



Aruba Tourism
Authority

Aruba Product Update

September 2015

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.

Below we offer a synthesis of some of the most prominent and important news during the month of September 2015



ATA News

“Duna Aruba e miho Dibo”

In conjunction with International Tourism Day, ATA is stepping up its national awareness campaign “Duna Aruba e miho Dibo” which translates to “Give Aruba the best you can be”. They are utilizing buses as billboards in motion to stress the importance of study for young people as the key to their future; the importance of safety and preserving Aruba’s cultural heritage; and the multi-cultural and multi-lingual aspect of the community. Ronella Tjin Asjoe-Croes, CEO of ATA, emphasized

that every person has an important role in the island’s future and that ATA counts on the entire community to continue to safeguard, grow and develop tourism in a sustainable manner. While Aruba is selling an experience based on service excellence and hospitality to tourists, it is just as important to extend this same spirit of cordiality and respect to all those in the community. “Bringing positive messages forward is a key part of ATA’s work,” Tjin Asjoe-Croes stated.





Aruba Convention Bureau

IncentiveWorks in Toronto is Canada's largest tradeshow for buyers of meetings and incentive travel services and attended by high profile Canadian corporate travel companies. ACB had a double booth, joined by Roosje Jacobs of Aruba Marriott Resort & Stellaris Casino, Karl Wentzel of the Hilton Aruba Caribbean Resort & Casino, and Wichita Villacres of ECO DMS Aruba. ACB and its partners met with many Canadian meeting planners throughout the two-day event. ACB sponsored a hole at the annual golf tournament hosted by SITE Canada attended by over 50 meeting planners.

Held in Punta Cana, Dominican Republic, the annual Caribbean Meeting & Incentive Exchange (CMITE) conference is a premier one-to-one MICE event focusing on North American corporate travel. ACB sponsored the opening day breakfast allowing stage time for a presentation to an audience of 60+ planners. ACB also had one-on-one appointments with 20+ planners and participated in multiple networking events throughout the show.



Restaurant Service Workshop

Together with Art of Dining Service Management, ATA organized a workshop focusing on restaurant service in connection with the first "Eat Local" Restaurant Week, and in line with ATA's campaign stressing personal development. The workshop was well attended by representatives of participating restaurants. Food and wine specialist Monrick Croes provided "tips and tricks" key to service and sales. To sell food, one must know how to give menu suggestions, describe the dishes in a pleasant and knowledgeable way, know terminology, and, of course, provide good service. During Restaurant Week, 60 different restaurants around the island will present special menus that include local ingredients and specialties. The complete listing of restaurants is found on www.aruba.com/eatlocal.





Aruba Tourism Authority - Netherlands

On September 8, Aruba Tourism Authority Netherlands took part in a luxury fair organized by Friends of the Brands. Named "Like My Brand", the men's edition at the prestigious Harbour Club in Amsterdam focused on the 100 most influential men in the Netherlands - from celebrities to businessmen to artists. Aruba, the only destination taking part, created a special space consisting of Aruba aloe products and banners, a special Aruba lounge sofa and a sexy carnival dancer. ATA NL pulled out all the stops, presenting Aruba as a premium holiday destination. Among the high-profile men present were the biggest sports anchor in the Netherlands, Jack van Gelder; former Dutch international football player Ronald de Boer; Ajax football player John Heitinga, Dutch TV host Eddy Zoe, and several well-known actors.





Honors & Awards

Magellan Awards

The Aruba Tourism Authority won a 2015 Gold Magellan Award for Aruba Cultura in the Destination Marketing - Event category, having brought Aruba to life through a dynamic cultural experience with authentic storytellers in the #1 US market. Aruba also won a 2015 Silver Magellan Award in

the Caribbean Eco-Friendly "Green" Destination category (there was no Gold winner this year). The awards for excellence within the travel industry are presented annually by Travel Weekly. All Magellan Award winners will be highlighted in the October 19 issue of Travel Weekly.



Bucuti & Tara Beach Resort

Bucuti & Tara Beach Resort continues to expand its green initiatives with its new LEED® Silver certification. The Leadership in Energy & Environmental Design (LEED) rating system developed by the U.S. Green Building Council (USGBC) is the world's foremost program for buildings, homes and communities that are designed, constructed, maintained and operated for improved environmental and human health performance. Bucuti is proud to be the only Caribbean hotel awarded LEED Silver certification. "Becoming LEED-certified is a critical step in our efforts to protect the world we share especially since rising sea levels threaten our very existence," says owner Ewald Biemans. "We want to inspire others near and far to make the environment and our earth's future a top priority."



Hollywood Smokehouse

Recently, Aruba's only authentic smokehouse, the Hollywood Smokehouse, was featured in a special travel edition of USA Today highlighting some of the best happy hours from bars/ restaurants throughout the Caribbean. It was the only bar/restaurant to make the list from Aruba.

"America meets Aruba, the owners are from North Carolina and the craft cocktails are made from local ingredients like the juice from the aloe plant." The restaurant's craft cocktails and herb-infused liquors (they grow their own herbs right on the restaurant patio) have been featured on international TV programs.



Caribbean Journal Recognition

Hadicurari Beach, Aruba, has been named among Caribbean Journal's Top sexiest beaches in the Caribbean. "Also known as Fisherman's Huts, this isn't Aruba's most famous beach, but it's the original hangout beach on the island just past the Aruba Marriott. It was sexy before there were big hotels, and it remains so today. Aruba's beaches are seductive for their remarkably calm quality, and this is one of the top spots."

Palm Beach, Aruba was named among Caribbean Journal's Best Caribbean Beaches for Weddings. "Aruba is defined by its great beaches, and this is the flagship beach in Aruba, a little northwest of the capital, Oranjestad. There is a cluster of great hotels right on the beach, from the Hyatt Regency to the Aruba Marriott. Aruba is also outside the hurricane belt, making it an even better bet if you choose a summer Caribbean wedding."



Caya Ewald Kurt Biemans

Ewald Biemans, owner of Bucuti & Tara Beach Resort, was recently honored by the Aruba government with a street named after him in recognition of his outstanding contributions to tourism and sustainability in Aruba. In 1987, Bucuti Beach Resort opened its doors and has since been known for its excellent service, tranquil beachfront ambiance and adults-only accommodations, adding on 40 luxurious suites 17 years later.

Over the years, the resort has garnered an impressive collection of international awards. It is the only hotel in Aruba and the region with four different environmental certifications: LEED Silver, Green Globe, Travelife Gold and ISO 14001. In 2014, Biemans was named Green Hotelier of the Year at the Caribbean Travel Awards. In 2015, Bucuti & Tara won TripAdvisor Traveler's Choice Award for #1 hotel in the Caribbean.



Resorts

Manchebo Beach Resort & Spa

Famous international yoga teacher Laura Sykora led a week long yoga retreat with her mentor Victoria Arvizu, featuring classes and workshops at the Manchebo Yoga Beach Pavilion and Stand-Up Paddle Board Classes at the Fishermen's Huts. Laura is an Instagram Yoga celebrity with more than a million followers. "The resort is delighted

to host yoga retreats and work together with great instructors," says Edgar Roelofs, General Manager. "We have started our wellness journey years ago with our exotic beachside spa facility Spa del Sol, and a complete yoga program featuring 11 weekly classes hosted by renowned local yoga instructors in addition to daily Pilates."



Hilton Aruba Caribbean Resort & Casino

Welcome Hilton Blue Energy

The opening of the Hilton Aruba Caribbean Resort & Casino was celebrated with enthusiasm and pride by the resort's 412 team members. They were ignited by the Blue Energy, the unique spirit and energy that characterize the brand.

A Royal Celebration

The Hilton Aruba Caribbean Resort & Casino hosted a royal appreciation party in honor of its many local corporate clients. The resort also rolled out a preview of their 2015 holiday décor and menus. Guests enjoyed a fantastic evening, visiting interactive food stations, elegantly prepared by Chef Hector Espinoza and his culinary team.

Global Week of Sales

The resort's sales team participated in Hilton Worldwide's first ever Global Week of Sales. The sales team spent the week of September 13 connecting with customers, nourishing existing relationships, creating new business opportunities and converting tentative business to definite business. Clients learned about exciting new meeting promos and group offers.

The Kings and Queens of Clean

September 13-19 marked the celebration of the annual Housekeeping Appreciation Week. The week was celebrated with an array of fun events and activities enjoyed by all. General Manager Olivier Maumaire and his management team thanked the team members who are at the heart of guest satisfaction.

Aruba Marriott Resort & Stellaris Casino

Press Day

Aruba Marriott Resort & Stellaris Casino celebrated International Press Day with the local press in honor of their hard work and dedication to their important roles within the community. Press members were invited to a succulent brunch at La Vista Restaurant. Raffle prizes included a weekend stay and a dinner for two. All press members received a token of appreciation to try their luck at the Stellaris Casino after brunch.

New Sunset Happy Hour

Recently, the press was welcomed by the Director of Sales & Marketing Carolina Voullieme and the marketing team with a Mojito or Caipirinha. Restaurant Manager Michel Fricke explained the various offerings at La Vista including the new daily Sunset Happy Hour that takes at La Vista's new lounge area. From 5:00 pm to 7:00 pm, locals can enjoy 50% off drinks. There is a special performance every Friday by a local DJ, and on the last Friday of the month, Happy Hour features a special celebrity DJ. After enjoying the Sunset Hour on Fridays, locals can savor in the exquisite "Grilled to Perfection" dinner buffet for AWG 65.00 per person, from 5:30pm to 10:30pm. It features roasted prime rib, baby back ribs, prawns, crab legs, a delicious pumpkin and pecan pie and much more.

20th Anniversary Gala Event

Celebrating its 20-year anniversary, the resort organized a grand evening shared with customers, vendors, media, partners and associates. The gala event took place in the Grand Ballroom, complemented by elegant white drapes, stunning light effects and contemporary lounge areas. An exquisite array of hors d'oeuvres was presented by the culinary team led by Executive Chef Teddy Bouroncle. Fernando Mansur, Elite Productions, Rosetty Eleanora and High Performance orchestrated the dazzling room decoration. Tom Calame, Complex GM, thanked his elite guests for their continuous loyalty, support and partnership during the years, making the hotel one of Marriott's top performing resorts in the region. NutzBeatz and Buleria provided fantastic musical entertainment.

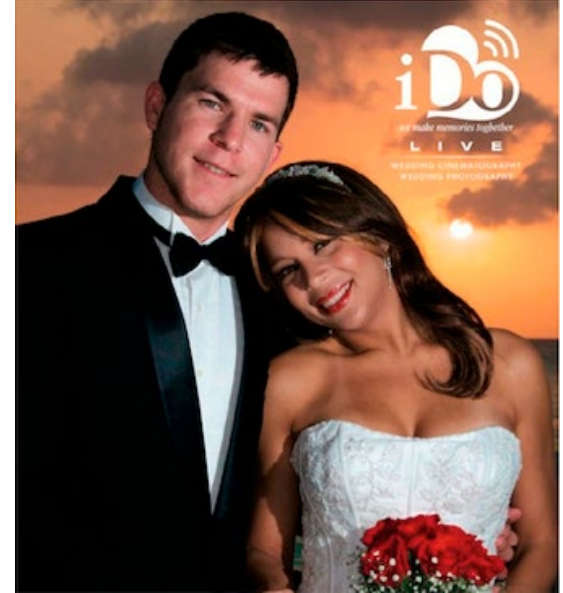
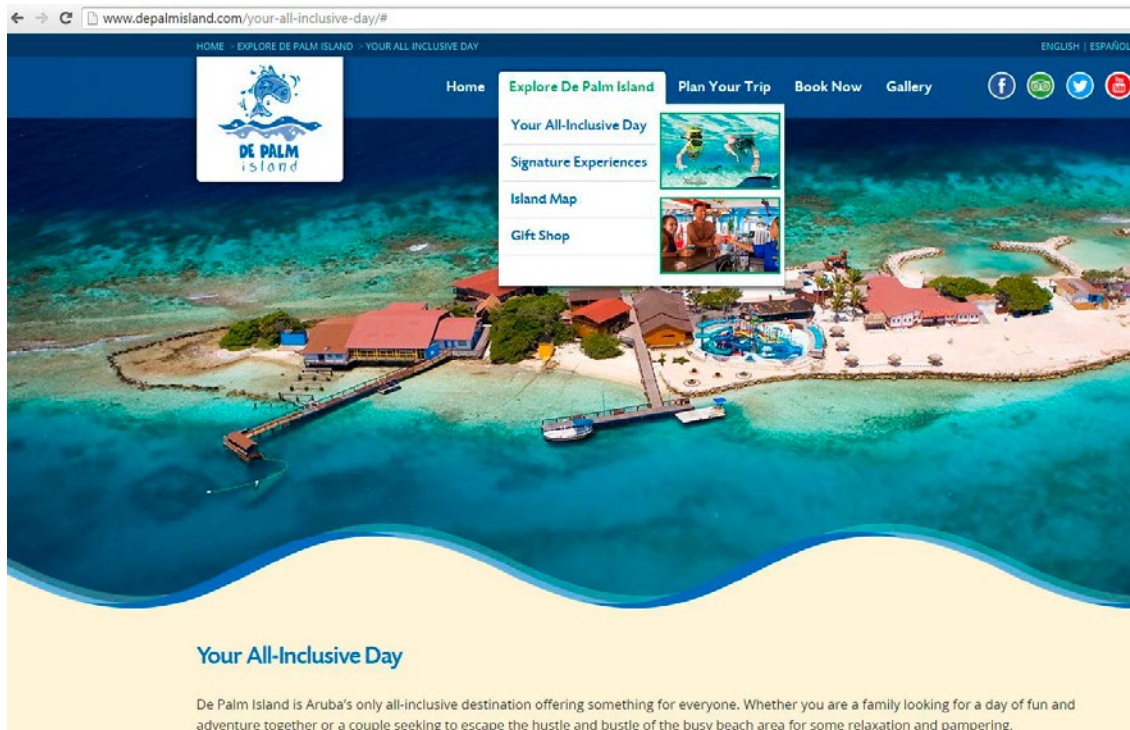


Activities

De Palm Island Online

With the addition of many new activities at De Palm Island including zipline and air-jumpers, De Palm recently launched depalmisland.com. This new website provides complete information about all of its activities, complemented by stunning images. It also features a fun interactive island map and

a booking engine. The website is designed by CaribMedia. Good news for Spanish speaking clients and partners of De Palm Tours is that the website is now also available in Spanish. Soon depalmtoursdms.com for corporate group events will also be available in Spanish.



Weddings

iDoAruba

iDoAruba recently upgraded their equipment to be completely wireless and allow more compatibility with social media. They can stream live wedding ceremonies on their website, Youtube and Facebook, and are compatible with all handheld devices, both iOS and Android, private broadcast or public. Unlimited viewers are possible as well. This service is a special value for brides and grooms on their special day. Visit their new website <http://ido.ishmedia.com>.



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Events

Iron Chef Aruba Competition

The much-anticipated Iron Chef Aruba competition, produced by Island Temptations magazine during ATA'S first annual Restaurant Week, will feature three of Aruba's top chefs. The event will take place at The Alhambra Ballroom on October 8. Executive Chef Steven Toevs (United States), Executive Chef Teddy Bouroncle (Peru), and Executive Chef Ever de Pena (Aruba) are competing for the trophy this

year. In addition, three of Aruba's best bartenders go head-to-head in the Bartenders Brawl during the cocktail hour preceding the live, onstage chef competition with a challenging mystery basket component. Judges are hospitality professionals, including celebrity Belgian chef Ruth Van Waerebeek, author of several critically acclaimed cookbooks, and featured in Gourmet and Food & Wine magazines.

Restaurant Week

From September 28 - October 9, 2015, Aruba invites guests to explore local culinary delights during the Eat Local Aruba Restaurant Week. Participating restaurants have prix fixe meals showcasing local cuisine for very reasonable prices, with lunches priced at \$ 15 and dinners \$30-\$40. More than 55 restaurants are signed up. The new initiative was developed by the Aruba Tourism Authority (ATA) to showcase Aruba's diverse culinary scene and highlight the island's flavors by incorporating locally inspired dishes in the menus of participating restaurants. Visit www.aruba.com/eatlocal to ensure a table at your favorite restaurant.

