



Aruba Tourism
Authority

Aruba Product Update

TRADE EDITION

December 2020

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

Core Purpose:

We drive prosperity for Aruba
through sustainable tourism.

Our Vision:

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

Core Values:

Passion
Excellence
Unity
Forward Thinking

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



ATA News

Aruba Health & Happiness Code Coordinates Multiple Site Inspections for Taxis

During the last couple of months, the Aruba Health & Happiness Code (HH-Code) has continued to certify further partners, and have also continued to inspect establishments to ensure that all protocols are being followed. Heading into the Holiday season, this will be no different, as Aruba is not taking a break from its safety and health protocols as introduced by Aruba's department of health.

As a vital component of Aruba's transportation system, the Aruba Tourism office coordinated the first of several on-site inspections for taxis

so that visitors can feel safer when traveling around the island. It is Aruba's commitment to ensure partners, locals and visitors can enjoy the upcoming season knowing that protocols are being followed, and therefore also encourages everyone to choose and visit all HH-Code certified partners.

For a list of all certified HH-Code partners, please visit aruba.com/healthcode, and for anyone who wishes to provide feedback they can do so by sending an email directly to feedbackhealthcode@aruba.com.



Aruba Becomes First Caribbean Nation to Partner with JetBlue on Entry Testing

On November 11, Jetblue announced Aruba is the first Caribbean nation to partner with the airline for seamless entry testing through JetBlue's testing partner, Vault. "We are honored that Aruba is allowing Vault to facilitate their first and only saliva-based test accepted for entry into the country," said Vault Health Founder and CEO Jason Feldman. The test option with Vault provides convenience, quick turnaround, and accuracy. Vault facilitates all testing conducted by its collaborating laboratory. JetBlue customers receive a dedicated customer support phone line through the process. "Reliable, accurate, and convenient testing is a vital key to safely resuming leisure travel and invigorating the economy," said Joanna Geraghty, president and chief operating officer, JetBlue.

The decision by Aruba to begin accepting the convenient PCR test facilitated by Vault's technology platform for JetBlue customers arriving on the island was made after assessing the supervised testing process. It also comes as a result of the airline's initiative to work with destination regions to promote safer travel with easy testing. "Aruba is honored to partner with JetBlue to be the first Caribbean country to offer this innovative seamless entry testing to streamline the travel process, and make our 'one happy island' even more accessible," said Ronella Tjin Asjoe-Croes, CEO of Aruba Tourism Authority.

jetBlue

VAULT

H E A L T H

Resorts

Boardwalk Boutique Hotel Opens Brand New Gym & Wellness Facility

Located on the ground floor of the Palapa Lodge 360 Casita, guests of Boardwalk Boutique Hotel can now enjoy exercise equipment and other wellness options provided at the hotels' newest facility: a cozy fitness center. Spa services can be booked inside this wellness center on request. Yoga can be practiced both indoors in the air conditioning, as well as outside the center's dedicated yoga deck.

As part of the COVID-19 health & safety precautions Boardwalk guests are allowed to use the fitness center individually or with guests within their family/travel bubble. All tools and equipment inside the fitness center are thoroughly cleaned and ventilated after each use.



Tamarijn Aruba All Inclusive is Proud to Announce it is Open for Business

Tamarijn Aruba All Inclusive received their first check-ins on November 28th. The resort has been closed since March and management seized it as an excellent opportunity for construction. At the wake of a US\$5 million investment, all of its rooms, are now fully renovated, and ocean front. Regional director Alex Nieuwmeyer reports he shopped for furniture and materials in 2019, thinking there will be a gradual renovation down the road, but things sped up in March 2020, and on Black Friday, the minister enjoyed the privilege of inspecting well-appointed modern rooms in quiet subdued hues, and as a sign of our times a hand-sanitizer dispenser across the room door.

Nieuwmeyer, has been on the island for 26 years and under his direction, Divi Resorts evolved and thrived as a fine tuned vacation machine, making people happy, employing more than 1,000 locals. The government acknowledged Nieuwmeyer's passion, commitment and love for Aruba, especially its tourism industry, when the minister presented Nieuwmeyer with a commemorative plaque and a heartfelt thank you. The inscription "What we have once enjoyed we can never lose, all that we love deeply becomes a part of us," nicely sums up Nieuwmeyer's relationship with the island, it is part of his being.



Bucuti & Tara Beach Resort Aruba

Top Caribbean Resort Revitalizes Personalized Wellness Program for 2021 Guest Needs – and Staff, too

The COVID-19 pandemic has increased the importance of self-care and Aruba's Bucuti & Tara Beach Resort just expanded its concierge wellness program to meet today's guests where they are on their continuum of wellness. Four new resort-exclusive wellbeing experiences have been introduced these include; Make Your Own Aloe Scrub, Goshen Farm – Back to the Land Experience, Full Moon Yoga and Drum Circle and a Nature Hike & Ocean Snorkel.

In addition to Bucuti's on-site wellness specialists, the resort can now connect guests with every top wellness professional on Aruba. They also have a new program leadership under multi-certified wellness professional Mignon Aal to position guests – and staff – to live their best life. Last but not least, in addition to the long-standing practice of providing nutritious meals in the employee break area, the resort's wellness program now cares for staff with workouts. Complimentary classes include morning Pilates along its world-famous Eagle Beach, stretching and core-building sessions, and mindfulness and emotional release classes. Staff can enjoy immune booster classes, a staff wellness newsletter with in-depth articles and resources, and dine on healthy meals offered in the staff breakrooms. Additionally, staff has access to consultations with wellness specialist, Aal. "Whether you are a guest or a Bucuti associate, here at Bucuti & Tara Beach Resort, the health and wellbeing of every person is paramount," says Mignon Aal, Wellness Specialist at Bucuti & Tara Beach Resort. To learn more, visit www.bucuti.com.

Caribbean's Most Eco-Certified Resort Debuts Birdwatching Tour with Leading Expert

Sustainability leader Bucuti & Tara Beach Resort is now connecting everyone from birdwatchers to birders, alike, to Aruba's treasure trove of 280 recorded species who flock the tiny island. Bucuti & Tara has teamed with the island's leading seasoned birder and award-winning nature photographer, Michiel Oversteegen, to offer its exclusive Aruba Birdwatching & Nature Tour. Birders worldwide travel to Aruba specifically to have Oversteegen guide their birding. His professional photography work and vast Aruba birding and nature knowledge appears in National Geographic, major dailies including the Daily Mail, global scientific repositories including The Macaulay Library and eBird, and in site and field guide Birds of Aruba, Bonaire, and Curacao by Jeffrey and Alison Wells.

Guests can work with their personal concierge to book the Aruba Birdwatching & Nature Tour with Oversteegen. All tours are private and tailored to participants' preferences whether they are casual observers or highly skilled birding veterans. As the Caribbean's most eco-certified resort, carbon neutral Bucuti & Tara's commitment to the environment has long included the care of island animal life. Its affection for Aruba's birdlife starts on property with its own winged rescues.

To learn more and make reservations for Aruba's Birdwatching & Nature Tour, visit www.bucuti.com.

Hyatt Regency Aruba Resort, Spa & Casino

Happy Island Escape

Enjoy a serene island getaway with rejuvenating perks when you book “Work from Hyatt” (offer code: WFHYAT) for a minimum five nights length of stay now through September 21, 2021. Celebrate your island escape with wellness and wellbeing activities such as beach yoga, tai chi, aerial yoga, tennis clinics, mixology, mediation instruction and plenty of time to lounge at the pools or on the beach. The offer also includes daily \$50 Food and Beverage credit, 50% off beach cabana, premium WiFi, 25% discount on laundry service, complimentary self-parking, 25% discount on pet fee, redemption of World of Hyatt points, and standard World of Hyatt in-hotel benefit (including earning points). To learn more please visit aruba.regency.hyatt.com.

ZoiA Spa Holiday Specials

Bring some serenity to the holidays with ZoiA Spa’s special Tropical Holiday treatment. Indulge in the signature Botanical Massage for the back, neck and shoulder followed by a calming coconut and ginger body scrub and deep body hydration application. The limited time offer is 75 minutes for \$171 (including tax). A delightful salon manicure and foot pampering will bring some pep to your step, Minty Mistle-Toes, is also available this month only for \$50 (including tax). To book now, please visit ZoiA Spa or email zoia.spa@hyatt.com

Beachfront Christmas Dinner

This Christmas, share a memorable dinner at Palms Restaurant with spectacular views of the white sands of Palm Beach and calming sounds of the nearby sea. This magical evening offers the comforts of a beautiful island location and delicious à la carte offerings, or Chef’s special three course yuletide menu is available for \$66 per person. To learn more, please visit aruba.regency.hyatt.com.





Full Moon Yoga

Usher in the New Year with an inspiring yoga session designed to fortify the mind, charge the soul, and guide the body into 2021. The monthly Full Moonlight Yoga at Hyatt Regency Aruba Resort, Spa and Casino takes on a new level of wellness and wellbeing on December 29 at 8:00 p.m. as one of Aruba's most acclaimed yogi's, Maria Pucci, guides participants through several exercises drawing on the energy of the full moon. In celebration of the lunar cycle occurring so closely with the New Year the session also includes additional instruction in mediation, the charging of crystals, and a light beverage service following the session. Discover all the Wellness and Wellbeing opportunities at aruba.regency.hyatt.com.

Dining Under the Stars

Reconnect over a quiet dinner near a tranquil fountain, beneath an expansive starlit sky all within the comfort of the intimate courtyard setting of Ruinas del Mar. A signature experience at Hyatt Regency Aruba Resort, Spa and Casino, Dining Under the Stars features a delicious three course menu. A select wine pairing is also available for purchase. To learn more, please visit aruba.regency.hyatt.com.



Happy New Year, Caribbean Style

Celebrate the welcoming of the New Year in Aruba with a festive Caribbean feast at Ruinas del Mar. Say farewell to 2020 and bon bini to 2021 with a hearty buffet, family-style dinner, lively entertainment, and select champagne at one of Aruba's most iconic restaurants. Space is limited. To make a reservation, please email aruba.restaurants@hyatt.com.





Restaurants

Bochinchá Container Yard Aruba;
a Trending Concept Across the Globe is Now in Aruba!

Bochinchá Container Yard is a joined restaurant concept, with a complete focus on international cuisine. Each restaurant is located within its own recycled shipping container which were converted into veritable kitchens. Consider a dine-around experience where you can pick and choose from any of the restaurants, all at once! Bochinchá Container Yard has a total of 11 restaurants, and offers everything from freshly made Mexican tacos at El Taco, to the best burgers and ribs on the island at B/S Grill House.

Bochinchá now also includes a barber & tattoo shop by Horsebay Tattoo & Barber Shack Aruba, and a cigar shop by J&J. Last but not least, Bochinchá also offers all its bochincheros exclusive cocktails and a live DJ every night playing a variety of music, making Bochinchá the place to be from 5pm until 11pm seven days a week.

We invite you to follow Bochinchá on Facebook: [Bochinchá Entertainment](#), Instagram: [Bochinchá_Aruba](#), and visit their website [Bochinchá.com](#) for more information.



BAZ-RRR

STARTERS

Bolitas di Keshi

Oven baked trio; an unmissable statement Aruban snack at all parties

Croquetas Koketas

a beautiful blend of 3 different croquetas from different countries

Specialty Soup

ENTRÉE

Vegan Cake

A delish crusted sweet potato mash-cake filled with fresh seasonal veggies

Skillet Organic Haan

This Beautiful Oven baked Haan is paired with Mushroom Wine Sauce

Papaya Stoba

A fruity but spicy vegan local cuisine filled with the right combination of nutrients with a side of polenta

Land & Sea

Wild Salmon - Tenderloin Skewers paired with Argentinian Chimichuri
ALL ENTRÉE PAIRED WITH A SALAD AND YOUR CHOICE OF QUINOA OR RICE

DESSERT

Vegan Fruity Blondie
Home Made IceCream

Bolo di 3 Lechi



BAZ-RRR Galleria & Brasserie is back!

BAZ-RRR, a cozy, decadent and artistic locally owned gallery and brasserie is back with a delicious "crioyo" menu with plant-based options, for private groups only between 10 -15 people max. If you are looking for an exquisite location to host your meetings or social gatherings, BAZ-RRR may just be what you are looking for. Opened for lunch and dinner, indulgence is just one call/click away!

5 O'Clock Somewhere Bar & Grill at the Renaissance Marketplace Celebrates its 1st Anniversary

5 O'Clock Somewhere Bar & Grill celebrated its 1st anniversary. Reminiscing on last year's Grand Opening of the first 5 O'Clock Bar & Grill by Margaritaville in the Caribbean, which was a big milestone. 2020 has been a challenging year to say the least for all, but we are grateful how the local community embraced 5 O'Clock Bar & Grill, located in the heart of the Renaissance Marketplace.

To celebrate this milestone, 5 O'Clock invited the community to join them for lots of fun while respecting all current protocols to make sure they offer a safe environment to all.

It was three days filled with surprises, specials and prizes.





Casinos

Aruba Poker Series at the Hilton Casino Slated for January 2021

The Hilton Casino takes great pleasure in announcing TAPS 2021, The Aruba Poker Series, heralding the return of the beloved tournament, in the ‘new normal,’ as we learn to live with the pandemic, taking all necessary precautions.

In the fall of 2020, in view of the low number of new and active cases on the island and the excellent strategy employed by the Aruba government regarding travel, the Hilton Casino felt the time has come to announce an alternative tournament format as a consolation to players who missed the event, slated for January 4th to 9th, 2021.

Poker players are advised to save the date, and make travel arrangements in time for the welcome reception. The tournament series will include a number of special events on January 5th, 6th, and 7th, leading to the main event on Friday, January 8th, with a \$600 buy-in for an exciting No Limit Hold’em 2-day Event.

The Poker Room at the Hilton casino is fully compliant with all health department regulations and offers a safe and inviting gaming environment.

It was three days filled with surprises, specials and prizes.





Activities

Atlantis Submarines Aruba is Back!

Take an exciting voyage of discovery with Atlantis Submarines on this underwater adventure. The Atlantis Submarine will take you 130 feet below the Caribbean Sea. Voted Aruba's most outstanding attraction, this unique experience will allow you to take in views of the underwater world without getting wet, from your comfortable seat in a real submarine. This tour is great for families with educational and entertaining commentary by the experienced, professional and licensed crew are the highlight of this unique experience. All of this is in air-conditioned comfort! The submarine is U.S. Coast guard approved.

Facemask is mandatory on this adventure. Your health and safety are among our top priority when using our services. We have been taking extra safety measures to ensure you and your family are safe. We thoroughly clean and sanitize our catamaran and we have sanitary protocols in place.

Now Introducing the KUKOO FUN with Your Own PRIVATE Bus

Kukoo Kunuku offers one of a kind exclusive experiences, for groups of 8 people or more. Everything from wedding parties, restaurant transfers, exclusive wine and food paring tours to family & friends just looking to have a unique Aruba Adventure.

They provide transfers to and from your location, design private parties, day Island tours and nightlife party tours. Customize your Private Kukoo bus, as there are many options including locations, food, drinks and always great music, maracas and of course the most energetic and professional crew.

This is the time to explore, come and join the fun and make Kukoo memories! For more information about prices or booking please contact reserve@arubaadventures.com with the details of your wish list so we can make your vacation one to remember!





Events

Cosecha Recently Organized an IT Challenge Between Artisans on the Island

The IT challenge was purely Inspired by Aruba's nature, history, culture and storytelling, whereby several artisans on the island had the opportunity to create a handmade product using simple tools or machinery to achieve that, accompanied by a short story of the inspiration behind their concept. One important criteria of the challenge were the commercial value of the product and the feasibility of this being replicated for a broader collection in the future.

The winning piece was called Divita by Lidia Maldonado and among the finalists were Freddy Ramirez with his piece "Birds Eye View" and followed by Michella van Loon with her piece "Oruma". DivitA, short for Divi tree Aruba was inspired by the name of the fruit of the Watapana tree in Aruba, which is the Divi. Amongst others she represents the Aruban pride, customs, Aruba's melting pot of traditions and the hospitality and kindness Arubans are known for. For more information visit the website of Cosecha www.arubacosecha.com or visit their facebook page and instagram page.





Wishing You a Wonderful Holiday Season!

Though we may be celebrating a bit differently this year, we still have so much to be thankful for and to celebrate. This is a season for hope and for love, which we all need right now.

2021 will be a better year for all of us. Thank you for hanging in there with us. We appreciate you and Aruba is happily here when you and your clients are ready to travel.



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