

ARUBA PRODUCT UPDATE

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

SEPTEMBER 2022

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 2022

ATA NEWS

FESTIVAL AT SEA WITH A GENEROUS DONATION



The Blue World Travel Corp, founded 30 years ago, started with Festival at Sea. Afro-American cruise travelers cruising all over the world, comes together once a year to meet and discover new places. 28 years ago, they started a project called Festival at Sea; collecting children's books from each passenger and donating this to children from each country they visit in order to promote active reading. The Blue World Travel Corp cruised to Aruba before, however, this year their trip to Aruba was a little more special. Festival at Sea, on board of the Celebrity Equinox, collected and donated around 1000 reading books. To start off Tourism Month (September), the A.T.A Team Members together with APA and SEL Maduro distributed these books among 41 different SKOA's schools and kindergartners as well as to the Public Library of Oranjestad and San Nicolas. The first books were delivered to Colegio Santa Theresita in San Nicolas as they had just inaugurated their own library to promote more reading among their students. This donation was possible thanks to the cooperation of A.T.A.'s Cruise Department, Aruba Ports Authority and SEL Maduro.

ARUBA ACE TORONTO CASA LOMA DINNER PRESENTATION



The Canadian Aruba Tourism Authority held its "Aruba ACE Toronto event" at Casa Loma, Toronto's historical museum and famous landmark. The attendees enjoyed the Symphony in the Gardens orchestra, the occasion offered a delightful meal al fresco in the stunning award-winning gardens surrounded by the Toronto city skyline and the magnificent castle. We were happy to have among us luxury travel advisors, as well as Aruba's local top producers. During intermission I had an opportunity to give a presentation on the latest updates, topics included Aruba's culinary scene, wellness and Island experiences. This extraordinary event inspired exchanges and memories of happy times spent in Aruba. Canada loves Aruba!

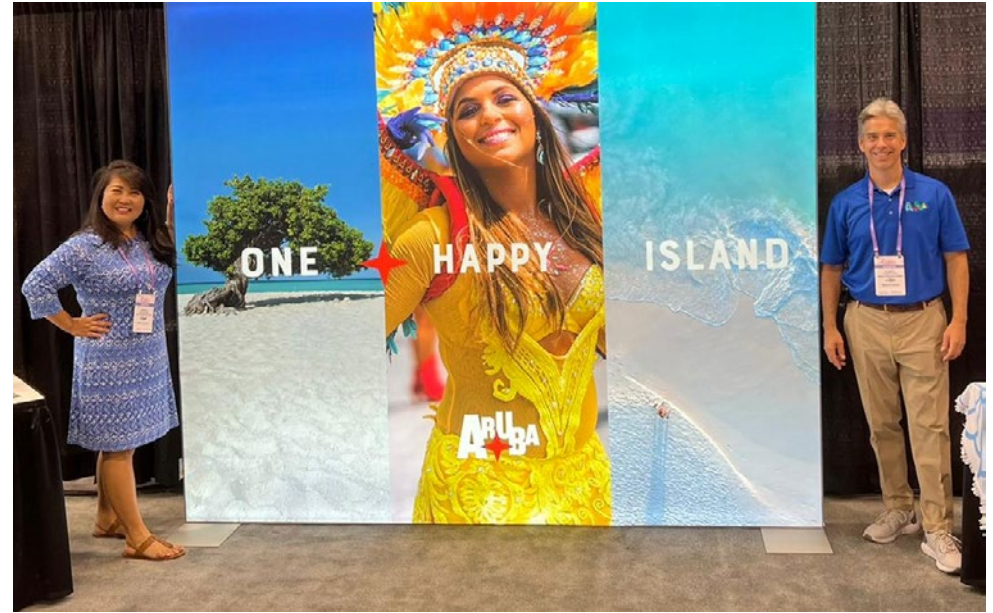
ARUBA CONVENTION BUREAU

NORTHEAST SALES CALLS



This week Aruba Convention Bureau had the sales calls and client entertainment in both New York and New Jersey. It was a great opportunity to meet with top customers from one of ACB best markets (Northeast region). It was a busy week of client events consisting of the US Open Tennis Tournament, two luncheons and two happy hours. A special thank you to our partners who were present: Hilton, ECO DMS, Renaissance, Marriott & Hyatt

CANADIAN MEETINGS & EVENTS EXPO



The Aruba Convention Bureau was present together with its North America Director Robert Hayes and Angela Naehu of Hilton Aruba Caribbean Resort & Casino, at the Canadian Meetings & Events Expo. ACB enjoyed getting to know some of the clients base even more and how they would like to see things moving forward. The event had a tremendous list of important accounts that they are certain can be of great value to the islands MICE partners.

RESORTS

HYATT REGENCY ARUBA RESORT SPA AND CASINO



EASE INTO THE HOLIDAYS AT HYATT

Take time for you before the social season gets underway. Explore the island, take a morning yoga class, plant your feet in the sand, or relax with a spa treatment and day at the adult pool. No matter how you spend it, your visit on One Happy Island will leave you reinvigorated and ready to take on the festive season. Take advantage of your World of Hyatt membership and save more on your pre-holiday stay. Book now at aruba.regency.hyatt.com

WORLD CLEANUP DAY

Guests of Hyatt Regency Aruba Resort Spa and Casino are invited to join the resort and Red Sail Sports in a celebration of the beauty of our island and surrounding waters with a beach cleanup on World Clean-up Day, September 17, 2022. Guests and resort colleagues will come together for a fun beach cleanup with transportation provided by Red Sail Sports. Guests may register to volunteer with recreation services.

EXPERIENCE MORE AS A MEMBER

Join the Players Advantage Club at the Casino in Hyatt Regency Aruba Resort Spa and Casino and discover a world of exciting benefits. Enjoy daily special offers and apply earned points towards the current hotel folio or bill, resort dining and more. To enroll, please email players.advantage@hyatt.com to speak with the Casino VIP concierge directly.

NEW OUTDOOR SERVICES AT ZOIA SPA

Celebrate time together with a couples treatment in the new outdoor ZoiA Spa cabanas located near Trankilo adults-only pool. Take in the calming surroundings while enjoying a full-body ZoiA Dushi Massage to help reduce tension and enhance circulation throughout the body. This signature treatment concludes with an invigorating foot massage. Discover ZoiA Spa at zoiaspaaruba.com

BOARDWALK BOUTIQUE HOTEL



BOARDWALK BOUTIQUE HOTEL INTRODUCES WEEKLY WELLNESS PROGRAM

Aruba Wellness Therapies, the local Spa and Wellness partner at Boardwalk Boutique Hotel, introduces a new wellness event. As of August 31st, a brand-new weekly Wellness Program takes place every Wednesday morning on Boardwalk's dedicated beach area on Palm Beach at 7am. The Wellness Program is available to both Boardwalk hotel guests and non-hotel guests at a fee of US \$60 per person. Guests of Boardwalk can sign up at the Front Desk; non-guests and locals can sign up by sending an e-mail to info@boardwalkaruba.com or by calling (+297) 586 6654. A maximum of 10 people can participate at once.

Boardwalk's weekly wellness program includes:

- 40 minutes of beginner yoga practice
- 20 minutes of meditation including aroma therapy and head, feet, hand massage
- Boardwalk Water Bottle to use at the event
- Fruit & Tea

More information is available at boardwalkaruba.com/en/wellbeing and on Boardwalk's social media channels, IG and FB @boardwalkaruba.

RADISSON BLU ARUBA

RADISSON BLU ARUBA UNVEILS ITS NEW \$5, \$7, AND \$9 BAR & BITES HAPPY HOUR.

Looking for that special place to relax outside of the pressures of home and work? Get your happy hat on because Radisson Blu Aruba has a brand-new happy hour menu featuring all of your favorite bites and small plates. They have also added cocktails, beer, and wine specials to the menu just to make it extra joyous for you. The best thing is that nothing on the happy hour menu is over \$9!

Some of the dishes include the fan-favorite Ceviche Blu made with leche de tigre and Peruvian aji, crab croquettes, marinated prawns in authentic Peruvian grill dressing, and the tiradito Nikkei bathed in lime and ginger with a touch of their oriental sauce.

This new eclectic special will provide a fun way for friends and colleagues to unwind while they sip on cocktails and indulge on tapas and bites over light conversations at a great value, offering exactly what Happy Hour is intended for. The Bar & Bites Happy Hour Menu is available every Friday from 5PM to 7PM at the Blu Bar, located in the heart of Radisson Blu. Cheers!

HAVE SOME FUN IN THE SUN ON WEEKENDS AT ACQUA BREEZE POOL BAR

Radisson Blu Aruba provides that special place to relax outside of the pressures of home and work. With the resort's famous resort pass, guests from other hotels, Airbnb's, and locals alike can enjoy exclusive access to sparkling pools from just \$25.

The casual yet picturesque Acqua Breeze Pool Bar provides an uplifting poolside food & drink service overlooking the pools and lush gardens.

On Saturdays, prepare to get wowed as the live performance by the soulful AMY SORINIO fills the air, allowing guests the ease of basking in the sound of music while sipping on their favorite cocktail or dancing the afternoon away. For beer-lovers, Sundays offer a 50% discount special on local draft beers, along with the rhythmic beats of live DJ Entertainment.

The extensive lunch menu offers a wide selection of appetizing handhelds such as Omaha beef burgers, mahi-mahi tacos, and veggie burgers. Salads, paninis, seafood-centric appetizers, and shareable platters; the menu is ideal to satisfy those lunch cravings.

Finally, the two daily happy hours with its special happy hour menu concludes the vibrant gathering. Acqua Breeze Pool Bar is open daily from 11AM – 7PM with 2X Daily Happy Hour from 11:30AM – 1PM and 5PM – 7PM.



BUCUTI & TARA BEACH RESORT

CARIBBEAN'S NO. 1 HOTEL FOR ROMANCE KEEPS THE STORK BUSY AS COUPLES BECOME FAMILIES, STORIES PROMPT THE LAUNCH OF #BUCUTIBABIES

Bucuti & Tara Beach Resort, Aruba may be adults only, however, for a growing number of couples, the resort is learning that nine months after their visit, they are being paid a visit of a bundle of joy. To celebrate, Bucuti & Tara has launched #BucutiBabies and recently reached out to past guests to see who have added to their family since their visit. The replies are pouring in from around the world with each photo accompanying special, loving stories resulting from their honeymoons and vacations at Tripadvisor's No. 1 Hotel for Romance in the Caribbean.

BEAMING WITH JOY

"As Tripadvisor's No. 1 Hotel for Romance in the Caribbean for the seventh straight year, Bucuti & Tara knows exactly how to care for couples. With our focus on being adults-only, it was only recently that we started to learn that there were resulting Bucuti Babies as we now call them, born around nine months after their parents' romantic vacation here," shares Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort, Aruba. "It has been so touching seeing their beautiful pictures and stories and realizing how Bucuti & Tara Beach Resort has become such a special place for many."

Bucuti & Tara delightedly shares some of these special stories with the permission of the contributors:

MEET BECKHAM

"My husband and I were married on August 8, 2021 in our US-home state of Maryland and stayed at Bucuti & Tara Beach Resort from August 15-20 for our honeymoon. We enjoyed everything and each other. Everything was perfect. When we got home, we excitedly told our family and friends that we couldn't wait to return for our first wedding anniversary. However, a few weeks later, we found out we were pregnant with our first baby with a due date May 7, 2022. Our Bucuti baby Beckham came into the world on April 28, 2022, and we are so in love with our beautiful son! Thank you for this special honeymoon," shares Erika Howard.

MEET MYLA

"Our story may be a little different than expected, but I think it's worth sharing. After almost two years of trying, we were finally able to get pregnant. Nine to ten weeks later we received the news that no expectant parent wants to hear, 'We're sorry, there is no heartbeat and we have lost the baby.' It was terrible for both of us to hear this. This all happened in the middle of the Corona crisis in September 2020. We knew we desperately needed a vacation to relax and unwind. The only place that came to mind that could give us that feeling was Bucuti & Tara



Beckham

Myla

Emersyn

Isabella

Beach Resort, where we had celebrated our honeymoon. I didn't realize until we walked in to check in how badly my wife needed to reset this trip. She started crying tears of happiness. I asked her what was going on and she said she was so happy to be back in Bucuti. Bucuti & Tara was exactly what we needed to reset. A little over two months later, our daughter Myla was on the way. She is now nine months old and we could not be happier," shares Kevin Davis.

MEET EMERSYN

"My husband and I honeymooned at Bucuti & Tara in August 2018 and welcomed our baby girl in May 2019! Exactly nine months after our honeymoon! We had a wonderful time together and we still talk about how Bucuti was our favorite vacation spot ever. We hope to return to Bucuti for our 10 year wedding anniversary. Our Bucuti baby Emersyn was born on May 11, 2019, and is now a big sister to her 5-month-old brother!" says Michele Breckel.

MEET ISABELLA

"I am always happy when I receive Bucuti news because it reminds me of our unforgettable honeymoon in 2013. Thanks to this special trip, our daughter Isabella came into our lives. A daughter is someone you laugh with, dream with and love with all your heart. We are very grateful to you for this and hope to come back to Bucuti & Tara Beach Resort one day," share Ana Maria Moreno and Oscar Mauricio Lopez Bogota, Colombia. Every honeymooning or vacationing couple is assigned a romance concierge upon making their reservation. This gives them plenty of time to plan the perfect romantic getaway blending relaxation, adventure, and memories of a lifetime. Nestled on a dreamy stretch of world-famous Eagle Beach, powdery white sand is kissed by turquoise water as palm trees dance with the sea breeze. Even Aruba's earliest visitors, Leatherback sea turtles, have picked Bucuti & Tara's beach each year to lay their eggs. To learn more about the most romantic honeymoon and vacation experience in the Caribbean, visit Bucuti.com.

SHOPPING



RENAISSANCE MALL & RENAISSANCE MARKETPLACE

NEW WEBSITES

At the Renaissance Mall and the Renaissance Marketplace, we are all about stepping up our game.

We've got a new fresh look, full of features with everything to keep you up to date with the latest in fashion, food & beverage, and events. These 2 new websites are designed to be user friendly, easier to navigate, interactive and will give you a new shopping or dining experience. Please visit themallaruba.com or themarketplacearuba.com.



RETAIL



CHEERS FOR CHILL! LOCALLY BREWED CHILL IS NOW ARUBA'S #1 BEER

Locals and visitors certainly have no shortage of beer to choose from in Aruba, with dozens of brands importing beer varieties to the island, including most of the world's top-selling brands. The competition is fierce, especially when you're a local brewery, but there's cause to celebrate: Chill beer, brewed at Aruba's national brewery, Balashi Brewery, is officially the island's top-selling beer. The International Wine and Spirits Report for 2021 was recently published, with Chill, Aruba's crisp and refreshing beach beer, topping the list of beers sold island wide. Adding to this success is the brewery's original and signature brew, Balashi, garnering the third most in sales. The new kid on the block, Magic Mango— a fruit-driven specialty beer, accounted two additional market share points for the brewery. The overall increase in demand for Balashi Brewery beer brands— including the addition of Magic Orange to the Magic portfolio launched earlier this year— has prompted an investment in brewing infrastructure, expanding capacity by 35% by year's end. Overall, Balashi Brewery now produces some 52% of beer consumed on the island (that's more than one out of every two beers consumed on the island)— an impressive achievement that Aruba can be proud of!



CHOCOGLAM'S NEW STORE IN THE HEART OF ORANJESTAD

Chocoglam Aruba initiated as a small and humble business. Through the years it developed into an ambitious business lead by the love for chocolate. It is currently Aruba's one and only chocolate factory and thrives to make Aruba's homemade chocolate known worldwide.

Chocoglam's chocolate is 100% homemade on the happiest island through artisanal techniques.

Its natural and heavenly variation of ganache is made out of fresh fruits, dry fruits, nuts, caramel and much more. Zero conservatives added. All bonbons are made out of the selection of the best cocoa beans in the Latin American region.

Chocoglam started in Nelkis' kitchen as a hobby, it was there that she discovered her true passion and love for chocolate. Eventually, she decided to bring this passion to all the habitants of the island. Nelki's has dedicated more than 8 years to the creation of this family business, where every bite is an experience filled with all the love that Nelkis puts into the elaboration of these 100% handmade chocolates without preservatives, with the best cocoa selected personally by Nelkis. Recently Chocoglam opened her second store at Urban Cunucu Café inside Maggy's Mainstreet.



ARUBA CERTIFIED EXPERT



KIM RIDDLE
BDM, US
k.riddle@aruba.com



LILIANA MANCINI
Sales Manager, Canada
l.mancini@aruba.com



DONNA SMITH
Sales Manager, Southeast US
d.smith@aruba.com



NATASHA LEE SOY
Sales Manager NY, NJ, CT
n.lee@aruba.com




AIDEEN MULHOLLAND
Sales Manager, New England
a.mulholland@aruba.com



ANGELA RESTIVO
Sales Manager, West
a.restivo@aruba.com

WWW.ARUBACERTIFIEDEXPERT.COM

 ArubaTravelExperts

ARUBA PRODUCT UPDATE

**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 r.dirksz@aruba.com and content@aruba.com by the 5th of each month for it to be featured in the same month.