

ARUBA PRODUCT UPDATE

TRADE EDITION

THE ARUBA TOURISM AUTHORITY (ATA)
IS THE DESTINATION MARKETING
& MANAGEMENT ORGANIZATION FOR ARUBA.

SEPTEMBER 2021

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

CORE PURPOSE

We drive prosperity for Aruba through sustainable tourism.

BELOW WE OFFER A SYNTHESIS OF SOME OF THE MOST PROMINENT AND IMPORTANT NEWS DURING THE MONTH OF SEPTEMBER 2021

AWARDS & RECOGNITION

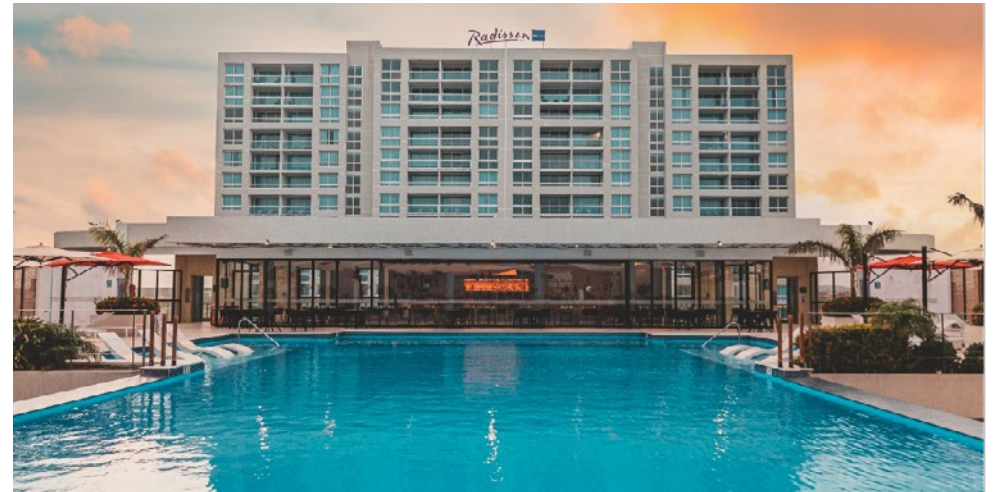
ARUBA RANKED #3 BY TRAVEL + LEISURE
WORLD'S BEST AWARDS 2021, IN THE CARIBBEAN



The best islands in the Caribbean, according to the readers of Travel + Leisure; are the kind of Instagram-perfect destinations that travelers fantasize about with dreamy, sun-drenched landscapes surrounded by the bluest waters. Readers rated islands according to their activities and sights, natural attractions and beaches, food, friendliness, and overall value. Aruba ranked #3 in the Caribbean and #18 in the world.

RESORTS

EXPERIENCE THE LATEST ADDITION TO PALM BEACH:
RADISSON BLU ARUBA



Radisson Blu Aruba opened its doors in April and guests are raving about the latest addition to the Palm Beach strip. The launch of Radisson Blu Aruba marks a return to Aruba for the Radisson brand. The ideal hub to enjoy your Caribbean adventure, Radisson Blu Aruba places you within walking distance of the white sands and turquoise beaches, and high-end shops, restaurants and bars, and vibrant nightlife of the Palm Beach Strip. The sprawling 132-suites Radisson Blu Aruba is as spacious as it is stylish. The resort offers two- and three-bedroom suites with separate living areas and fully equipped kitchens with unbeatable views. Radisson Blu Aruba features three pools, including the largest rooftop infinity pool with panoramic ocean views, an adults-only pool, a kid's pool, as well as an adult whirlpool. The resort's chic lobby leads to an amazing rooftop with an infinity pool and a poolside restaurant offerings gorgeous ocean views day and night. Onsite amenities don't stop there. The resort has a fully equipped fitness center and a wellness center; and two spacious meeting areas.

ARUBA MARRIOTT COMPLEX SAYS BON BINI TO NEW GENERAL MANAGER



Netherlands native Raoul Lemmerling will bring his international experience as the new general manager for the Aruba Marriott Complex. Lemmerling will oversee daily operations, staff development, budgeting, financial planning and guest satisfaction for the complex, inclusive of the Aruba Marriott Resort & Stellaris Casino, Marriott Aruba Surf Club, and Marriott Aruba Ocean Club.

A passionate hotelier with more than 20 years of experience, Lemmerling attended the Hotel Management School in Amsterdam before joining the Marriott brand. He grew his management career across Europe through diverse operational and commercial roles, including general manager for the iconic and London Marriott County Hall. No stranger to management of multiple hotels, Lemmerling most recently served as cluster general manager for seven London Marriott properties. Now, he brings his talents to the 'One Happy Island' of Aruba during the peak of travel reprise. "It's inspiring to see so many guests and owners returning to visit Aruba and to see our team happy and busy doing what they love to do – taking care of our guests. There's a clear, pent-up demand to relax and return to travel, and I couldn't be more excited to work with this dedicated team to welcome travelers back."

THAT'S AMORE! EVERY MONDAY NIGHT AT FRESCO



Dine alfresco and share the gorgeous oceanfront view while you savor authentic Italian cuisine in a casual relaxed environment.

'That's Amore' is every Monday night where you can indulge your inner Italian at our seaside restaurant. Here, you'll enjoy a new three-course dinner menu starting with an antipasti to share, followed by your choice of pizza or pasta and ending with dessert. Our pastas are made in-house every day to ensure you the fresh taste of homemade. Our pizzas are baked in an authentic brick stone oven to give you that crispy thin crust that Italian pizzas are known for. Finish your night with our homemade Limoncello. An Italian lemon liqueur macerated in our own kitchen. Each step of this maceration process is dedicated to reach its authentic and flavorful taste. This 'Taste of Italy' is \$35 per person excl. 15% service charge. Browse through our list of exceptional Italian wines to compliment your dinner with. Fresco is located inside the Renaissance Ocean Suites and is open every day from 5:30-10PM with Live saxophone entertainment. For reservations, please call the Navigators at 523-6115.



HYATT REGENCY ARUBA RESORT SPA AND CASINO

WEEKLY COMMUNITY ARTISAN MARKET AT THE HYATT REGENCY

Hyatt Regency Aruba Resort Spa and Casino invites the public to join in the new weekly Community Artisan Market every Friday from 3:00 p.m. to 7:00 p.m. in the open-air lobby. The market, which was formerly every other Friday, is a popular way for guests and visitors alike to meet with local artisans and purchase unique island items. A few of the recurring artisans include Cosecha Local Artisans, Aruba Aloe, Pure love, and Amnia. To learn more, please visit aruba.regency.hyatt.com.

STAY CONNECTED AT THE HYATT REGENCY

It's a great time for reuniting with family and friends. At Hyatt Regency Aruba Resort Spa and Casino you can make your stay seamless when you book a connecting room or suite. With several options available, your group will find the privacy of separate rooms, combined with the ease and openness of connecting rooms to be just the thing for a memorable meet up on One Happy Island. To learn more, please contact aruba.reservations@hyatt.com.

ADVANCE BOOKING FOR RECREATIONAL ACTIVITIES

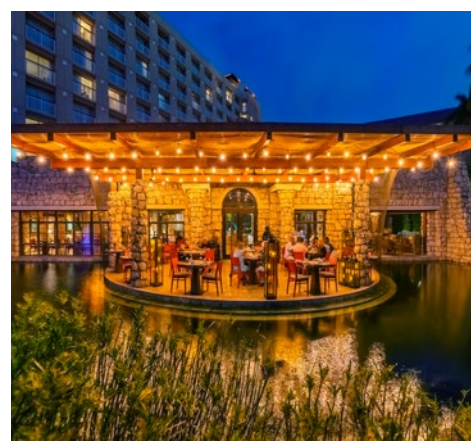
Book your early morning meditation, aerial yoga, tennis clinics, or even mixology class all online. Now available to guests of Hyatt Regency Aruba Resort Spa and Casino, the advance booking feature provides guests with the security of knowing their places at these complimentary activities are waiting for their arrival. By taking the fuss out of planning daily activities while at the resort guests are enjoying the freedom to explore more, do more, and experience more of One Happy Island. To make a reservation, please visit aruba.regency.hyatt.com.

RESTORATIVE MASSAGE FOR THE BODY AND MIND

Revive sore muscles and boost immunity with the ZoiA Spa Calm Therapeutic Massage. The perfect way to set the stage for transitioning into fall and winter, the treatment includes a soothing massage that incorporates gentle techniques to relieve sore muscles and help you to mentally reconnect. The 60 or 75 minute service will help to rejuvenate both the body and mind. To learn more, please visit ZoiA Spa or email zoia.spa@hyatt.com.

COOKING WITH CHEF AT HYATT

Introducing Cooking with Chef, the new interactive activity for guests of Hyatt Regency Aruba Resort Spa and Casino. Each session includes instructional steps in creating professionally prepared light bites at home using thoughtfully sourced ingredients. Favorites include the resort's signature homemade Guacamole and Peruvian Ceviche. To learn more, or to make a reservation, please visit aruba.regency.hyatt.com.



DISCOVER ENHANCED TRANQUILITY OF BODY & MIND AT EFOREA SPA

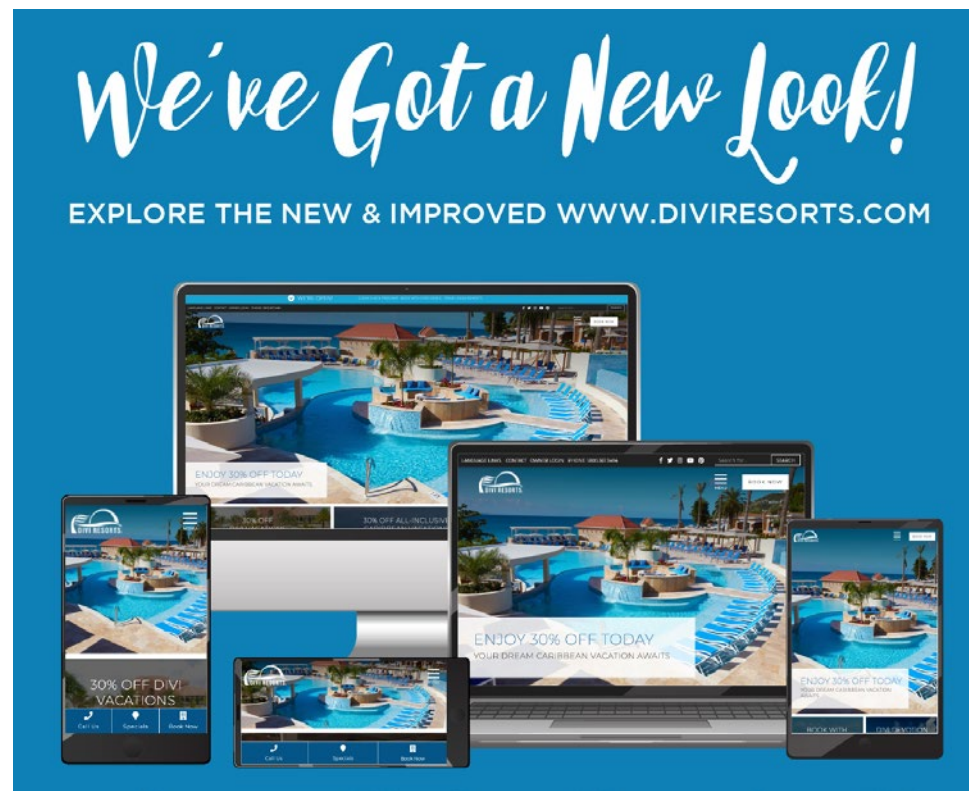


Aruba's unique oceanfront spa, Eforea, at the Hilton Aruba Caribbean Resort & Casino, is thrilled to announce the addition of locally inspired wellness treatments and services to its menu. "We are excited to offer a mix of timeless and innovative treatments to our guests who perhaps were restricted in travel over the past year and a half and finally take time to vacation, wishing to emerge brighter, feeling renewed, uplifted and refreshed," says Marielle Smeets, Senior Director of Resort Experience.

Eforea Spa at Hilton Aruba is proud to introduce Aruba's first **Sacred Sound Massage**, a meditative experience that combines a full-body massage with vibration sound therapy. **The eforea Astronomy Experience**, a nighttime transformational encounter that combines star gazing via telescope, followed by a romantic massage under the stars and a bottle of sparkling wine. Exfoliation, hydration, and balancing come together in treatments with local Papiamentu names such as **Playa Y Lama**, translating into Beach & Ocean, and **Drumi Dushi**, Sleep Sweetly. Furthermore, the spa delivers a complete Hand & Foot menu, including a mud treatment, and Hand & Foot renewal, with many enticing options, such as incorporating the **Hypervolt Percussion Device** for improved circulation.

To view the complete eforea spa menu, [click here](#).

DIVI RESORTS LAUNCHES NEWLY REDESIGNED CARIBBEAN VACATION WEBSITE



Divi Resorts is thrilled to unveil a brand new, completely revamped www.diviresorts.com. Designed with Divi's loyal customers in mind, the refreshed website provides a visually attractive, easy-to-use browsing experience while introducing seven distinctive resorts on five Caribbean islands to new audiences.

"We're excited to deliver a truly interactive experience with our new website," explains Marco Galaverna, Divi Resorts President and COO. "Customers can immerse themselves into the Caribbean state of mind with 360° tours, resort videos, dazzling photography, informative brochures, helpful comparison charts, comprehensive FAQs, and so much more. Users will find a fully integrated, user-friendly experience on any device, whether it's desktop, tablet, or mobile." Travelers seeking the very best deals on Caribbean travel will find unmatched discounts and packages all in one convenient location. Plus, the website offers an innovative booking tool that allows users to pick a resort, select travel dates, and add airfare to get the best deal on room-only or all-inclusive vacations in a snap.



RENOVATIONS UNDERWAY AT AMSTERDAM MANOR BEACH RESORT

The resort is currently undergoing a floor to ceiling renovation to enhance the island experience for our visitors. The highly anticipated upgrades include a variety of changes to the entire property, including all 72 rooms, the Front Office, Passions on the Beach, Mangos Restaurant & Horizons Bar and the addition of a gym and spa come 2022.

Most studio and suite upgrades will be completed by end of year, with the addition of lighter toned furniture, local artwork (Aruban state of the art pictures), custom-made mosaic floor tiles, modern lighting and spaciouly built new bathrooms with bright lighting. Upgraded ventilation systems have also been installed in all rooms to regulate the quality of the air by regulating humidity and CO2 levels. The beach bar at Passions on the Beach has doubled in size. Additionally, the Passions Beach deck has been revamped with wood-like flooring, locally crafted vibrant blue sunshades, and sleek new furniture. Breakfast has also been added to the menu! Mangos' Kitchen has also already been renovated to optimize the space and create an efficient and functional kitchen.



TOP ARUBA RESORT DISPLAYS ART EXHIBIT BY INTERNATIONALLY ACCLAIMED ELISA LEJUEZ

It is good to be home. Internationally acclaimed artist **Elisa Lejuez** works decorate private collections around the world, art galleries in New York City, and even adorn ladies' necklines. Now, her latest exhibit is open in her home island of Aruba, right in **Bucuti & Tara Beach Resort**. Lejuez uses her art to express messages of balance, energy, emotions and nature. Her commitment to regenerative living to ensure future generations have a healthy planet complements the ethos of Bucuti & Tara. The hotel has long displayed Lejuez's art throughout accommodations and lobbies. As guests enjoy Lejuez's art exhibit at Bucuti & Tara, they are invited to hear from Lejuez herself. Each piece includes a QR code guests can activate on their mobile devices or tablets. Each resulting video clip features Lejuez introducing each piece, the stories behind the art and her messages to society.

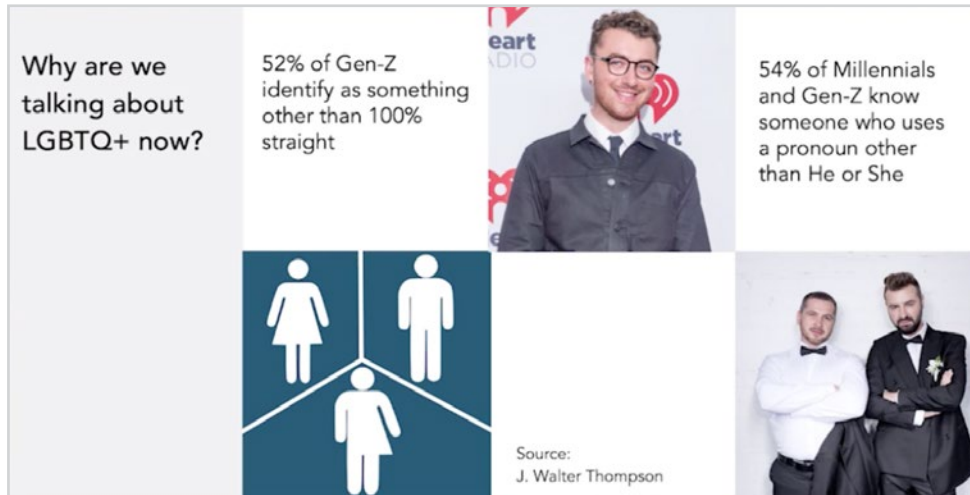
Elisa Lejuez's special Earth-based art exhibit at Bucuti & Tara includes:

- "I Will Give You the World 2017"
- "The Universe 2020"
- "It's all Energy 2020"
- "Global Warming 2020"
- "Ocean World 2020"

Bucuti & Tara guests are welcome to purchase the original works and can inquire through their personal concierge.



BOARDWALK STAFF PARTICIPATED IN PROUD HOSPITALITY TRAINING PROGRAM



On September 2nd some of Boardwalk Boutique Hotel's key staff members participated in an online training provided by Booking.com, called Proud Hospitality focusing primarily on communication with -and addressing concerns of- visitors and guests in the LGBTQ+ community.

This online training program launched in August 2021 and Boardwalk was one of the very first hotels in Aruba to take the training on September 2. "Main reason for us to enroll our team in this training and take full advantage of training tools like this, is making sure we clearly send out a signal that we warmly welcome guests from all walks of life and age groups, cultural backgrounds and sexual orientation. Honeymooners, families, millennials, baby boomers and gay couples are all treated with equal importance and respect. We have always done so, yet by partaking in a training such as Proud Hospitality we can even learn more about the ways to improve the communicate with our LGBTQ+ guests and better understand their needs and concerns" explained hotel manager Stephanie Rooijackers.

RESTAURANTS

A DYNAMIC BEACON OF LIGHT IS NOW GLOWING IN THE NIGHT SKIES OF CENTRAL ARUBA



A new restaurant, Cadushi Sunset Terrace and bar, Straddle It Saloon Aruba, recently opened in the former location of Mi Dudu Bar & Restaurant (located at Moko 10D), positioned on a scenic hilltop rock formation with fantastic panoramic views of the island. The new owners of the Restaurant and Bar, along with new management collaborated with Aruba's adored local beer, Balashi, and local signage company, Print media, to produce an impressive 12 foot by 3.5 foot sign, which took four weeks to complete. Glowing in the Aruban skies with 600 energy-efficient LED lights viewable as far as two miles away, many visitors on the island can spot the lights from their hotel balconies.

Those venturing out and exploring the island can refuel and refresh at Straddle It Saloon Aruba (open 4 to 11pm weekdays, and till 1am on weekends) basking in cool island breezes on the hilltop bar and enjoy an amazing sunset from the Cadushi Sunset Terrace at the highest point in the restaurant, savoring meats from the grill, sandwiches, coconut shrimp, local grouper, and more washed down nicely with an ice-cold Balashi, Chill, or Magic Mango beer locally brewed at Balashi National Brewery. Reservations for a sunset dinner are highly recommended by calling 297/699-0002.

CASINOS

WIND CREEK ANNOUNCES THE LAUNCH OF BATTLE CHALLENGE AT WIND CREEK CRYSTAL CASINO IN ARUBA



Wind Creek Hospitality is excited to announce that it launched its proprietary Battle Challenge gaming experience at its Wind Creek Crystal Casino in Oranjestad. Located at the [Renaissance Aruba Resort & Casino](#), the Battle Challenge is a new game within a game concept that elevates the player experience where guests can challenge other guests to compete in a race while gaming for the chance to win extra prizes. “Battle Challenge is a unique, proprietary gaming platform that lets players compete head-to-head for great prizes while simultaneously playing against the house on an individual slot machine”, stated Ken Rohman, Chief Marketing Officer for Wind Creek Hospitality. “More importantly”, continued Rohman, “is that the extra prizes come with no additional payment. It’s just an extra level of competition, excitement, and fun that can result in some extra rewards for our players.” Battle Challenge is now live and available for play at the Wind Creek Crystal Casino at Renaissance Wind Creek Aruba Resort. For more information, please visit [WindCreek.com/Aruba](#) or [www.renaruba.com](#).

COMMUNITY

DIVI & TAMARIJN ARUBA ALL INCLUSIVES PARTNER WITH FUNDASHON DIVI IMPACT, TO MAKE A BIG DIFFERENCE FOR ELEMENTARY SCHOOL



A few days before schools opening in Aruba, new bathrooms were inaugurated at Pius X school, in the presence of the cheerful headmaster, teachers, and support staff.

The bathrooms were renovated by Divi & Tamarijn All Inclusive with funds collected by Divi Impact Foundation. According to headmaster Sheila Tromp, the project took just over three weeks, and will contribute greatly to the students’ wellbeing and comfort, and to the 61-year-old facility, in general.

It gave Ricardo Vrolijk, president, Impact Foundation, and Yanel Olivero, board member and project leader, great pleasure to deliver the upgraded, modern facility on time. They were supported by board members Francis Ridderstap, Maria Esquera, Pearl Lake, and Island Marketing & Promotion Manager, Tabitha Fecunda, as they showed the project off to members of the local press.



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ARUBA PRODUCT UPDATE

**TO OUR TOURISM PARTNERS
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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 a.middendorp@aruba.com with a copy to content@aruba.com by the 5th of each month for it to be featured in the same month.