

FEBRUARY 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 FEBRUARY 2026

ARUBA TOURISM AUTHORITY EU



VELE GEZICHTEN, EÉN CARNAVAL – DISCOVER THE CULTURAL CONNECTION

Vele Gezichten, Eén Carnaval” is a concept that celebrates the universal spirit of Carnaval and the cultural bridge between the Netherlands and Aruba. While traditions, music, and costumes may differ, the feeling behind Carnaval remains the same everywhere: connection, joy, and togetherness.

This experience invites travel professionals and visitors to look beyond the surface of festivities and explore how culture brings people closer. Through storytelling, creativity, and sensory interaction, participants discover how Carnaval on Aruba reflects the island’s warmth, hospitality, and vibrant identity, a feeling that extends far beyond the season itself.

Aruba’s Carnaval is a colorful expression of heritage, rhythm, and community. Parades filled with music and handcrafted costumes showcase the island’s diversity and creativity, while the welcoming atmosphere mirrors Aruba’s reputation as One Happy Island. By drawing parallels with Dutch celebrations, the event highlights how shared emotions transcend geography and language.

“Vele Gezichten, Eén Carnaval” is not only about festivities; it is about understanding culture as a travel motivator. It encourages participants to experience Aruba not only as a destination of beaches and sunshine, but as a place where stories, traditions, and human connection create lasting memories, the essence of what we call The Aruba Effect.

ATA ARGENTINA



Aerolíneas Argentinas officially inaugurated its new direct route between Buenos Aires and Aruba this Sunday night, with a symbolic ribbon-cutting ceremony held at Ezeiza International Airport. The ceremony was led by Pablo Rodríguez and Matías Leonetti, marking the formal launch of one of the most anticipated routes of the summer season.

The inaugural flight departed at 11:55 p.m. on January 12 from Ezeiza and arrived on the island early Monday morning. The operation was carried out with a Boeing 737-MAX, which took off with all 170 seats occupied, reflecting the strong commercial demand for the destination in the Argentine market.

During the inaugural event, Pablo Rodríguez, director of Aruba Argentina, highlighted the strategic value of this new air connection and the historic bond between both destinations:

“We are not simply inaugurating a flight: we are shortening distances and strengthening a relationship that Argentina and Aruba have been building for more than 30 years. This direct flight is a historic achievement, the result of sustained work, strategic planning, and a shared vision between the public and private sectors.

This new service improves the experience from the very first minute, strengthens connectivity, and consolidates Argentina as the island’s main market in Latin America,” he said.

Due to the strong demand recorded since the initial announcement, the airline confirmed the extension of the operation through the end of September, with flights from Buenos Aires and Córdoba.

The planned schedule starting in May includes:

Four weekly frequencies from Buenos Aires (Ezeiza) to Aruba on Mondays, Fridays, Saturdays, and Sundays.

One weekly frequency from Córdoba on Thursdays.



The annual AAA Market Place took place on January 31st at Gillette Stadium in Foxboro, MA. John and Natasha were joined by Island partners Red Sail, Ceremonies and Celebrations in Aruba, Bacuti & Tara Resort, Amsterdam Manor, Divi & Tamarijn, Embassy Suites and Secrets Baby Beach.

Approximately 3500 attendees walked through the doors exploring destinations, cruises and hotels for the next experience. AAA had 75 travel advisors on site ready to book any guest who were ready to book. The AAA Marketplace continues to grow and is noticed as one of the premier consumer shows in the New England Market.



Caribbean Village Boston was a Success even in the frigid cold temperatures in the Northeast. John and Natasha represented the ATA with destination Partners to include Embassy Suites, Ceremonies and Celebrations in Aruba and Secrets Baby Beach. John was able to present to 42 advisors in the morning session and 43 in the afternoon session. Round tables presentations followed the Tourist Boards presentations with 10 eight minutes round tables which each partner from the island was able to participate. The advisors loved the new collaboration event with the tourist boards and look forward to future events.

ARUBA TOURISM AUTHORITY



The annual Travel & Adventures Show in NYC greeted our partners with chilling temperatures and a snowstorm. Despite the weather there were thousands of attendees at Jacob Javits Center on Saturday January 24th. They came out and many visited the Aruba Tourism Authority's booth to meet with our partners.

Sunday's storm did not draw a crowd, however, some braved the icy conditions. The following partners joined the new booth: Embassy Suites, Secrets Baby Beach Aruba, Bodegas Papiamento, First Class Experience, Ceremonies & Celebrations, De Palm Tours, Santa Lucia, Aruba Boutique & Art Hotel.

Aruba Tourism Authority hosted TABS (Travel Advisors of Brooklyn & Staten Island) January meeting. First Class Experience's Milly De Paskal De Cuba joined Natasha Lee Soy to provide the advisors with updates.

The week continued with several tourism boards, hoteliers & tour operators over several days in various states/cities for the Caribbean Village. The format included, a trade show, presentation, round tables and prizes. There were over 300 advisors seen in the three events ATA participated in for the Northeast territory. Some of the partners that joined were: Embassy Suites, Secrets Baby Beach & Ceremonies & Celebrations.



ARUBA CONVENTION BUREAU



JOIA INCENTIVE FAM TRIP

JOIA Aruba hosted an Incentive market Fam Trip January 19-22 with ACB supporting their efforts. The event was organized by Shannon Crowther with JOIA Aruba, and Jennifer Dutcher & Danyelle Montgomery with IHG Global Sales. Fam Trip attendees were Betty Gonzalo (Maritz), Lisa Bell (Maritz), Lindsay Burr (BCD Meetings & Events), Uma Amara (American Express Meetings), Becky Morrow (Meetings & Incentives Worldwide) and Heidi Baillie David (Creative Group Canada). JOIA requested that ACB support this program to showcase the new property and destination. ACB hosted an off-site dinner at Papiamento, conducted an island presentation and provided Aruba Aloe gifts. Eco DMS hosted an activity and dinner, along with providing transfers. Overall, the event was a huge success and very well-received by all attendees.



JOIA - STRATEGIC SITE SELECTION CANADA FAM

Tammy Karger with the New JOIA Iberostar Aruba hosted Strategic Site Selection/FAM. The attendees were the CEO, Mark Doseman, along with key account managers and Corporate Executives (List Attached). The JOIA requested that ACB help support this program to showcase the new property and destination. The ACB hosted an off-site dinner at Faro Blanco that was very well received by all attending. ECO DMS was also involved with the event and hosted an activity and dinner along with transfers during the event.



VALENTINE'S DAY CLIENT LUNCHEON

Satellite Offices of Atlanta (SOA) is comprised of a talented group of supplier hospitality professionals based in the Atlanta area working remotely. We represent a unique and diverse collection of hotels, resorts, destinations and travel service providers throughout North America, Canada, Asia Pacific, Hawaii, Europe, Mexico and the Caribbean. Our mission is to bring together industry professionals with the goal of sharing ideas, fostering education, and networking. Our vision is to highlight this grass roots hospitality organization with a purpose of sharing ideas and furthering the knowledge within our industry. Our signature annual event is the coveted Valentine's Day Luncheon. With 225+ people in attendance, this program has become the most popular client event in the Southeast hospitality industry. ACB hosted a table with the following clients in attendance: Courtney Davis (BilliontoOne), Julie Thompson-Whelan (Dynami Group), Ramsey Allen (Etherio), Wesley Hardwick (Capital Event Group), Kim O'Connell (Meetings & Incentives Worldwide) and Scott Siewert (Fab at Incentives).



AMSTERDAM MANOR BEACH RESORT



SUPER BOWL NIGHT AT AMSTERDAM MANOR BEACH RESORT

Amsterdam Manor Beach Resort hosted a Super Bowl viewing evening at Horizons Lounge, offering guests a lively and engaging way to enjoy one of the year's most anticipated sporting events. The event brought guests together in a relaxed setting to share in the excitement of the game while enjoying themed food and beverage offerings.

For the occasion, a special Game Day Sampler Platter was created, featuring a selection of classic Super Bowl favorites. The platter included buffalo chicken wings, cheese and beef sliders, a Cajun shrimp dog, and a mini nachos bowl, providing a variety of shareable flavors suited for casual dining throughout the game.

To complement the food offerings, guests enjoyed beer bucket selections featuring Balashi or Chill beers, along with a themed cocktail crafted especially for the evening. The Super Bowl Electric—a vibrant blue cocktail made with vodka, blue curaçao, lime juice, and simple syrup—added a festive touch to the game-night experience.

The combination of the live game broadcast, themed food and drinks, and a welcoming social atmosphere created an enjoyable evening for guests, adding an extra layer of entertainment to their stay.

By hosting Super Bowl Night at Horizons Lounge, Amsterdam Manor once again demonstrated its commitment to offering diverse and engaging experiences that bring guests together and enhance the overall resort experience.



MANAGERS' COCKTAIL PARTY: WELCOMING THE NEW YEAR TOGETHER AT AMSTERDAM MANOR

In January, Amsterdam Manor Beach Resort hosted a Managers' Cocktail Party – New Year's Edition, offering guests an additional opportunity to celebrate the start of the year in a relaxed and welcoming atmosphere.

Guests were greeted with a complimentary signature welcome drink and enjoyed a selection of hors d'oeuvres served throughout the evening. Festive party favors added a celebratory touch to the occasion. Together, these thoughtful details encouraged guests to mingle, connect, and enjoy the evening in an inviting setting.

Dance music infused the event with energy, creating a lively yet comfortable ambiance as guests and members of the management team came together to welcome the new year.

The Managers' Cocktail Party reflected Amsterdam Manor's continued commitment to guest engagement and personalized hospitality, providing a simple yet meaningful way to begin the new year together.



AMSTERDAM MANOR BEACH RESORT



A ROMANTIC EVENING UNDER THE STARS WITH JUNI JULIET AT PASSIONS ON THE BEACH

In February, Passions on the Beach at Amsterdam Manor hosted a Romantic Dinner Under the Stars, offering guests a refined pre-Valentine's experience set along Eagle Beach. Held from 7:00 p.m. to 9:00 p.m., the evening provided a relaxed and intimate atmosphere centered on exceptional cuisine, live music, and meaningful moments.

The ambiance was elevated by a live performance from Juni Juliet, a Curaçao-born artist widely recognized for his charisma and natural ability to connect with audiences. His captivating performance complemented the beachfront setting seamlessly, adding warmth and depth as the sun set and the evening unfolded.

Dinner was offered à la carte, allowing guests to enjoy selections from the Passions on the Beach menu at their own pace. As a thoughtful pre-Valentine's gesture, the live music was presented complimentary, and local residents received a 15% discount during the event.

The Romantic Dinner Under the Stars reflected Passions on the Beach's ongoing commitment to curating thoughtful, well-executed experiences for guests. Set against one of Aruba's most iconic coastal backdrops, the evening provided a simple yet elegant way to embrace the season and celebrate connection in a relaxed and memorable setting.





MERCAT NEW MENU

We're excited to introduce the newest additions to the Mercat menu! We'll be bringing you enhanced favorites along with fresh, flavorful new options. Many beloved classics remain, now complemented by irresistible additions we can't wait for you to try.

New Menu Highlights:

Hummus: Silky original hummus paired with vibrant red beet hummus. Served with whole wheat chips.

Prosciutto & Stracciatella Focaccino: Prosciutto di Parma, creamy Stracciatella cheese, roasted pistachios, and pesto sauce.

Zucchini Pasta: Fusilli, white sauce, truffle oil, fresh dehydrated zucchini

Rustic Meatballs: A blend of beef and pork, ricotta, parmesan, lemon, nutmeg, and sourdough.

Chicken Parmesan: Breaded chicken breast topped with tomato sauce, mozzarella, and parmesan. Served with linguini Puttanesca.

Triple Chocolate Mousse: Three light, airy layers of dark, milk, and white chocolate.

Pistachio Cheesecake: Creamy pistachio cheesecake on a cookie base, topped with toasted pistachios.

We've added even more delicious items to discover—feel free to stop by and try them out!

BOARDWALK BOUTIQUE HOTEL ARUBA

BOARDWALK ARUBA REPRESENTED IN JANUARY 2026 AT REGENERATIVE TRAVEL EVENT IN NEW YORK CITY

In January 2026 Cara Beardsley represented Boardwalk Boutique Hotel Aruba in New York City during the Regenerative Travel Event, bringing travel writers, travel trade specialists and major travel publications in front of hoteliers from within the Regenerative Travel network. Cara shared insights in Boardwalk's regenerative hotel practice, engaged with the audience as one of the speakers at the event and welcomed Caribbean and Aruba-based interest.

BOARDWALK RECEIVES TOP RANKING IN 2026 CARIBBEAN'S FAVORITE BOUTIQUE HOTELS LISTS

Boardwalk Boutique Hotel Aruba is proud to be included in international recognition, ranking #1 in the 2026 Favorite Boutique Hotels in the Caribbean by Caribbean Journal, and also earning the #2 spot in the 2026 Favorite Boutique Hotels in the Caribbean by The Times UK. UK Times journalist Les Dunn shares: "When it comes to providing travellers with charming small hotels, the Caribbean is the GOAT....Some of the hotels I've chosen here are time-honoured classics, some are spanking new — but all have that indefinable Caribbean magic."

In addition, Boardwalk Boutique Hotel Aruba's ownership duo, local twin sisters Kimberly and Stephanie Rooijakkers, were also named Hotelier of the Year in the 2026 Caribbean Travel Awards by Caribbean Journal. Of these recent wins and recognitions Kimberly Rooijakkers shared "this reflects on team efforts: hard work, passion and dedication put in by the entire staff. Together with our growing team of genuinely enthusiastic hoteliers we simply show up every day and give it our best. We listen to guest feedback & make it drive our course; we focus on building our brand and invest in a strong team culture. Over time, step by step, that approach resulted in something special."

BOARDWALK FINALIST IN REGENERATIVE TRAVEL IMPACT AWARDS 2025

The Regenerative Travel Awards are given out to travel and hospitality partners that excell in their category for regenerative initiatives. Boardwalk Boutique Hotel Aruba is featured as a finalist in the Regenerative Travel Impact Awards Experiences category for their Slow Summer initiative, spotlighting mindful, low-season travel experiences that deepen connection with Aruba's nature, culture, and community. Boardwalk's Slow Summer Campaign will again be organised in 2026, and host a variety of unique and authentic island experiences, from beach yoga and tea tastings to floating sound baths in the ocean and encounters with local artists.



BUCUTI & TARA BEACH RESORT



WHERE THE EXPERIENCE SPEAKS FOR ITSELF: BUCUTI & TARA EARNS FORBES TRAVEL GUIDE RECOMMENDED FOR 2026

Can a single honor meaningfully capture the feeling of an unforgettable stay? Yes.

Bucuti & Tara Beach Resort has been named Forbes Travel Guide Recommended for 2026, joining an elite group of properties worldwide recognized for consistently excellent service and guest experience. Forbes Travel Guide is the only global rating system that verifies luxury through anonymous, professional inspections with up to 900 criteria focused on how a hotel makes a guest feel. Bucuti & Tara earned this distinction again, reflecting a guest experience defined by intuitive, personalized service, serene adults-only ambiance, and thoughtful attention to detail that guests savor at every turn.

For the third year in a row, Bucuti & Tara has earned this honor, reinforcing its reputation for delivering moments that matter, whether it's a sunrise walk along Eagle Beach, a romantic beachfront dinner under the stars, or paired wellness experiences tailored to each guest. Forbes Travel Guide celebrates the resort's commitment to romance, wellness and sustainability as integral parts of the guest journey, not extras. This momentum in global acclaim comes alongside broader Forbes praise for Terra by Jeremy Ford at Bucuti & Tara as one of Aruba's "most coveted reservations," earning attention as a destination restaurant worth planning a trip around. Forbes highlighted Terra's inventive dining and intimate setting as a standout reason travelers choose Aruba and the resort for special celebrations. Also over the past year, Forbes spotlighted Bucuti & Tara's guest-loved voluntourism initiatives including its nearly four-decade-long Monthly Beach Cleanup and the reforestation of The Bucuti Tara - GMC Nature Preserve.

For guests seeking more than a beautiful setting, this recognition is a trusted signal that every detail will feel cared for, from seamless service to experiences crafted for connection and renewal. Bucuti & Tara continues to deliver on the promise that thoughtful luxury and authentic warmth are the heart of every stay.



BUCUTI & TARA BEACH RESORT CLINCHES GOLD FOR ARUBA, NAMED NO. 1 HOTEL BY U.S. NEWS & WORLD REPORT

Can a vacation really live up to the expectations of a once-in-a-lifetime escape?

According to guests and top travel authorities alike, Bucuti & Tara Beach Resort does exactly that. The adults-only beachfront retreat has been named the No. 1 Hotel in Aruba by U.S. News & World Report, and Aruba's top-ranked property on its Best Hotels of the Caribbean 2026 list, earning the publication's coveted Gold Badge. It also received an exceptional 9.7 guest rating from Booking.com, placing it among the highest-rated resorts in the world.

What matters most is how it feels to be there. Guests choose Bucuti & Tara for its prime location on Eagle Beach, its calm and romantic adults-only atmosphere, and a level of personalized service that feels intuitive rather than intrusive. Days unfold at an unhurried pace, whether that means quiet mornings by the sea, attentive yet effortless service, or evenings designed for connection and celebration.

These recognitions reflect what guests consistently share in their reviews. From honeymoons and anniversaries to long-awaited escapes, travelers value the confidence that the experience they imagine is exactly what awaits them on arrival. Warm and thoughtful service, immaculate comfort, and a deeply restorative setting create a sense of ease that allows couples to truly disconnect and be present with one another. The result is a stay that feels both special and reliable, rare in today's travel landscape. Guests return not because of trophies or titles, but because Bucuti & Tara delivers peace, romance, and genuine care at every touchpoint.

These honors simply affirm what guests already know. When the goal is a vacation that feels effortless, intimate, and unforgettable, Bucuti & Tara sets the standard.

BUCUTI & TARA BEACH RESORT



BUCUTI & TARA BEACH RESORT SETS A NEW GLOBAL BENCHMARK WITH GREEN GLOBE PLATINUM RECERTIFICATION

Can a luxury beach resort set the global benchmark for sustainability while ranking among the best hotels in the world? Bucuti & Tara Beach Resort has once again earned Green Globe Platinum recertification, reinforcing more than two decades of verified environmental leadership and proving that exceptional hospitality and uncompromising sustainability go hand in hand. The Caribbean's first and only certified carbon-neutral resort remains the only hotel in the world to achieve two perfect 100 percent Green Globe scores and continues to hold Green Globe Platinum status, recognized for excellence across environmental, social, and economic performance. It is also the only property designated by Green Globe as The World's Most Sustainable Hotel/Resort.

This latest recertification followed a comprehensive remote audit confirming continued compliance with Green Globe's rigorous international standards. From the beginning, Bucuti & Tara has prioritized measurable action over aspirational promises. Sustainability is embedded across operations, including energy efficiency, water stewardship, waste reduction, ethical sourcing, staff education, community engagement and biodiversity protection. Over nearly four decades, the resort has implemented more than 400 sustainability initiatives and earned certifications such as Green Globe Platinum, CarbonNeutral, LEED Gold and Travelife Gold, all aligned with the UN Sustainable Development Goals.

Momentum continues in the year ahead. Elements Restaurant now operates a 100% fossil fuel-free, fully electric kitchen, reducing energy use by 18%. In 2026, the resort will complete its transition to a fully electric laundry, fully eliminating gas use across the property. Through the 32-acre Bucuti Tara-GMC Nature Preserve, the resort actively removes carbon from the atmosphere while restoring native ecosystems, celebrating the planting of its 1,200th tree in 2025. Next up—Bucuti & Tara is closing in on achieving Net Zero certification for Scope 1 & 2 emissions.

EMBASSY SUITES BY HILTON ARUBA RESORT



This Valentine's Day, Embassy Suites by Hilton Aruba Resort invites couples to celebrate love in the heart of paradise with its special Couples Retreat Package. Perfectly situated between the lively shores of Palm Beach and the tranquil beauty of Eagle Beach, the resort offers an idyllic setting for romance, relaxation, and unforgettable moments together.

Designed to create a seamless and memorable escape, the Couples Retreat Package includes a thoughtful welcome gift upon arrival, along with a bottle of prosecco and chocolate-covered strawberries to set a celebratory tone. To ensure a smooth and stress-free start to the getaway, couples also enjoy round-trip airport transportation, allowing them to focus solely on reconnecting and unwinding.

Throughout their stay, guests can retreat to spacious all-suite accommodations thoughtfully designed for comfort and privacy. Each morning begins with a complimentary made-to-order breakfast, while evenings can be spent enjoying the resort's inviting amenities, from its expansive pool to on-site dining options and easy access to Aruba's world-renowned beaches—perfect for sunset strolls hand in hand.

With warm Aruban hospitality at every touchpoint, Embassy Suites by Hilton Aruba Resort provides the perfect backdrop for couples looking to celebrate Valentine's Day in a truly romantic Caribbean setting.

For more information, please visit

<https://arubaresort.embassysuites.com>.

Reservations can be made via email at

AUAJM_Reservations@hilton.com or phone at +297 525 6000.





GAIA House of Grill proudly presents GAIA After Dark, where the evening truly begins once dinner ends.

Saturdays on the island will never be the same. From 10:00 PM to 1:00 AM, GAIA After Dark comes alive with a live DJ, expertly crafted cocktails, and an exquisite late-night menu featuring GAIA's signature bites.

If you're looking for a cozy yet sophisticated atmosphere, a relaxed ambiance, great music, handcrafted drinks, and exceptional food, then your Saturday nights belong at GAIA House of Grill.



JOIA Aruba by Iberostar is now officially certified by Vegan Hospitality & Tourism Worldwide. This recognition confirms that JOIA Aruba meets the highest global standards for vegan guest services across all areas of the resort, including food and beverage offerings, comprehensive staff training, and interdepartmental strategic planning.

We are especially proud to share that Marea, Bucatini, Zima, GAIA, and Star Café all feature thoughtfully curated vegan options on their menus, ensuring that plant-based guests can enjoy an exceptional and flavorful dining experience throughout their stay.



THE PHOENIX RISES ANEW: DIVI ARUBA PHOENIX BEACH RESORT COMPLETES FULL RESORT REFRESH

If you've caught a glimpse of the Phoenix shining brighter than ever over Aruba's Palm Beach, you're seeing the transformation of one of the island's most iconic resorts. Divi Aruba Phoenix Beach Resort has officially completed an extensive, resort-wide refresh, entering 2026 revitalized, reimagined, and ready to welcome guests to a modernized beachfront experience.

The multi-phase refresh modernized accommodations across the resort while preserving the relaxed, spacious feel guests return for year after year. Phase 1 included a complete renovation to the Tower and villa accommodations, featuring fully renovated bathrooms, redesigned kitchens with new cabinetry and modern appliances, new flooring throughout interiors and balconies, upgraded furniture packages, 65-inch Smart TVs, refreshed artwork, updated lighting, and improved HVAC systems. Balcony spaces were enhanced with new flooring and glass railings to maximize ocean views.

Phase 2 Beach Towers updates included fresh interior paint, updated kitchen cabinetry and appliances, new mattresses, improved lighting, refreshed artwork, and new balcony furniture to create a bright, contemporary coastal aesthetic.

Dining enhancements include updated seating, furniture, and refreshed menus at purebeach and pureocean Restaurant. Pureocean now features a more modern, social atmosphere designed to enhance evening dining experiences.

The resort also introduced Divi Little Explorers, a new Kids Club program for children ages 4–12, offering structured activities, daily meals, and family-focused programming that further enhances the experience for multigenerational travelers.

With renovations complete and all accommodations reopened, Divi Aruba Phoenix Beach Resort enters 2026 offering guests a refreshed, elevated stay on Aruba's Palm Beach.





LA QUINTA BEACH RESORT HOSTS ITS FIRST 'EAGLE'S NEST GATHERING' TO CONNECT MEMBERS WITH LOCAL FOUNDATIONS

During an evening spent admiring the beautiful sunset from its rooftop, La Quinta Beach Resort welcomed its members and stakeholders to the first edition of the Eagle's Nest Gathering, an evening dedicated to connection, awareness, and community.

The gathering brought together La Quinta members around a cause already close to their hearts: animal welfare. Throughout the evening, Nine Lives Aruba Foundation shared its mission of rescuing, rehabilitating, and giving stray animals a second chance in Aruba.

This connection was especially meaningful to members, as La Quinta is home to three rescued cats who have become part of the resort's daily life. Both staff and members care for them with great affection and regularly show active interest in their well-being, regardless of where in the world they reside.

The Eagle's Nest Gathering was created as a space where members, guests, staff, and local organizations can come together to listen, share experiences, and support initiatives that help protect what makes Aruba so special. In a warm and welcoming setting, Nine Lives Aruba Foundation provided greater insight into the realities of animal rescue on the island and the role the community, including Aruba's visitors, can play through volunteering, donations, or raising awareness.

This first edition marks the beginning of an ongoing series of gatherings aimed at strengthening the connection between La Quinta members and social and environmental efforts in Aruba. The Eagle's Nest Gathering forms part of La Quinta Beach Resort's continued commitment to responsible tourism, inviting guests and members to adopt sustainable practices that benefit both our island and our planet. In doing so, La Quinta offers its members and guests a truly relaxing experience, one that is good for them and good for the island.

LA CABANA BEACH RESORT & CASINO



A FRESH NEW LOOK FOR OUR POOL DECK & PATA PATA BAR

We're excited to share the transformation of one of our most beloved resort spaces. Our newly renovated pool deck and Pata Pata Bar officially reopened on December 15, 2025, marking a very special milestone—the 35th anniversary of La Cabana.

The refreshed pool deck features a clean, contemporary design with upgraded finishes, expanded lounging areas, and improved flow throughout the space—perfect for soaking up the sun or enjoying uninterrupted ocean breezes. Thoughtfully placed seating and shaded areas create an inviting atmosphere from morning swims to sunset cocktails.

At the heart of it all, the reimagined Pata Pata Bar delivers a bright, open-air experience with colorful island accents, comfortable new seating, and enhanced service areas. Guests can now enjoy cocktails, refreshing beverages, and casual bites in a more spacious and welcoming environment.

Reopening on La Cabana's 35th anniversary made the moment even more meaningful, celebrating both our rich history and our continued commitment to enhancing the guest experience.



RADISSON BLU ARUBA

DISCOVER WELLNESS AND RENEWAL AT VERDE RENACER SPA

This month, Verde Renacer Spa invites guests of Radisson Blu Aruba and the local community to reconnect with well-being through a curated selection of monthly wellness specials. Thoughtfully designed to promote relaxation, restoration, and balance, each offering combines nurturing treatments with a mindful approach to self-care.

From soothing massages and revitalizing facials to restorative body rituals, guests are encouraged to unwind, reset, and support overall wellness in a tranquil, holistic environment. Whether visiting alone or enjoying the experience together, Verde Renacer Spa offers a space to pause, recharge, and feel renewed.



BLU TAP CIDER BAR LAUNCHES ITS CIDER FLIGHT EXPERIENCE AT RADISSON BLU ARUBA

Blu Tap Cider Bar is now open at Radisson Blu Aruba, introducing a cider flight experience focused on small-batch, apple-based ciders. Guests can explore the concept through a flight of four ciders, designed to highlight differences in style, sweetness, acidity, and finish, offering a clear and approachable way to experience cider beyond a single pour. Each flight is served as a side-by-side tasting and paired with artisanal cheeses and select bites from Don Esteban Gourmet, creating simple, well-balanced pairings that complement the cider selection.

In addition to the cider flights, Blu Tap Cider Bar offers cider-forward cocktails and seasonal selections, with the lineup evolving throughout the year as new harvests are released.

Blu Tap Cider Bar reinforces Radisson Blu Aruba's 2026 dining direction and stands as the Caribbean's first dedicated cider bar, offering guests a distinct alternative to traditional bar concepts focused on quality, variety, and relaxed enjoyment.



HYATT REGENCY ARUBA RESORT SPA & CASINO



NOW OPEN: SHINSEN

Experience the fresh, innovative artistry of Japanese cuisine at ShinSen, where technique-driven sushi is presented in an intimate setting overlooking breathtaking ocean views. Here, expertly crafted sushi, sashimi, and signature rolls showcase quiet precision and natural clarity, creating a serene and beautifully composed dining experience.

Discover ShinSen at shinsenaruba.com

HEART TO HEART FUNDRAISER

In February, colleagues at Hyatt Regency Aruba Resort Spa & Casino hosted the Heart to Heart Campaign, raising funds through curated Valentine packages to support Fundacion Zinnia's Supla pa Bida and #AmigoDiDi initiatives. These programs promote responsible transportation and DUI awareness, including the use of personal breathalyzers to encourage safer decision-making.

YOUR LUXURIOUS SPRING BREAK RESET AT THE SPA

Embrace a luxurious moment of calm this Spring Break. While kids enjoy Camp Hyatt, parents can slip away to soothing massages, serene enhancements, and restorative wellness experiences designed for pure island indulgence.

BEAUTIFULLY DESIGNED SPACES, DEFINED BY CULINARY ARTISTRY

Experience thoughtfully designed spaces, gentle lighting, and a refined sense of calm that set the tone for meaningful Spring Holiday gatherings. Enhanced by the culinary artistry of our chefs, Ruinas del Mar, Piccolo, and ShinSen offer exceptional experiences for the holidays and any time of the year.

HADICURARI RESTAURANT



Community and coastline recently came together through a meaningful collaboration between Hadicurari and the TurtugaAruba Foundation.

At Hadicurari, guests are invited to be part of something that goes beyond the table. With every bottle of distilled and purified water ordered, \$1 was donated directly to the TurtugaAruba Foundation, supporting its mission to protect sea turtles and preserve marine life.

Thanks to the collective support of diners and a shared commitment to conservation, the initiative made a measurable impact. Funds raised contribute to safeguarding turtle nesting sites and protecting fragile marine habitats along the coastline. Building on this momentum, Hadicurari has expanded its giving initiative in 2026. For every bottled water purchased, \$1 is now donated through the Aruba Wine and Dine Charity Foundation, with proceeds supporting children and elderly individuals in need within the community.

This continued effort reflects Hadicurari's dedication to supporting both environmental preservation and social responsibility. A simple choice, ordering a bottle of water, becomes a direct contribution to causes that strengthen the coastline and the wider community.

Hadicurari remains committed to initiatives that create lasting impact, reinforcing the connection between hospitality, community care, and environmental stewardship.



The Aruba Wine & Dine Academy proudly celebrated its first official graduation ceremony, honoring eight Leermeeester+ graduates within the hospitality industry. The event also marked the Academy's public introduction, presenting its purpose and long-term vision while continuing to operate as an internal learning platform exclusively for Aruba Wine & Dine employees.

Officially launched at the end of 2024, the Academy serves as the learning and development platform of the Aruba Wine & Dine Hospitality Group. It was established as part of the group's strategic commitment to structured education, leadership development, and professional excellence across its restaurants and teams.

The Academy provides access to accredited online hospitality programs, in-person training led by experienced professionals, and MBO Level 2 education integrated directly into daily operations. This model allows employees to strengthen their skills while remaining active in their roles.

In early 2025, the program expanded through a collaboration with the SVH online learning platform, offering flexible and accredited training opportunities accessible anytime and anywhere.

The graduation ceremony was attended by distinguished representatives of the Ministries of Tourism, Transport and Labor, and of Kingdom Relations, Education, Youth, Innovation and Sports. Their presence underscored the shared importance of education and workforce development within the hospitality sector. Both dignitaries personally presented the graduates with their Leermeeester and Leermeeester+ diplomas.

This first graduation reflects not only individual achievement, but also the group's ongoing investment in professional growth and the future of hospitality.



LIONFISH HARVESTING TOURNAMENT 2025 AT DE PALM ISLAND

At De Palm Island, our commitment to sustainability goes beyond awareness; it calls for action, collaboration, and long-term solutions. On November 16, 2025, we hosted a lionfish harvesting tournament that brought together local divers and fishermen to address one of the island's pressing environmental challenges while creating sustainable economic opportunities for the local community.

The tournament focused on encouraging lionfish harvesting as a viable and responsible alternative for local fishermen. By promoting the harvesting of this invasive species, the effort helps reduce pressure on overfished native marine life while supporting hotels across Aruba with a sustainable source of fish. At the same time, it creates new income opportunities for the island's fishing community, aligning environmental responsibility with economic resilience.

In collaboration with Santa Rosa and the fishermen of Hadicurari, participating divers were invited to take part in a full-day experience at De Palm Island. The program included food and beverages, goody bags, and prize giveaways made possible through the support of The Giving Palm (De Palm Tours' internal charitable organization) and multiple partners. Sustainability and community engagement remained at the heart of the tournament. The trophies awarded were uniquely crafted by Plastic Beach Party, reinforcing our ongoing commitment to protecting the marine environment through creative reuse and waste reduction.

Through events like this, we continue to honor our responsibility as a steward of Aruba's natural environment. By actively addressing the impact of invasive species, supporting responsible fishing practices, and engaging the local community, the lionfish harvesting tournament reflects our broader commitment to sustainability, conservation, and long-term environmental balance.



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