

ARUBA PRODUCT UPDATE

TRADE EDITION

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

FEBRUARY 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

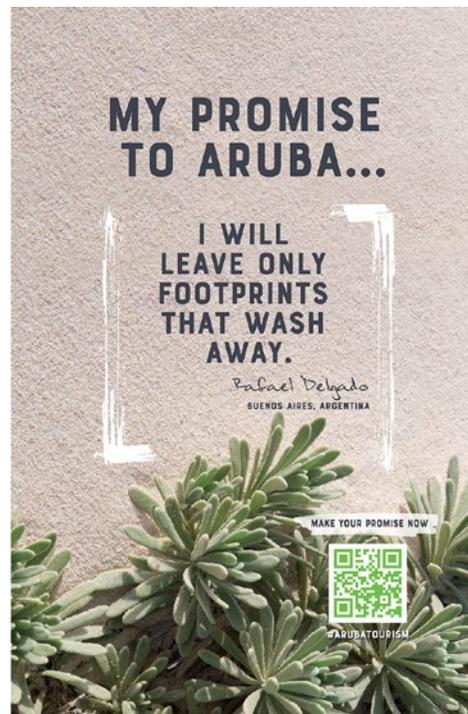
We drive prosperity for Aruba through sustainable tourism.

BELOW WE OFFER A SYNTHESIS OF SOME OF THE MOST PROMINENT AND IMPORTANT NEWS DURING THE MONTH OF FEBRUARY 2022

ATA NEWS

CONTRIBUTE TO ARUBA'S FUTURE THROUGH "MY PROMISE TO ARUBA"

ATA renewed its focus on "My Promise to Aruba". This awareness campaign encourages visitors and the community to make a commitment to conserve, preserve, respect, and promote the island through socially and ecologically responsible behavior. It instills a sense of pride in contributing to the wellbeing and care of Aruba. ATA has placed posters in strategic locations along the bus route in tourist areas highlighting the different promises that one can make, including a QR-code for easy access to the link. There were already almost 200 new promises made during the first few weeks of the campaign. Expressions of solidarity with the people of the island are made and found on aruba.com/promise along with beautiful photos of nature. A series of promises reflects various considerations in making the island sustainable, healthy, and prosperous. Videos in hotel rooms are also used to raise awareness about this campaign, as does promotion in magazines and on social networks. All those who make their promise to Aruba via aruba.com/promise can download their own personalized certificate.



ATA CONTINUES TO SUPPORT ANIMAL RIGHTS AND WELLBEING ON ARUBA, DONATING TO FUNDACION STIMAMI STERILISAMI



The Fundacion Stimami Sterilisami is resuming the sterilization program for cats and dogs that had been halted briefly due to the pandemic. Initiated and organized by Bucuti & Tara Beach Resorts, the foundation receives funding from the Aruba Tourism Authority, its key sponsor. This helps make it possible for pet owners to receive a considerable discount when registering their pets in the program and to work with local organizations to sterilize homeless animals. The goal is to keep the population of cats and dogs at a sustainable level. During its first five to six years of operation, the foundation has effectively reduced and controlled the animal population through a total of 5000-6000 sterilizations per year.

AWARDS

ARUBA NAMED #12 IN TRIPADVISOR'S "BEST TRENDING DESTINATIONS IN THE WORLD"



12. Aruba

Aruba is the quintessential Caribbean island, all sun and sea and stretches of powdery white sand. Time will slow to a pleasant crawl as you linger over a tropical cocktail or flutter serenely underwater, where only the parrotfish are in a hurry. The pastel... more

Don't miss

- Aruba's Northside Adventure Tour
- Natural Pool & Indian Cave Jeep Safari
- The Arusun - Aruba Catamaran Sail with Snorkeling

All 644 things to do

This recognition is based on TripAdvisor's annual review of ratings received from followers all over the world and published in "2022 Travelers' Choice Best of the Best Awards". It is a proud distinction for Aruba to be in this category that focuses on destinations that are "on the up and up" and every day become more known and recommended. In "Top Destinations for Sun Seekers – World", Aruba took 12th place. TripAdvisor does not task a jury of travel experts to compile its listings but rather utilizes reviews and ratings from those who have had a personal experience – the traveler who has invested time and money to visit the destination. Carol Johnson, Sr. Client Principal Partner – Florida, Caribbean and International East for TripAdvisor, expressed that in spite of the new variants and global incertitude, the desire to travel remains stronger than ever, and that the category of "Trending Destinations" is very significant and prominent.

RESTAURANTS

CAFÉ THE PLAZA



CHEF LERJAN'S MONTHLY SPECIALS AT CAFÉ THE PLAZA NEVER DISAPPOINT

Every month, Chef Lerjan creates an amazing lunch and dinner special at Café the Plaza in Renaissance Marketplace. The three-course menu featured wonderful classics as well as delicious newcomers. The meal started with crab cakes, shellfish cocktail, and beet salad with crostini. The main event offered yummy choices of blackened grouper, teriyaki chicken drumsticks, a mixed grill, and pasta primavera. For those guests with a sweet tooth, tres teches, orange carpaccio, berry panna cotta and apple fritters were irresistible options.

RESORTS

HYATT REGENCY ARUBA RESORT, SPA AND CASINO

NEW REGENCY CLUB LOUNGE

Hyatt Regency Aruba Resort, Spa and Casino proudly announces the opening of the new Regency Club Lounge. Designed with innovation and ease of travel in mind, the new lounge is a welcoming private space that celebrates travel and the people and culture of Aruba. With floor-to-ceiling windows that face out to the resort and Caribbean Sea, it offers spacious indoor and outdoor seating along with a food and beverage menu that features an array of healthy and regional options. Complimented by the signature concierge services, the new Regency Club Lounge presents guests with a seamless resort experience enveloped in the charm and hospitality of One Happy Island. Book a Regency Club Access room today at aruba.regency.hyatt.com.

FULL MOON YOGA SPRING SESSIONS

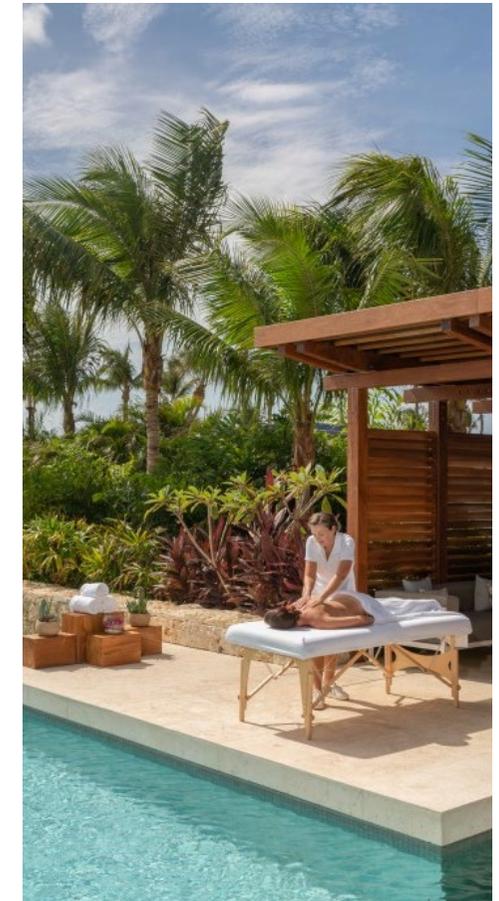
Restore energy and celebrate the beauty of the full moon all in one evening at the monthly Full Moon Yoga. Each event is at 8:00 p.m. at the Big Palapa and is available complimentary only to resort guests. Spring sessions are available March 18, April 16, May 15 and June 14, 2022. Reservations are required and available online at hyattbeachservices.com

HAPPY HOUR AT HYATT

Celebrate the end of a beautiful island day with Happy Hour at Hyatt Regency Aruba Resort Spa and Casino. Available nightly from 5:30 to 6:30 p.m. at the beachfront Palms Bar or Alfresco Bar, near the rooftop bougainvillea garden, Happy Hour at Hyatt offers a selection of wines, beers, and lite bites perfect for a casual break as day turns to night. Learn more at aruba.regency.hyatt.com.

RISE AND SHINE IN ARUBA

Start the New Year with an invigorating 60-minute Rise and Shine massage at ZoiA Spa. The full body treatment includes focused attention to the head, neck, shoulders and back while stimulating the senses with pink grapefruit, eucalyptus, Bulgarian lavender, clary sage, and olive oils all made locally by MiDi Oils. A peppermint foot treatment, Moroccan scalp treatment and Arnica muscle and joint gel enhancements are all available. To learn more, please visit zoiaspaaruba.com



BUCUTI & TARA BEACH RESORT



INTERNATIONAL MEDIA HIGHLIGHTS BUCUTI & TARA BEACH RESORT AS FUTURE OF CLIMATE-SAFE TRAVEL

Oxford Business Group just asked, “How can the tourism industry achieve net zero?” The answer, it reveals, is to follow such trailblazers as Bucuti & Tara Beach Resort, Aruba. “Various resorts and hotels have already taken significant steps towards decarbonization. In 2018, the Bucuti & Tara Beach Resort in Aruba became the first resort in the Caribbean – and one of the first in the world – to go carbon neutral. Other resorts have followed suit,” the Oxford Business Group reports.

Oxford Business Group’s January 27, 2022, coverage reports on the travel sector’s actions, plans, and those leading the way, including Bucuti & Tara Beach Resort. The article has quickly gained traction appearing on other media sites and social media. Top search engine and news site Yahoo features it on its North American-based main page, which attracts more than 251 million visitors each day. It’s also trending on Australian Yahoo Finance, in Energia Oltre (Energy Magazine) in Italy, and is also one of the four feature articles currently on OilPrice.com, which has more than 320,400 site visitors each day. Says Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort, “By going net-zero, together we increase our value as a vacation haven and preserve our community while protecting our shared, yet vulnerable, environment.”



BUCUTI & TARA BEACH RESORT DEBUTS OTHERWORLDLY NIGHTLIFE EXPERIENCE

Guests can now marvel at the night sky on a self-led experience while sipping on an array of celestial creations. Staff helps guests download the stargazing app of their choice on their mobile phones or tablets such as Star Walk, Star Chart or Star Tracker. The stargazing app helps bring the night sky to life instantly locating and showing constellations and planets.

Located right the on beach, Bucuti & Tara’s guest-only SandBar now features a Starry Nightcaps menu. The Starfruit Stargazer is a mix of muddle starfruit, lime, raw sugar topped with gin, shaken and strained over ice and topped off with tonic water and a splash of angostura bitter, and garnished with starfruit. The Fifth Element is a deep purple mystical blend is raspberry vodka, Blue Curacao, and passion juice swirled with sour mix and soda

Making it easier than ever to witness the beauty of the cosmos in comfort, guests can opt to snuggle into paired cushioned loungers or settees on Eagle Beach. There, they may see leatherback sea turtle hatchlings take their first steps, guided by moonlight as they journey to the waiting sea.



AMSTERDAM MANOR BEACH RESORT & MVC EAGLE BEACH ARUBA



AMSTERDAM MANOR BEACH RESORT & MVC EAGLE BEACH ARUBA RECOGNIZED FOR SUSTAINABLE TOURISM

Amsterdam Manor Beach Resort and MVC Eagle Beach Aruba have recently been honored by EarthCheck, the world's leading scientific benchmarking and advisory group for travel and tourism, receiving a Master Certification status at Amsterdam Manor and Platinum Certification status at MVC Eagle Beach. "We are thrilled that we've been recognized for our commitment to sustainable tourism," says General Manager Alfred Kaufmann. "We know our teams have worked diligently to reach this milestone and look forward to continuing our efforts to unite our community with on-going conservation and enhance sustainable travel to the island of Aruba."



RETAIL

WELCOME TO KEDA KETO, ARUBA'S KETO-FRIENDLY ICE CREAM!



After outstanding results in the local market, Keda Keto has achieved household name status among the fit, the young, the health-conscious and the fun-loving. This keto-friendly product - a low-calorie, low-sugar option for ice cream lovers - can be found at Aruba's supermarkets, stores and hotels, including Super Food, Do It Center, Divi All Divi All Inclusive Hotel and Resorts, Aruba Experience Café – Patisserie, and La Cabana Beach Resort & Casino. Keda Keto ice cream is 100% locally made, combining natural ingredients with a passion for top quality ice cream. Flavors include Killa Vanilla made with Madagascar vanilla beans, Very Berry Explosion with all natural berries, and the popular Nutter Butter Chocolate made with 100% real peanut butter with no additives or preservatives.

In comparison to a pint of leading ice cream brands, Keda Keto contains only 10 grams of coconut sugar and monkfruit. These brands have an average of 53% added sugar and above 1800 calories while Keda Keto is 3% of that and averages 350 calories per pint. Coconut sugar can help raise blood glucose levels and prevent conditions such as low blood sugar, or hypoglycemia.

CASINOS

WIND CREEK CASINOS LAUNCHED ITS FIRST CAMPAIGN FOR 2022!



“Winning Through Wind Creek” offers a chance to win a trip to all Wind Creek properties in Alabama and over \$20,000 cash. Winners will fly to Alabama and get to know Wind Creek Atmore, Wind Creek Montgomery, and Wind Creek Wetumpka.

Till March 27, players can redeem points for an entry ticket, receiving one entry ticket for every 1,000 tier-points earned. At the end of each month, 20 lucky winners will be announced to win CASH and automatically will advance. The Grand Finale will take place on Sunday, April 10, where 10 lucky winners will win an all-expenses paid vacation for two to our Wind Creek Casinos in Alabama! All winners from each month will receive one additional Grand Finale ticket for every 500 tier-points earned from April 3 through April 6. Wind Creek App users can qualify automatically for the semi-final round and earn chances to win from April 3rd through April 6. Wind Creek Aruba just added 10 new slot machines to enjoy and play all day. These machines are brand new with the latest technology and sound effects in the gaming industry. These slots are also part of the “Winning Through Wind Creek” Promo.

CULTURE

MISS UNIVERSE ARUBA 2021 THESSALY ZIMMERMAN GRANTS CULTURAL DRESS TO ARUBA ALOE MUSEUM



Aruba Aloe proudly sponsored Thessaly Zimmerman and her national costume at Miss Universe 2021 in Israel on December 12. As part of this collaboration, Thessaly granted her national costume to the Aruba Aloe Museum during a press conference at the facility in Hato on January 19, 2022.

Thessaly spoke about her experience at the Miss Universe pageant representing the island of Aruba and sharing such an important part of Aruba’s history and culture through her Aloe-themed dress. She extended special thanks to Richard Ramirez, designer and creator of the dress; Andrew Curiel, her makeup designer; Julio Andrews, who came with the theme; George Bislip for getting her dress in time for the competition; and Kuro Muller, her photographer. She also thanked Star promotion and their national director Anouchka Koolman. Thessaly plans to continue working together with Aruba Aloe in the near future.

Aruba Aloe’s Executive Director, Dr. Koos Veel M.D., expressed how proud Aruba Aloe is of Thessaly for her accomplishment. “By displaying this dress in our museum, we can continue to share the story of Aloe Vera in Aruba with future museum visitors,” said Dr. Veel. He invited the local community and island guests for a free museum and factory tour and to admire this latest addition to its exposition.

REAL ESTATE

MPG ARUBA REAL ESTATE MAKES THE NEW YORK TIMES’ REAL ESTATE SECTION FOR THE FOURTH TIME



The international real estate section of the famed New York Times publications featured a house for sale in Aruba, on February 2nd, 2022. The article was titled House Hunting in Aruba: Three Bedrooms and a Pool for \$1.1 Million. The article went on to quote premier real estate agents on the island, among them Muna Habash, a broker and the owner of MPG Aruba Real Estate, which is regularly featured by the publication.

Habash revealed that pandemic buyers have flocked to the island, and Aruba has seen its home market bounce back. The majority of foreign buyers in Aruba come from North America and Canada, also a great number of European buyers, including the Dutch. Most foreigners buy homes in the Noord area. She concludes that a three-bedroom, two-bath house close to hotels and a beach area can now sell for \$500,000 to \$750,000. The island has comparatively few properties on the beach, so they command a premium. With almost two decades of experience with real estate sales and financing on the island, MPG delivers expertise and the best professional advice to secure a successful transaction. MPG’s motivated and friendly staff guides buyers every step of the way during the purchase process.

<https://www.nytimes.com/2022/02/02/realestate/aruba-house-hunting.html>



ARUBA CERTIFIED EXPERT



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



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



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



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



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



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

WWW.ARUBACERTIFIEDEXPERT.COM

 ArubaTravelExperts



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**TO OUR TOURISM PARTNERS
THANK YOU FOR PROVIDING US WITH YOUR UPDATES.**

To ensure that your news is featured in the monthly Aruba Product Update of the Aruba Tourism Authority, please send information as it becomes available to copywriter@aruba.com with a copy to s.feliciano@aruba.com and content@aruba.com by the 5th of each month for it to be featured in the same month.