



Aruba Tourism
Authority

Aruba Product Update

September 2016

The Aruba Tourism Authority (ATA) is the Destination Marketing 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 September 2016



Meetings and Events

Aruba International Pro-Am Golf Tournament 2016

In the past three years, ATA NL has worked extensively in pursuit of the Dutch golfer and the golf world in order to reach out to the affluent traveler and demonstrate that Aruba is a premium destination with excellent golf facilities. This year, ATA became a sponsor of the BMVG (Batouwe Minder Valide Golf), a high-profile organization that, through its high flying members, tries to raise awareness for disabled golf. As a result, Power Tech Base, a company that manufactures handicarts to be used by disabled golfers, donated a handicart

worth 9.000 EUR to ATA to be used at Tierra del Sol. BMVG also contributed towards this handicart and some of the board members took part in this year's Aruba International Pro-Am Golf Tournament as part of the Dutch delegation. The handicart was flown to Aruba in time for the tournament at Tierra del Sol on August 26, unveiled by the management of ATA, the chairman of the BMVG; Jack van Gelder, the #1 sports anchor in the Netherlands, and former Olympic hockey champion turned entrepreneur Elsemieke Havenga.



ARUBA HAPPINESS 360° WORLD TOURISM CONFERENCE



Happiness 360 Conference

ATA has for years focused on creating experiences for visitors in which happiness and authenticity are key elements. Its marketing efforts highlight Aruba's people, music, history, local food, and customs. ATA was therefore honored to host the Happiness 360 Conference, September 13-14, in cooperation with the UNWTO. A distinguished panel discussed the concepts of happiness and culture as important aspects of the tourism experience. The panel included April Rinne, sharing economy advisor, advocate, pioneer, and investor, who stated that Aruba can be a world leader in this market and praised ATA for being progressive, innovative, and proactive in this area. Last year, 33% of the island's visitors stayed at alternative accommodations outside of hotels.

Other notable speakers included Shawn Sullivan, public policy leader for Airbnb in Central America and the Caribbean, and Dr. Robert Waldinger, psychiatrist, psychoanalyst, and Zen priest at Harvard University, and facilitator of one of the top-viewed TED Talks in history, "What makes a good life." Also addressing the group was Florida-Caribbean Cruise Association (FCCA) President Michele Paige, instrumental in carrying forward the FCCA mandate that reinforces ties between the cruise ship industry and the Caribbean/Latin American region. For the first seven months of 2016, 186 ships carried 336,884 passengers to Aruba, representing 10.1% growth year over year. All the delegates experienced Aruba's hospitality, art, and culture during the opening ceremony.



Green Aruba Conference

November 16-18, 2016, Aruba will host its 7th Annual Green Aruba Conference. An initiative of Prime Minister Mike Eman for a green and sustainable Aruba, it showcases goals achieved from the previous year, exhibits the experiences and knowledge of other

institutions and island nations in this field, and provides the opportunity to communicate and set new objectives. Green Aruba is an expert-level platform for information exchange on sustainability, helping those on the path of transformation to a sustainable energy mix.



CHALLENGE ARUBA *we are triathlon!*

Challenge Aruba

The Challenge Family recently announced its newest addition to the global series of long distance triathlons. Set over the half distance, CHALLENGE ARUBA will take place on October 23. The course stands out not only for its beauty, but also for its speed, variety, and quality, beginning with the 1.9km swim in front of Palm Beach. The 90km bike course consists of four laps along the coastline, passing through popular beaches before heading to the lighthouse. The run course is entirely along the beach, consisting of three laps that alternate between the boulevard and the beach path. A sprint distance race will also be available, consisting of a 750m swim, a 22.5km cycle, and a 7km run. An extensive and varied program of additional activities will ensure that triathletes and their companions get the most out of their stay. In the buildup to the event, athletes can participate in clinics and seminars given by triathlon icons Marc Herremans and Tim DeBoom as ambassadors of the race. For entries and further information, visit www.challenge-aruba.com.

Around Aruba

California Lighthouse

August 26 marked the inaugural re-opening of the California Lighthouse. Originally designed to warn ships away from the coastline of Aruba, this iconic lighthouse today affords visitors the most spectacular views of the island.

Located in the area known as “Hudishibana,” near the island’s northwestern tip, this old stone lighthouse was named after the S.S. California, which sunk previous to the lighthouse’s construction in 1910.

The lighthouse has become one of Aruba’s most iconic landmarks and offers a picture-perfect, 360-degree view of the island’s western coastline of sandy beaches, the rocky northern shoreline, and the beautifully landscaped Tierra del Sol Golf Course, quite amazing at sunset.

Guests can now climb up accompanied by a tour guide, with photo opportunities at the highest lookout point. Tickets can be purchased at arubalighthouse.com or viator.com, or in the lobby of El Faro Blanco Restaurant. Each ticket holder will receive a complimentary dessert with the purchase of a main course at the restaurant.





Resorts

Aruba Marriott Resort & Stellaris Casino

The first Marriott Kids Camp Week was held during the last week of July, filled with fun and educational activities for about 80 kids.

On the first day, an educational property tour was held during which the kids got to learn more about the Aruba Marriott and where their parents work. After the tour, the kids were treated to a cupcake-decorating and -tasting session in the Grand Ballroom.

The second day was all about a splashing good time! Several water activities were set up on the Marriott Beach, as well as two bouncy water houses.

On the third day, the kids went on an educational and fun bus tour where they visited the Donkey Sanctuary, went to Aruba's

Arikok National Park for a short presentation on the importance of nature conservation, and lastly, visited Santa Rosa for lunch. There was no better way to end the Marriott Kids Camp than with a fun movie night held in the Grand Ballroom.

Family Vacation Critic

Family Vacation Critic, TripAdvisor's family travel site, features family-tested, family-approved hotels across the globe and helps a million families each month to plan and find the best trips. To achieve this status as a Family Vacation Critic Favorite, the resort received a rating of 4+ from the site's editorial staff, and at least 75% of family reviewers gave it a 4+ rating in their reviews.



Tropicana Aruba Resort & Casino

The Tropicana Casino is always buzzing with excitement from state-of-the-art slots to blackjack and poker tournaments. During the month of August, promotions included \$3 Happy Hour Blackjack and \$0.25 Roulette, and daily Double Down Happy Hours at the casino's popular sports bar & lounge. The Spin the Big Wheel & Win promotion guaranteed prizes daily. Players got a free spin to thank them for playing. There was also daily bingo with \$1,700 in prizes and double-points days. The incredibly exciting Super Plinko was played Wednesdays, with one winner every hour plinking his way up to \$2,800 Slot Play. Guys' Poker Night on Thursdays featured a poker tournament at the Double Down lounge. The Beat The Boss tournament boasted a \$150 bounty. A deluxe duffel bag was the Players Gift Giveaway of the month.

Hilton Aruba Caribbean Resort & Casino

A Hilton Worldwide Group Sales Team from the USA sampled Aruba's outstanding menu of tourist services and attractions firsthand. As guests of the resort, they were given an overview presentation of the ongoing multimillion-dollar refresh of the property. Director of Operations Jaap van Dam and Director of Sales and Marketing Mari Garcia assured them that the property will forever maintain its West Indies-inspired spirit and style. The refresh will capitalize on the distinctive architecture and open-air design, originally masterminded by the renowned American architect Morris Lapidus in the late 1950s. Plans call for furniture, fixtures, and décor that recapture that retro era, safeguarding the resort's genuinely Aruban identity. The team enjoyed local fare at the welcome reception, went sailing and snorkeling on a private De Palm Tours catamaran, took an island tour, and had a picnic lunch. The Farewell Reception & Dinner on the beach near eforea Spa featured a Carnival show and BBQ specialties. At a farewell breakfast at the Sunset Grille restaurant, the team received souvenirs, including Aruba-inspired T-shirts and caps, hot papaya sauce, and Aruba Aloe products.

“Spoil Team Member Day”

The resort transformed a portion of its ballroom into a day spa on the occasion of Spoil Team Member Day, enlisting the support of the island's beauty experts, the consultants at Maggy's Perfumeries, to offer pampering mini facials, hair analysis, mini manicures, flash makeup, and a fragrance expo, all on a regular work day. Focusing on everyday makeup and skin care, improved grooming, and a better look at work and at leisure, team members enjoyed the program and the expo of top-selling fragrances and cosmetic products. Director of Human Resources Glenn Farro welcomed the proposal made by “Maggy's on Demand” to reach out and set up shop at the resort for the day. “It's a great initiative,” he said, “as it made our team members feel pampered and special.”

The Sunset Grille

The Sunset Grille recently received an added feature—a cocktail bar. The beautifully appointed and fully stocked bar offers classic and modern cocktails as before-, during-, or after-dinner options. Guests may ask the mix master for the wine and beer list, but most opt for the “Better Bar Experience,” where bartenders share their knowledge of cocktails and spirits while expertly creating craft cocktails from fresh juices, homemade syrups, fruits, herbs, and unique garnishes. Among the novel specialty cocktails are the Ravenous Pineapple, with silver tequila, fresh pineapple, and mint leaves, splashed with prosecco, and the Watermelon Margarita, with silver tequila, agave syrup, fresh watermelon cubes, and lime juice. The martini bar list includes the Dark Chocolate Martini, as well as the iconic 1990s Classic Cosmopolitan and the Lemon Drop Martini. Open seven days a week, the restaurant features a gourmet four-course surf & turf menu on Wednesdays at \$49.95 per person.





Hyatt Regency Aruba

THRIVE Embrace Project

Hyatt THRIVE, Hyatt Regency Aruba's corporate responsibility platform, was designed with the Aruban community in mind. Centered on giving back to the island that has supported the resort for the last 25+ years, the series focuses on four distinct pillars: Environmental Sustainability, Education and Career Readiness, Economic Development and Investment, and Health and Wellness. Hyatt Regency Aruba's THRIVE series has been openly welcomed by the community, associates and guests. On July 7, Associates and Managers joined a team of volunteers to give back to the community. With the goal of giving families in Sabana Liber a safe and clean place to have fun together, this particular project involved cleaning up the family park located within the neighborhood. After two full days of hard work and clean-up, families living in the neighborhood can truly enjoy the park.



Divi All Inclusive Resort

On the occasion of the 100th birthday of Rosetta "Nana" Radabaugh, her extended family arrived in Aruba ready to surprise the matriarch every single day of her stay on the island.

The family took the grand lady sailing and island touring, and on one of the stops she was met by a representative of the Aruba Tourism Authority, who named her a Goodwill Ambassador of Aruba. Food & Beverage Director Freddy Zedan helped orchestrate a party at Pure Lime Restaurant and surprised her with a beautiful birthday cake in honor of the major milestone.

"It is a great honor for Divi Resorts, staff, and management to join in this uniquely amazing occasion," he said.



Restaurants

Eat Local

Starting October 1 and lasting through October 31 2016, the One happy island of Aruba invites guests to explore local culinary delights during the second annual Eat Local Aruba Restaurant Month.

Preparations are in full swing for this culinary event, highlighting authentic Aruban cuisine for a full month. The restaurants' prix-fixe meals allow visitors to enjoy local cuisine for a very reasonable price, with lunches costing \$15 and dinners \$30-\$40.

No passes, tickets or vouchers are required — attending diners can simply visit their favorite participating restaurants throughout the program dates to enjoy the special menu offerings. Participating restaurants include 62 establishments incorporating authentic local dishes in their menu.

Restaurants that already feature local menus are adding on specials and accenting on the local flavors.

This 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 aruba.com/eatlocal to ensure a table at your favorite restaurant!



BLT Steak

In partnership with ESquared Hospitality, The Ritz-Carlton, Aruba, proudly announced the one-year anniversary of its award-winning restaurant, BLT Steak. The world-renowned restaurant empire opened its second outpost in the Caribbean last August, following the extraordinary success of BLT Steak at The Ritz Carlton, San Juan.

The BLT Steak space in Aruba includes elegant indoor and outdoor dining options, as well as a private dining room for special occasions. BLT's iconic design and décor are showcased alongside a vibrant bar and lounge area featuring curated specialty cocktails, craft beer, and a robust wine list with selections from around the world.

In celebration of the one-year anniversary, guests were invited to enjoy BLT Steak's daily Special Sunset Menu, including choice of one appetizer, main course, side, and dessert.

MooMba Beach

More than 3,600 people came to enjoy Summer Splash on August 14, with Amstel Bright buckets flying across the bar. Top shows came from local talent Jeon as well as Mulato from Venezuela, with his super reggae act. Locals mixed with visitors, and radio DJs of Cool FM 98.0 were in splendid form. MooMba's restaurant was filled to the max all day long. The stage saw an impressive lineup, including Top Rankin, DJ Bu, Marc Era, DJ 101, BigRig, Renzo M "The MixMaster," and Dizzy, all contributing to a night of wonderful vibes and music.

Café the Plaza

To celebrate its 25th anniversary, the restaurant will present an entire month of festivities, including a karaoke contest, amazing discounts and prizes, kids' activities, and the inaugural Strongest Man competition. Part of the proceeds of the anniversary month will be donated to SABA, the foundation that takes care of Aruba's elderly. Starting on October 6, the Strongest Man competition will feature muscle-defying demonstrations of strength combined with a quiz. Participants will climb on a pole, be harnessed in, and stand on one leg for as long as they can while answering a wide array of questions, as well as show their strength in tractor pulling, tire-and barrel running, and deadlifting. During the first weekend, there will be activities for kids and a broadcasted old-timer show. The main sponsor is Balashi Beer.



Business

Deloitte Dutch Caribbean

Deloitte Dutch Caribbean recently organized a seminar on the latest tax developments at the Aruba Surfside Marina. Prof. Dr. Peter Kavelaars, who is a partner at Deloitte, a professor of fiscal economics at the Erasmus University Rotterdam, and a professor at the University of Curaçao, gave an interesting lecture on the latest tax developments in the Netherlands and Europe. His audience was

made up of professionals from local accounting firms and businesses, entrepreneurs, employees of the Aruba Tax Department, and several colleagues of the Deloitte Aruba office. At the end of the seminar, guests enjoyed a casual sunset cocktail hour on the lovely deck overlooking the Caribbean with butler-passed hors d'oeuvres and cupcakes served with the new company logo.



Air Travel

JetBlue Service from Fort Lauderdale

Beginning January 4, 2017, JetBlue will initiate service between Fort Lauderdale-Hollywood International Airport and Aruba with direct flights. Sales began August 29, 2016. JetBlue remains an important strategic partner for Aruba's tourism growth. "Aruba's partnership with JetBlue will continue to elevate Aruba's tourism to new levels," said Minister of Tourism Otmar Oduber. According to Ronella Tjin Asjoe-Croes, CEO of Aruba Tourism Authority, daily service from Fort Lauderdale is important since the Fort Lauderdale airport serves as a key hub bringing visitors from the West and the South, and also from South Florida. In the past five years, JetBlue has brought 20-25% of visitors from the US.

KLM Frequent Flyers Prefer Aruba

KLM's frequent flyers in Switzerland see Aruba as their dream destination, indicated in a survey at the closing of the "Dream Deals" campaign with sister airline Air France. Aruba's safety remains one of the key factors. July 2016 showed a 21.7% increase in Swiss visitors and a 43.7% increase in room nights compared to July 2015, and the average length of stay of Swiss visitors was 12.3 nights. ATA's mission is to continue to attract affluent visitors such as these. KLM has introduced extra flights to Aruba during the summer months and will allocate more capacity in the winter season. The European market has strong growth potential for the rest of 2016 and beyond. The principal markets from Europe are Holland/Dutch Kingdom, Germany, Italy, and Switzerland. In the first seven months of 2016, Aruba received 45,633 visitors from Europe, which represents 6.7% market share and 6.5% growth in stay-over visitors year over year.



Activities

Atlantis Submarines

Once again, this year De Palm Tours' Atlantis Submarines is the proud recipient of the TripAdvisor® Certificate of Excellence award. "Our mission of practicing safety, teamwork, and hard work with an element of fun is reflected in the way we deliver the experiences to our customers," said Warren Stanley, general manager of De Palm Tours. "All credit goes to our staff,

because that's who has driven our average review rating of four and a half stars." Said Heather Leisman, vice president of industry marketing for TripAdvisor, "This recognition helps travelers identify and book properties that regularly deliver great service. TripAdvisor is proud to play this integral role in helping travelers feel more confident in their booking decisions."



Red Sail Sports

The day prior to their wedding day, Gina Maria Lupini and Enrico Pascolini celebrated their wedding rehearsal party amongst friends and family on board the upscale Sunset Sail by Red Sail. Bride-to-be Gina said that the experience on board was one that "is hard to top" and that "the cruise was the highlight of everyone's stay here thus far." "The Red Sail crew not only gave the service all our guests deserve, but they also went above and beyond and entertained like real professionals," added Gina. Isabella Kainama-Rugebregt, Red Sail's sales and marketing manager, commented, "Gina and Rico had the time of their lives when sailing with Red Sail on their rehearsal night! Surprised by their guests with a creative gift and a small pre-wedding cake, the couple could not have wished for a better crowd. We hope to welcome them back to Aruba on their anniversaries." Gina and Enrico stayed at the Aruba Marriott Resort & Stellaris Casino and got married on the beach on August 4, 2016.

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:

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by the 25th of each month for it to be
featured in the subsequent month.

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Culture

Caribbean Queen

For the month of September 2016, Louella Croes is the Caribbean Queen boutique's celebrated local artist, showcasing her charming gemstone jewelry. Louella feels her pieces reflect both authenticity and elegance. She loves working with gemstones such as black onyx, agate, hematite, turquoise, and quartz, and she also favors freshwater pearls and Swarovski crystals.

Caribbean Queen earmarks a percentage of all sales for its Tikkun Olam (Repair of the World) program. The collected funds are given quarterly to local not-for-profit organizations in an ongoing effort to serve the community.

