vista Chapel, signature ESPA massages from the spa staff at Larimar Spa, and sunset yoga sessions, exclusively available at the resort's penthouse rooftop. This series of complimentary activities are designed to meet the growing demand of the resort's guests, categorized as Rest & Relaxation; Nutrition & Diet; Rejuvenation; and Exercise & Fitness. Additional activities include morning walks, three mile runs, and relaxing live jazz at sunset. Discover Your Playtime runs from September 15-December 21.

250 "I do's"

In celebration of superstar on-site wedding coordinator, Lisa Dammerman's 250th wedding, the Radisson Aruba surprised Stephanie Moretti and Richard Nelson with a complimentary couples massage at Larimar Spa. The couple's nuptials will also be documented on Bridal Guide's website later this year.

Lisa received a surprise of her own with cupcakes and balloons. Managers Raymond Habibe and Mark Naber advised that she regularly receives buckets of compliments from clients on social media and Trip Advisor, attesting to the fact that with over fifteen years of experience, she is a master organizer of destination celebrations.

Lisa is part of the hotel's dedicated wedding specialist team on-hand to assist with all wedding planning logistics - civil regulations, floral arrangements, entertainment and more. She has a knack for turning a wedding into a treasure chest of memories, from the rehearsal dinner to the wedding ceremony, the dinner-dance party or the post-wedding brunch.



Housekeeping Week

Radisson Aruba's housekeepers were recognized and thanked during Aruba's Housekeeping Week, September 15 through 21. With a theme of "Teamwork Makes the Dream Work", activities included a celebration breakfast, "Radisson's Got Talent" talent show, and a pyramid-building contest using bars of soap and shampoo bottles.

"Our housekeeping staff is the heart and soul of this resort," said Mark Frances, General Manager. "They all go above and beyond to make sure our guests feel at home when they stay with us. This was just a way to recognize their collective and constant effort."



Holiday Inn Resort Aruba

Entertainment abounds at the Holiday Inn from the Carnival show, a fun musical journey through the world's most famous carnivals, to amazing acrobats performing during the delicious dinner buffet. For romantics, live saxophone and trumpet music under the stars is the perfect touch.

The pool is filled with action and fun, including volleyball, trivia, Zumba, aerobics, balloon toss games and golf – all in the water! Snuba and scuba demonstrations are given twice a week. On land, renting a bike for a morning ride along the boulevard or to Malmok and Boca Catalina is a favorite pastime. Guests can also enjoy an outdoor massage at the new Etnika Spa. Wifi is free everywhere, including at the bars, restaurants, and even all along the resort's half-mile strip of Palm Beach. The Excelsior Casino has the latest in slots, as well as plenty of table play for poker, black jack, roulette and more.





Manchebo Beach Resort & Spa

The resort recently opened an all new state-of-the-art fitness room designed to accommodate a full range of cardio and strength exercises during the guests visit. Manchebo Beach Resort & Spa already offers a wide range of daily Pilates and yoga classes and is excited to offer its resort guests a great new fitness room to ensure they stay fit during

their Caribbean getaway. The resort's wellness program has seen major diversities over the past few years, such as vegetarian and gluten free options on the menu, a wide collection of healthy fruit smoothies during breakfast and lunch and several yoga vacations. Manchebo will continue being a pioneer in the wellness vacations on Aruba and the Caribbean.



Bucuti & Tara Beach Resorts

Aruba's premier adults-only resort has added a new dimension in personal convenience. Guests are greeted curbside by their personal concierge who will whisk them away to their room while finalizing the check-in process with the resort's new personalized Tablet Check-in system. This eliminates the wait at front desk and the need to fill out forms, allowing guests to get to the beach quicker. The personal concierge and the tablet give guests an opportunity to ask questions and make special requests, not only during check-in, but throughout their stay.

Before traveling to Aruba, guests can log in at their leisure and fill out all of the detailed information typically required upon arrival. This added value comes in conjunction with the "no surprise fees" approach, with all taxes and fees and a number of additional "frills" included in the room rate; a full American breakfast buffet daily; local calls; Wi-Fi throughout the entire property; air dehumidifier and purifier; cell phone chargers; microwave and refrigerator; and complimentary use of an iPad (with Skype installed) in the privacy of each guestroom.



Aruba Marriott Resort & Stellaris Casino

Crystal Fusion Ball

The Aruba Marriott Resort & Stellaris Casino recently pampered their local clientele and showcased their end-of-year celebration offerings during the annual customer event themed “Crystal Fusion Ball”. The event was held at the Grand Ballroom of the Aruba Marriott Resort & Stellaris Casino, spectacularly decorated with touches of crystals and blue lighting portraying a warm and welcoming atmosphere, while the Bambu band entertained the invitees. The venue was beautifully decorated by Rosetty Eleonora of The Perfect Team with audio visual by Elite and LED furniture by High Performance.

At closing, Chela de Lannoy, Sr. Sales Manager announced the lucky winners of six attractive prizes which included two brunches at La Vista, two dinners at Simply Fish, and weekend stays at the Aruba and Curacao Marriott Resorts.

“The local community is very important for our company and we are always working on how we can better meet their needs in the future” shared Carolina Voullième, Director of Sales & Marketing.





President and CEO of Marriott International visits Aruba Marriott

The management and staff of the Aruba Marriott happily welcomed Arne Sorenson, President and CEO of Marriott International, to the Aruba Marriott during his first visit to the island.

Together with the complex General Manager Tom Calame, Arne Sorenson did a walk-through of the Marriott Aruba Surf Club, Marriott Aruba Ocean Club, and Aruba Marriott Resort & Stellaris Casino. Sorenson met and greeted associates and managers who showcased latest hotel developments and discussed future plans and strategies.



Ligenne Trimon

Marriott Vacation Club Aruba's sales and marketing department announced the recent promotion of Ligenne Trimon to Director of Marketing. In this role, she will be responsible for the development and daily management of Marriott Vacation Club Aruba's 45 marketing executives in five locations.

Said Bettina Gonzalez, Project Director of Marriott Vacation Club Aruba, "Ligenne sets the example for Arubans who start with Marriott Vacation Club and take advantage of the training and opportunities for growth, internationally or here in Aruba."

After 12 years with Air Aruba, Ligenne began her Marriott career in 2000 started at Marriott's Aruba Ocean Club as Marketing Supervisor. Highlights of her career include a promotion to Senior Marketing Manager at Marriott's Aruba Surf Club, transfer to Marriott's St. Kitts Beach Club to help open the resort, transfer to the Marriott's BeachPlace in Fort Lauderdale, Florida; and Senior Marketing Manager for Marriott Vacation Club in Aruba.



Keirsin Tjon Pian Gi

The Aruba Marriott congratulates Keirsin Tjon Pian Gi with her new journey as eCommerce Shared Services Manager for the Marriott International Caribbean & Latin America region. Keirsin joined the Aruba Marriott Resort in 2007 as Front Desk Clerk and quickly moved to Sales & Marketing Coordinator. In early 2011, she was promoted to PR & eCommerce Manager, where she was responsible for the coordination of all aspects of local and international PR, eCommerce, Social Media and Food & Beverage marketing execution at the resort. In her new position, she will be responsible for eCommerce activation of 11 Caribbean and Costa Rica full service hotels and resorts.



Renaissance Aruba Resort & Casino

Discover: Renaissance Aruba Ignited Excitement for Electric Festival and Electronic Music

The second annual Aruba Electric Festival (September 3-7, 2014) kicked off at Renaissance Aruba Resort & Casino with exclusive pool parties at BLUE's pool deck; a Beats On the Beach promotional package with weeklong festival access; and the Amsterdam Dance Event (ADE) Conference at the Renaissance Convention Center, Renaissance Island and Renaissance Marina Hotel

The Electric Festival, organized in collaboration with the Amsterdam Dance Event and sponsored by the Aruba Tourism Authority, welcomed visitors from around the world to

listen, play and collaborate in a five-day festival featuring with international artists such as Chuckie (Aruba), Fellow (The Netherlands), Boris (USA, originally Russia), Nutzbeatz (Aruba), Hector (Mexico), Karixon (Aruba), Lil John (USA), Loco Dice (Germany), Knife Party (Australia), ENDO (USA) and DJ Carnage (USA), among others. Jason Hardy, inventor and founder of Muzik smart headphones, was also a guest speaker and stimulated an intriguing conversation at this year's ADE Conference.

Throughout Electric Festival, Renaissance Aruba was at the forefront of the festival fun, hosting a series of events to keep the party going, including the GET NUTZ Pool Party at the adult-exclusive Marina Hotel hosted by Amanda Cerny and Valeria Orsini with

performances by Sky Blue from LMFAO, Maarten Vorwerk, Nutzbeatz and Sensato. Renaissance Aruba also provided guests of the resort with exclusive admittance to the E! Latin America Pool Party hosted by Mister Mexico World 2014, Jose Medrano and Venezuelan model, Patricia Zavala. The party also featured live music from Kevinski & Rocco and No Eat No Sleep at Marina pool deck.

Other Renaissance Aruba events included a SOS Switch of Series After Party nightly at The Lounge Midnight Grill with live DJs playing well through the early hours; Press and Artists dinner at Renaissance Island; Bubbles, Beats & Bites Pool Party; No Eat No Sleep performance on Nikki Beach; and Partai Pool Party at Renaissance Marina pool deck.



Air Travel

Surinam Airways

Recently Surinam Airways introduced its LOYAL WINGS program: the more you travel on Surinam Airways "Flying on Trusted Wings", the more wings you gain. These wings can be used for great benefits, not to mention free tickets. Enjoy the popular Free Upgrade to Business Class with all its benefits by flying four times with Surinam Airways. Travel a fifth

time and fly Business Class on an upgraded ticket.

Surinam Airways has been offering three direct weekly flights to both Miami and Paramaribo for five straight years. They are the only non-US Air Carrier offering Pre-Clearance on Miami flights. For more information on the Loyal Wings program, visit www.flyslm.com.



Food & Wine

The Wine Room

The Wine Room located at the Orange Plaza Mall, focuses mainly on wine experience and now on wedding pre-parties or gatherings. Says owner Monrick Croes, "Since wine plays such an important role in weddings, we would like to provide this unique and wine focused experience."

The Wine Room offers special customized packages including the basics of wine etiquette and wine tasting complemented by cheese and delicious gourmet tapas in a pleasant and comfortable ambiance. The Girl's Night Out "Sparkling Edition" commences with Prosecco, followed by a Cava from Spain, a Brut Sparkling from Chile and Champagne; tapas are fresh strawberries with mouthwatering chocolate truffles. The exclusive VIP Elite Wine Tasting directed to the groom and his friends features Amarone, Brunello, Cabernet Sauvignon, Bordeaux and Malbec, with shrimps, lobster and Angus rib eye.

Patrons commented it is a great place for wine lovers, highly recommended with great ambiance, friendly service, fantastic wines and delicious tapas.



Omakase Sushi Bar at Manchebo Beach Resort

“Omakase” means “I’ll leave it to you” in Japanese. In American English, the expression is used at sushi restaurants to leave the selection to the chef. The Chef presents a series of plates, beginning with the lightest and proceeding to heavier, richer dishes. When ordering Omakase, expect the Chef to be innovative and surprising in the selection of dishes. Ordering from the menu is available as well with selections including soups, tempura, sashimi, niguri and temaki. Located inside the French Steak House Restaurant at the Manchebo Beach Resort & Spa, and featuring an illuminated bar, comfortable seating, boutique feel and ambiance. Omakase is open from Tuesday till Saturday from 5.30pm – 10.30 pm for dinner. The Sushi Bar has limited capacity, reservations are required.



Hooters

Hooters has opened in South Beach Centre with a five-star interior showing off 50-shades-of-blonde wooden floors, with matching 50-shades-of-blonde inlaid natural stone walls, a large exhibition kitchen and an army of thirty most-adorable Hooter girls, who all look spectacular in orange. The opening was officiated by both the Prime Minister and the Minister of Tourism, who congratulated Jim Parrish, Hooters of America.

Owner’s representative Morris Figaroa, at the helm at Benihana, also runs Hooters. Hooters has been in business since 1983, with an unchanging fun concept, mixing music, sports, and menu including seafood, sandwiches, burgers, salads, and of course, Hooter’s chicken wings. Hooters of America is an Atlanta-based operator and franchiser of over 430 restaurants in 28 countries.



Ling & Sons

For its three-day Surf & Turf Festival, Ling & Sons supermarket invited the top chefs from Hyatt Regency Aruba and Waka Waka Adventure Café & Cantina to present their own menu made with the fresh seafood and meat available at Ling & Sons.

Hyatt delighted everyone with their unique presentation of tenderloin and scallops, and most interesting was the quail with duck sauce. Waka Waka Adventure Café & Cantina presented their amazing coconut shrimp and soup.

Ling & Sons also had tastings of its specialties including fresh salads, pork tenderloin, and wine and whisky from the liquor shop. The festival ended with an amazing BBQ prepared by Ling & Sons' chef corner.

In June, Ling & Sons opened its fresh juice & coffee corner offering a variety of coffee and frappuccinos from Smit & Dorlas, fresh fruit and vegetable juices, and fresh deluxe sandwiches.

Casinos

The Trop Club and Casino

The Trop Club and Casino has been staging spectacular promotions this year to entertain slot and table players with many different holiday and sporting events. This time, the casino came up with something sweet, asking slot Advantage Club members to earn 300 Points, and get a free pie.

The promotion in which players get a delicious free pie with every 300 points they earn, started on September 1, 2014, and will remain valid while supplies last. The offer is available for five consecutive Mondays from 6 pm – 10 pm. Guests must earn 300 points the day of the giveaway, and in addition to the pie, they will get to keep their points, for redemption on another occasion.

The Casino at the Radisson

Weekends at the Casino at the Radisson are dedicated to Bingo, played on Saturdays and Sundays at 1pm at \$6 a card, with thousands of dollars in cash prizes and a giant bingo progressive jackpot available for just \$1.

The casino's Players' Club is offering members a unique opportunity to win double and triple points on slots, double on Monday, Wednesday and Fridays from 12noon to 4pm and Sat & Sun from 4pm to 8pm; triple on Tuesday and Thursday from 10pm to 2am. Patrons playing at the Casino at the Radisson are often surprised by Mystery Jackpots, awarded every day, granting \$250 jackpots to random players,



even without a winning combination. The Players' Membership Card, it's free, allowing players to win points and rewards any time they play.

Retail

Soap Oro

Soap Oro, a local company, proudly presents its latest product – 100% natural aloe facial cream. Ingredients are 16% real Aruba aloe gel, calendula extract, shea butter, almond oil vegetable glycerin, castor oil, beeswax,

Vitamin E, a hint of lavender essential oil and a bit of zinc oxide for sun protection. Try this genuine Aruba product during your stay or take some home with you.



Community

Respeta Bida... Semper Corda!

Foundation "Respeta Bida... Semper Corda!" (Papiamento: respect life, always remember) invited Robert Jacobvitz, founder of the international committee to commemorate Dr. Aristides de Sousa Mendes, to visit the island. Jacobvitz presented a movie titled Disobedience: The Sousa Mendes Story, about the Portuguese Consul stationed in

Bordeaux, France, who issued visas to more than 30,000 refugees to escape to Spain.

This gripping docu-drama was shown in Aruba on September 5 at the Cas Di Cultura. Semper Corda invited social work students to attend and participate in discussions. Other invitees included members of the clergy and dignitaries.

The goals of "Respeta Bida...Semper Corda!" are to raise awareness for the respect of the rights of every member of the Aruban society. The foundation strives to promote liberty and equality for all citizens. Their first project was the statue of Anne Frank in the park in front of the Juliana School.





Diamonds International

As the largest jewelry retailer in the Caribbean, Diamonds International set-up their Lend-A-Hand foundation to help community/charity and environmental projects. Diamonds International offers their greatest attribute, their workforce, to worthy projects that need a few extra hands. Last month, a team of 17 employees were proud participants in the 4th Lend-A-Hand Project in Aruba, spending their day at local orphanage Casa Cuna.

The Lend-A-Hand team designed and constructed a new bicycle storage space making room for a much needed kitchen, so that the orphanage can keep generating funds from parties. They painted, installed shelves and organized the room used for donations of toys and clothes received during the year, and put a fresh coat of paint throughout the premises.



Environment

Green Aruba / Europe Meets Americas Conference

This Conference is part of the continuing commitment of the government to develop Aruba as a strategic business hub from and to the Caribbean Region and Latin America. Building on the momentum of the Green Aruba Conference IV (October 2013) and the last Europe Meets the Americas conference (May 2013), this combined conference “GA-EMA” aims to bring companies and investors from Europe, Latin America and Aruba together on the subject of bringing sustainable solutions to the Caribbean and Latin America and the economic possibilities that Aruba has to offer in facilitating such business and trade relations.

The GA-EMA conference will focus on sustainable energy, technology, infrastructure and tourism. Prominent speakers will show what sustainable technology is available, how it can be applied and what are the opportunities. Companies can showcase their products to potential buyers or partners during the tradeshow and pre-arranged B2B meetings. Aruba is a gateway between the Americas and Europe and can play an important role for companies from both Latin America and the EU as a stepping stone, showcase and meeting place.



Turtugaruba

Sabrina Wilson Barrett, 18, staying with family members at La Cabana Beach Resort & Casino, had a special high school senior project in 2013; she made bracelets and key-chains of natural materials, selling them at the resort and donating all proceeds to Turtugaruba, a non-profit foundation for the conservation of sea turtles and their habitat in the wider Caribbean, especially on and around Aruba. Her efforts continue.

The plight of the Caribbean sea turtles fighting for survival in the face of modern beach development, and the need to raise awareness and protection for sea turtles across the globe, motivated her to help raise money for the foundation. For more information about conservation of sea turtles in Aruba, write to turtugaruba@hotmail.com.

Photo by: Armando Goedgedrag



Events

Aruba International Regatta

Aruba International Regatta took place during the weekend of August 16 and 17 at Surfside Beach in the harbor of Oranjestad, Aruba. Despite the strong winds, hundreds of sailing enthusiasts enjoyed the most successful edition of this regatta ever. The challenging sailing conditions in combination with great ambiance on-shore and a beautiful self-built boat exposition made for an unforgettable weekend.

124 participants ranged in age from the young optimist sailors to sunfish, beach cats, yachts, kitesurfers and windsurfers, but also micro miniature boat competitors. The six-mile courses designed by race director Anthony Hagedoorn ensured fast tactical racing. Overall cup winner Sunbelt Realty Dash from Curacao with Captain Remco van Dortmond beat the competition in the racing class. In the open class, Eva Luna, sailed by regatta founders Eric and Anita Mijts and their crew, took first place. Visit www.aruba-regatta.com or Facebook for more information on details and exact dates for next year's event.



Caribbean Sea Jazz Festival

The 8th Caribbean Sea Jazz Festival will take place at the Renaissance Festival Plaza on Friday, October 3, and Saturday, October 4, 2014. The festival can host up to 6,000 visitors per day.

The Caribbean Sea Jazz Festival announced Prince Royce as its headlining act, during a recent press conference at the Renaissance Marina Tower. The American bachata recording artist, musician and record producer from the Bronx, New York, who is an international heartthrob announced that he will give a private concert to a local school in a contest. The contest involves coming up with an action plan to eliminate plastic bags from the landscape, and the school that designs the best plan wins the concert.

Performances take place at three different stages, two outdoors and one indoor. On 'Latin Night', October 3, the most popular Bachata singer Prince Royce will perform, as well as the 13-man band Gualao from Colombia and the Caribbean jazz band Eric Calmes & Friends from Curaçao. October 4, 'Jazz Night', includes top-performances by internationally renowned Candy Dulfer & Band, and LiV Warfield & New Power Generation Horns, along with superstar Prince. The Richard Bona Quintet will also take the stage.

The Festival Plaza offers a food court, refreshments at various bars, and a local art exhibition at the festival's indoor art gallery. For online tickets and more info visit caribbeanseajazz.com or facebook.com/caribbeanseajazzfestival.



3rd Battle Of The Food Trucks

The island's food trucks are going to war! And it means victory for you! Food trucks will be cooking their favorite dishes just for you, all while vying for the title of "Best Food Truck on the island!"

This family-friendly event combines Aruba's food truck culture and live musical performances from local bands and DJs to produce an epic bash with an island twist. The 3rd annual Battle of the Food Trucks, a showdown of tasty proportions will be taking place on October 24th and 25th at the Tropicana Aruba Resort & Casino



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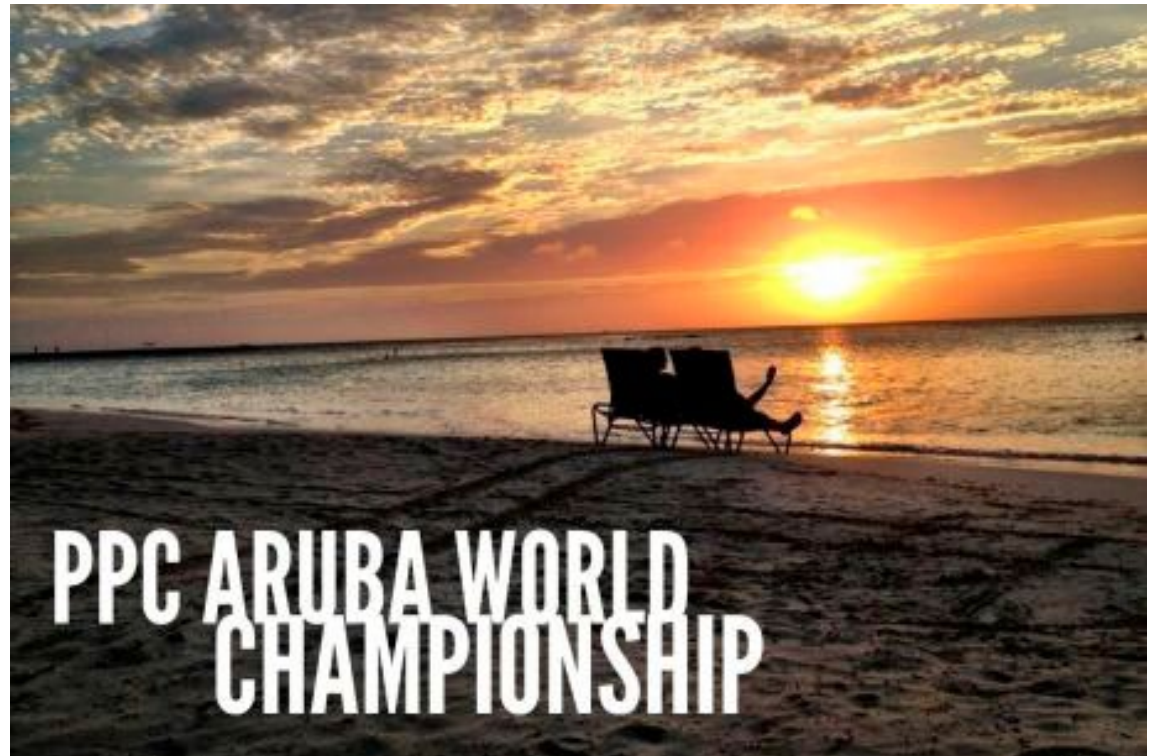
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PPC Aruba World Championship

The PPC Aruba World Championship, which will take place from October 15-21, 2014 at the Radisson Aruba Resort and culminate in a \$2,200 buy-in, \$200,000 Guarantee Main Event, has already qualified 60 players for the headline tournament. That means there is already \$120,000 in the prize pool before the series has even started.

“The PPC Poker Tour will send most players to Aruba this year by far. Mix in the allure of Aruba and we are looking forward to our biggest field yet. This year will be one crazy ‘poker-cation,”

said a PPC executive. Tournament organizers are expecting between 200-250 players for the Main Event.

In addition to the Main Event which will be covered live by PokerNews for the second year in a row, the PPC Aruba will feature a \$5,300 buy-in High Roller NLHE/PLO Mix, Senior Poker Tour, LIPS Tour events, and small \$65 buy-in nightly turbo tournaments every night. Regular events will all start at 4pm, which allows players to enjoy all Aruba has to offer.