



Aruba Tourism
Authority

Aruba Product Update

September 2017

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 2017



ATA News

Eat Local Aruba Restaurant Month

Let your taste buds go wild during the third edition of the Eat Local Aruba Restaurant Month!

Starting October 1st through October 31st 2017, the One Happy Island invites you to explore its culinary heritage with locally inspired dishes. This initiative was started by ATA 3 years ago to highlight Aruba's culinary diversity.

With over 70 Participating restaurants offer lunches for just \$15 and dinners for \$30 to \$40.

But the very best thing of all? You can already reserve your table for your favorite participating restaurant! For more information go to www.aruba.com/eatlocal





Successful Day of the Aruba Roadshow in Chile

With a cocktail reception full of fun at the Double Tree by Hilton hotel, the Aruba Roadshow Chile came to a conclusion after two days of visits and presentation in Antofagasta & Santiago. On the 18th floor of the hotel more than 110 Tour operators and travel agents were welcomed as they enjoyed a privileged view of the Capital and also learned more about the “One happy island”.

The Aruban delegation was led by Mirian Dabian, Director for Latin America of the Aruba Tourism Authority; Jerusha Rasmijn, manager of the Aruba Convention Bureau and

Mariza Cartagena, Representative for ATA's office in Chile.

Partners present included Jorge Castillo, Representative for Divi Resorts; Howard Maduro, Regional Sales Manager Divi Resorts; Demmi Rivas, Sales Manager Hotel Barceló Aruba; Angelo Tromp, Regional Operator of Palm Tours; Ursula Fuentes, Representative for Chile Hoteles Riu; Paola Salazar, Representative for Chile Hotel Holiday Inn Aruba; Carolina Voullieme, Director of Sales and Marketing Aruba Marriott and Ivelisse Simon, Sales Executive Aruba Marriott.



ATA Celebrates World Tourism Day

In observance of World Tourism Day on the 27th of September, every year ATA celebrates with a session focusing on various topics of importance to Aruba's tourism.

ATA CEO Ronella Tjin Asjoe-Croes opened the conference with a presentation entitled “ATA's strategic direction for 2018: The Big Picture”. Tjin Asjoe-Croes recognized the local community as a key ingredient in the development and success of the island's sustainable tourism.

Speakers included Olivier Henry-Biabaud, CEO of Tourism Competitive Intelligence, speaking on “Mapping Aruba's Competitiveness on the Global Scene: What data tells us”. Greg Wasiak and John Speers from The Concept Farm talked about the “Evolution of the North America Creative Campaign”. With emphasis on the “Authentic Aruba: A first look at the Strategic & Creative Evolution”.



ATA Mexico Participates in World Meeting Forum (WMF)

ATA Mexico, participated in one of the largest events of Latin America the World Meeting Forum (WMF) from July 11th - 13th, 2017. An event that gathered the region's most important tour operators. The local office offered a panel about the advantages of Aruba to carry out incentive trips and granted more than 15 interviews during the 3 days of the forum with the most important

media outlets for Tourism in Mexico, where emphasis was placed on the areas of MICE and Bleasure, combining business with pleasure, as one of the main attractions of Aruba. This effort achieved more than 3 million impressions during a one-month period that managed to position the Happy Island as one of the most desired vacation destinations in the Caribbean.

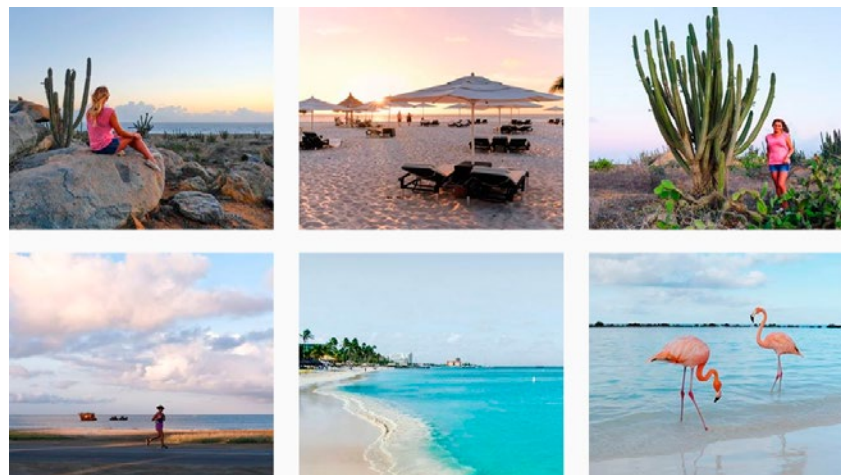


ATA Turns in 2018 Budget to the Minister of Tourism

In the past few months ATA has held various planning sessions and meetings with its board of directors, stakeholders and with the internal team to discuss plans for the upcoming year.

After analyzing the plans and revising feedback from AHATA, A.T.A has finalized the plans and submitted the budget and corporate plan 2018 to the Minister of Tourism on September 4th. Minister Mike de Meza expressed satisfaction with the submission and content of the document and will continue with the process of revision and approval.

The projections for 2017 include growth of 3.7% in stay over arrivals, growth of 2-3.5% in tourism receipts, growth of 7% in number of cruise visitors and growth of 0.8% in RevPar as per AHATA's recommendation keeping in mind the number of rooms that will be out of circulation due to renovations.



Promoting Aruba in Germany

During the first week of September, four prominent influencers in the German market visited Aruba, enjoying a diverse itinerary that showcased everything from beaches and nature to food and the island's people. Andrea Dittmer - youtuber & instagramer Andrea Morgenstern; Marion Vicenta - instagramer & blogger Lady Venom; Sylvia Matzowiak - instagramer & blogger Goldie Berlin; and Milena HeiBerer - blogger Amaze shared their impressions online with videos and articles. Aruba was also showcased in tour operator FTI's Latin America Caribbean roadshow visiting Cologne, Dortmund, Wiesbaden, Nuremberg and Stuttgart. Representing Aruba, Fame Creative Lab had an information booth and trained about 80 travel agents in each city.



Aruba

CSR Group Experience Guide



Aruba Convention Bureau Launches Corporate Social Responsibility Guide

In September, ACB launched the first version of its Corporate Social Responsibility “CSR” Guide, as an aid for Aruba’s visitors to give back and contribute to the local community in projects large and small.

This guide is also useful to tourism partners in directing interested clients to a CSR program on-island, as well as for groups to include CSR initiatives in their program. For more information you can contact Diantha Boekhouwer: d.boekhouwer@aruba.com



Aruba Tourism Promoted at Peru Roadshow

On August 10-11, a roadshow was held in Arequipa and Lima, Peru. Operators in attendance included Destinos Mundiales, Costamar, American Reps, CIC and Solways Peru, who invited their best travel agents. In Arequipa, 66 people attended, including Aquarela Viajes, AVA Tours, Arequipa Colors, and Katari Travel. In Lima, about 100 people attended, including Carlson Wagonlit Travel, BCD Travel, CIC Travel, Conquistadores Tours and Viajes el Corte Ingles.

The Aruba delegation included Miriam Dabian, ATA Director for Latin America; Jerusha Rasmijn, Director of the Aruba Convention Bureau; and various hotel and tourism executives including Angelo Tromp of Palm Tours; Carolina Voullieme and Ivelisse Simon of Aruba Marriott Resort & Stellaris Casino; Lucrecia Laborde of the Divi Resorts & Divi All Inclusive Resorts; and Demmis Rivas of Barceló Aruba.

ATA representatives were interviewed by prominent business newspaper Gestión, and Mundo Empresarial, a digital platform and magazine focused on business.



Resorts

Boardwalk Small Hotel Recognizes its Staff

The Housekeeping and Maintenance team of Boardwalk Small Hotel in Palm Beach, a total of eight staff members, received warm words of appreciation from hotel managers Kimberly and Stephanie Rooijackers. Housekeeping Week celebrations kicked off with a team dinner at Benihana. Here the staff enjoyed fun cooking classes at the teppanyaki grill, followed by a delicious dinner.

On Tuesday night the team headed to Sassy Screen Scrapbook for a creative painting session, resulting in colorful art pieces all participants could take home as a keepsake.

No Straw Movement at Divi & Tamarijn Aruba All Inclusives

These hotels are continuing to build a sustainable environment with their latest 'no straw' movement. All of the restaurants and bars on both properties will have the same beverage menus, but all drinks will be served without straws.

According to Alex Nieuwmeijer, Managing Director of Divi Resorts Aruba, "Plastic constitutes 90% of all trash floating in our oceans, and straws are in the top 10 of all items picked up during trash cleanups. This is one of the main reasons we have eliminated the use of plastic straws and other paper and plastic goods throughout the properties.

When you're staying with us, you can rest assured that we're doing everything we can to create an environmentally-responsible experience." The resorts have received Silver certification from EarthCheck, the world's leading certifier of sustainable travel and tourism operators for four consecutive years.



Make Your Holiday Celebration Memorable at Divi Resorts

The 2017 Holiday Party Season was previewed at Divi Resorts at an elegant affair at the beautifully decorated Alhambra Ballroom. Food & Beverage professionals with Corporate Chef Matt Boland, and Executive Chef Anthony de Palm presented delicacies served as shooters, tapas and small plates, including a carving station with grilled tenderloin and whole roasted turkey, a sushi station, a giant paella, Caribbean seafood chowder, lamb chops, and a great variety of petits fours and tapa desserts, prepared by Pure Ocean, Pure Beach, Fusion Wine Bar, Alhambra Ballroom, Sunset Garden Ballroom and Windows on Aruba.

Guests were greeted by the Divi Executive Team, including Managing Director Alex Nieuwmeyer, Director of Banquet and Events Sales Inge Van Roon and the teams at Divi Aruba All Inclusive, Tamarijn Aruba All Inclusive, Divi Village Golf & Beach Resort, Divi Dutch Village and Divi Aruba Phoenix Beach Resort. Said Alex Nieuwmeyer: "From beach to ballroom, Divi Banquet and Events team is ready for any challenge, introducing big and small locations for fabulous customized holiday parties, weddings, and corporate events."



La Cabana Donates to Huize Maris Stella

A recent truckload of donated items was delivered to Huize Marie Stella, as a repeat performance of Father's Day, when La Cabana Beach Resort & Casino delivered meals, hand-shakes and smiles to 160 residents and staff members at the elderly home.

In June, 10 resort staffers with Food and Beverage Director Pierre Kock helped serve meals and wished the elderly an enjoyable Father's Day weekend. Said Pierre, "We are very aware of our social responsibilities and dedicate resources and energy to serving our guests, our associates and our community. Serving lunch at the elderly home was a much-enjoyed experience, and we're planning to repeat it, letting the elderly know they are not forgotten."

This week's gifts accepted at Huize Marie Stella by Merita Tjou-Tam Sin, location manager, and team, included 17 TVs with remote controls and brackets, 30 draperies, 110 pillows and 40 flat sheets, slightly used but in good condition.



Aruba Marriott Innovates Poolside with SnappyScreen

The world's first touchless sunscreen application system is now available at Aruba Marriott Resort, Marriott Aruba Surf Club and Marriott Aruba Ocean Club. With SnappyScreen, you select your height and choose your SPF (15, 30, or 40) on an interactive touchscreen. Nozzles spray you with a very fine mist of sunscreen as the base rotates ensuring complete coverage from the sun's harmful rays. SnappyScreen is completely self-automated providing guests with the opportunity to receive full-body coverage in less than 10 seconds without any assistance.

The sunscreen, SunStyles by SnappyScreen, is a UVA/UVB broad-spectrum, hypoallergenic, alcohol-free, oxybenzone-free, and paraben-free formula, unlike other sprayable sunscreen on the market.

Aruba Marriott Hosts "Like a Local" Press Trip

The Aruba Marriott Resort & Stellaris Casino invited a group of US media for a press trip with a special local theme. The itinerary showcased the authentic elements of Aruba.

The group dined at Atardi for a toes-in-the-sand dinner with many seafood specialties, La Vista for a sampling of Aruban dishes buffet-style prepared by the chefs, as well as Linda's Dutch Pancake House and The West Deck for signature local dishes. They visited the Aruba Aloe Farm, enjoyed a rugged excursion with De Palm Tours to the Natural Pool, had a windsurfing class at Vela Aruba and explored San Nicolas with visits to the Museum of Industry, colorful murals by artists, Cosecha, and Charlie's Bar. Participating journalists represented Mc Clatchy Publishing, Tribune Newspapers, Caribbean Living, Swanky Retreats, Points North Atlanta, Facilities & Destinations and Prevue.



Restaurants

Sixth Edition of Restaurant Week at Aruba Wine & Dine Restaurants

From September 6 – 17, diners were treated to a super deal for a three-course dinner at the eight diverse restaurants of Aruba Wine and Dine. A portion of Restaurant Week's profits is earmarked for Huize Maris Stella, the home of Aruba's elderly. The great variety of the menu selections was impressive.



MooMba's Pincho Combo's are Pincho-Perfect!

Succulent, big, tasty and juicy: that is what a pincho at MooMba Beach looks like. This is the time to go pincho: they are huge and colorful and will put great big smiles on your faces. Served on a special pincho-stand, they are irresistible.

Guests may choose between a beef pincho for \$28, which is made up of 10oz churrasco, a 10 oz. pincho with chicken filet for \$25 or a shrimp pincho with

jumbo shrimps for \$28. All three choices come with plenty onions, green and red peppers and mushrooms. Add to that a bowl of French fries, a garden salad, a BBQ sauce, a garlic sauce and a home-made chimichurri and you will be served a wonderful dinner. So Go Pincho!

The pincho-perfect combo's at MooMba are available between 6 and 10 pm, every day of the week.



Papillon Restaurant Thinks Pink

After the success of the first event in July, Papillon is bringing back Think Pink Night.

During the month of September, on every Monday, Tuesday and Wednesday night, Rosé wines are 50% off. Discounts are by the glass or the bottle.

Come in and enjoy great ambiance while sipping on some of the best Rosé wines on the island and tasting delicious classical French dishes infused with Caribbean flair.



Taste of Belgium Restaurant offers Dinner & Escape

Taste of Belgium restaurant has joined with Escape Room Aruba to offer locals and tourists an ultimate night out.

An escape room is a physical adventure game in which players solve a series of puzzles using clues, hints and strategy to complete the objectives at hand. Players are given a set time limit of 60 minutes to unveil the secret plot. Many different escape rooms across Europe, The US and South America.

Dinner & Escape is a delicious 3-course dinner at Taste of Belgium and one hour of Escape Room Fun for \$68.50. Reservations are for groups of up to seven people to complete the 'hard task' of Escaping the CSI-Themed Room.



Tango Argentine Grill Presents Taste of Art Lunch

Local artist Edith Mensonides, Chef Ronald van Hasenbroek and the culinary team of Tango Argentine Grill teamed up for an exceptional event on September 29.

The four-course gourmet lunch featuring seafood delicacies, paired with superb wines. Guests were presented with a unique lunch plate created by Edith Mensonides, a prolific Dutch artist working and living in the Caribbean for over 18 years. She regularly collaborates in collective projects and selected group exhibitions and shows her work at galleries, events and exhibits on Aruba.



Activities

New Sales & Marketing Professional at Pelican Adventures

Chela De Lannoy is the new Sales & Marketing Manager of Pelican Adventures, bringing with her a wealth of knowledge and expertise in the sales, marketing, events & tourism industry. With her 20-years work experience at various Marriott Resorts & Hotels, her outgoing personality and great customer focus, Chela is a true asset to the Pelican team.

Aruba News

Hurricane Relief Efforts

Scores of Aruban volunteers were dispatched to the island of Sint Maarten, among them law enforcement officers, first aid responders and public works engineers and technicians, to assist local authorities on the ground with their emergency humanitarian relief and infrastructure rebuilding efforts.

Aruba aided the evacuation of 64 dialysis patients from Sint Maarten, coordinated by the health authorities on both islands. These patients are now being treated at various dialysis facilities in Aruba.

The islands hotels opened their doors and their hearts to all those involved in this initiative, and continue to contribute to humanitarian efforts in their own special way.

Welcome to the “Wild West” Saloon Bar Aruba

Saloon Bar Aruba opened its doors for the first time in September 2016. Since then the bar has become one of the the most famous country bars in Palm Beach. The bar is a fantastic place to wind down after a long day at the beach and the perfect setting to party the night away. With a local crew always ready to serve exceptional choices of extreme hangover-inducing cocktails, ice cold craft beers, and shooters, happy offers and special offers are not be missed.

Patrons can relax at the bar while playing their own tunes, video clips, and karaoke through the state of the art sound installations or groove to the live music on the dance floor.



Among them, Hyatt Regency Aruba Resort Spa and Casino donated an abundance of towels and linens to the Red Cross to assist with those in need. Manchebo Beach Resort held special yoga events during which donations were made to hurricane victims in Sint Maarten.





Paseo Herencia Pays Tribute to “Steel Pan Man” Edgar Connor

On August 18, Management of Paseo Herencia Shopping Mall joined with the Connor brothers, Lee and Nico, in an ebullient tribute to their father, James Edgar Connor, the man who brought steel pan music to Aruba. He was a musician, teacher, artist of creating the instruments, and founder of “Aruba Invaders” a revered steel pan orchestra.

“It has been our dream to see our father’s image alongside those of Aruba’s elder statesmen which are depicted on the back wall of the Edgar Connor Amphitheater, named for our dad,” expressed Lee.

Artist Maritza Erasmus was commissioned to create Connor’s portrait, which was unveiled at a formal ceremony that evening. The program featured a rich array of cultural and musical performances.



Events

ATECH Conference 2017

Aruba is once again hosting the hottest tech conference: ATECH Conference! ATECH Conference is the first tech conference of its kind in the region. With close to 500 attendees, the conference features international speakers, including the likes of Justin Halsall of IBM, John Henry of Harlem Capital and J. Kelly Hoey (Investor and Inc.com columnist), Jewel Burks (PartPic Founder and Forbes 40 Under 40 in Tech), and Oscar Kneppers (Rockstart). Another highlight of the conference was the Demo Pitch Day where startups competed for \$20,000.

This year the conference promises to be bigger and even better. ATECH Conference will take place from October 26 to 28 at the Hilton Aruba Caribbean Resort and Casino. The program consists of three days of keynotes, panel discussions, breakout sessions, a Startup

Pitch Competition, one-on-one investors sessions, and of course the productive and entertaining networking events. The main tracks for the conference are Travel, FinTech, and IoT (Internet of Things).

Leading up to the conference the ATECH team has appeared at a number of conferences and events, such as SXSW, to raise awareness of the topics being presented at the conference. The ATECH Road Trip has seen stops in New York, Austin, San Francisco, Amsterdam, and cities in the region, which includes presentations, hackathons, meetups and workshops both on the local and international stage, and in collaboration with partners such as WeWork, Ouishare and Fiverr.

For tickets and more information visit www.atechconference.com or follow ATECH on Facebook, Twitter, and Instagram.



23rd International Pro-Am Golf Tournament a Great Success

The 23rd edition of the International Pro-Am Golf Tournament had a total of 28 teams from Bahamas, Brazil, Colombia, Curacao, Holland, USA, Puerto Rico, England, Dominican Republic, Venezuela and Aruba participating in the exciting tournament at the Tierra del Sol Country Club & Spa.

First prize went to the US team with Pro Leon van Rensburg. Second prize went to a combined team of Aruba, US, Curacao and Brazil with Pro Adrian Morley. Pro Jesus 'Estrellita' Amaya of Colombia took first prize, with Ricardo Rojas of Venezuela taking second, and Robison Gomez of Brazil taking third. Winner of Glow in the Dark was Melvin Hu,

part of a winning team of ATA Europe. Rick Ingrassia of the US and Jerry Sempter of Curacao took the Closest to the pin awards.

This event is an excellent vehicle to promote Aruba in Latin America, US, and Europe. Various qualifying tournaments in these countries decided the players at the final event in Aruba. Celebrities included Geert de Vlieger, former professional football player hailing from Belgium; Karl Vannieuwerkerke, well known reporter from Belgium; and Colombian golf legend Jesus 'Estrellita' Amaya. Brazilian Gustavo H Ninno Leite Sawn even proposed to his fiancée Camila Zimmerman on stage!

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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with a copy to:

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content@aruba.com
s.feliciano@aruba.com
and j.tilma@aruba.com

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



Caribbean Sea Jazz Festival

The spectacular 11th edition of the Caribbean Sea Jazz Festival unfolded at the Renaissance Marketplace. Erik Jan Eman and his crew delivered excellent entertainment despite travel issues resulting from hurricane Irma. Ruben Blades was the crowd favorite on the first night, performing his “Caminando, Adiós y Gracias” program, one in a series of world stops. The festival also featured a diverse

art exposition featuring top local artists. The sprawling food court delighted all palates. Other performers included the Habana Vieja All Stars, Buena Vista Social Club project, Ash: Tribute to Santana, Chris Kross and Oruba. The second night featured such artists as Esha and Live Xpressions, Caribbean Latin Dance Xpress, Maceo Parker, Zuco 103, and Shirma Rouse: Aretha Franklin Tribute.