



Aruba Tourism  
Authority

## Aruba Product Update

September 2018

The Aruba Tourism Authority (ATA)  
is the Destination Marketing &  
Management 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 2018



## ATA News

### Aruba Excellence Foundation Committed to Improving Service Quality

With the recent establishment of the Aruba Excellence Foundation, ATA continues to make a strong commitment to improving service quality in the hospitality industry. In 2011, the Aruba Certification Program was introduced by the Government of Aruba and ATA to fill the need for broader, correct and consistent knowledge about the history, culture, flora, and fauna of Aruba, together with service excellence.

It is important for service providers to be able to share Aruba's uniqueness with visitors seeking cultural experiences and a sense of place. The Aruba Excellence Foundation will carry out the commitment to improve service quality by expanding these programs on operational, managerial and executive levels, creating a stronger industry with a commitment to increase the level of service.



## ATA Brazil Promotes Sensory Experience for Agents and Operators

Aimed at repositioning Aruba as one of the must-visit destinations in the Caribbean for the Brazilian market, ATA Brazil provided a sensory dinner for 20 top local agencies of leisure products. The unforgettable experience involving all five senses had the purpose of making the participants feel as if they were in Aruba, without leaving São Paulo. During the event, guests had the opportunity to feel different flavors, aromas and sensations using blindfolds, in a true island-inspired immersion, from tasting typical dishes to having relaxing massages, listening to the sounds of the ocean and local music in Papiamentu.

The event was held in July in partnership with Trend Operadora. Among the participating agencies were Bobis Tur, GWA, GSP, Personal Travel, Cantatur, Reale, Mallorca, LVT, Diving Tourism, Vip's Tourism, Q Travel, Andrea Souto, Unique, Travel Class, Fortur and Neo Tourism.



## ATA Road Show in Argentina and Uruguay

With the aim of sharing the diversified offers of the Happy Island, ATA Argentina recently held a breakfast and brunch to the travel press in Buenos Aires and Córdoba (Argentina), and trainings for those who work in the tourism industry and travel agencies in Montevideo (Uruguay), among other cities.

The Road Show (August 10-16) headed by Pablo Rodríguez, director of ATA Argentina, and Jordan Schlipken, marketing

specialist for Latin America, started with a presentation that showed the record number of Argentinians visiting Aruba in 2017 and 2018 to-date.

They also presented challenges for this year, the "He Said Yes!" campaign and news in competitions for journalists and communicators. At the conclusion, journalists could ask questions and received a dossier with useful information.







### Selection and Training of Aruba Ambassadors

ATA recently invited a group of Arubians to be Aruba spokespersons for 2018-2019 program, participating as ambassadors for journalists and influencers, sharing their experiences and spreading the key messages of the Happy Island. The program was launched in July at the Surfside Marina through a series of practical workshops defining the key messages of Aruba's niches: Romance, Wellness, Gastronomy, Like a Local and Tourism. In addition, itineraries were designed with a menu of activities on-island that reinforce these messages. Also in July, a meeting took place between tourism partners on the island and ATA's Latin American and communications teams to review and support influencer marketing to generate a win-win for all the stakeholders.



### Aruba Invites Women to Change Love Stereotypes

According to Miriam Dabian, Director of Aruba for Latin America, "In Aruba, we always believe that expressing love should not have any genre or rules. That is why we invite women to find inspiration in the Caribbean's best beaches, perfect weather and colorful sunsets, to surprise their partners and pop the question." To bring this initiative to life, ATA in Latin America and its agency MullenLowe SSP3 created [www.arubahasaidyes.com](http://www.arubahasaidyes.com) to invite Latin American women to propose to their boyfriends, and 3000 women registered. The winner could win a flight for two to Aruba and recreate the perfect proposal, with the help of an expert Proposal Planner. In September, romance continued with several partners offering surprising discounts on packages, tickets and hotels, ideal for couples.







## Awards & Recognition

### Playa Linda Recognizes a Long History of Associate Contributions Over its 35 Years

The annual mid-year celebration among Playa Linda Beach Resort associates was an all-out affair this year with the resort reaching its 35th anniversary, and with many associates marking their long history with the popular timeshare. The dinner and dance party themed “rustic chic with a touch of coral” recently took place at Tierra del Sol. Toasts to all associates were led by General Manager Peter van Grinsven and Director of Operations Sulaika Kelly, with special remarks provided by Executive Housekeeper Ingrid Todd, who also marks her 35th anniversary with the resort this year.

Playa Linda boasts numerous 20-plus year employees, as well as those with the resort for 30-plus years, among them such stand-outs as Alvero Gonzalez (32 years), Pearl Baptiste (31), Marlyn Tromp (30) and Adela Orman (30). The new generation was also recognized, with an Award of Excellence for Rousanne de Wever in Human Resources.



## Resorts

### Hilton Aruba Caribbean Resort & Casino

#### Extensive Wellness Program in September

Wellness Week at the Hilton Aruba Caribbean Resort & Casino was dedicated to the importance of living well, raising awareness for everything from exercise and beauty treatments to a healthy life-style, balanced nutrition, and mindfulness.

Guests participated in abundant free-of-charge activities mini massages offered by eforea spa, and specially priced Spa Happy Hours daily. The resort also organized free transportation to off-property activities such as hiking in Parke Nacional Arikok, and complimentary healthy beverages and hors d'oeuvres at demonstrations during Happy & Healthy bar sessions at Mira Solo Lobby Bar. Renowned local personal trainer and fitness guru Rene Wild conducted a Nutrition Seminar. Other complimentary wellness initiatives included daily fruit infused water, the Insta-butler to take wellness focused pictures, samplings of natural and organic Coola sunscreens, and healthy cooking classes with Executive Chef Matt Boland.





## Hyatt Regency Aruba Resort, Spa and Casino

### Limited Time Only Piña Colada Special at ZoiA Spa

The Piña Colada - a favorite in most bars - is now a special menu item at ZoiA Spa. Book today to take advantage of the \$145 75-minute treatment. Begin with a gentle full body exfoliation using pineapple and sugar followed by a coconut oil body massage and soothing lime oil scalp massage. After your cares have been swept away, enjoy a calming moment sipping on a cool Piña Colada or Mimosa. A light manicure and pedicure special are also available.

### When Aruba Meets Vegas

In August, Hyatt Regency Aruba Resort Spa and Casino and Hyatt sister, Park Hyatt St. Kitts, hosted ten of the top Virtuoso agents at the Virtuoso Travel Week in Las Vegas, Nevada. Virtuoso is a network of luxury travel agencies with over 17,000 agents throughout the globe. Virtuoso Travel Week is an annual event that brings all of the agents together with clients and suppliers for networking and professional development.







## Restaurants

### Papillon Launches Seafood September

As is the custom every year, Papillon restaurant offered a delightful Seafood September, featuring such delicacies as a delicious fruit de mer seafood platter paired with wine. Also, with the release of a new “Papillon” movie, this time played by Charlie Hunman known from “Sons of Anarchy” fame, movie goers will certainly enjoy a visit to the only “Papillon” themed restaurant in the Caribbean. Details in the “Papillon” story are found in the restaurant’s décor and interior, such as counting Henri Charrière’s days in solitude.

Imagine yourself in the French Ardèche with perfectly combined dishes and wines. Prepare for classic French dishes fused with Caribbean flavors, locally caught fish, delicious vegan options and home grown herbs and vegetables.



### Grouper, Shrimp and Lobster Specials at Fishes & More

Every month, Fishes & More thrills diners with an array of delicacies from the sea. Recent specials included Shrimp Parmesan as appetizer, and for the main course, Grouper La Perla Negra (locally caught grouper with a black olive-tomato pesto tapenade with mozzarella cheese), Shrimp from the Underworld (eight sautéed shrimps and mussels with grilled artichoke, sweet pea beans and red onions), or Deep Hunter Caribbean Lobster (an 8 oz rock lobster and shrimps, sautéed in garlic butter and served in a lobster sauce over linguine).



### Hyatt Regency Aruba Resort, Spa and Casino

#### By Land or By Sea? Ruinas del Mar has them both

Celebrate all things surf and turf every Monday at Ruinas del Mar with the Land and Sea Special for \$52. Featuring some of the world’s most beloved delicacies, the dinner includes Black Angus Beef, lobster tail and a complimentary glass of wine.



## Taste of Belgium's New Private Room and Vegan Brunch

Taste of Belgium now has a glassed private fully air-conditioned dining room which can accommodate 10–70 people. Perfect for meetings and special celebrations, this addition raises the restaurant to the next level in service possibilities.

The restaurant is also proud to offer Aruba's first 100% Vegan Brunch, offered on Sundays. Delicious classics such as the Belgian waffle, scrambled eggs and sausage have now found their Vegan counterpart. A daily vegan lunch menu will also be available in the near future.



## Eduardo's Beach Shack

With a mission to keep Aruba's beaches clean, Eduardo's Beach Shack has introduced reusable coconut bowls and bamboo straws. With many delicious bowls, smoothies and snacks to choose from, it's no wonder Eduardo's has become a daily ritual for many visitors.

Whether patrons choose from their long list of fruit and vegetable smoothies, acai bowls or lunchtime poke bowl options, they can request their order with a bamboo straw or in a coconut shell. Not only do these bowls impart a true Caribbean feel for any beach time snack, but they are also 100% natural, and can be washed and reused even once at home.

Patrons can take a piece of paradise with them and save the beaches while they do. Coconut bowls and bamboo straws available for purchase from Eduardo's Beach Shack.











## Activities

### At Red Sail Aruba, No More Plastic Straws!

"As a watersports operator with a catamaran and dive fleet, we see firsthand what damage plastic does to our marine life," says Peter de Hoop, managing director of Red Sail Aruba. "While have standard operating procedures in place that are mindful of our ocean and marine life, banning plastic straws is a step that directly

involves our guests. We find it important to contribute in minimizing ocean pollution, saving our marine life and creating the awareness on board that the elimination of plastic straws is a small adjustment in our daily life that will have great impact over time," explains Peter de Hoop, managing director of red Sail Aruba.







## Air Travel

### Delta Announces Additional Airlift from Boston to Aruba

Delta Airlines announced that they will be offering additional airlift from Boston to Aruba, with weekly Saturday flights, starting December 2018. The flights fly out of Boston Logan International Airport and arrive at Aruba's Queen Beatrix International Airport on Saturdays at 1 pm.



## Business Technology

### Ferry From Aruba to Curacao Closer to Reality

After decades of debate and proposals, it is likely that this ferry will be in operation next year, with a carrying capacity of about 800 passengers and 300 cars. The government has announced that before the end of 2018, a contract will be finalized with a ferry provider. The governments of both Aruba and Curacao are in discussions regarding border control issues. In Aruba, the ferry terminal is planned in San Nicolas. Aruban student Zaira Pourier studying in the Netherlands has worked on a theoretical design for a terminal in the round of different levels with a solar panel roof, also consulting with the San Nicolas Business Association.







## Retail

### Gandelman Says “I DO” to Vow Renewal Ceremony

For the second year in a row, Gandelman was part of the Vow Renewal Ceremony organized by the Aruba Tourism Authority. This time, the renowned jeweler had a big surprise for the participating couples.

Each couple received a raffle ticket in the famous blue Gandelman shopping bag and one lucky couple was chosen as the winners of matching his & hers Cartier bracelets. Hers was a bracelet of 18k yellow, pink, and white gold Trinity Rings on a silk cord, and his was a bracelet of white gold and ceramic Trinity Rings on a silk cord.

The winning couple had only been married for three days and were over the moon with their fabulous prizes. The remaining couples could win an amazing prize with their raffle ticket by visiting one of the Gandelman stores on-island.



### Kays Fine Jewelry Offers Special Experiences for Wedding Couples and Families

Kays reports a great increase in their business of diamond re-mounts and Bridal Jewelry, due in part to the increase in weddings on Aruba.

A large number of their clients' children are getting married on the island which Kays assists in planning, and also have shopping events in their stores. At one such event, the father of the groom received a watch, and the mother of the groom re-set her center diamond and added a diamond band and bracelet.

Kays specializes in hosting Champagne Bridal Shopping Experiences for the wedding group as well as Family Shopping Experiences.





## Arubans In The News

### Healthy Kids Camp Organized by Miss World Aruba 2018

Preparing for the Miss World Pageant in Sanya, China, in November, Nurianna Arias Helder, Miss World Aruba 2018, created a “Healthy Kids Camp” to showcase in the “Beauty with a Purpose” portion of the competition.

Helder champions the right of access to health are for everyone, but especially for children. The aim of the camp was to make them aware of the importance of taking care of their health. Over 40 kids took part in this camp which included nutrition and physical activities by IBISA, nutrition activities by Pediasure (Medicosmetics), a yoga session with Carolien Gaarhuis, eye exams by Kok Optica and a tour by Santa Rosa on how to plant fruits and vegetables. The campers also had dance lessons and Zumba by “Youth in Action” and addressed the theme of bullying. Helder also secured all the funding necessary



## Events

### Aruba Island Takeover Featuring J. Balvin, Bad Bunny, Jeon and More!

A new island festival with beach parties, pool parties and a main concert is taking place from November 1st and November 4th, 2018.

The Aruba Island Takeover Festival brings a complete 4-day festival experience filled with entertainment, music, DJ's and international artists such as JBalvin, Bad Bunny, Alex Sensation and Jeon headlining the big concert. From the first to the fourth of November, the island of Aruba will become more than just a perfect tropical destination for vacationing, it will also be the main host of beach parties, pools parties and the biggest concert of the year on the ‘One happy island’ of Aruba.

What are you waiting for? Join us for the Aruba Island Takeover this November!!! #IslandTakeOver #AITO2018





### Vow Renewal Event on the Beach

ATA recently held its second annual vow renewal event that is not only the largest such event in the Caribbean but one that has also attracted global attention. More than 200 couples from all over the world attended at ATA's invitation, as part of Romance Awareness Month.

Statistics show that the romance market represents a considerable segment of tourism, and includes couples that are engaged, married, honeymoon and renew vows on Aruba. Sunset on world famous Eagle Beach was the ideal setting for this occasion orchestrated by local experts.

Social media spread the story internationally with millions of posts. It was also covered on 308 different channels, newspapers, magazines and websites. Celebrities participating included Ashley and J.P. Rosenbaum of The Bachelorette and Lydia and Doug McLaughlin of The Real Housewives of Orange County.







## Women in Leadership Conference

The sixth edition of the Women in Leadership Conference celebrates the accomplishments of the island's professional women such as Aruba's Prime Minister, but there is still a ways a go, stated Director of Aruba Trade & Industry Association (ATIA) Michelle de Groot. In a society where there is equality, there is progress.

The conference discussed inspiration, innovation and personal development. The theme was 'Women in Innovation, Getting it Done', and the first keynote speaker was Prime Minister Evelyn Wever-Croes.

Distinguished international speakers were Kelly Tomblin, CEO of Intren L.C.C., a leader in the energy industry; Catherine Barba, French entrepreneur and business executive. The Aruba panel included Tisa LaSorte, CEO of AHATA; Sanju Luidens, Chief Marketing Officer of ATA; and Patrick Melchior, Destination Service Manager of ATA; and Gavril Mansur, Senior Account Manager of CMB.

The inspiring and interactive event was sponsored by Caribbean Mercantile Bank and took place in the Marriott Ballroom on August 24.





## Aruba International Regatta

This exciting annual sailing event held on August 17-19 at Surfside Beach featured fun, action, and competitions among international yachts, catamarans, sunfish and more, combined with music, beach parties, and dinners. Some 40 vessels from around the ABC Islands crewed by people from as far away as the Puerto Rico, Curacao, the US, the Netherlands and Belgium, participated in the event that was characterized by shifting winds ranging 15 knots to 30 knots, testing the range of sailing skills of all participants.

The J35 Dash won for the eighth time in a row. The Aruba International Regatta again received gold status from Sailors for the Sea – Clean Regattas, and a number of campaigns to promote and stimulate responsible resource management took place during the event. After a screening at the University of Aruba of the shocking documentary Chasing Coral, it was announced that Aruba is in the process of developing a further ban on single use plastics, including styrofoam bowls and plates, and a ban on sunscreen lotions containing the harmful oxybenzone.





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Thank you for providing us  
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by the 5th of each month for it to be  
featured in the same month.



## Join the University of Aruba and EPI Once Again for an Evening of Delicious Food and Delightful Conversation

EPI – Hospitality and Tourism Unit, and the University of Aruba Faculty of Hospitality, Tourism and Management Studies (FHTMS) under guidance of Executive Chef Paul Zijlstra at Divi & Tamarijn Aruba, invite you to the 2nd annual fundraising dinner to be held on October 13, 2018 on the beautiful grounds of the University of Aruba.

The students are preparing a tantalizing taster experience for over 200 guests, and features a welcome cocktail, musical entertainment, and various food and beverage taster stations. The event has two purposes: The first is to have a working classroom, where students organize an actual event, from menu preparation, meal preparation, marketing, set up, serving, and breakdown. The second is as a fundraising event where all monies will be donated to the students of EPI and FHTMS to facilitate field trips and culinary activities.

The faculties and industry support this fundraising effort and hope that you will too. For more information, please contact Dean John Wardlaw at [john.wardlaw@ua.aw](mailto:john.wardlaw@ua.aw) or by phone at +297-563-286.

