



Aruba Tourism
Authority

Aruba Product Update

TRADE EDITION

September 2020

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

Core Purpose:

We drive prosperity for Aruba
through sustainable tourism.

Our Vision:

To lead the positioning and
development of Aruba as a desirable
and sustainable destination,
by being an innovative and
agile Destination Marketing and
Management Organization.

Core Values:

Passion
Excellence
Unity
Forward Thinking

Below we offer a synthesis of some of the most prominent
and important news during the month of September 2020

ATA News

Public Signs to Advise Health and Safety Protocols

The global pandemic of Covid-19 has the entire world going into action in taking more precautions, especially concerning hygiene. Because of this, the Department of Infrastructure (DOW) and the Aruba Tourism Authority (ATA) took the initiative to communicate this through public signs.

The purpose of these signs is to ensure that protocols of hygiene and health are being followed at all times, including when visiting tourist attractions around the island.

Signs have included advice against driving and using a BBQ pit on beaches and sand dunes, destroying turtle nests, littering, and touching/damaging coral reefs. In line with the times, additional signage now provides reminders about the necessity of social distancing, wearing masks, and using hand sanitizers.



ATA Has Projected At Least 13,600 Visitors During the Month of September

Aruba's repeat visitors continue to be the island's best ambassadors, and their feedback about the island's responsible Covid-19 approach has been overwhelmingly positive. The island has received their first MICE group in months and their first celebrity influencer from the US.

All hotels have been operating normally, with the exception of RIU Antillas and Divi Tamarijn. Renaissance Marina is reopening

mid-September and Eagle Aruba Resort & Casino will reopen October 1, subsequent to renovations. Airlines are adjusting flights and capacity according to demand. JetBlue will be launching new service between Aruba and Newark on November 19. There are ongoing discussions regarding gradual re-opening of the Latin American market, with possible flights of Avianca, Copa, Wingo and Aruba Airlines. A 2020 re-opening of cruise travel is not being discounted.



ATA Launches Pre-Arrival Covid-19 Testing Resource on Aruba.com

In connection with the re-opening of borders in June 2020, ATA has created various instruments on Aruba.com to facilitate communication with and provide information for prospective and current visitors. 'Safe Travels to Aruba' provides general information on Aruba's 'New Normal' in connection with Covid-19. 'Health Requirements' details the application process of the ED card as well as health procedures upon arrival in Aruba. The visitor is informed about the Aruba Health App and Aruba Visitor Insurance. In addition, it is now possible to identify pre-arrival Covid-19 testing options in areas where visitors reside:

<https://www.aruba.com/us/traveler-health-requirements/covid-testing>

Travel Advisors

Travel Advisor Sales Tool Kit

The Aruba Tourism Authority has a new Sales Tool Kit available for our Travel Advisors. This tool kit is complete with close to 100 images and videos plus content that can be utilized in social media, websites, blogs, newsletters or in any other way to promote our One Happy Island. Brochures can also be downloaded as well as finding contacts for your sales manager. This useful tool kit can be found under UNITS on the Aruba Travel Experts Facebook page:

<https://www.facebook.com/groups/ArubaTravelExperts>





Travel Agent Months (TRAM) Program has Returned

The Aruba Hotel & Tourism Association has relaunched Aruba's Travel Agent Month (TRAM) program. Travel Advisors with an IATA, CLIA or TRU number are eligible for a 4 or 6 night program. The TRAM program is valid through December 15, 2020 with blackout dates November 26-29. All travel is based upon availability. It is a requirement to split your stay between two participating resorts. For \$50 per room per night, you will receive double EP accommodations, airport transportation and discounts for excursions. Complete details, list of participating resorts and application can be found at www.ahata.com/tram.



Tourism

LIGHTS, CAMERA, TOURISM! Aruba Tourist Channel Celebrates its Second Anniversary

Aruba Tourist Channel, a vision that started back in 2009, was officially launched on September 27th of 2018, and was back then the first and only TV channel dedicated to the tourist market. Nowadays it is the most viewed tourist channel in the world with a reach of over 700,000 people monthly.

Developed by Ishwar Daryanani, it is a way to export Aruba's culture, history and art on an international level. At age 13, Ishwar began in the media industry as a digital graphic designer. At 17, he started his four-year career in Xerox Corporation as color specialist. He moved to the US to study and work in movie production, earned a degree in visual effects, and learned to code and develop websites. In 2009, Ishwar

and his family returned to Aruba to establish IshMedia Studios in order to develop a sports channel, a tourist channel and to continue developing websites using cutting edge technologies. "I was broadcasting live on the internet when Facebook was just text base and picture and IP-TV was not even a talk at that time either. We began with IshMedia Studios as a production house to create TV programs. 'Hope Makeover' was born, and we began rebuilding houses in Aruba like the American TV show 'Home Makeover'. We also introduced mass mail marketing together with live broadcast and shopping cart. After eight years, the time was finally right for the Aruba Tourist Channel. It is a showcase of IshMedia Studios

in its full potential; Website Development, Live Broadcast, E-Commerce, Social Media Integration, Video production both live and pre-recorded videos, Photography, Marketing plans, Marketing Strategy and Media Plans – with media ranging from old newspaper ads to neuromarketing," says Ishwar Darayanani.

"With our 2nd anniversary, we would like to give thanks to all of our social media followers, all our blogging followers and give thanks to Mrs. Ronella Tjin Asjoe-Croes, CEO of Aruba Tourism Authority and the entire team of ATA to make Aruba Tourist Channel the most viewed Tourist Channel in the world with over 700.000 people reach monthly."



Resorts

Bucuti & Tara Beach Resort

Refreshed and Stylishly Social Distanced

The private SandBar, exclusively serving resort guests, was enlarged and redesigned for sophisticated distancing. Teri D'amico, founder/president of D'amico Design Associates (DADA) took inspiration from the sky's soothing morning palette and nightly light show, blending a bold and brilliant color palette from the pool to the bar. "The new color scheme for Bucuti & Tara's SandBar and pool complex was inspired from the sky's burst of luminous golds at sunrise to its vibrant corals and rich purples seen in Aruba's romantic sunset."

Elements restaurant has long featured mostly seating for two, so safe physical distancing was already the norm at the romantic, adults-only enclave. With the restaurant refresh, its former buffet area is now converted to serving space and even more distancing of tables. The most notable investment is the all-new dining deck along Eagle Beach, utilizing an innovative blend of 95% recycled materials. The earth-friendly manufacturing process recoups factory waste and eliminates the use of harmful chemicals.

Vegan Menu Expands by Demand

Elements restaurant goes beyond one full menu and offers complete menus for vegan/vegetarian, gluten-free and world cuisine. While Michelin-trained Chef Marc Giesber's high-end steak and seafood dishes continuously earn high praise, increased requests for his innovative and satiating healthy selections prompted the expansion of the existing stand-alone vegan menu, weaving in flavors of the world.

From the likes of classic comfort foods given a modern twist to a zesty nod to Latin favorites and Far East staples, the team relishes relationships with local farmers and procures as much as possible on island, such as its microgreens. A sampling of the full menu includes Layered Roots of the Andes, -Gado-Gado Entree Salad, Range-free Steak, and Agave and Cardamom-infused Pineapple Quinoa Margarita.

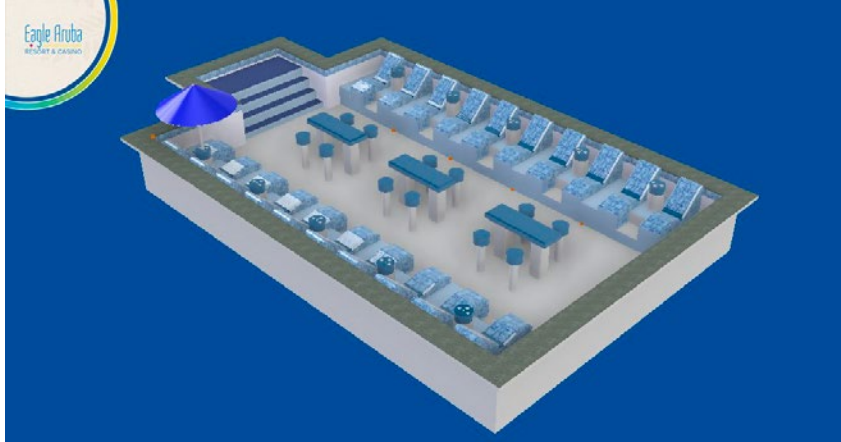
A fine dining restaurant veteran, Chef Marc recently received on Elements' behalf the coveted Wine Spectator 2020 Award of Excellence for his diverse, sustainable wine list that exceeds the expectations of the resort's global clientele.



Covid-19 Safety Protocols

With its new touch-free experience combined with the new hospital-grade, high-tech health safety protocols and Aruba's Health & Happiness Code seal, guests can confidently relax into vacation mode. In addition to HEPA air-cleaners and the fact that every guest room is negative air pressure, meaning air is never recirculated between guest rooms, the resort carefully researched and implemented a multistep sanitizing process. Electrostatic wands apply EPA- and LEED-approved safe disinfectants throughout the resort.

The resort's significant investment in high-tech, hospital-grade technology ensures all accommodations are also treated prior to guests' arrival with an AtmosAir Rainier Summit ionizer treatment followed by a Sanidyne® Premium UV portable air and surface sanitizer treatment. The Sanidyne® Premium provides germicidal ultraviolet disinfection to purify the room air and exposed surfaces of an unoccupied area to eradicate infectious microorganisms such as bacteria, mold, and virus. This level of treatment is found in operating rooms, hospital rooms and laboratories.



Eagle Aruba Resort & Casino Announces the Addition of a Premium Resort-Style Adult Pool

Eagle Aruba Resort and Casino located at Eagle Beach is undergoing the last part of the resort renovation project, which includes the refurbishing of their Waterslide and Waterfall Pools, and the introduction of their adults-only pool, to be located in the middle of the courtyard. This is expected to be completed in the Fall of 2020.

The new recreation addition will complement the resort's premium list of amenities already offered to members and guests which include multi-level pools, featuring a waterfall pool that creates a soothing and relaxing sound, a dedicated family three-story water slide pool with a new children's water activity area and surrounded by exuberant tropical vegetation, and two adult jacuzzi, one next to each pool. This multi-million-dollar renovation investment includes top-to-bottom renovation of all its 362 guestroom suites and grounds.



Amsterdam Manor's "What The Manor Would You Do?" Campaign

Fans of Amsterdam Manor Beach Resort were asked to describe on Facebook what they would do with an extra 72-hours during their stay in Aruba. The most memorable story is to be featured on the Amsterdam Manor blog website and the prize is a 3-night stay valid until December 2021. A vital campaign detail was that their story must include activities on Aruba and at the Amsterdam Manor Beach Resort. Choosing the winning story was not an easy task.

The prize was ultimately won by Christine Howard who showed great creativity in her story presentation, describing each activity while spelling out Amsterdam Manor in the process. A few other stories were also featured, showing off the diversity of its guests and their experiences on the island and at the resort. The resort sends their congratulations and a big thank you to all participants and their unique stories.





Hyatt Regency Aruba

New Wellness and Wellbeing Manager

Enhance your island retreat with the help of Avery Shipley, the new Wellness and Wellbeing Manager at Hyatt Regency Aruba Resort, Spa and Casino. Whether you want to go hiking, mountain biking, play tennis, improve your breathing and stretching with yoga, or simply enjoy a sunset sail - Avery will assist you in creating your ideal experience. To learn more, please email Avery at avery.shipley@hyatt.com.

Stay Connected at Hyatt Regency Aruba

Celebrate friendships and time together with a flexible arrangement of connecting rooms on the third or fourth floors, just steps from the pools or beach. Stay Connected offers a comfortable gathering space with Ocean

and Pool View rooms ideal for smaller groups to enjoy the company of one another while recognizing the priority of social distancing. Available for a limited time only, book using special offer code **CONNECT** for stays in September, October, or November at aruba.regency.hyatt.com.

Dushi Meal Plan

The Dushi Meal Plan at Hyatt Regency Aruba offers an inclusive culinary experience at any of their seven bars or restaurants - from an à la carte breakfast at the signature Ruinas del Mar followed by a lunch of choice at any resort restaurant or bar and then a delectable dinner at Ruinas del Mar, Balashi Bar and Grill, Palms Bar, Shoco Market Café, or Alfresco Bar. The package is \$89 per person per day plus tax.

A breakfast/dinner package is available for \$69 and a breakfast/lunch offer is available for \$49. Both are per person, per day plus tax. For additional savings, a 40% discount on all packages for children ages 0 to 12 is available with full paying adult. For details, please email: adventure.concierge@hyatt.com.

ZoiA Spa Introduces New In-Water Treatment

Experience the serenity of the Trankilo pool while taking in a relaxing in-pool Massage den Awa. This Shiatsu-inspired massage creates a sense of weightlessness while you enjoy gentle stretching movements in the soothing saltwater pool. 45 minutes for \$195. For details, please visit aruba.regency.hyatt.com.



Divi Aruba Phoenix Beach Resort's purebeach Restaurant and Bar's New Look and Menu

Divi Aruba Phoenix Beach Resort's lively purebeach restaurant and bar underwent extensive renovations to enhance and upgrade. Enhancements include a brand-new deck area to expand seating and allow for more distance between diners, new seating and tables, which have also been spaced out to provide additional social distance, fresh décor and lighting, a revamped bar area, and an updated menu with tasty new offerings. Plus, purebeach now offers beachside and poolside food and beverage service, as well as takeout (for free) and on-site room delivery (for \$5 per order).

Divi's CLEAN CHECK program has been implemented throughout the restaurant and resort with signs outlining safety protocols, social distancing guidelines, and sanitation stations.



Divi Village Golf & Beach Resort Completes Lobby Renovations

Renovations to refresh and revitalize Divi Village Golf & Beach Resort's lobby have been completed. Upgrades include fresh furniture, new modern décor with bright pops of color, updated lighting, transformed desks, new flooring, and the addition of the resort's newest eatery, The Coffee Corner, which offers gourmet coffee and snacks that can be enjoyed at the chairs and tables surrounding the space. In addition, guests will see Divi's CLEAN CHECK signs, guidelines, and sanitation stations throughout the lobby and at entrances and exits.





Restaurants

Sunset Grille Welcomes Back the Popular \$99 Chef's Collection Menu

Sunset Grille at the Hilton Aruba Caribbean Resort & Casino re-opened for dinner in early July. Says resort Director of Food & Beverage, Justin Carson, "Our Team Members have been trained and certified to offer enhanced safety precautions in food handling and service. Some of the changes we've made include spacing of tables and chairs in the restaurant to promote proper physical distancing, and special attention paid to cleanliness and hygiene, including single-use or touchless menus. Guests may place their order by simply scanning the QR code with their smart device."

The \$99 Chef's Collection Dinner for Two delivers a four-course menu perfectly paired with a glass of Wente's California, Morning Fog Chardonnay or Hob Nob's, French Pinot Noir. Selections include Seared Sesame Ahi Tuna, Center Cut Top Sirloin 12 oz., Organic Chicken Parmigiana, and Pan Roasted Norwegian Salmon.

On September 18, National Cheeseburger Day, Mira Solo, the bar adjacent to the restaurant, offered a flight of sliders accompanied by a flight of beers. On September 26, in celebration of National Lobster Day, Sunset Grille presented a Wine Dinner, paired with fine wines by Napa Valley's Duckhorn Winery.



Air Travel

JetBlue to Launch New Service Between Aruba and Newark

Aruba Airport Authority N.V. (AAA) received the wonderful news that JetBlue Airways will launch a new route out of Newark (EWR), daily, starting November 19, 2020. AAA is elated with this announcement and could not have come at a better time. "We are excited to see yet another route added to AUA's network as airlines and airports face challenges rebuilding routes and their networks," according to Jo-Anne Meaux-Arends, Air Service Development Manager at Aruba Airport. "It also serves as a confirmation and further testament of an airline's ability to move capacity around, despite the costly and operational challenges they are currently facing. Queen Beatrix International Airport (AUA Airport) will be more than ready to welcome this new route to our network."

JetBlue is New York's Hometown Airline®, and a currently operates year-round service from Aruba to New York and Boston. JetBlue recently announced it will launch 24 new routes later this year. Every market has been uniquely identified as one in which JetBlue anticipates increasing demand for leisure travel.



Casinos

Casino Members of the Aruba Hotel and Tourism Association (AHATA) Now Non-Smoking

As part of their focus on the health and well-being of their employees and visitors, and especially in light of the Covid-19 pandemic, these casinos voluntarily decided to become non-smoking as of September 1, 2020. The actual law is currently under progress and yet

to be discussed and approved by the parliament of Aruba. Casinos taking part to this initiative are The Casino at The Ritz-Carlton, Alhambra Casino, Glitz Casino, Stellaris Casino, The Casino at Hyatt, The Casino at Hilton, Cool Casino, Liv Casino, Wind Creek Casinos, and Eagle Casino.

Wind Creek Casino, first in Aruba to Introduce Casino Chips in Florins

Wind Creek Casinos recently introduced new casino chips in florins, making them the first and only casinos in Aruba to do so. The Management of Wind Creek Casinos is extremely happy and satisfied with the new casino playing chips and how easily the casino players accepted the change. According to management, "It's an honor to be the first and only casino in Aruba to introduce casino chips in florins. Each player can pay now in florins instead of dollars when playing at the tables."

Many players of both Wind Creek Crystal Casino and Wind Creek Seaport Casino have already tried their luck playing with these new chips. Chips are available in the denominations of Afl 1, Afl 5, Afl 25 and Afl 100. Players have two options when playing at the tables -- either they can pay and play and receive their payout in florins, or pay and play and receive their payout in dollars. Wind Creek Aruba wants to invite all its members and casino players to try these new chips - another reason to play at Wind Creek Casinos.





Retail

Introducing RAW SOAP by HOLISTIKA LABS

Owner Neny Henriquez tells her story, "I have always felt a strong connection with nature and have been seeking ways to live a more natural and healthy lifestyle. I decided to build a beautiful garden, which provides my family with 20 types of fresh, organic vegetables. I began to make soaps infused with all-natural, organic ingredients and their effects were amazing. I shared this on my Facebook page and suddenly started receiving order requests from friends. I had not intended to make this a business, but just like my soaps, it happened organically. Friends started telling their friends,

and I started getting calls from individuals and businesses. Some reached out because they cannot tolerate harsh soaps; some because they don't harm our planet; and others are enamored by the aromas, oils, and beautiful design. That is how RAW SOAP by HOLISTIKA LABS was born. "I am grateful that amidst a pandemic and global recession, I am able to do something that I am genuinely passionate about. I love my local community's support. It is thanks to them that today I have my first cutest brick and mortar shop, and my soaps will be also be available to all our island visitors."



Business Technology

The department of Microbiology at Dr. Horacio Oduber Hospital (LabHOH), received fantastic news from the Dutch Accreditation Committee 'Nederlandse Raad voor Accreditatie' that effective August 20, 2020, their laboratory (LABHOH) has been accredited by ISO 15189. This renowned worldwide accreditation guarantees that all tests conducted at LABHOH in the department of Microbiology conform to the highest requirements. It also guarantees that the quality of its organization is at its best.

A microbiology lab conducts all tests that help detect micro-organisms in the human body such as bacteria, viruses and fungus. They also do testing for hepatitis and PCR tests for COVID19. In their application, the LABHOH opted to include all their tests and therefore had to undergo a much more stringent process for accreditation, giving doctors and patients the assurance of accuracy of results.

The department of Microbiology at LabHOH has many plans for the future and they will be executing more changes in order to elevate the quality of service. They will be opening a Biosafety Level 3 department, which is a lab with the highest standards of security. Aruba will be the only island in the Caribbean with such an advanced facility.



Kim Riddle
BDM, US
k.riddle@aruba.com



Angelina Buckley
Sales Manager, South East
a.buckley@aruba.com



Cathy Smith
Sales Manager, Western US
c.smith@aruba.com



Cathy Smith
Sales Manager, NY/NJ/CT
n.lee@aruba.com



Katy Kennedy
Sales Manager, New England
k.kennedy@aruba.com



Liliana Mancini
Sales Manager, Canada
l.mancini@aruba.com

www.ArubaCertifiedExpert.com

www.Facebook.com/groups/ArubaTravelExperts