

APRIL 2026



Aruba



PRODUCT UPDATE

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

OUR VISION

"Un Aruba dushi pa biba ta un Aruba
dushi pa bishita" – Aruba as a wonderful
place to live is a wonderful place to visit

CORE VALUES

- ♥ Curason – Heart
- 👊 Curashi – Courage
- 💚 Compasion – Compassion
- 🧐 Curiosidad – Curiosity

CORE PURPOSE

Enrich the Quality of Life on
Aruba through responsible
and integrated destination
management.

BELOW WE OFFER A SYNTHESIS OF SOME OF THE MOST PROMINENT AND IMPORTANT NEWS DURING THE MONTH OF APRIL 2026

ARUBA TOURISM AUTHORITY EU



ARUBA THROUGH YOUR SENSES = BRINGING THE ARUBA EFFECT TO LIFE

On March 18, 2026, Jr. Sales Executive Sharicia Hasham, Jr. Social Media Manager Meagan Wouters and Sales & Marketing Executive, Tiahna Croes from the Aruba Tourism Authority Europe hosted “Aruba Through Your Senses” at Avila Reizen in Haarlem, celebrating the 50/40th anniversary of Aruba’s Flag, Anthem, and Status Aparte.

The event welcomed 47 travel agents, media, and partners, including leading hotel and activity partners. Through an interactive speed-dating format, attendees connected directly with partners, followed by a networking reception.

The highlight of the afternoon was a multisensory show, where guests experienced Aruba through taste, smell, sound, and storytelling, from Aruban snacks, Rum by Bodegas Papiamento and the signature Aruba Ariba cocktail to Aloe vera and Caribbean rhythms.

The event successfully positioned Aruba as more than a beach destination, showcasing its culture, warmth, and unique experiences. With strong engagement and valuable connections made, the event truly brought The Aruba Effect to life.



A.T.A. COLOMBIA

ARUBA CELEBRATED IN BOGOTÁ THE 50TH ANNIVERSARY OF ITS ANTHEM AND FLAG AND THE 40TH ANNIVERSARY OF ITS STATUS APARTE WITH A MEDIA GATHERING

As part of the commemoration of the 50th anniversary of Aruba's Anthem and Flag and the 40th anniversary of its Status Aparte, the island hosted an exclusive brunch for journalists on March 18 at Abasto Bogotá, creating a space to share its cultural essence and key historical milestones.

The event was attended by representatives from the Embassy of the Netherlands and Holland House, along with approximately 12 journalists from various Colombian media outlets.

As part of the experience, guests enjoyed a welcome drink made with aloe vera, as well as pastechi, one of Aruba's most iconic traditional snacks, offering a taste of the island's authentic flavors.

During the gathering, special emphasis was placed on the significance of these milestones, which celebrate Aruba's identity, autonomy, and evolution within the Kingdom of the Netherlands. The Status Aparte, established in 1986, marked a turning point in the country's history, while the Anthem and Flag represent the pride and identity of the Aruban people.

Through initiatives like this, Aruba continues to strengthen its relationship with Colombian media, promoting not only its tourism offerings but also its rich culture, history, and identity.

ARUBA STANDS OUT AS OFFICIAL SPONSOR OF THE 2026 COPA COLSANITAS COLSUBSIDIO WTA 250 IN BOGOTÁ

Aruba participated as an official sponsor of the Copa Colsanitas Colsubsidio WTA 250 2026, the leading women's tennis tournament in Latin America, held from March 28 to April 5 at the Country Club in Bogotá.

As part of its presence, Aruba featured a beach tennis-inspired stand to promote this signature sport of the island. Attendees enjoyed interactive 15-minute classes led by a coach. Aruba-branded tennis balls were also distributed as part of the experience.

On the final day, a special VIP delivery of tennis balls and socks was offered to attendees, creating a memorable touchpoint.

The tournament, part of the official WTA circuit, brought together top international players. In the final, Czech player Marie Bouzková claimed the singles title. As part of her prize, she received a trip to Aruba, reinforcing the destination's connection with sports and wellness.

Through this participation, Aruba reaffirms its commitment to sports, wellness, and healthy lifestyles.

WINGO LAUNCHES NEW DIRECT BARRANQUILLA – ARUBA ROUTE STRENGTHENING CARIBBEAN CONNECTIVITY

Aruba, the Happy Island of the Caribbean, celebrates the launch of the new direct Barranquilla – Aruba route operated by Wingo, strengthening a key air connection between Colombia's Caribbean coast and the island destination. The launch event took place on April 9 at Luna del Río, one of Barranquilla's most iconic and tourist-oriented venues, and gathered regional journalists, representatives of entities such as ProBarranquilla, the Mayor's Office of Barranquilla, the Government of Atlántico, as well as delegates from Wingo and the Aruba Tourism Authority (ATA).

The new route is scheduled to begin operations on July 9, enhancing regional connectivity and fostering increased tourism flows between both destinations. The event highlighted the importance of this direct connection in bringing more travelers to Aruba, known for its pristine beaches, warm hospitality, and its strong commitment to wellness and sustainability as core pillars of its tourism offering.



ATA CHILE



How do you transform a historical milestone into a memorable brand experience? This past March 18th, Aruba celebrated far more than a simple date on the calendar; it celebrated the very soul of its nation. From Santiago, Chile, the island's Tourism Authority joined the commemoration of a "triple crown" of milestones that define its sovereignty: the 50th anniversary of its National Anthem and Flag, and four decades of its Status Aparte.

In an intimate gathering with editors from leading media outlets such as El Mercurio, Revista La Panera, and Bio Bio Radio, alongside trade specialists from Ladevi and Report News, the formula that has cemented Aruba as a Caribbean success story was revealed. María José Lizama, Head of the Aruba Tourism Authority for Chile and Peru, highlighted how the political stability and economic growth born from the 1986 autonomy have positioned the destination far beyond its iconic, crystal-clear beaches.

The event, curated by the Communications and PR team, was an invitation to discover history through the senses. Moving away from cold data, guests experienced the resilience behind Aruban sovereignty and were captivated by the notes of "Aruba Dushi Tera"—a joyful Papiamentu waltz that resonates like a warm embrace. Amidst words like "Dushi" and "Bon bini," guests discovered that the island's true luxury resides in its people and its native tongue.



ATA ARGENTINA



Aruba marked a pivotal moment in its history in Argentina, blending identity, culture, and tourism performance. Representatives of the island led an event to commemorate two major milestones: the 40th anniversary of Status Aparte and the 50th anniversary of its national anthem and flag. The gathering also highlighted the strength of the Argentine market. The event was headed by Pablo Rodríguez, Aruba's Tourism Representative for the local market, alongside Soledad Lladó, the island's PR representative in Argentina. One key figure drew particular attention: Argentina has consolidated its position as Aruba's second-largest source market worldwide, ranking just behind the United States and surpassing Canada for the first time.

Beyond the numbers, the event offered insight into the essence of Aruba. Rodríguez recalled that Status Aparte, in effect since January 1, 1986, marked a turning point by allowing Aruba to separate from the Netherlands Antilles and manage its government, economy, and tourism autonomously, while defense and foreign affairs remain under the Dutch Crown.

In this context, the spirit of the national anthem was highlighted—not as a chronicle of battles, but as a declaration that "our greatness lies in our cordiality." This value is reflected in the visitor experience and helps explain the destination's sustained growth, particularly among Argentine travelers.

Symbolism also played a central role, with an anchor—specially painted blue for these celebrations—representing the freedom and steadfastness of a people who define themselves as "free yet firm." A gesture that encapsulates the spirit of Aruba: identity, hospitality, and global projection.



ARUBA TOURISM AUTHORITY

TRAVDAY GHENT, BELGIUM – APRIL 2, 2026

On April 2, 2026, Aruba Tourism Authority Europe participated in TravDay in Ghent, Belgium, represented by Jr. Sales Executive Sharicia Hasham and Office & Marketing Coordinator Caresse Imon. This one-day B2B event brought together over 50 travel industry partners, including destinations, tour operators, and travel professionals, providing a strong platform for networking and business development.

Throughout the day, ATA Europe engaged with Belgian travel agents and industry stakeholders, presenting Aruba as a premium and diverse Caribbean destination beyond sun-and-beach tourism.

To increase engagement and lead generation, an interactive “Guess the suitcase weight” activation was implemented at the stand.

The event provided a valuable opportunity to strengthen relationships within the Belgian travel trade and to increase awareness of Aruba’s offerings, including culture, wellness, gastronomy, and experiential travel.

All collected leads will be added to ATA Europe’s database for follow-up through newsletters and trade communication, supporting future conversion and ongoing engagement within the market.



THE 41-74 CLUB OF NY HELD THEIR MARCH MEETING AT OMNI PALACE IN NYC

The Omni is celebrating 100 years all year. They hosted the Club’s meeting with 30 members with a cocktail hour prior to the sit down meeting. Natasha Lee Soy, Sr. BDM Northeast & Canada was in attendance sharing the latest and greatest about Aruba.

The Sr. BDM Natasha attended three ASTA events covering New York, New Jersey & Connecticut. In NJ, she was with Andrea Kubon representing Inclusive Collection for Hyatt.



ARUBA CONVENTION BUREAU



eGroup River X-Change is a premier MICE event that brings together a select group of high-level buyers and suppliers in a curated, results-driven environment. With around 40 vetted meeting planners, the event focuses on creating meaningful connections and real business opportunities.

A strict qualification process ensures all planners are actively sourcing, making every interaction highly relevant. The program includes four days of pre-scheduled 10-minute one-on-one meetings, allowing participants to efficiently engage with key decision-makers.

In addition, curated dinners, receptions, and excursions provide valuable opportunities for more informal networking and relationship-building. eGroup River X-Change continues to set a high standard in the MICE industry, combining exclusivity, productivity, and impactful connections for those prioritizing quality over quantity.

Our partners included Abigail van der Linden from Aruba Marriott Resort and Stellaris Casino, Mark di Martino from Hilton Aruba Caribbean Resort and Casino, Chantal Beke from De Palm DMC, Anthony Every from ECO DMS, Tammy Karger from JOIA Aruba by Iberostar, and Francisco Gonzalez from Barceló Aruba.



ARUBA CONVENTION BUREAU ENGAGES FUTURE HOSPITALITY LEADERS

The Aruba Convention Bureau recently had the pleasure of presenting to the Faculty of Hospitality and Tourism Management Studies (FHTMS) students at the University of Aruba, sharing valuable insights into the island's dynamic MICE industry and its significant role in supporting Aruba's economy.

During the session, students gained valuable insight into how the Aruba Convention Bureau positions the island as a leading destination for meetings, incentives, conferences, and events. The presentation highlighted the Bureau's role in supporting event planners from concept to execution, while working closely with local partners to deliver impactful international events.

The Aruba Convention Bureau takes pride in engaging with the next generation of professionals and fostering opportunities that bridge education and industry. The session was met with great enthusiasm, thoughtful questions, and active participation from the students.

Congratulations to the winners of the MICE Expert Challenge!



ARUBA CONVENTION BUREAU



MAKING AN IMPACT: CSR AT CENTRO DI BARRIO SAVANETA.

Sound Vision Technologies elevated their incentive trip to Aruba by integrating a meaningful Corporate Social Responsibility initiative at Centro di Barrio Savaneta, in partnership with CEDE Aruba. This collaboration transformed a traditional incentive experience into an opportunity to create lasting community impact.

Through their participation, the group supported programs benefiting youth, seniors, and families, helping to strengthen social connections and promote inclusivity within the local community. The initiative reflects a shared commitment to making a difference beyond business objectives.

Central to this effort is CEDE Aruba's mission to empower communities through collaboration, care, and sustainable development. By aligning their visit with these values, Sound Vision Technologies demonstrated how incentive travel can be both purposeful and impactful.

This initiative underscores the evolving role of responsible meetings and incentive travel in Aruba, where enriching experiences are paired with meaningful contributions to the destination. It highlights how organizations can leave a positive legacy while fostering stronger connections, both within their teams and with the communities they visit.



AMSTERDAM MANOR BEACH RESORT



CELEBRATING EARTH HOUR AT AMSTERDAM MANOR BEACH RESORT

In Aruba, where nature and community are deeply connected, initiatives like Earth Hour serve as an important reminder of the impact of mindful living. On March 28, Amsterdam Manor embraced this global movement by creating an intimate and meaningful experience centered on connection, creativity, and sustainability.

Hosted at Mango's Restaurant, the evening brought together resort guests, team members, and residents of Cas Sjabururi in a warm and welcoming setting. Guests were welcomed with a refreshing drink and light snacks, setting the tone for a relaxed and engaging evening.

At 8:30 PM, as the lights were switched off in observance of Earth Hour, the space transformed into a cozy, candlelit atmosphere. The experience demonstrated that meaningful entertainment and connection do not depend on electricity, but rather on shared moments.

The highlight of the evening was a storytelling and poetry session by Marilis Becker, whose performance reflected themes of Aruba, nature, and the meaning of Earth Hour. A live acoustic performance by Jaderick Croes, who played the traditional quatta and sang local songs, followed, bringing an authentic cultural touch to the experience.

To further engage guests, an Earth Hour kit was shared, including candles, conversation cards, and interactive games including wooden puzzles and card activities. These elements encouraged guests to connect with one another and enjoy simple, electricity-free entertainment.

As the official hour concluded, guests continued to relax and socialize in the ambient setting, extending the experience beyond the moment and reinforcing the event's core message. The Earth Hour celebration was more than turning off the lights—it was about reconnecting with nature and with one another. Through storytelling, music, and shared experiences, the resort created a memorable evening that highlighted how meaningful moments can thrive in the simplest of settings.



CELEBRATING INTERNATIONAL DAY OF HAPPINESS AT AMSTERDAM MANOR BEACH RESORT

In Aruba, known as One Happy Island, the International Day of Happiness holds special meaning. It is a moment to reflect on joy, connection, and the simple experiences that create lasting memories for both locals and visitors alike.

To celebrate the occasion, Amsterdam Manor curated a thoughtful series of activities and content designed to engage guests before, during, and beyond the day itself.

In the lead-up to the celebration, guests were invited to contribute to a Happiness Day playlist, sharing songs that reminded them of their time in Aruba. This initiative connected both in-house guests and past visitors, allowing everyone to relive their favorite island memories.

As part of its digital storytelling, the resort also created a video featuring a "Pass the Happiness" concept, capturing joyful moments and shared experiences. This was published on Happiness Day, extending the celebration beyond the resort and into the wider community.

The festivities began early with a pre-celebration during the weekly Managers Cocktail Party. Guests received in-room invitations with smiley cookies, inviting them to join the upcoming activities.

On the day itself, guests gathered at the Happiness Corner, a vibrant space designed for connection and celebration. The setup featured a photobooth and Instagrammable corner where guests could capture memorable moments. They were welcomed with a special cocktail and enjoyed a selection of hors d'oeuvres while socializing.

The atmosphere was enhanced by the curated playlist, along with the presence of carnival dancers. To conclude, guests enjoyed a lively performance by a brass band, ending the event on a festive note.

The International Day of Happiness celebration brought people together through music, storytelling, and shared experiences, allowing guests to connect, reflect, and celebrate in a way that reflects the spirit of Aruba.



AMSTERDAM MANOR BEACH RESORT



CAS SJABURURI EASTER BRUNCH AT AMSTERDAM MANOR BEACH RESORT

Easter is a time for giving back, connecting, and sharing meaningful moments with the community. At Amsterdam Manor Beach Resort, the team proudly hosted its annual Cas Sjabururi Easter Brunch, welcoming residents of Cas Sjabururi for a special morning by the sea.

Hosted at Passions on the Beach, the brunch featured a thoughtfully curated menu designed to offer a delightful and comforting dining experience. Guests were welcomed with a refreshing non-alcoholic signature cocktail, followed by an artisan bread basket with freshly baked croissants and chocolate petit pains, served with assorted fruit preserves, along with coffee, tea, and chilled orange juice.

The experience continued with a light and refreshing Easter parfait, made with creamy yogurt, seasonal berries, crunchy dried nuts, and coconut flakes.

The main highlight was the Ocean Breeze Platter, featuring French-cut corn-fed chicken with roasted red pepper, eggplant, and chimichurri sauce. This was complemented by a selection of brunch favorites, including egg frittata, sweet potato wraps with bacon, cheese fritters, and avocado toast topped with smoked salmon and herb cream cheese.

To conclude, guests enjoyed a Crème Brûlée Duo, offering both chocolate and vanilla flavors, finished with a crisp stroopwafel garnish.

The morning was made even more special with a live saxophone performance, creating a calm and pleasant atmosphere as guests enjoyed their time overlooking the beachfront setting. The Cas Sjabururi Easter Brunch is a meaningful tradition that reflects the resort's commitment to the local community. It is a moment to come together, share a meal, and create lasting memories, embodying the spirit of care and hospitality that defines Aruba.



AMSTERDAM MANOR BEACH RESORT CELEBRATES ARUBA'S FLAG & ANTHEM DAY WITH CULTURE, COMMUNITY & CULINARY EXPERIENCES

In honor of Aruba's Flag & Anthem Day, Amsterdam Manor Beach Resort hosted a series of vibrant experiences celebrating the island's rich culture, traditions, and community spirit.

As a pre-celebration on March 17, the resort organized a local market at Horizons Lounge from 4-6 PM, providing a platform for local startups and entrepreneurs to showcase their products. Guests were welcomed with a coconut drink and invited to explore a selection of locally made goods, including handmade accessories, artisanal products, and themed sweets inspired by the "Himno y Bandera" celebration. Highlights included Love Aruba Heat hot sauces and traditional treats.

The atmosphere was enhanced by live entertainment, including a steelpan player and traditional "cah'i orgel" music. Unique to the ABC islands, the cah'i orgel is a cherished instrument in Aruban folklore, adding an authentic cultural touch. The event concluded with a dance performance.

On March 18, the resort's beachfront restaurant, Passions on the Beach, continued the celebration with a special culinary experience on Eagle Beach. The "Flavors of Flag Day" Aruba Mix Platter was available for lunch and dinner, featuring traditional favorites such as red snapper, garlic shrimp, keshi yena, and sanger yena, accompanied by plantain, creole potatoes, polenta, and pickled onions. Priced at \$35, the offering gave both locals and visitors an opportunity to enjoy Aruba's culinary heritage in a beachfront setting.

As part of the celebration, local residents were invited to enjoy a 15% discount during dinner service on March 18. These events reflect Amsterdam Manor Beach Resort's commitment to supporting the community while creating meaningful experiences that celebrate Aruba's culture. The team extends its gratitude to all who participated and looks forward to continuing these traditions.





ARUBA'S HOTTEST TABLE TERRA BY JEREMY FORD MARKS SIX MONTHS OF CULINARY BRILLIANCE

Six months after opening, Terra by Jeremy Ford at Bucuti & Tara Beach Resort continues to draw global attention, delivering culinary brilliance that captivates discerning travelers and locals alike while elevating Aruba's dining scene.

The milestone follows early international acclaim from Forbes, which named Terra "the most coveted reservation" in Aruba and "the island's most talked-about dining room," positioning it as a culinary experience worth planning an entire trip around. Helmed by Chef Jeremy Ford, who leads the Michelin-starred and Michelin Green-starred Stubborn Seed in Miami, Terra delivers a modern fine dining journey rooted in Aruba's culture, ingredients and storytelling. Seasonal menus celebrate local farmers and fishermen, transforming island-sourced ingredients into refined, artful dishes that reflect both innovation and authenticity.

Guest response has been equally strong. Tripadvisor reviewers consistently highlight Terra as a "must visit in Aruba," praising "impeccable service," "beautifully curated dishes," and an experience that is "worth every moment." Others describe it as "one of the best meals on the island" and "a true culinary experience from start to finish," reinforcing its reputation as a standout dining destination.

More than a restaurant, Terra is a natural extension of Bucuti & Tara's ethos. Sustainability, thoughtful sourcing and genuine hospitality are seamlessly woven into the experience. From responsible ingredient selection to meticulous execution, Terra reflects the resort's leadership as the Caribbean's most eco-certified hotel.

Together, Bucuti & Tara and Terra redefine modern luxury, where guests enjoy elevated service and world-class cuisine while embracing purposeful travel that respects both community and environment.

At six months, Terra continues to shape Aruba's evolving identity as a destination where exceptional dining and meaningful travel go hand in hand.

With demand remaining high, guests are encouraged to secure reservations well in advance of their arrival to ensure they can experience one of the island's most sought-after tables. Make reservations here on [OpenTable](#).

BUCUTI & TARA BEACH RESORT



FROM FIRST NEST OF 2026 TO FIRST STEPS GUESTS HELP PROTECT SEA TURTLES AT BUCUTI & TARA

As the first nest of the 2026 season arrives on the shores of Eagle Beach, Bucuti & Tara welcomes the return of one of nature's most ancient and awe-inspiring traditions. For guests, it is a chance to witness the continuation of a lineage that has called Aruba home for thousands of years.

Leatherback sea turtles, among the island's original inhabitants, journey thousands of miles across oceans, returning to the very beach where they were born. Watching a nesting mother emerge under the night sky or tiny hatchlings take their first determined steps toward the sea is a mesmerizing experience, leaving a lasting impression on all who witness it.

At Bucuti & Tara, these moments are paired with purpose. Guests are invited to both observe and become protectors. Partnering with TurtugAruba, the resort ensures nests are carefully safeguarded, while educating guests on how to respectfully coexist with these vulnerable creatures.

Guests can opt in to be notified in real time when hatchlings begin emerging, giving them the rare opportunity to witness and help safeguard this delicate moment. Under guidance, they can help protect the hatchlings' first journey by minimizing disturbances and ensuring a safe path to the sea.

From learning how to reduce light pollution along the beach to understanding the fragile odds hatchlings face, guests gain meaningful insight into conservation efforts. With only a small percentage of sea turtles surviving to adulthood, every protected nest makes a difference.

The resort's 2026 Sea Turtle Countdown Calendar further enhances the experience, allowing guests to anticipate potential hatching windows and be present for these special moments.

From the first nest of the season to the first steps of each hatchling, Bucuti & Tara offers a rare opportunity to connect with nature's past and play a role in protecting its future.

BUCUTI & TARA BEACH RESORT



THE ROMANTIC GETAWAY IN ARUBA COUPLES SECRETLY WISH THEY BOOKED SOONER

Romance is evolving. Today's most sought-after luxury centers on what matters most, which discerning travelers are defining as time to connect, space to breathe, a sense of purpose and experiences that feel deeply authentic. At Bucuti & Tara Beach Resort, this new era of travel is a way of life, elevated to an art form of slow travel.

Set along the wide, uncrowded shores of Eagle Beach, couples immediately feel the shift. Here, time slows naturally. Mornings begin with the gentle rhythm of the ocean. Days unfold with ease, inviting couples to fully enjoy each other's company lounging beachfront, quiet wellness experiences and intimate dining. Evenings glow with golden sunsets that seem to linger, creating moments that feel both intimate and expansive.

Space becomes a quiet luxury. Bucuti & Tara's expansive beachfront, adults-only setting and boutique intimacy create a sense of calm and openness that allows couples to fully relax into each moment and into each other.

Purpose is thoughtfully woven throughout the experience. As the Caribbean's most eco-certified hotel, Bucuti & Tara

offers meaningful ways for couples to travel more consciously. From thoughtfully sourced cuisine at Elements Restaurant and the new Terra by Jeremy Ford to immersive voluntourism opportunities to give back, each stay carries a deeper sense of impact.

Authenticity completes the journey. Every detail feels genuine, from the heartfelt care of Bucuti Associates to personalized touches that reflect each couple's story. Guests feel recognized, welcomed and truly cared for.

In this setting, romance unfolds naturally through shared moments, meaningful experiences and a deep sense of connection.

To maximize their slow travel experience at Bucuti & Tara, guests are encouraged to begin connecting with their personal concierge well before wheels down in Aruba, so that the moment they arrive, they can step into what they've long awaited.

At Bucuti & Tara, luxury is not about having the most, it is defined by what matters most.

BUCUTI & TARA BEACH RESORT



Certified for Accommodation Sustainability

BUCUTI & TARA ELEVATES EARTH WEEK WITH TRAVELIFE GOLD AND EVERYDAY VOLUNTOURISM

At Bucuti & Tara Beach Resort, Earth Week takes center stage as a meaningful celebration of sustainability, while reminding guests that hands-on voluntourism experiences are available year round for whenever they visit.

This year's Earth Week, April 19-25, was especially significant, following the resort's Travelife Gold recertification, a distinction Bucuti & Tara has upheld continuously since 2011. The achievement reinforces its position as the Caribbean's most eco-certified hotel and a global leader in sustainable luxury. Travelife Gold, aligned with Global Sustainable Tourism Council standards, recognizes excellence across environmental stewardship, community engagement and responsible operations.

As the Caribbean's first and only Certified CarbonNeutral hotel and named by Green Globe as the world's most sustainable hotel or resort, Bucuti & Tara brings purpose to every experience. During Earth Week, guests enjoyed thoughtfully curated activities that blend education, wellness and conservation.

Highlights include a wine tasting with earth notes and a zero-waste mocktail class, offering practical (and delicious!) ways to embrace sustainable living. A cacao ceremony encouraged reflection and connection to nature, while hands-on initiatives such as a coastal cleanup with local students and a visit to The Bucuti & Tara - GMC Nature Preserve allowed guests to make a tangible impact on Aruba's ecosystems by planting seedlings.

The celebration concluded with the resort's Movies Under the Stars featuring the Aruba nature documentary Turning the Tide, leaving guests inspired by the island's beauty and the importance of protecting it.

Beyond Earth Week, meaningful voluntourism opportunities are available throughout the year, empowering guests to travel with purpose and leave Aruba better than they found it.

JOIA ARUBA BY IBEROSTAR



SHOCO COMMUNITY COLLABORATION HONORED DURING VISIT OF KING WILLEM-ALEXANDER

A special moment for conservation in Aruba was commemorated on March 18th, at the Shoco Burrow located near the Savaneta Olympic Pool. In the presence of His Majesty King Willem-Alexander of the Netherlands, partners and community members gathered to highlight the continued efforts to protect the Shoco (*Athene cunicularia arubensis*), Aruba's beloved national owl.

The Shoco Burrow stands as a symbol of collaboration between ABC Aruba, Iberostar Aruba, Marriott Aruba, and Bucuti & Tara Beach Resort, who have joined forces to support awareness and protection of the island's unique wildlife and natural heritage.

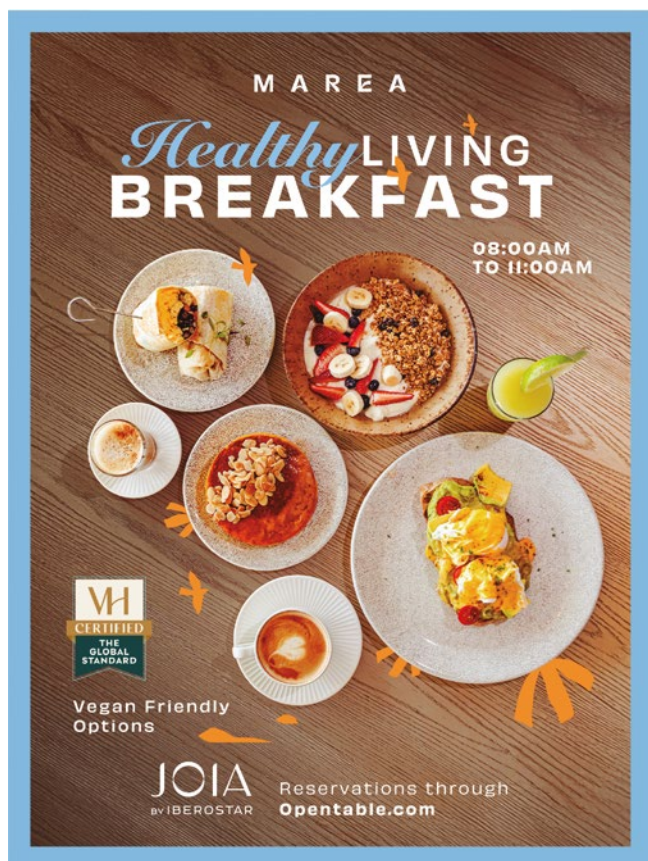
Representing Iberostar Aruba at the event were Arnaud Le Lanchon, General Manager, and Jareth Vermeulen, Sustainability Alliances Manager, who joined partners in presenting the initiative and its importance for Aruba's biodiversity and sustainable tourism efforts.

During the visit, the partners shared the importance of protecting natural habitats and educating the community and visitors about the island's fragile ecosystems. The preservation of Shoco burrows across Aruba is an ongoing effort that reflects a shared commitment to sustainability and responsible tourism.

The moment marked an important recognition of how public and private partners can work together to safeguard Aruba's natural treasures for future generations.

The collaboration continues to encourage residents and visitors alike to respect and protect the Shoco, ensuring that this iconic species remains an integral part of Aruba's environment.





WELLNESS MEETS FLAVOR: DISCOVER MAREA'S HEALTHY LIFESTYLE BREAKFAST

In connection with JOIA Aruba's Vegan Hospitality and Tourism Certification, Marea has introduced a variety of vegan-friendly options to its menu, along with a specially curated Healthy Lifestyle Breakfast. This offering is designed for guests who are mindful of their calorie intake and committed to a healthier way of living.

These options are available daily on Marea's regular menu from 8:00 AM to 11:00 AM during breakfast hours, providing yet another way to enjoy a balanced, wellness-focused holiday complemented by exceptional vegan cuisine.



A SANCTUARY OF WELLNESS AT SPA SENSATIONS

Wellness is essential, and at Spa Sensations at JOIA Aruba by Iberostar, guests can indulge in one of the largest wet areas on the island. The spa features a pool, jacuzzi, and cold plunge, all enhanced with hydrotherapy functions designed to rejuvenate the body and mind. In addition, a spacious sauna and steam room further elevate the relaxation experience.

Open daily, Spa Sensations offers five dedicated massage rooms along with a full-service salon providing hair and makeup services. It is a truly valuable addition to your stay, an oasis of relaxation that enhances your overall island experience.



JOIA ARUBA BY IBEROSTAR



WHERE LOVE MEETS THE OCEAN: WEDDINGS AT JOIA ARUBA

Wedding season knows no bounds especially when your special moment unfolds overlooking the world-renowned Eagle Beach. At JOIA Aruba, every detail is set against a breathtaking backdrop, making it the perfect destination to celebrate your love and the beginning of your forever.

Our dedicated Wedding & Events team is ready to guide you every step of the way, offering expert support and personalized touches to bring the wedding of your dreams to life. Begin your day in our one-of-a-kind Bridal Suite, the crown jewel of JOIA Aruba, designed to elevate every moment of your celebration with elegance and charm.

For more information, please contact Ethlyn Castillo, Wedding & Events Manager, at ebagr1@iberostar.com.



CU ARUBA, PA ARUBA

Iberostar Hotels & Resorts proudly marks one year of positive impact in Aruba, celebrating a journey rooted in responsible tourism, community engagement, and environmental stewardship. Since the opening of JOIA Aruba by Iberostar, the company has embraced a long-term vision focused on creating meaningful connections with the island and its people. To commemorate this milestone, Iberostar welcomed local media and key partners to a special anniversary gathering. The event featured remarks from Arnaud Le Lanchon, General Manager; Jareth Vermeulen, Destination Alliances Manager; and Ashiko Martinus, Director of Tierra del Sol Golf Course by Iberostar. Each speaker highlighted key achievements and reinforced the company's commitment to building strong partnerships that drive positive change across the island.

Guided by its Wave of Change movement, Iberostar has implemented impactful initiatives supporting both people and nature. Over the past year, the company has fostered local talent through partnerships with educational institutions such as EPI, EPB, and the University of Aruba, providing hands-on opportunities for students. Its Aula di Lama program has delivered ocean education to more than a thousand participants, in collaboration with over 15 local NGOs.

Environmental efforts have also taken center stage, including the creation of the Shoco Boulevard and the training of more than 1,000 Shoco Ambassadors, strengthening awareness around Aruba's biodiversity. In addition, partnerships with organizations such as Metabolic Foundation, Fundacion Savaneta, Alto Vista Winery, and Cunucu Libiee have supported circular waste practices, local culture, and community development.

As Iberostar looks ahead, its commitment remains clear: working hand in hand with the community, "Cu Aruba, pa Aruba", to champion positive change through purpose-driven tourism.



HYATT REGENCY ARUBA RESORT SPA & CASINO



THIS MOTHER'S DAY, MAKE IT AN EVENING TO REMEMBER

Celebrate Mother's Day with an unforgettable dinner at Hyatt Regency Aruba Resort Spa & Casino. Dine lagoon side at Ruinas del Mar, known for its inviting atmosphere and fresh seafood; enjoy contemporary kosher cuisine at Piccolo, featuring a lively open kitchen; or savor handcrafted sushi with ocean views at ShinSen. Each offers a distinctive way to honor her with an evening to remember.

Explore more at hyattregencyaruba.com

GOING TO THE BIRDS

In celebration of World Migratory Bird Day and World Parrot Day, guests are invited to explore Aruba's birdlife through the Wildlife Ambassador Education Program, offered daily at 1:00 p.m. The guided experience highlights migratory visitors, native island species, and the avian Wildlife Ambassadors that live alongside us at the resort.

Reserve your space at hyattbeachservices.com

A THOUGHTFUL MOTHER'S DAY GIFT AT ZOIA SPA

Give the gift of relaxation this Mother's Day at ZoiA Spa. Choose from a soothing massage, a rejuvenating facial, or the calming Wellnamis wellness experience, designed to restore balance of body and mind in a serene, island-inspired setting. Learn more at zoiaspaaruba.com

A LITTLE EXTRA EXCITEMENT IN MAY

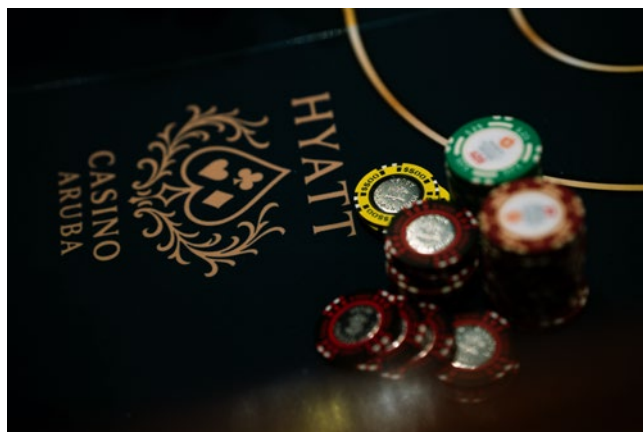
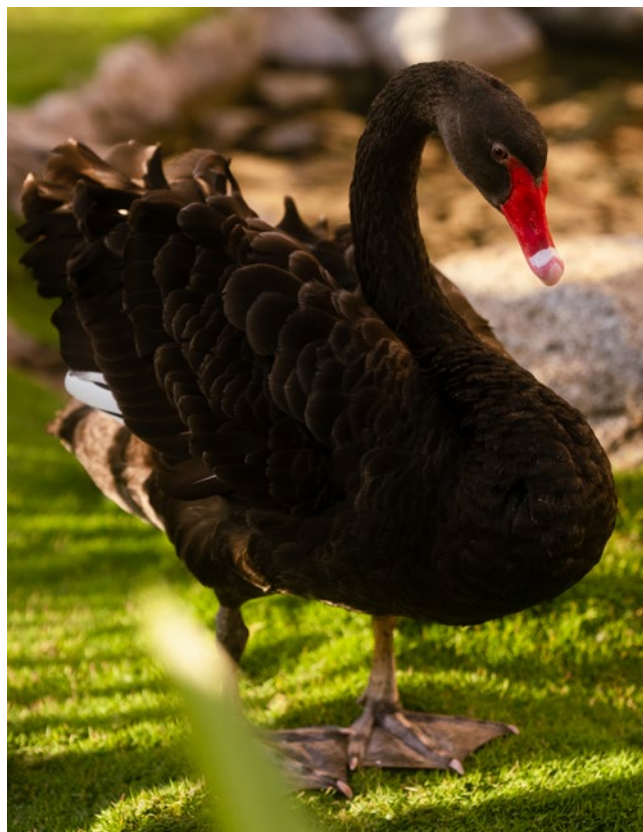
Hyatt Casino Aruba offers classic casino play throughout May, with special evening offerings planned for Mother's Day and Labor Day. Open daily from 10:00 a.m. to 2:00 a.m., with table games beginning at 3:00 p.m.

Learn more at hyattcasinoaruba.com

A NEW WAY TO UNWIND: BEDSIDE READING

Discover Bedside Reading, a curated literary experience available exclusively for resort guests. Thoughtfully selected books invite moments of inspiration and escape between sun-filled days. The amenity complements the Beachside Reading Package, featuring mindful mornings and a curated collection for relaxed time by the pool or beach.

Learn more at hyattregencyaruba.com



LA QUINTA BEACH RESORT



LA QUINTA BEACH RESORT PARTNERS WITH MINDFUL ARUBA TO FOSTER A MORE HARMONIOUS WORK ENVIRONMENT

La Quinta Beach Resort has formalized a collaboration with Mindful Aruba to introduce Mindful at Work, a structured workplace wellness initiative designed to provide emotional support, guidance, and mindfulness practices for employees. This collaboration reflects La Quinta's ongoing commitment to cultivating a work culture that cares, both for its guests and for the team members who create the truly relaxing experience the resort is known for.

Through this initiative, Mindful Aruba will offer weekly on-site sessions at La Quinta focused on:

- Work-life balance
- Family and relationship well-being
- Mindfulness and emotional wellness
- Mental resilience and workplace communication

For La Quinta Beach Resort, this initiative aligns with its broader philosophy of human-centered hospitality. The shared vision of Teodora Goloju of Mindful Aruba and Ursell Arends, Director of Operations, is to provide consistent support, strengthen a culture of care and connection, and ensure that every team member feels valued, supported, and empowered to thrive.

This collaboration positions La Quinta among forward-thinking organizations in Aruba that prioritize mental well-being and workplace harmony as essential components of sustainable business practices.

When we care for our people, that care naturally extends to our guests and to the wider community.



LA QUINTA BEACH RESORT INTRODUCES RESPONSIBLE MEMBER'S GUIDE TO ENCOURAGE MINDFUL TRAVEL IN ARUBA

La Quinta Beach Resort proudly introduces its Responsible Member's Guide, a thoughtful initiative designed to encourage guests to experience Aruba with greater awareness, care, and connection.

La Quinta believes that hospitality extends beyond the stay itself, the guide invites members and guests to embrace small, intentional actions that help preserve the island's natural beauty, culture, and community.

"A truly relaxing experience begins with presence," the guide shares, encouraging guests to slow down and connect with Aruba not only as a destination, but as a shared home.

The Responsible Member's Guide provides practical yet meaningful guidance across the guest journey. From packing intentionally and choosing reef-safe sunscreen, to reducing waste, respecting wildlife, and exploring the island through low-impact activities, the guide reframes everyday travel decisions as opportunities to create positive impact.

On property, guests are encouraged to engage in mindful practices such as balancing energy use, refilling reusable water bottles with Aruba's high-quality tap water, and minimizing food waste, simple actions that collectively contribute to a more sustainable hospitality experience.

Beyond individual actions, the guide also connects guests to the wider community, inviting them to participate in initiatives such as La Quinta's Eagle's Nest gatherings and local volunteer opportunities, fostering a deeper relationship with the island and its people.

By sharing this guide, La Quinta reinforces a simple yet powerful idea: when guests travel with intention, they become part of preserving what makes Aruba so special.

La Quinta hopes this initiative can inspire others within the hospitality sector to take similar steps, contributing collectively to a more responsible tourism experience for Aruba.

LA QUINTA BEACH RESORT



LA QUINTA BEACH RESORT BECOMES FIRST HOTEL IN ARUBA TO LAUNCH A SYNTROPIC AGROFORESTRY GARDEN

La Quinta Beach Resort proudly announces the launch of its syntropic agroforestry garden, marking a new step in its commitment to sustainable tourism and human-centered hospitality.

Developed in partnership with Rhakeem Samuel of Dr. Greenthumb Aruba – Garden Consultancy & Maintenance, the initiative introduces regenerative agriculture into the resort's operations. With the active involvement of team members, the project lays the foundation for a Farm-to-Members and Staff concept, where fresh, locally grown produce will be cultivated on property.

This initiative reflects La Quinta's belief that sustainability starts from within, through the care extended to its people, its guests, and the island it calls home.

At the heart of the project is soil regeneration, a core principle of syntropic agroforestry. Rather than simply using the land,

this method restores it by layering plant species, increasing organic matter, and working in harmony with natural cycles. The result is healthier soil, improved water retention, greater biodiversity, and a more resilient ecosystem over time.

The garden was made possible through the collective effort of La Quinta's staff, whose hands-on participation brought the initiative to life.

A special moment during the launch included La Quinta President, Mr. Stephen Scaturro, who planted the first plant, symbolizing the resort's continued investment in long-term sustainability.

As the garden grows, La Quinta will continue integrating its harvest into the guest and staff experience, reinforcing a model where hospitality and environmental responsibility grow side by side.





RADISSON BLU ARUBA MARKS FIVE YEARS OF GROWTH, VISION, AND LOCAL LEADERSHIP

Radisson Blu Aruba celebrated its fifth anniversary with a week of curated experiences that reflected not only the milestone, but the journey behind it. The resort opened in April 2021 during one of the most challenging periods for global travel, bringing new life to a long-vacant building that had remained unfinished on the island for over a decade.

Without direct beach access, an uncommon position in Aruba's resort landscape, the hotel set out to define its own path. Over the past five years, it has evolved from a startup operation into a recognized player in the market, shaped by a fully local leadership team and a clear focus on experience-driven hospitality.

As part of the celebration, the resort introduced its "5 stays for \$5" giveaway, generating strong engagement and adding a sense of excitement around the anniversary.

Guests were invited to a rooftop anniversary toast with live steelpan music, Veuve Clicquot champagne, and curated bites as part of the anniversary week.

Internally, the milestone was marked with a team appreciation brunch, recognizing the people behind the operation and a culture that has made the hotel a preferred employer on the island, with pay that leads the market.

The week concluded with a client event at Blu Tap Cider, featuring curated canapés, cider tastings, free-flowing Veuve Clicquot, and a live Jamón Ibérico carving experience..

Five years in, Radisson Blu Aruba continues to show that success in hospitality is not defined by location alone, but by vision, consistency, and the ability to create experiences that resonate.



CELEBRATING INTERNATIONAL DAY OF HAPPINESS AT RADISSON BLU ARUBA

Radisson Blu Aruba marked the International Day of Happiness with a series of activations across the resort for both guests and team members.

Guests were welcomed with a glass of champagne, sweet treats, and complimentary chair massages in the lobby, setting a relaxed and positive tone throughout the day.

The celebration continued with a wellness-focused edition of the resort's Garden Flow experience, featuring a Laughing Yoga session led by Natura Yogi. The session combining guided breathing techniques with intentional laughter in a relaxed, interactive setting.

Team members were equally part of the celebration, with a lively program including music, snacks, and games that brought energy across departments and reinforced team spirit. The day concluded with a Happiness Day cocktail hour at Blu Tap Cider and Don Esteban Gourmet, featuring live entertainment, curated canapés, and a Jamón Ibérico carving experience.



RENAISSANCE WIND CREEK ARUBA RESORT



PERKS OF RENAISSANCE WIND CREEK ARUBA RESORT

Renaissance Wind Creek Aruba Resort offers a unique dual-property experience, allowing guests to select the stay that best fits their travel style and preferences. Whether seeking an adults-only escape at Renaissance Marina Hotel or a spacious retreat for both couples and families at Renaissance Ocean Suites, the resort provides thoughtfully designed options to suit every type of traveler.

A highlight of the experience is access to the renowned Renaissance Private Island, one of the most photographed destinations in the Caribbean. In this truly unique setting, flamingos and guests come together, creating an unforgettable atmosphere. Accessible only by water taxi, the island also includes daily use of non-motorized watersports.

Renaissance Wind Creek Aruba Resort also offers a wide range of complimentary activities for all ages, enhancing every stay with memorable experiences. Guests can enjoy wellness-focused options such as sunrise stretch, aqua fitness, Pilates, flamingo yoga, aqua Zumba, sound bowl meditation, SUP yoga, and vinyasa yoga. For those seeking leisure and creativity, activities include guided walking tours, sip & paint sessions, Aruba Aloe DIY scrub experiences, and pool bingo. Families traveling with children will appreciate dedicated programming for little ones, including storytelling, face painting, arts & crafts, pizza parties, board games, and more. Note that activities may vary monthly and are exclusively available to Renaissance Aruba guests at no additional cost. Upon check-in, guests receive a QR code to access the activity schedule and conveniently make reservations through the Navigator Desk.

Discover Revive Wellness Center, located at Renaissance Ocean Suites. This serene space features a welcoming outdoor deck, ideal for sunrise yoga sessions or daily fitness routines.



DE PALM TOURS



DE PALM TOURS EXPANDS FLEET WITH FIVE NEW BUSES

De Palm Tours is proud to announce the addition of five new buses to its growing fleet, marking a significant milestone in the company's continued investment in guest experience and operational excellence.

Driven by increasing demand and a long-term vision for growth, the expanded fleet includes three black buses and two white buses, bringing greater capacity and flexibility to daily operations across the island. Notably, this addition makes De Palm Tours the only tour operator in Aruba offering black bus transportation at this scale, reinforcing a distinctive and elevated brand presence that sets the company apart.

The new fleet strengthens De Palm Tours' ability to scale efficiently, supporting improved operational flow and greater flexibility across its wide range of tours and services, ensuring every guest journey is seamless from start to finish.

This milestone is the latest chapter in a story more than 65 years in the making. Since its founding, De Palm Tours has continuously evolved to meet the needs of Aruba's tourism landscape, and this investment reflects that same forward-looking spirit.

Growth at De Palm Tours is guided by more than ambition. It is grounded in responsibility. As a two-time EarthCheck Gold-certified operator and the only tour operator in the Caribbean and Latin America to hold GSTC certification, the company ensures that every step forward supports both an exceptional guest experience and the long-term preservation of Aruba's natural environment. The new fleet is no exception, with sustainability factored into every operational decision.

For De Palm Tours, expansion means continuously raising the bar, ensuring that as the company grows, so does the quality of every experience it delivers.

For more information about tours and services, visit www.depalm.com.



DE PALM TOURS HONORS YEARS OF SERVICE AT Q1 ANNIVERSARIES & RECOGNITION EVENT

On March 27th, De Palm Tours gathered its teams at Piedra Plat Entertainment Center to honor the milestones and contributions that keep the company moving. The Q1 Anniversaries & Recognition Event brought departments together in a celebration rooted in Aruban culture and community spirit.

The event leaned into local culture at every turn. Guests were served a menu rooted in Aruban tradition: Galiña Stoba, Pisca cu Saus Crioyo with Pan Bati, Tert i Pruij, and Pan Boyo, while DJ Ricky kept the afternoon lively from start to finish.

Director of Human Resources Lisette Mohamed opened by speaking to what the day was really about: not just years on a calendar, but the people who show up and make a difference across every corner of the company.

The service milestones honored that point directly. Rosa de Agrela and Glenda Dirksz (Coconuts Retail), Richenell Nava (Land Rover Operations), and Omar Lambert (Seatrek) were each recognized for 10 years of service. Vince Schenker (Watersports Boats) marked 25 years. And Astrid de Weever-Winterdal of Accounting was celebrated for 35 years with the company, a milestone that drew well-deserved recognition from the room. Each honoree received an engraved Corkcicle Stemless and their anniversary bonus.

Recognition Awards went to Raquelita Quant, Charrito Javois, Harold Patiño, Rudolph Benita, Jason Arndell, and Miguel Figueroa, each receiving a certificate and a dining experience at Passions Restaurant.

CEO Brian Stedeford closed the afternoon with a straightforward message: appreciation isn't a formality here. Every team member deserves to feel seen, and days like this exist to make sure they do.

De Palm Tours' growth is inseparable from the people delivering every guest experience. Recognizing that, consistently and genuinely, is how the company intends to keep building.

ARUBA WINE AND DINE CHARITY



IT STARTS WITH A SIMPLE IDEA: GIVING BACK MATTERS.

As Aruba Wine & Dine grew, so did its connection to the community. That connection led to the creation of the Aruba Wine & Dine Charity Foundation, a dedicated initiative supporting individuals and families facing financial hardship or unexpected challenges.

The foundation focuses on practical, everyday support, help with groceries, baby essentials, school supplies, and urgent needs that can ease difficult moments. Every request is handled with care, respect, and discretion, ensuring assistance reaches people in a thoughtful and responsible way.

That same purpose continues through the Water Bottle Initiative. Refillable glass bottles, available at Moomba Beach, Hadicurari, Fishes & More, and Tango, offer a simple way to contribute. For every bottle purchased, one dollar goes directly to the foundation, helping provide essential support to those who need it most.

At its core, this is about extending hospitality beyond the table, creating meaningful impact in the community, quietly and consistently.

RAMA COMUNICA – PERÚ



ARUBA CELEBRATES 50 YEARS OF ITS NATIONAL ANTHEM AND FLAG AND 40 YEARS OF STATUS APARTE IN LIMA

At a special evening held at the residence of the Ambassador of the Kingdom of the Netherlands, Aruba commemorated the 50th anniversary of its national anthem and flag, as well as the 40th anniversary of Status Aparte. The event brought together strategic partners, members of the diplomatic corps, representatives of the Peruvian–Dutch Chamber of Commerce (NLANDES), travel agencies, tour operators, and members of the media.

Ambassador Alexander Kofman delivered welcoming remarks, underscoring the significance of these milestones for Aruba's identity and development. Jordan Schlipken, Director of the Aruba Tourism Authority for Latin America, shared a message highlighting the symbolic importance of these commemorations.

During the evening, it was also announced that starting in April, Peru and Aruba will be closer than ever with the launch of a daily direct flight. The event concluded by reaffirming Aruba's commitment to further strengthening its ties with Peru, positioning the island as an attractive, accessible, and increasingly close destination for Peruvian travelers.



SURFSIDE BEACH BAR



WHERE THE DAY FLOWS EFFORTLESSLY

Right by the shoreline, Surfside Beach Bar blends ocean views with an easy, social energy. Planes pass overhead as you sip something cold, adding a unique twist to the scene. It's relaxed, lively, and always inviting.

Mornings start slow, coffee, a light bite, and a front-row seat to the sea. As the day picks up, the menu delivers comfort and flavor, from wood-fired pizzas to fresh salads, perfect for sharing between swims or long chats under an umbrella.

STAY FOR THE SHIFT IN MOOD

Afternoons bring a steady buzz, with music, laughter, and the clink of glasses filling the air. Then comes sunset, the sky turning soft and colorful, creating one of those moments you don't rush.

Happy hour keeps the mood going, three times a day with 50% off selected beers, cocktails, and wines. It's the perfect excuse to settle in a little longer.

At Surfside Beach Bar, time stretches, the vibe stays light, and every part of the day feels just right.



WILLEM'S DUTCH PANCAKES



WILLEM'S DUTCH PANCAKES: WHERE TRADITION MEETS FLAVOR

In the lively hotel area of Palm Beach, Willem's Dutch Pancakes offers a warm, easygoing escape where tradition is part of every plate. It's the kind of place where simple ingredients are treated with care, starting with flour prepared using 19th-century techniques from Dutch miller Willem van Tooren. The menu keeps things versatile. Sweet pancakes arrive topped with fresh fruit, while savory options bring together cheese, ham, and vegetables in satisfying combinations. Each dish feels familiar, yet thoughtfully made.

A must-try are the poffertjes, small, fluffy Dutch mini pancakes served with butter and powdered sugar. Light, soft, and served warm, they're a favorite for a reason.

From breakfast through dinner, Willem's creates a setting that feels both relaxed and authentic. It's not just about the pancakes, it's about enjoying a moment where tradition and flavor come together naturally.



Aruba

**PRODUCT
UPDATE**

TO OUR TOURISM PARTNERS
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