

ARUBA PRODUCT UPDATE

TRADE EDITION

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

JANUARY 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 JANUARY 2022

ATA NEWS

ARUBA TOURISM AUTHORITY INTRODUCES NEW TRASH RECEPTABLES AT ARUBA BEACHES



Focusing on recycling, reusing and reducing waste, ATA joined forces with AHATA to re-introduce a recycling program with ten new trash receptables at various Aruba beaches. They are made of pallet wood in a turquoise color that blends with the environment. They accommodate four types of waste (labelled in English and Spanish): General waste, aluminum and other metals, plastic and glass.

Aruba Hotel & Tourism Association provided two of them and the Tourism Product Enhancement Fund contributed the balance. This is a pilot program of one year with Metabolic Foundation, creator of a recycling collective named Plastic Beach Party, that collects, sorts, shreds, designs and molds plastic waste into brand new products. ATA has worked with them for three years with their own office waste. "We chose Metabolic Foundation based on their holistic approach and their recycling initiative, in sync with our sustainability goals," ATA CEO Ronella Croes explained.

Ecotech will handle general waste, metals will be handled by Daltra, and plastics by Metabolic Foundation. ATA is also working on an Adopt-A-Trashcan program making it possible for other companies to participate by providing an essential service at their chosen location. Although there is sufficient capacity and the collection schedule is well-planned, ATA asks users not to leave any overflow of trash in the area.

TRUNK SHOWS IN NORTHEAST US ENGAGE TRAVEL AGENTS

Natasha Lee Soy, representative for Aruba Tourism Authority in NY, NJ & CT, had a creative year in 2021 promoting Aruba. Rain or shine vendors traveled throughout NY State, NJ & CT hosting Trunk Shows to engage travel agents. She is looking forward to meeting agents again at local parks and parking lots at upcoming Trunk Shows.



RESORTS

HYATT REGENCY ARUBA RESORT SPA AND CASINO

TRAVEL IS BETTER TOGETHER

Soak up the sun with your favorite travel partner this season and enjoy all of Hyatt's signature amenities in one package when you book the Elite Experience at Hyatt Regency Aruba Resort Spa & Casino. Book now for stays through December 31, 2022, using offer code ELTEXP and enjoy a private cabana at Trankilo pool, best available palapa at the beach, new Regency Club services, romantic dinner for two and a casino credit. Book now at aruba.regency.hyatt.com.

NEW: AQUA FITNESS AT HYATT

The wellness and wellbeing department proudly introduces the new Aqua Fitness program available to guests at the upper tier of the 8,000 square foot Activity Pool every Monday and Wednesday morning at 9:00 a.m. Travelers of all ages and abilities will enjoy the range of movement and boost of body circulation during this low-impact morning workout. The program is the newest addition to a robust list of complimentary activities for guests which also includes aerial yoga, mixology, painting, community artisan market, meditation and much more. 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

MAKE EVERY DAY VALENTINE'S DAY AT RUINAS

Celebrate your special connection with someone you love with a delectable dinner set in one of Aruba's most romantic restaurants. Surrounded by a 5,000 square foot lagoon with cascading waterfalls and colorful koi, Ruinas del Mar is a celebration of the island of Aruba in both its cuisine and architecture. To learn more, or to make a reservation, please visit aruba.regency.hyatt.com.



MANCHEBO BEACH RESORT & SPA CELEBRATES ITS 55TH ANNIVERSARY



On December 16, at a festive reception at the beach pavilion, Manchebo celebrated its 55th anniversary, together with the resort's team members, Prime Minister Evelyn Wever-Croes, Minister of Tourism and Health Danguillaume Oduber, and special guests. "Legendary tourism pioneers Ike & Grete Cohen had been at the helm for many years and today the resort is a successful 4-star boutique resort with a strong wellness and culinary offering for its guests," stated Edgar Roelofs, the resort's general manager.

Manchebo's new owners who acquired the resort on November 15, 2021, shared, "Our family is very proud to be the new owner of this iconic resort on Eagle Beach and we look forward to continuing the Manchebo legacy for years to come. Congratulations to the Manchebo team for providing such wonderful vacation experiences to Aruba's visitors," said Lukasz Slominski.

Recognition by Minister Oduber for "30 Years of Service in Aruba's Tourism Industry" was extended to team members of both Red Sail Sports and Manchebo. Also, the resort's newly built Lobby Store operated by Red Sail Sports was officially opened. "We are very pleased with our new tenant Peter and Marian de Hoop who designed a beautiful Red Sail Boutique in line with the resort's intimate boutique ambiance," said Mr. Roelofs.



BUCUTI & TARA BEACH RESORT



GIVE THE GIFT OF THE CARIBBEAN'S MOST ROMANTIC VACATION THIS VALENTINE'S DAY

Bucuti & Tara Beach Resort is helping couples join the growing trend of gifting one another with experiences over material items this Valentine's Day. Breathing in the fresh ocean air, letting the sea water soothe their souls, then nestling together on paired sun loungers gracing an uncrowded powdery white sand beach are just the beginning of romantic memories couples are promised at the adults-only enclave.

Whether the trip is during the month of love itself or planned sometime in the spring or summer and presented on Valentine's Day, love wins. Both the gifter and giftee are sure to enjoy a fulfilling vacation teeming with romance, tranquillity and laidback luxury, all backed by Bucuti & Tara's rock-solid Tripadvisor five-bubble rating. For extra peace of mind, the COVID-19 pandemic prompted the forward-thinking resort to rebuild its safety and wellness protocols allowing guests to easily navigate through a pandemic world to continue traveling together as they create treasured memories. The resort is Tripadvisor's No. 1 Hotel for Romance in the Caribbean for six straight years.

ARUBA MARRIOTT RESORT & STELLARIS CASINO



RESORT INSPIRES STUDENTS TO JOIN THE HOSPITALITY INDUSTRY

Aruba Marriott recently organized an inspirational and informative day for 95 students from John Wesley College and Mon Plaisir Mavo and Havo to motivate them to one day join the hospitality industry. Leaders from different departments held short presentations to share their journeys and career growth experiences within the hospitality industry, to encourage them to choose the hospitality industry as their career path. The resort also prepared a special breakfast treat for the students in the Grand Ballroom to start the day.

Through such initiatives, Aruba Marriott invests in programs and partnerships that develop hospitality skills among the youth within the local community, to prepare them for a fruitful future within the industry. The vitality of children and youth is essential to every community's long-term stability and success, which is why Marriott makes it a priority to positively lead the way in supporting children and youth in the communities in which Marriott hotels operate.



HOLIDAY SEASON KICKED OFF WITH RESORT'S 3RD GAITA COMPETITION FOR ASSOCIATES

Organized by the team of Human Resources, the event was held in the Grand Ballroom in a virtual format, where everyone could tune in on Tele Aruba and visit the Facebook Page of Aruba Marriott Careers. A total of seven departments participated, of which the winners were 1st place Chimney Climbers and 2nd place Recepcionales, and Houskeepinglicious was named Most Popular Group. In addition to the Gaita Competition, the associates received a special Christmas lunch treat and a total of 125 prizes were raffled amongst the Aruba Marriott's 1200 associates.

DIVI RESORTS



TITO'S PUTTS FOR PAWS CHARITY GOLF EVENT IS HELD AT THE LINKS AT DIVI ARUBA

This very successful event held on December 18 benefitted the Aruba Animal Shelter. Tito Beveridge of Tito's Handmade Vodka, based in Texas, has been the sponsor for the past several years in collaboration with Divi Resorts, The Links at Divi Resorts, and Divino Aruba. This year's beneficiary was the Aruba Animal Shelter, rescuing, sheltering and re-homing Aruba's neglected dogs and cats for over 30 years.

The golf tournament was followed by an auction lunch at Windows on Aruba. Hole/course sponsorships were provided by Interport Logistics LLC, Ben Real Estate, Ben Property Management, Veterinaire Kliniek Wayaca/Noord, Wix & Zeppenfeldt, Just 4 Pet NV, OP=OP, Laboratorio di Servizio, Botica di Servizio, Budget Rent A Car, Hilton Aruba Caribbean Resort & Casino, Studio Advisory, Notariskantoor Rodriguez-Taekema, Gomez & Coffie, Tropical Bottling Company, La Cabana Beach Resort, Yemanja Woodfire Grill, and Dynaf. A local network of businesses, resorts and artists donated prizes and auction items which raised over Afl. 15,000. The cherry on top of the event was the adoption of two pups, aptly named Tito's and Divi, as well as another shelter pup.

BOARDWALK BOUTIQUE HOTEL ARUBA



TABLET CEO SELECTS BOARDWALK HOTEL ARUBA AMONGST MOST EXCITING HOTELS IN 2022

Tablet CEO Lucy Lieberman presented the twelve hotels she's most excited about for the year ahead and Boardwalk Boutique Hotel Aruba is one of the boutique properties listed. Tablet, the hotel experts at Michelin Guide, offers a collection of the world's most exciting boutique hotels and places where you'll find a memorable experience. Boardwalk Hotel was added to Tablet in June 2021 and is the very first listing on TabletHotels.com in Aruba.

The inclusion of Boardwalk Boutique Hotel amongst a short list of just 12 worldwide hotels by a travel professional such as the Tablet CEO motivates the hotel team tremendously. "We strive to offer a unique hotel product and authentic vacation experiences in Aruba", says hotel owner Kimberly Rooijackers. "We are thrilled to be included in this short-list and look forward to introducing new audiences to Aruba." More information on www.boardwalkaruba.com. The list of the 12 select boutique hotels can be found on www.magazine.tablethotels.com.

SHOPPING

ARUBA ALOE IS PROUD SPONSOR OF MISS UNIVERSE ARUBA 2021 THESSALY ZIMMERMAN



Aruba Aloe proudly sponsored the lovely Thessaly Zimmerman and her national costume as she beautifully represented the island of Aruba at Miss Universe 2021 in Israel on December 12. On December 22, Thessaly paid a special visit to the Aruba Aloe Factory, Museum and Store in Hato, which is surrounded by the company's sprawling aloe fields first planted over a century ago. Aruba Aloe congratulated Thessaly for the amazing job that she did representing Aruba on the world stage and sharing the story of the "Island of Aloes" with the world. During Thessaly's honorary visit to Aruba Aloe, she was gifted a basket with Aruba Aloe goodies. Thessaly thanked them for being part of her journey and helping to make her national costume come to life during Miss Universe 2021, to be displayed in the Aruba Aloe Museum. Aruba Aloe is very excited to have created a partnership with Thessaly for projects down the road as well, so fitting because both parties represent the island and its rich cultural heritage.

CASINOS

THE CASINO AT HILTON ARUBA CARIBBEAN RESORT & CASINO



THE 17TH SEASON OF THE WSOP® CIRCUIT HITS THE HILTON ARUBA CARIBBEAN ON ITS 13TH STOP

The Casino at Hilton Aruba hosted the return of the World Series of Poker® (WSOP), following a two-year hiatus. On the tropical pool deck, a Balashi-sponsored cocktail party under the stars allowed guests and visitors to mingle with local players and their hosts.

The popular poker tour was held from December 9-19. It was the biggest poker event in Aruba in years and drew more than 200 poker players from around the globe competing for substantial cash prizes, US\$250K guaranteed. The famed tournament series included a daily big tournament as well as daily smaller satellite tournaments, leading to the main event on December 17, \$200K guaranteed, a two-day official ring event including an awards evening. Most of the tournament action took place in the Lapidus ballroom.

The Poker Room in the casino is open from 6pm to 2am, offering 4-8 limit, 2-5 & 5-5 no limit, Texas Hold'em, Omaha & Tournaments. Live Table Games include Blackjack & Roulette, Caribbean Stud Poker. The Casino is open 11am to 2am, Monday to Sunday.

RESTAURANTS

XIXON SPANISH RESTAURANT OPENS AT PASEO HERENCIA



Xixon recently opened at Paseo Herencia in a cozy location next to ALDO. Xixon hails from Miami with over 20+ years of experience offering the best Spanish dishes including a large variety of tapas and wines. Their elaborative menu consists of 35 cold and hot tapas and over 1500 bottles of wines. For something different, guests can try the Chef's Specialty of 'Pata de Pulpo con Espuma de Patatata a la Gallega' (Squid leg with Galician potato foam). Another specialty is Spanish paella of seafood, meat, vegetarian or mixed. Meat lovers enjoy Steak grilled on volcano rocks and flake salt, and seafood lovers are treated to Bacalao fish in white wine, or Salmon with vegetables. There are also vegetarian options and gluten-free dishes. Known for their top quality in food and service, Xixon was recognized as the "Best Spanish Restaurant by Miami New Times" in 2012 and 2018. Offering inside and outside dining overlooking the Paseo water show, Xixon is open every day from 5pm to 10pm. For reservations, call (297) 592 8998.

COMMUNITY

ARUBAN ELLIOTT (LEFTY) LOONSTRA MAKES HISTORY AT THE 2021 9TH WORLD PARA TAEKWONDO CHAMPIONSHIPS IN ISTANBUL, TURKEY



Among the 250 athletes from 41 nations, Elliott Loonstra once again made history. Loonstra's competition day was on December 12, 2021, Men Sport Class K44 -80 Kg. After successfully competing against Hancik Kristijan of Serbia and Asadbek Toshtemirov of Uzbekistan, he inched closer to the dreamed world podium. In the quarterfinals, he met the experienced Russian para athlete Magomedzagir Isaldibirov (third in the world and 5th in the last 2020 +1 Tokyo Paralympic Games). After a very tumultuous competition, and despite Loonstra's final display of energy, courage and a flurry of techniques, the fight ended at 19-8 in favor of Isaldibirov.

The 2021 9th World Para Taekwondo Championship was Loonstra's second appearance, his first one being in 2019 and ranking 17th. In the 2021 edition, he ranked 5th out of 29 athletes with Aruba ranking 18th out of 41 countries in the team standings table. At the successful 2020 +1 Tokyo Paralympic Games, Taekwondo debuted as the second combat sport, and Elliott had been the only athlete to represent Aruba.



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ARUBA PRODUCT UPDATE

TO OUR TOURISM PARTNERS

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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 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.