

ARUBA PRODUCT UPDATE

TRADE EDITION

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

AUGUST 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 AUGUST 2022

ATA NEWS

ARUBA I DO VOW RENEWAL



World Famous Eagle Beach was the center stage for the largest vow renewal of the Caribbean. For the first time, the vow renewal went live on Facebook and Instagram welcoming couples from all over the world; USA, Italy, Brazil, Netherlands, Chile, Peru, Colombia and many more, connecting them with their family and friends back home.

This year's edition of Aruba I Do surpassed all expectations. More than 200 couples gathered on Eagle Beach during sunset to say their I Do's all over again. Andy de Courcey Osbourne, wedding officiant, talked sincerely about love and commitment, allowing his humor to shine through. The surprise of the evening was singer Edjean Semeleer as the master of ceremony who interacted with his audience gracefully.

Since the first email with 'save the date', registrations kept on coming in reaching a record of couples since its first edition in 2017. Colombian actor Alejandro Estrada and his wife, Colombian actress Nataly Umana were invited as influencers to renew their vows. Colombian TV program La Red of Caracol TV was also present to capture all the details of the couple. Southern Bride Magazine Rep; Bailee Ross was also on the island to experience this 4th edition. Couples are already asking about the 5th edition which will be bigger and with lots of love!

ARUBA MEETS NOLA



The Papillion of Aruba dinner on July 28th was a success. The venue was Le Tableau a well established multigenerational family run restaurant in the heart of the French Quarter, New Orleans. The Papillion team melted well with Le Tableau's team creating a magical night of culinary exploration accompanied by classy wines. The setting was intimate in a private room for under 40 guests. The table setting presentation was simple yet impactful. Each guest was given a hot sauce bottle (Pica di Papaya) as a useful momento to remind them of their night and use to create fantastic meals.

Natasha Lee Soy, representing Aruba accompanied by a local luxury travel advisor, art gallery owner and a freelance food journalist. They all were highly impressed with the quality of the food and production. Natasha was able to discuss the island with the ladies and a few other guests present. They loved the details about each dish and the wine that complimented it. Some mentioned it would be good if there was a more formal address about the island. The owner of the art gallery was interested in a similar program including art and an exchange of Aruba art and Nola's art. This event proves that Aruba's culinary scene is on par with many foodie destinations and should be explored in other cities such as L.A. and NYC.

TRADESHOWS ARE GEARING BACK UP



The NA Sales Team are back out on the road attending tradeshows and scheduling lunch presentations. Watch for us to be in your area soon. In July we reached advisors through the Pleasant Holidays shows in the Southeast, trunk shows in Canada, Association events in the Northeast, LTAs ULTRA Summit and GTM among others.



RESORTS

HILTON ARUBA CARIBBEAN RESORT & CASINO



PLANTATION DAY AT HILTON ARUBA CARIBBEAN RESORT & CASINO

Recently the Blue Energy committee of the Hilton Aruba Caribbean Resort & Casino organized a PLANTation celebration, an appreciation day in which departments exchanged plants and thoughtful cards with each other. This initiative brought joy and enthusiasm to the workplace as many of the team members are gardeners at heart.

The Engineering department started the thread by awarding a planter to Food & Beverage who paid it forward to Front Office, who in turn delivered to the Kitchen.

Each department then kept the chain of sharing going, granting a symbol of life and growth throughout the hotel from Purchasing and Accounting to Security, Commercial, Housekeeping, Recreation, Spa, Executive office, wrapping up with Engineering, completing the circle of sharing.

While not everyone is blessed with a green thumb, plant lovers were pleased with the gift exchange, and marveled at the gratitude expressed by each department to one another while adding warmth and light to each area. Engineering remarked that easy-care varieties of plants were selected, and since every department was included, no one was green with envy!

RADISSON BLU ARUBA

SOME OF PERU'S BEST FLAVORS ARE FIRING UP PALM BEACH, THANKS TO NEW POP-UP RESTAURANT BLU BAR

Radisson Blu Aruba celebrated the soft opening of its new Peruvian-inspired pop-up restaurant on August 1, 2022. The unique and stylish Blu Bar: A Peruvian-inspired restaurant that offers everything that you love about Peruvian fusion cuisine, but with a modern twist. Diners can expect to find many seafood-centric dishes including popular Peruvian eats such as Ceviches and Tiraditos. Some of the highlights from the dinner menu include mouthwatering dishes such as the team's favorite: cowboy pork glazed with blackberries jam served with 'fufu', local fish on a sugar snap peas puree, NY strip with Peruvian chimichurri, and 8 hours slow-cooked beef brisket; all dishes enhanced by a modern twist on flavors and presentation.

As for libations, the beverage team built an equal innovative menu with a detailed selection of stunning wines and signature cocktails to pair with each dish. The pop-up is the only spot for Peruvian dining in Palm Beach and offers both indoor dining with panoramic floor to ceiling windows, and outdoor seating with a picturesque view of the resort's luxurious pool and lush gardens. The upscale atmosphere, rich in original architectural details absolute perfect location for dining with loved ones, clients, and business associates. At night, the restaurant's chic bar is a lively place to gather with friends for cocktails and cozy vibes.

Radisson Blu Bar invites locals and visitors alike to enjoy a Peruvian culinary experience they will never forget. Located in the heart of Radisson Blu Aruba, Blu Bar is open daily from 5PM to 11PM.

BEAT THE HEAT AT RADISSON BLU ARUBA

Find your clients a luxury pool to cool off in. Reserve your day pass today and get exclusive access to different facilities and services such as: a family pool, kids pool, adults-only whirlpool, poolside food and drinks service by an attentive team, and complimentary Wi-Fi. For an extra layer of protection from the sun, upgrade your experience and book our premium Grand Family Cabana available for groups of 8 people, perfect for families, group of friends or even colleagues. Want to know more about the perfect getaway for the day? Click here: www.resortpass.com/hotels/radisson-blu-aruba.



ARUBA MARRIOTT RESORT & STELLARIS CASINO



CHEF ANDRES DAVILA APPOINTED COMPLEX EXECUTIVE CHEF

As of July 2022, Chef Davila has joined the team of the Aruba Marriott complex, and in his new role, is leading all culinary operations for the complex, including Aruba Marriott Resort & Stellaris Casino, Marriott's Aruba Ocean Club and Marriott's Aruba Surf Club. Davila brings an impressive 22-years of culinary experience, with 11 of those years working with Marriott International. In his most recent role, he held the position of Executive Sous Chef for Marriott Beach Resort in Grand Cayman. Davila's culinary philosophy is that "dishes are nourished by experiences that a chef has lived", where he counts his fortune by having had the opportunity to travel the world, developing his knowledge in different spices, cultures, and cuisines. Chef Davila is excited to work with the amazing complex team of Aruba Marriott, where he will be working tandem with Aruba Marriott Resort's Executive Sous Chef, Ever de Peña and Marriott Vacation's World Wide Executive Chef, Santiago Mancini.



AÇAÍ BOWLS MAKE THEIR WAY TO THE BREAKFAST LINEUP

La Vista's famous breakfast buffet has recently introduced new items to its daily lineup, including freshly-made açaí & yogurt bowls, chocolate, strawberry, and blueberry pancakes, as well as daily rotating hot dishes. A true delight to all visitors, La Vista's breakfast buffet has something for everyone, satisfying every tastebud. Healthy options such as the smoothie and juice station, as well as our gluten-free station are highlights to the buffet. Let's not forget about the famous mini pastechis and delectable pastry station! Join us daily from 7AM – 12PM in La Vista, catching all your breakfast favorites for \$32.95 per person. Call us to make a reservation at 520-6312 or find us on OpenTable.

HYATT REGENCY ARUBA RESORT SPA & CASINO

ESCAPE TO PARADISE

Reconnect with your favorite someone and create lasting memories at Hyatt Regency Aruba Resort Spa and Casino. Book the Escape to Paradise package and enjoy daily Regency Club services, couples massage, \$100 casino credit, three-course dinner for two and welcome beverage. Learn more at aruba.regency.hyatt.com.

BLACKJACK AND ROULETTE 101

Hyatt Regency Aruba Resort Spa and Casino guests, ages 18 and older, are invited to learn to play Blackjack and Roulette from the incredible team of Hyatt Regency Casino professionals. The new activity is available on Sundays at 5:00 p.m. and is a part of the recreational enhancements the resort launched in 2020. Learn more at aruba.regency.hyatt.com.

NATIONAL WELLNESS MONTH IN AUGUST

Celebrate national Wellness Month at Hyatt Regency Aruba Resort Spa and Casino. Enjoy monthly special opportunities such as Full Moon Yoga on August 11, a specially priced Detox Facial at Zoia Spa, or take in some of the rejuvenating activities available any time of year like aerial yoga, meditation, painting, cooking, and tennis. All activities are available to resort guests only. To learn more, please visit aruba.regency.hyatt.com.

PREHOLIDAY GETAWAY

Free yourself to enjoy the moment. Book your Aruba getaway and take time out just for you before the holidays arrive. The Regency Club package at Hyatt Regency Aruba Resort Spa and Casino is the perfect escape from crowds and schedules where a private concierge and complimentary daily amenities await to help you relax before ushering in the festive season. Book your escape today at aruba.regency.hyatt.com.



BUCUTI & TARA BEACH RESORT, ARUBA



TOP CARIBBEAN RESORT SAVES 30,000 AT-RISK PETS WITH SPAY AND NEUTERING PROGRAM

Bucuti & Tara Beach Resort, Aruba, is celebrating that it has subsidized the spay and neutering and microchipping of 30,000 cats and dogs with their foundation, Fundashon Stimami Sterilisami. Founded by the resort's owner/CEO, Ewald Biemans, the collaborative community initiative has helped Aruba reimagine the role of animal services.

At just 20 miles long and six miles wide, Aruba had a pet overpopulation problem. Considering a single pair of cats and their kittens can produce as many as 420,000 kittens in just seven years and a single pair of dogs and their puppies can produce as many as 67,000 puppies in just six years, Bucuti & Tara took action. With more local dogs and cats than Aruba could compassionately care for, in early 2016, Bucuti & Tara founded Fundashon Stimami Sterilisami, local Papiamentu language for Love Me, Sterilize Me. The goal has always been to provide a humane solution for pet overpopulation in tiny Aruba. The alternative was dire, with unwanted pets living in the streets or sent to be euthanized.

Beyond helping to curb pet overpopulation, spay and neutering can help reduce risks. It reduces marking and spraying along with aggressive behaviors. Sterilization helps decrease roaming, which leads to getting hit by cars. Studies show it decreases the risk of certain cancers in dogs and cats. It also helps the island's infrastructure by reducing the need for animal control.

The Stimami Sterilisami program is simple for people or island shelters to register local dogs or cats. There is a low-cost fee with a sliding scale for Arubans needing subsidized procedures for animals in their care. Locals or shelters register online. They receive a notification for their pet(s) for the spay or neutering procedure, which also includes microchipping at a local veterinarian clinic.

Support for Stimami Sterilisami has grown over the years much to the resort's delight. Today, the program is supported by Bucuti & Tara Beach Resort, Aruba Tourism Authority, Tourism Product Enhancement Fund (TPEF), Aruba Bank, Setar N.V., Ewald Biemans, Bucuti & Tara guests, local residents, and the One Love Foundation.

In 2022, Ellen Sirianni and Berkley Cameron with the One Love Foundation helped Stimami Sterilisami with a special agreement with VSH Veterinary Specialty Hospital to further lower the costs of each procedure. Soon to come, the Animal Welfare Alliance Aruba is creating a spay and neuter clinic to focus on the catch and release population of local dogs and cats. This will free up funds so Stimami Sterilisami can direct even more efforts to the general population.

While the program's goal is centered on safely addressing pet overpopulation, the pandemic presented a new issue. During COVID-19, as borders quickly closed for the heavily tourism-dependent Aruba, some pet owners were financially stressed with trying to care for themselves and their families including furry companions. Breeding pets could quickly add to the stress on limited resources. With Stimami Sterilisami, pets could stay with their families and not risk being surrendered.

"Stimami Sterilisami is a compassionate approach to curbing the pet overpopulation issue in Aruba and we will continue to work hard to mitigate the suffering of abandoned pets," shares founder, Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort, Aruba. "This animal welfare program is a success thanks to the commitment from every supporter, veterinarian partner, and local participant. We are proud to support an initiative that helps everyone either directly or indirectly within our special Aruba community."

RENAISSANCE WIND CREEK ARUBA RESORT



DUSHI ARUBA THIS WAY = PARTY LIKE A LOCAL

Experience Aruban culture with this exciting theme night featuring a delicious all you can eat BBQ Buffet with a local twist, mixology bar ready to show off the latest trends in handcrafted cocktails, local artists with some lovely souvenirs to take back home, a Carnival show with an interactive local brass band, perfect for a memorable photo op. Don't miss it! for only \$55 per person at Renaissance Ocean Suites Beach on Thursday nights starting at 6:30pm.



RESTAURANTS

ARUBA WINE & DINE



FANTASTIC PRICES ON DELICIOUS MENUS DURING RESTAURANT WEEK 2022!

In the first week of September, it's great prices and stunning menus during Aruba Wine and Dine Restaurant Week. Visitors and locals alike look forward to the week-long festival at eleven of the most popular restaurants on the island!

For just \$28 USD (at Café the Plaza, Surfside Beach Bar, Willem's Dutch Pancakes, and Nos Clubhuis) or \$34 USD (at the other restaurants) you are presented with tasty three-course choice menus. Each chef of the various restaurants has come up with wonderful combinations, proudly showcasing their restaurants.

The 12th edition of Restaurant Week Aruba will be held from August 31st through September 11th. Guests can enjoy dinner at MooMba Beach, Nos Clubhuis, Salt & Pepper Restaurant, Hadicurari, Willem's Dutch Pancakes, Fishes and More, Tango Argentine Grill, Surfside Beach Bar, Café the Plaza, Mambo Jambo and Que Pasa Restaurant & Winebar.

The Restaurant Week menu also has a selection of wines, cocktails, and beers at discounted pricing. For complete details visit www.restaurantweekaruba.com.

A generous portion of the proceeds of Restaurant Week will go to Maris Stella, home of Aruba's Elderly. The proceeds will go to TV sets in the rooms so that occupants can enjoy television programs in their own privacy. It is just one more reason to go out and dine for a great cause during this super special week. Please make your reservations in advance, as these will give you the best seats in the house. For the menu and reservations visit restaurantweekaruba.com. The Restaurant Week 2022 promises to be an unforgettable culinary experience. Don't forget to be part of it!

CASINOS

THE INTERNATIONAL CIRCUITS OF WORLD SERIES OF POKER® COMES TO ARUBA IN SEPTEMBER

The 20th season of the WSOP Circuit continues with 10 international stops, among them in Aruba, at the Hilton Aruba Caribbean Resort, September 22nd to October 2nd, 2022.

Following its successful debut on the Las Vegas Strip, the World Series of Poker remains in action through the rest of 2022 and beyond into 2023. The World Series of Poker (WSOP) Circuit Events are a series of poker tournaments hosted throughout the United States and throughout the world beginning in late July each year, and culminating in Vegas with a \$1,000,000 Tournament of Champions.

The WSOP Circuit Events are designed to give the recreational and amateur player an opportunity to participate in the WSOP experience at different locations around the world. Each stop typically features 12 official events in 12 days, and a No-Limit Hold'em Main Event. Winners are awarded, besides their cash earnings, a prestigious WSOP gold ring, and a spot to the following Tournament of Champions. The WSOP Circuit events date back to 1970, they are the longest-running, largest, richest and most prestigious gaming event in the world, going back 52 years.

The first Event in Aruba, is scheduled for Sept 22nd, and the last, with two playing days, ends on October 2nd. <https://www.wsop.com/2022/circuit>. The tournament included exciting Ladies and Seniors events, a tropical pool-deck welcome reception and an awards evening. The complete schedule is available on line, and preparations are in full swing at the Casino.

Most of the WSOP tournament action will unfold in the Morris Lapidus Ballroom, where poker tables will be especially set for participants, but the Casino at the Hilton Aruba Caribbean Resort, promises to become a hub of activity introducing luxurious and extravagant new slot machines, providing attractive rewards and huge wins for any player wishing to try his/her luck at spinning, between WSOP events. The Poker Room at the casino is open from 3pm to 3am, offering 4-8 limit, 2-5 & 5-5 no limit, Texas Hold'em, Omaha & Tournaments. Live Table Games include Blackjack & Roulette, and Caribbean Stud Poker.





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ARUBA PRODUCT UPDATE

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