

JANUARY 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 JANUARY 2026

## ATA BRAZIL



### ARUBA STRENGTHENS TRADE PARTNERSHIPS IN DECEMBER

In December, Aruba connected even more closely with the trade through two special initiatives. From December 8 to 12, we hosted Aruba Theme Week with Interep, featuring training sessions for sales and operations teams, themed visits across Brazil, and executives wearing exclusive Aruba T-shirts. In São Paulo, the initiative included a full week of joint sales visits. On December 11, we held our Year-End Event, bringing together around 40 guests from leading tour operators to celebrate partnerships and toast to 2025.



## ATA PERU



### A NIGHT TO SAY THANK YOU: ARUBA BROUGHT JOURNALISTS AND INFLUENCERS TOGETHER AT ITS COCKTAIL & PAINT IN LIMA

Aruba hosted its Cocktail & Paint in Lima with journalist and influencer friends as a heartfelt way to say thank you for all the support throughout the year. It was a relaxed and fun evening where media and content creators came together to paint Aruba-inspired postcards and write down a personal intention for the year ahead, sharing good vibes and creativity all around.

The event took place at Limaq Bar by award-winning bartender Joel Chirinos, where guests enjoyed great bites and Aruba-inspired cocktails created just for the night. To wrap things up, Aruba surprised everyone with a raffle featuring gifts like bags, happiness oracle cards, and Aruba Aloe products—bringing to life the warm, easygoing spirit of the One Happy Island.





### ARUBA WRAPS UP 2025 IN CHILE WITH A PRESS BREAKFAST

As a way to thank the media for their continued support throughout 2025 and to close the year in line with the values of the Happy Island, the Aruba Tourism Authority in Chile hosted a press breakfast bringing together journalists, bloggers and content creators who actively supported the promotion of the destination throughout the year.

The gathering offered a moment of connection and a conscious pause ahead of the summer season, while also providing an opportunity to review the key milestones that shaped a particularly positive year for Aruba in the Chilean market.

Among the highlights shared were Eagle Beach being named the number one beach in the Caribbean and the third best in the world by TripAdvisor; the growing visibility of Aruban cuisine in Chile through its participation in the Ñam Santiago Food Festival; the strengthening of the “My Promise to Aruba” campaign, which promotes responsible tourism; and the international projection of Aruba Fashion Week 2025, featuring designer Eugenia Lemos.

The event also reinforced Aruba’s key differentiators, including its location outside the hurricane belt, the absence of sargassum, and its year-round ideal climate—attributes reflected in the destination’s strong presence across television, radio and print media throughout 2025.

Wellness was the central theme of the gathering. In this context, guests took part in the talk “How to Find Happiness”, led by Chilean entrepreneur, speaker and author Magdalena Martin (Mané Martin), recognized for her work in positive psychology, neuroscience and her MEC Happiness Method. The activity marked the welcome of the 2026 summer season, further positioning Aruba as an ideal Caribbean destination for Chilean travelers seeking wellbeing, connection and conscious enjoyment.





The December festive season ended in NYC with the 41-74 Club of NY raising \$10,000.00 for a local charity. There were 250 top luxury advisors, executives and distinguished guests from the travel industry. The festivities continued after with Aruba Tourism Authority sponsoring Ace and other lux advisors in Bryant Park's Winter Village Igloo. Those who were present were treated to hot cider, hot chocolate the tree and updates on Aruba.

John and Natasha hosted New England Travel Advisors for dinner at fabulous restaurant in Westwood, MA in mid December. John was in the market introducing himself as the new ATA New England BDM who provided updates on Aruba with partners from Secrets Baby Beach, Hilton and Bacuti & Tara providing property updates. Advisors went home full from great food and fresh destination knowledge.

John's and Natasha hosted Rhode Island Travel advisors in Providence for a first class experience at a waterfront restaurant. This was John's first official event as the ATA New England BDM. John was joined by destination partners from Marriott, Divi & Tamarijn, Hilton and Secrets Baby Beach. The advisors were treated to destination and hotel updates along with a wonderful dining experience.



## ARUBA CONVENTION BUREAU



### ARUBA CONVENTION BUREAU CONNECTS WITH TOP GLOBAL MICE PLANNERS AT E-GROUP RIVER XCHANGE

The Aruba Convention Bureau participated last December in E-Group River Xchange. This is one of the highly coveted MICE events for Meeting Planners to attend in our industry. The conference is a great opportunity to build and strengthen relationships with approximately 40 highly qualified Planners. E-Group has a strict qualification process for approving Planner's attendance. The format for this show includes four days of scheduled meetings and networking. Appointments are conducted with every Planner in attendance. There are multiple networking functions during the event as well. This is a premier industry conference and attracts quality Clients with confirmed business opportunities. This event is an excellent opportunity to represent our Partners and promote Aruba as a premier MICE Destination.

Partners present: Hilton, Joia by Iberostar, ECO DMS, De Palm DMC and Barcelo.

Top clients: BI Worldwide, ITA Group, MARITZ, Brightspot, INCENTIVIZ, Conference Direct and much more.



### CSR HIGHLIGHT: BRIGHTENING FUTURES IN ARUBA

The October Destination Review embraced giving back through a Corporate Social Responsibility (CSR) initiative supporting Brighter Future Aruba. Attendees donated educational and creative materials for children, including puzzles, board games, art supplies, and notebooks.

Brighter Future Aruba transforms the lives of children and families affected by autism, ADHD/ADD, Down syndrome, developmental delays, and other behavioral challenges. Through strength-based, child- and family-centered therapies, the organization helps children gain independence while providing families with the support and tools they need to thrive.

This CSR moment not only supported the local community but also inspired planners to bring social responsibility into their own programs. Aruba Convention Bureau by partnering with Brighter Future Aruba showed that even small gestures can create lasting impact and build brighter futures for children and families across the island.

## ARUBA CONVENTION BUREAU



### ARUBA CONVENTION BUREAU HOSTS SITE VISIT DINNER FOR LATAM GROUP

On December 16, 2025, the Aruba Convention Bureau hosted a special site visit dinner for Grupo Vélez, a group from Colombia that has selected Aruba as the destination for their program.

As part of the site inspection experience, the clients were welcomed to Quinta del Carmen for an evening that showcased the island's culinary excellence, historic charm, and warm hospitality. The dinner provided an opportunity for the clients to experience Aruba's unique ambiance while engaging in meaningful conversations about the destination's offerings for meetings and incentive travel.

The evening highlighted Aruba's versatility as a destination for international groups, combining authentic cultural settings with high-quality venues and seamless group coordination.

The site visit and hosted dinner reinforced Aruba's commitment to delivering memorable group experiences. The Aruba Convention Bureau looks forward to welcoming Grupo Vélez back to the island in March 2026.

## MANCHEBO BEACH RESORT & SPA



**MANCHEBO BEACH RESORT AND SPA IS PROUD TO ANNOUNCE THAT IT HAS BEEN VOTED NUMBER TWO BEST CARIBBEAN RESORT IN THE USA TODAY 10BEST READERS' CHOICE AWARDS 2026.**

Chosen from a distinguished group of 20 exceptional resorts across the Caribbean, this recognition is a meaningful honor and a reflection of the warm, genuine hospitality Manchebo is known for. It also celebrates the dedication and passion of the resort's exceptional staff, whose commitment and care bring the Manchebo experience to life each and every day.

The USA Today 10Best Readers' Choice Awards are determined by traveler votes, making this achievement especially rewarding. Manchebo Beach Resort and Spa extends its sincere gratitude to all valued guests for their continued support and trust.

## AMSTERDAM MANOR BEACH RESORT



### DINING FOR A CAUSE: AN ANNUAL AUTISM FUNDRAISING DINNER AT PASSIONS ON THE BEACH

Each year, Amsterdam Manor proudly hosts the Autism Fundraising Dinner, a meaningful culinary event supporting Fundacion Autismo Aruba. This annual evening brings together guests, partners, and members of the local community for a night of fine dining, live music, and shared purpose at Passions on the Beach.

For the occasion, the resort's culinary team designs a special four-course menu exclusively for the event. The evening begins with refined amuse-bouche selections, including a smoked salmon wrap with herbed cream cheese and arugula, along with slow-braised beef served atop a cheese fritter, setting the tone for the courses to follow.

Guests then enjoy an appetizer course featuring a choice between a Caprese-style salad with local mozzarella, grilled grapes, cherry tomatoes, and ciabatta toast dressed with house vinaigrette, or a Caribbean bouillabaisse filled with shrimp, mussels, and seafood, served with croutons and spicy aioli. These dishes highlight local ingredients and classic flavors, thoughtfully prepared and paired with house wines.

For the main course, diners are offered a choice between grilled Black Angus filet mignon with red wine sauce, asparagus, and garlic mashed potatoes, or a Caribbean-inspired lobster dish accompanied by fennel, green beans, tomatoes, funchi, and mustard tarragon sauce. The dinner concludes with vanilla custard infused with coffee liqueur and caramel. Live music throughout the night enhances the inviting beachfront atmosphere.

More than just a dinner, the Autism Fundraise Dinner is a cherished annual tradition at Amsterdam Manor. The resort is grateful to host this evening in support of Fundacion Autismo Aruba and looks forward to continuing this meaningful initiative in the years ahead.



### A CHERISHED ANNUAL SINTERKLAAS CELEBRATION AT AMSTERDAM MANOR BEACH RESORT

Each year on December 5, Amsterdam Manor proudly celebrates Sinterklaas, a beloved tradition that brings joy to team members, their families, and children from the local community. This annual event reflects the resort's ongoing commitment to togetherness, generosity, and creating meaningful moments beyond daily operations.

As part of the celebration, children from Casa Cuna are invited to join and receive gifts, ensuring they too can experience the magic of Sinterklaas. Team members are also encouraged to bring their children and families, transforming the occasion into a lively and inclusive gathering filled with laughter and connection.

The afternoon is filled with festive music, delicious food, and a variety of activities designed especially for children. The culinary team prepares a selection of snacks and treats, while play areas, a dino jump, and interactive entertainment keep the energy high. The highlight of the event is the arrival of Sinterklaas himself, spreading cheer and smiles among all the children.

Rooted in tradition and togetherness, this annual Sinterklaas gathering strengthens the sense of community and family at Amsterdam Manor. The resort is proud to continue this meaningful event year after year, sharing joy, warmth, and lasting memories with all who participate.



### MEDITERRANEAN MAGIC: A COZY AND UNFORGETTABLE CULINARY EVENING WITH ARION AND PASQUA WINES AT PASSIONS ON THE BEACH

Each year, Amsterdam Manor Beach Resort partners with Arion Wine Company to host one of its most cherished culinary traditions: the Mediterranean Magic dining event at Passions on the Beach. This annual experience has become a favorite among guests and the local community, who look forward to an evening of fine dining, exceptional wines, and the warm, gezellig atmosphere the resort's beachfront setting is known for.

This edition featured an elegant five-course dinner, thoughtfully curated to highlight vibrant Mediterranean flavors. From carefully prepared appetizers to refined pasta dishes, well-balanced main courses, and a light dessert, each course was designed to create a memorable dining experience by the ocean.

Each dish was paired with a refined selection of premium Pasqua wines, carefully chosen to enhance the flavors of the menu and deliver a smooth, harmonious tasting experience throughout the evening.

More than just a dinner, Mediterranean Magic is an intimate and memorable event that captures the essence of Aruba's relaxed elegance. Through this annual collaboration with Arion Wine Company, Amsterdam Manor continues to offer guests unique and varied experiences that go beyond the traditional, bringing something fresh and special year after year.

Set against the gentle sound of the waves, the warm glow of the sunset, and an exquisitely arranged table on the sand, the event truly embodied the charm of Passions on the Beach. The Mediterranean Magic dinner remains a celebrated tradition, with future editions promising new and inspiring culinary experiences through the ongoing partnership with Arion and Pasqua Wines.

## AMSTERDAM MANOR BEACH RESORT



### CARNAVAL COMES TO LIFE AT AMSTERDAM MANOR'S MANAGERS' COCKTAIL PARTY

In November, Amsterdam Manor infused its signature Managers' Cocktail Party with the vibrant spirit of Aruba's Carnival through a special Carnival Edition held at Horizons Lounge. The resort brought the festivities to life for guests with an immersive cultural celebration that captured the color, rhythm, and excitement of the season.

Guests were welcomed into a lively and festive atmosphere as Horizons transformed with colorful décor, upbeat island rhythms, and the unmistakable energy of Carnival. The event drew a wonderful crowd, including resort guests and visitors who joined specifically to experience the celebration.

To showcase Aruba's Carnival traditions, the resort featured an energetic brass band alongside captivating Carnival dancers, whose vibrant costumes and choreography filled the space with movement and excitement. Their performances delivered an authentic and joyful glimpse into one of the island's most cherished cultural celebrations.

A standout visual element of the evening was the display of elaborate Carnival headpieces, allowing guests to admire the intricate craftsmanship behind Aruba's parade artistry. These striking pieces quickly became a favorite, creating memorable photo moments throughout the night.

Adding to the festive ambiance, Horizons offered a specially crafted Carnival-inspired cocktail, which guests enjoyed while dancing, mingling, and embracing the celebratory atmosphere. The combination of live performances, cultural elements, and warm hospitality created an unforgettable experience that truly showcased the heart of Aruba's Carnival.

The Managers' Cocktail Party remains a beloved tradition at Amsterdam Manor, offering guests the opportunity to connect with the management team in a relaxed and welcoming setting. This Carnival Edition further highlighted the resort's dedication to sharing Aruba's cultural heritage in meaningful and engaging ways.



## AMSTERDAM MANOR BEACH RESORT



### AMSTERDAM MANOR LIGHTS UP THE CHRISTMAS SEASON

On December 11, Amsterdam Manor Beach Resort hosted its annual Christmas Light Up event, marking the second year of this special celebration. Designed as an intimate gathering, the evening brought together guests and team members to officially welcome the Christmas season and share in the holiday spirit.

The event began with a warm welcome, as attendees were greeted with a festive cocktail upon arrival and surrounded by cheerful Christmas music in a relaxed, joyful atmosphere. A selection of cocktails and hors d'oeuvres was served throughout the evening, allowing guests and employees to mingle and enjoy the moment together.

As guests gathered, the HR Manager delivered a heartfelt speech reflecting on the year and emphasizing the importance of coming together during the holiday season. This was followed by an exciting countdown, culminating in the lighting of Amsterdam Manor's Christmas decorations, a moment that officially signaled the start of the festive season at the resort. Adding a magical touch to the evening, performers from Empower Arts Academy of Dance delighted the audience with a festive, Christmas-themed performance. Set to holiday music, the dance brought energy, warmth, and joy to the celebration, perfectly capturing the spirit of the season.

More than just a ceremonial light-up, the event served as a meaningful moment of connection, celebration, and gratitude. The Amsterdam Manor Christmas Light Up continues to grow as a cherished tradition, creating special moments that bring guests and team members together to celebrate the joy and warmth of Christmas.

## TRYP BY WYNDHAM ARUBA



### TRYP BY WYNDHAM ARUBA BRINGS THE COMMUNITY TOGETHER WITH FESTIVE CHRISTMAS CRAFT MARKET

Just before Christmas, TRYP by Wyndham Aruba spread holiday cheer with a Festive Christmas Craft Market, and what a celebration it was! The highlight? A special performance by the renowned local band Grupo di Betico, whose main island performances are exclusively during Christmas and New Year, making this a truly rare treat.

Guests explored a vibrant array of Art & Craft stalls, showcasing unique, handcrafted treasures from talented local artisans. With so many beautiful pieces, everyone faced the delightful challenge of choosing their favorite keepsakes to take home. The market kicked off as the sun began to set and continued late into the evening, creating a magical atmosphere for all attendees. We were thrilled to welcome not just hotel guests, but locals and visitors from across the island, all coming together to celebrate the season.

True to TRYP by Wyndham's commitment to giving back, all proceeds from the event went directly back to local community, reinforcing the hotel's role as a proud supporter of the island it calls home.

This is just the beginning! Stay tuned for our next event, where TRYP by Wyndham Aruba will continue to celebrate community, creativity, and the spirit of giving.

## ARUBA MARRIOTT RESORT & STELLARIS CASINO

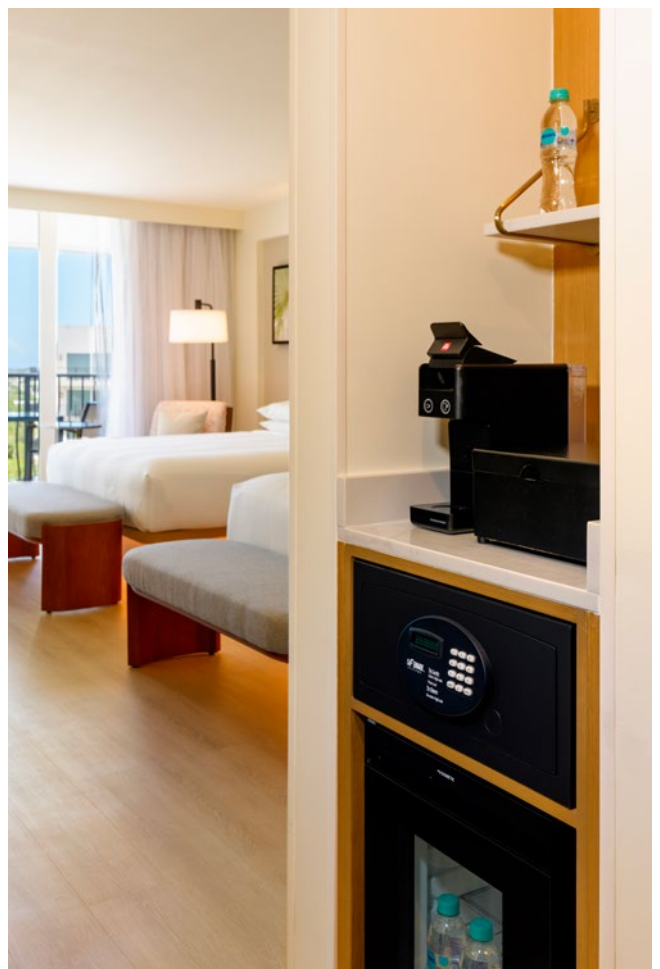


The Aruba Marriott Resort & Stellaris Casino ushers in a new era following a multimillion-dollar renovation completed in early December 2025. Spanning from spring through the end of the year, the carefully phased transformation refreshed all 414 guest rooms and suites, introducing a refined new look that balances modern elegance with the effortless warmth of island living. Set along the powdery white sands of Palm Beach, the resort's revitalized accommodations draw inspiration from Aruba's natural beauty.

The redesigned rooms feature a light, coastal palette of sand, tan, and taupe, accented with coral and sea glass hues that echo the surrounding Caribbean landscape. Floor-to-ceiling windows flood each space with natural light and frame views of the Caribbean Sea and Palm Beach. New furnishings include marble-topped work desks, updated sofas and armchairs in tropical tones, sleek fixtures, and subtle rattan accents, creating an airy and inviting atmosphere.

Bathrooms were fully reimaged to offer a spa-like experience, with double marble vanities, back-lit mirrors, lightwood accents, and glass-enclosed showers with waterfall shower heads. Select rooms also include oversized soaking tubs. Hallways throughout the resort were refreshed with new carpeting featuring oversized seashell and aquatic-inspired designs.

The renovation includes all 24 suites, starting at 625 square feet, each offering wrap-around balconies with sweeping views. Five suites are part of the adults-only Tradewinds Club, providing an elevated, exclusive experience. Enhancements also extend to the 6,500-square-foot Mandara Spa, the island's largest, which now features updated saunas, steam rooms, refreshed treatment spaces, and an enhanced outdoor relaxation area.



## BUCUTI & TARA BEACH RESORT



### BUCUTI & TARA DAZZLES SUSTAINABLY, RINGS IN 2026 WITH DRONE SHOW OVER EAGLE BEACH

Bucuti & Tara Beach Resort welcomed 2026 in crowd-pleasing style with a spectacular New Year's Eve drone show lighting up the skies above Eagle Beach. The Caribbean's first and only certified carbon-neutral hotel, Bucuti & Tara marked the occasion for the second year in a row with a cleaner, quieter and more responsible alternative to traditional fireworks, creating a celebration that thrilled guests and locals while honoring Aruba's natural beauty.

In partnership with Drone Shows Aruba, the midnight performance transformed the night sky into a vibrant display of synchronized light and motion. As the countdown ended, hundreds gathered along the shoreline to watch animated imagery come to life above the glistening sea. Festive designs filled the sky, including sparkling stars, celebratory bursts, champagne flutes and 2026 shining overhead, all wrapped in a joyful message of renewal, love, and togetherness.

The show was enjoyed from across the beach, from balconies and during special New Year's Eve dining experiences at the resort. Guests took in the celebration while enjoying the holiday menu at Elements Restaurant or wrapping up the evening at Terra by Jeremy Ford, adding a memorable culinary highlight to the night.

With intensifying awareness around the environmental and community impacts of fireworks, Bucuti & Tara continues to lead with innovative choices that protect what makes Aruba so special. Drone shows create no smoke, leave virtually no debris behind and are significantly quieter, helping safeguard wildlife, pets and the well-being of the community.

This joyful tradition reflects the resort's long-standing commitment to sustainability and its carbon-neutral leadership. Bucuti & Tara looks forward to continuing this annual celebration as a fresh and inspiring way to welcome each new year while caring for Aruba's skies, ocean and people.



### BUCUTI & TARA UNVEILS CUSTOM-MADE DESIGNERSCARF CREATED BY ARUBAN ARTIST RYON DIJKHOFF

Bucuti & Tara Beach Resort is bringing Aruba's beauty to life in a new way with the launch of an exclusive, custom made foulard scarf created with local designer and storyteller Ryon Dijkhoff, founder and creative director of Maison Ryon Aruba. Guests will recognize the design immediately, because Bucuti Associates in Concierge and Reservations proudly wear the scarf as part of their uniforms, adding an elegant and authentic island touch to the guest experience from the moment of arrival.

Inspired by Aruba's landscapes and Bucuti & Tara's signature tranquility, the scarf features meaningful island motifs including the Lora bird and Trupiaal, seagrass leaves, aloe blooms, palms at sunset and colors that echo Eagle Beach sands and turquoise waters. The foulard is designed as a wearable memory, with every element reflecting calm, connection, and timeless beauty.

The scarf is available exclusively at Serafina Boutique at Bucuti & Tara in two sizes. Guests can choose a 60 x 60 cm traditional scarf or a 120 x 120 cm larger version that can be worn as a scarf or styled as a wrap.

Guests can also discover Maison Ryon during select pop-up shops held throughout the year in Aruba, offering an additional opportunity to connect with the local artist behind the design. For travel professionals, the collaboration delivers a compelling story of authentic local partnership and a high value, destination rooted keepsake that enhances the Bucuti & Tara guest journey.

## BUCUTI & TARA BEACH RESORT



### EVERY SUITCASE TELLS A STORY, BUCUTI & TARA GUESTS BRING 1,035 LBS FOR PACK FOR A PURPOSE FOR IMELDEHOF CHILDREN

At Bucuti & Tara Beach Resort, travel becomes something more than a getaway. It becomes a chance to uplift the destination that welcomes guests so warmly. Through the resort's continued partnership with Pack for a Purpose, travelers are invited to use a small amount of extra suitcase space to bring high impact supplies for Imeldehof, Aruba's residential children's home. The result is a story of kindness that begins on Eagle Beach and reaches straight into the lives of children who need stability, care and encouragement.

In 2025, Bucuti & Tara guests delivered a remarkable 469.79 kg or 1,035.71 lbs of donated clothing, books, arts and crafts supplies, games, toys and learning materials. This surpassed the 2024 total of 456.94 kg and reflects steady year-over-year growth driven by guests who choose to travel with intention. For travel professionals, the story offers a powerful example of how easy, guest-led giving can be built into a luxury experience without compromising comfort, while creating meaningful community benefits that are measurable and deeply felt.

The initiative also reinforces Bucuti & Tara's sustainability leadership through its 400+ action points, recognized by the United Nations as "highly replicable and scalable" for hotels worldwide to emulate. Pack for a Purpose supports key [UN Sustainable Development Goals](#) including SDG 11 Sustainable Cities and Communities, SDG 12 Responsible Consumption and Production, and SDG 13 Climate Action.

For advisors and tour operators, this is an inspiring proof point that clients can return home with more than memories. They can leave behind hope. Visit [Bucuti & Tara's Pack for a Purpose wish list](#).



## BUCUTI & TARA BEACH RESORT



### BUCUTI & TARA CELEBRATES ONE YEAR OF ITS NATURE-IMMERSED YOGA DECK

One year ago, Bucuti & Tara Beach Resort introduced a new wellness sanctuary that quickly became a guest favorite, the nature-immersed yoga deck nestled inside a lush courtyard of indigenous plants and trees overlooking Eagle Beach. Since debuting on Jan. 3, 2025, the open-air space has elevated the resort's holistic wellness offerings for guests and locals alike, pairing serene surroundings with a robust schedule that includes sunrise yoga, Pilates, breathwork and sound healing. To celebrate the deck's first anniversary and welcome the new year, Bucuti & Tara hosted a special sound healing yoga session (a favorite of both guests and locals, alike) that highlighted the resort's growing focus on restorative practices and mindful movement. Beyond the yoga deck, guests can continue their continuum of wellness with an all-encompassing wellness program. Led by in-house, certified wellness specialists, this includes customized wellness itineraries with access to Aruba's top instructors, access to the 24/7 Fitness Centre complete with clean-energy-generating workout equipment, in-resort physical therapy and mindful dining and spa experiences. This wellness support helps guests find balance, recovery and renewal during their stay.

Many sessions are complimentary for in-house guests and can be [reserved online](#) or through a guest's personal concierge, making it easy to build a personalized wellness routine while on island. The yoga deck is a compelling example of how Bucuti & Tara continues to innovate around its three cornerstones of romance, wellness and sustainability, while delivering authentic, experience driven programming that resonates with today's wellness-minded travelers.

## EMBASSY SUITES BY HILTON ARUBA RESORT



In December, Embassy Suites by Hilton Aruba Resort welcomed two U.S.-based storytellers continuing the resort's focus on expanding visibility in key markets through authentic content creation and editorial opportunities. Both visits were designed to highlight the resort's signature all-suite accommodations, beachfront setting, and relaxed, welcoming experience that makes Aruba the One Happy Island.

The resort hosted Lesley Carter, of @bucketlistpublications, a U.S.-based travel and lifestyle creator known for capturing aspirational stays and bucket-list destinations through a highly visual, experience-driven lens. While on property, they participated in a tailored program that included a resort tour, hosted dining, and dedicated time to explore and produce content across key areas of the resort. Their storytelling focused on the spaciousness and convenience of Embassy Suites' suite-style accommodations, the ease of beach access, and the overall atmosphere for travelers looking for a balance of comfort, value, and getaway-worthy amenities.

Embassy Suites Aruba also welcomed Yasmine Jameelah, an American freelance journalist and editor recognized for culturally relevant lifestyle coverage, including travel and wellness storytelling. During her stay, Yasmine experienced the resort firsthand, with an emphasis on the guest journey, from arrival and service to the resort's amenities and overall sense of ease. Her visit provided a strong opportunity to introduce Embassy Suites Aruba to her audience through an editorial lens, supporting continued awareness among U.S. travelers considering Aruba for their next warm-weather escape, all of which resulted in a dedicated feature on xoNecole.

Together, these partnerships reflect Embassy Suites Aruba's continued investment in meaningful storytelling that drives discovery and reinforces the resort's positioning as a vibrant, welcoming place to stay on the island.

## HYATT REGENCY ARUBA RESORT SPA & CASINO

### WORLD CANCER DAY SPOTLIGHT

In honor of World Cancer Day on February 4, ZoiA Spa proudly highlights its certification to safely serve guests undergoing cancer treatment. Our therapists are trained in oncology-informed techniques that provide gentle, restorative care for comfort and relaxation.

Learn more by emailing [zoia.spa@hyatt.com](mailto:zoia.spa@hyatt.com)

### EXPERIENCE THE BIG GAME, ISLAND-STYLE

Celebrate the Big Game on February 8 at Hyatt Regency Aruba. Enjoy signature cocktails, curated bites, and premium viewing on large screens throughout the resort. From lively bars to the casino buzz, every moment blends Aruba's warmth with game-day excitement. Details at [hyattbeachservices.com](http://hyattbeachservices.com)

### LOVE IS ON THE MENU THIS VALENTINE'S DAY

Treat your special someone to an evening of inspired cuisine and romantic ambiance. From the first toast to the last bite, Hyatt Regency Aruba offers the perfect setting for love. Explore more at [www.hyattregencyaruba.com](http://www.hyattregencyaruba.com)

### CELEBRATING 35 YEARS OF HAPPINESS

The resort marked its 35th anniversary with a vibrant 1990s-inspired cake and an end-of-year celebration in January. The gathering honored shared achievements and recognized 15 team members who have been with the resort since day one, creating a lively year-end tribute to 35 years of island hospitality.

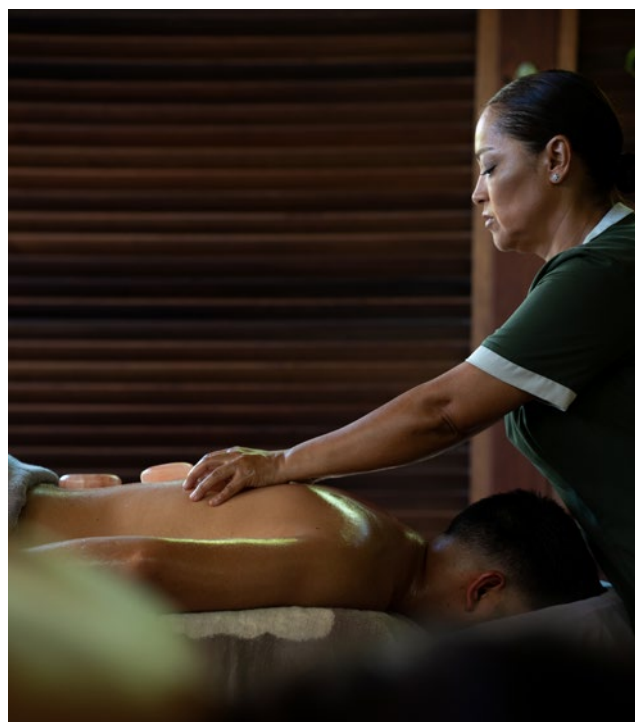
### NEW BEACHSIDE BITES

Sunny days, white sands, and the soothing sound of the sea now pair effortlessly with new beachside culinary delights by Hyatt. Enjoy gourmet hot dogs made with premium ingredients and homemade brioche buns near Palms Bar, or savor fresh vegetarian pizza next to Balashi Bar & Grill. Our pizza is kosher-certified and prepared under the strict supervision of Chabad of Aruba

### BETTING ON LOVE

From exclusive games, bonus points, and free play prizes, Hyatt Casino Aruba provides premium gaming fun and a rewarding Advantage Player Club for guests and visitors alike. Experience the excitement this Valentine's Day for our special celebration from 7:00 to 10:00 p.m.

Learn more at [www.hyattcasinoaruba.com](http://www.hyattcasinoaruba.com)



## JOIA ARUBA BY IBEROSTAR



### GAIA HOUSE OF GRILL IS NOW OPEN!

After months of careful planning, construction, and preparation, JOIA Aruba is delighted to announce that GAIA House of Grill is now officially open to the public.

Inspired by the spirit of the Greek goddess Gaia, Mother Earth herself, GAIA House of Grill comes alive in a celebration of flavor, craftsmanship, and artistry. Located at JOIA Aruba by Iberostar, and overlooking the world-renowned Eagle Beach, GAIA offers an extraordinary dining experience rooted in nature and inspired by the island's finest local ingredients.

Here, the contemporary seamlessly meets the ancestral, showcased through perfectly grilled premium cuts and bold yet refined culinary creations. Each dish is a tribute to the earth's bounty, thoughtfully crafted to surprise, delight, and awaken the senses.

GAIA House of Grill is open daily except Tuesdays, from 5:00 PM to 10:30 PM. Reservations can be made via:

[www.OpenTable.com/GaiaAruba](https://www.OpenTable.com/GaiaAruba)

Follow GAIA Aruba on Instagram to stay up to date with the latest news and experiences.



## JOIA ARUBA BY IBEROSTAR



### USA TODAY 10BEST: BEST CARIBBEAN RESORT 2026

JOIA Aruba by Iberostar is proud to be recognized among the Top 10 Best Caribbean Resorts for 2026 by USA Today 10Best. This prestigious nomination and ranking hold special meaning for the entire JOIA Aruba family, as it reflects the passion, dedication, and hard work invested since our opening in December 2024.

Earning the #6 position out of 10 outstanding resorts, and being the only five-star resort in Aruba to receive this nomination, is an achievement we celebrate with great pride. This recognition underscores our commitment to exceptional service, elevated experiences, and uncompromising quality. As we look ahead, JOIA Aruba by Iberostar is poised for a year defined by continued excellence, growth, and success.





### RADISSON BLU ARUBA ENHANCES ITS WELLNESS & EXPERIENCES PROGRAM FOR 2026

Radisson Blu Aruba welcomes 2026 with an enhanced approach to guest experiences, elevating its wellness and lifestyle programming to offer more intentional, locally connected moments throughout the stay.

The refreshed program brings together mindful wellness, creative expression, and curated social experiences, developed in collaboration with local practitioners and partners. Rather than a fixed schedule, the programming is designed to evolve throughout the year, offering guests thoughtful moments that complement the rhythm of island life.

Guests can expect a selection of water-based rituals, garden-led wellness experiences, hands-on workshops, and sensory tastings, each created with a focus on presence, balance, and connection. The experiences are intentionally paced and limited in nature, allowing for a more personal and meaningful guest journey.

Together, these enhancements reflect Radisson Blu Aruba's continued investment in guest-centric programming that supports well-being, celebrates local culture, and adds depth to the overall resort experience, without following a one-size-fits-all approach.



## RADISSON BLU ARUBA



### RADISSON BLU ARUBA SETS A NEW DIRECTION FOR DINING IN 2026

Following the recent launch of Don Esteban Gourmet, the resort continues to expand its dining story for 2026 with Blu Tap Cider: the Caribbean's first dedicated cider bar. Developed exclusively for Radisson Blu Aruba in collaboration with South Hill Cider, a founder-led cidery based in New York's Finger Lakes region, the concept is rooted in an artisanal, small-batch approach.

The two concepts are designed to be enjoyed side by side, offering guests a refined yet relaxed way to explore food and drink at their own pace.

At Don Esteban Gourmet, the focus is on refined small plates designed for sharing, highlighting Spanish-inspired flavors, artisanal charcuterie and cheeses, and premium products such as Jamón Ibérico de Bellota, often referred to as Pata Negra.

Blu Tap Cider complements the menu with a rotating selection of small-batch, apple-based ciders shaped by each harvest, including exclusive cider expressions available only at Radisson Blu Aruba. The program introduces guests to cider as a crafted, fresh alternative to traditional wine or spirits, with the selection explored through curated cider flights and cider cocktails that naturally connect food and drink.

Together, Don Esteban Gourmet and Blu Tap Cider reflect the resort's evolving approach to dining for 2026: one rooted in thoughtful partnerships, quality-driven products, and experiences designed to be discovered gradually. The result is a dining experience that feels distinctive, intentional, and connected to a clear sense of place.





### A SEASON OF ELEGANCE AND JOY AT THE HOUSE OF ASTOR

Our first festive season at the “House of Celebration” was nothing short of magical. Beginning in December, the Great Hall shimmered in white, gold, and silver, setting the stage for a month of enchantment.

Guests enjoyed cherished traditions like Festive Afternoon Tea, The St. Regis Evening Ritual, and the Art of Bloody Mary Masterclass, alongside family-friendly experiences such as gingerbread house decorating and cozy movie nights. Children delighted in the Elf on the Shelf Scavenger Hunt, filling the halls with laughter.

Christmas Day introduced our inaugural White Christmas at the Astors Brunch, featuring an extraordinary culinary journey, from fresh lobster and caviar to handmade pasta and decadent desserts.

New Year's Eve was a grand finale: a traditional local Dande blessing, elegant dinners, and vibrant celebrations across the property. Guests welcomed 2026 under a sky lit with fireworks, creating memories to last a lifetime.

This season was a true celebration of elegance and joy. We look forward to crafting even more unforgettable experiences next year at The House of Celebration.





### DE PALM TOURS MARKS A MILESTONE YEAR WITH A NEW YEAR'S CELEBRATION

As De Palm Tours closed the chapter on 2025, the moment was about more than welcoming a new year. It was an opportunity to reflect on a milestone journey marking 65 years of shared success, dedication, and growth.

On December 31, team members from across the company gathered at the De Palm Main Office for a daytime New Year's celebration, honoring the people behind an exceptional year. The gathering served as a meaningful moment of appreciation and connection, bringing the De Palm family together to celebrate accomplishments, reflect on the year past, and look ahead with pride.

Beginning at 11:30 AM, the main office transformed into a lively and welcoming space, energized by live music from Dande and a warm, festive atmosphere. Team members enjoyed locally inspired snacks prepared by Pastechi World, along with a selection of beverages, creating a relaxed setting for colleagues to connect and celebrate together.

A raffle added to the excitement, with team members winning a variety of prizes generously provided by local partners, sparking moments of joy and shared celebration throughout the afternoon.

During the event, Chief Executive Officer Brian Stedford addressed the team, sharing heartfelt words of appreciation and recognizing the commitment, teamwork, and values demonstrated throughout the year. His message highlighted the importance of every individual in shaping the De Palm Tours experience and the company's continued success.

As both 2025 and De Palm Tours' 65th anniversary year come to a close, the company extends its sincere gratitude to its team members whose dedication remains at the heart of every guest experience. United by shared values and a strong sense of purpose, De Palm Tours looks ahead to the future with confidence and appreciation.



### RECOGNIZING MILESTONES AND DEDICATION: DE PALM TOURS' Q4 ANNIVERSARIES & RECOGNITION EVENT

On December 12, De Palm Tours placed the spotlight on the contributions and values that shape the company as team members gathered at Occasions Ballroom to celebrate dedication, milestones, and outstanding achievements during our fourth-quarter Anniversaries & Recognition event.

This quarterly gathering reflects what matters most to De Palm Tours: recognizing commitment, reinforcing shared values, and staying connected as one family.

Reaching 10 years of dedicated service included Karen Ridderstap from Sales Support, Albert Francis from Land Rover Operations, Benjamin Cornelio from Bus Operations, and David Palomino from Transient Sales.

Celebrating 15 year anniversary were Marc Tiemes and Roger Croes from Bus Operations, Gilliane Wernet from Accounting, and Brenda Medina from Transient Sales.

Marking 20 years of commitment were Pauline Naddall from Sales Support, Alice Booy from Coconuts Retail, and Johannes Veen from Bus Operations.

Reaching the remarkable 25-year anniversary were Guillermo Montes from Maintenance, and Sherard Wernet from Watersports Operations.

Commemorating 30 years of outstanding service was Oscar Perez from Atlantis Submarines.

Recognition Awards were also presented to team members for their exceptional performance, commitment, and impact throughout the year, including Amerey Tromp from General Admin; Cheqion Arends, Clivens Manasse, Emanuel Alle, Jared Britten, Jean-Pierre Abraham, Johannes Veen, Marlon Willems, Aldrick Winterdaal, Milaika Merveille, and Yessid Ribon from De Palm Car Rental; Omar Lambert and Raymond Donato from De Palm Island; Merienys Frances and Maria Acosta from Marketing.

As De Palm Tours marked its 65th anniversary year, events like these remain an essential part of our culture. They serve as a reminder that behind every guest experience is a dedicated team working together with passion, loyalty, and pride.



## DE PALM TOURS



### DE PALM TOURS EARNS GSTC CERTIFICATION, REINFORCING ITS ROLE AS A LEADER IN SUSTAINABLE TOURISM IN THE CARIBBEAN

De Palm Tours, Aruba's leading tour operator for more than six decades, has reached a new milestone in 2025 by earning certification from the Global Sustainable Tourism Council (GSTC), becoming the only tour operator in the Caribbean and Latin America to receive this recognition.

With our 7th consecutive EarthCheck certification and 2nd Gold recertification, we continue to demonstrate our commitment to sustainability. From our LEED-designed Operations Center to the 1 MW solar array powering De Palm Island, and through initiatives such as AI-powered dash cams, eco-driver training, reef-safe sunscreen, refillable water stations, and cash-lite systems. In addition, we remain dedicated to our social responsibilities by addressing issues like human trafficking and supporting our community through our Giving Palm initiatives. Looking ahead, sustainability efforts will continue to expand with the opening of the Coral Academy in April 2026. Key components of this work includes the TUI Sea The Change Aruba project, a collaborative effort spearheaded by the TUI Care Foundation, ScubbleBubbles Foundation, and De Palm Tours, focused on coral restoration, marine education, and long-term reef protection.

Earning the GSTC Certification adds another layer of integrity to these efforts. As major cruise lines such as Royal Caribbean and Norwegian Cruise Line prioritize working with sustainability-focused tour operators, this third-party audited certification validates our practices through a transparent, and credible process. It confirms that De Palm Tours meets the highest standards.

A heartfelt thank-you goes out to our Green Team and all the Palm Tours team members, whose passion and commitment ensure that responsible practices are not simply a goal but a daily way of operating. Their ongoing efforts continue to drive De Palm Tours toward a more sustainable future.

## LE PETIT CHEF ARUBA



### A THEATER-STYLE DINING AT WILLEM'S DUTCH PANCAKES

A tiny chef takes center stage, proving that size has nothing to do with impact. Le Petit Chef & Friends brings a playful yet polished dining experience where storytelling, technology, and cuisine come together in a big theatrical setting. Known as the world's smallest chef, Le Petit Chef has arrived with an entirely new show, and this time, he is not alone.

This immersive experience transforms dinner into a live performance, using projection mapping to turn the table into a stage. As the story unfolds, guests are invited to enjoy both the visual show and the dishes prepared to match each moment. It is dining with a sense of humor, creativity, and just the right amount of surprise.

The new production takes guests on an around-the-world journey, guided by Le Petit Chef and his culinary friends. The experience travels from Spain with Chef Pequeña Maria to Italy with Chef Piccolo Luciano, continues to France with Le Petit Chef himself, and concludes in Japan with Chef Chisano Takahiro. Each destination brings its own character, flavor profile, and visual storytelling, making every course part of the narrative rather than a pause between scenes.

Guests can choose from the Grand Menu, Classic Menu, Vegetarian Menu, or the Kids Menu, allowing everyone at the table to enjoy the experience in a way that suits them best. Regardless of the menu selected, the show remains the same: lively, engaging, and thoughtfully paced from start to finish.

Hosted at Willem's Dutch Pancakes, Le Petit Chef & Friends offers an evening where food and entertainment share the spotlight. It is a fun, interactive show paired with a carefully curated dinner, designed to turn an ordinary night out into something memorable. Le Petit Chef and his friends are ready to perform, right at your table.

## TIERRA DEL SOL



### USA TODAY 10BEST: BEST GOLF COURSE IN THE CARIBBEAN 2026

Tierra del Sol by Iberostar Golf Course is proud to be recognized among the Top 10 Best Golf Courses in the Caribbean for 2026 by USA Today 10Best. This prestigious nomination and ranking are a true testament to the passion, dedication, and excellence of the entire Tierra del Sol team

Earning the #5 position among the region's finest golf courses is an achievement we celebrate with great pride. This recognition highlights Tierra del Sol's commitment to world-class course conditions, breathtaking island views, and an exceptional golfing experience that continues to attract players from around the globe.



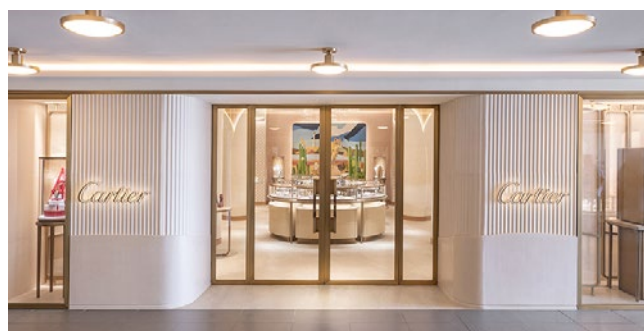


### RENAISSANCE MALL ARUBA CONTINUES TO ELEVATE ITS LUXURY RETAIL EXPERIENCE WITH SEVERAL EXCITING UPDATES.

Cartier and Carolina Herrera have both completed full store renovations, unveiling refreshed, modern spaces that reflect their global brand identities while enhancing the in-store experience for visitors. These renovations further strengthen Renaissance Mall's position as Aruba's premier luxury shopping destination.

In addition, Renaissance Mall proudly welcomes two new stores. Neeche Parfume introduces a curated selection of exclusive fragrances, offering guests a refined and personalized scent experience. TUMI, the internationally renowned brand for premium travel, business, and lifestyle accessories, has also opened its doors, bringing high-quality design, innovation, and functionality to the island.

With these enhancements, Renaissance Mall continues to offer a dynamic mix of iconic brands, new retail concepts, and elevated shopping experiences in the heart of Oranjestad.



## RENAISSANCE WIND CREEK ARUBA RESORT



Formerly Blue Bar, FLUX has been thoughtfully expanded and reimagined as the Renaissance Marina Hotel's signature poolside destination, offering guests an entirely new, elevated experience that evolves seamlessly from day to night. Sun-drenched afternoons invite relaxation with light, fresh fare, frozen cocktails, fresh juices, pitchers, and thoughtfully curated mocktails. Throughout the day, rotating indigenous-inspired amenities surprise and delight, from tropical fruit skewers and yogurt bites to herbal icles, infused waters, and cooling scented towels. A complimentary sunblock and hydration station ensures guests stay refreshed and protected under the island sun.

As golden hour approaches, FLUX begins its signature transition. Accent lighting, candles, and re-styled décor transform the space, while the soundtrack shifts to a sunset lounge playlist blending organic house and chill electronic sounds. By evening, FLUX fully embraces its after-dark energy with warm, inviting lighting, cocktail-forward service, and premium spirits. Signature island-inspired cocktails highlight local herbs, fruits, and spices, paired with elevated small bites, champagne, and sparkling wine selections. Live musicians or curated DJs on select evenings set the tone for a relaxed yet seductive atmosphere, making FLUX a place where guests gather, linger, and experience the island from day to night.

### Hours & Programming

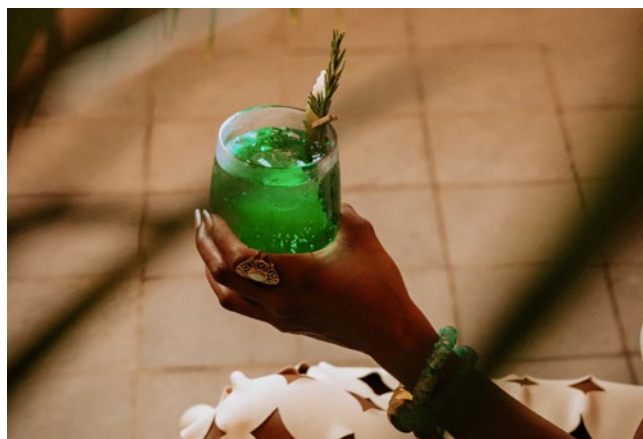
**Late Afternoon (3–5 PM)** Relaxed poolside experience with light fare, refreshing beverages, and rotating island-inspired amenities.

**Sunset Transition (5–6:30 PM)** Ambience shifts with accent lighting, candles, curated décor, and a signature sunset lounge soundtrack.

**Evening Mode (6:30 PM onward)** Elevated cocktail-forward service featuring premium spirits, island-inspired signature cocktails, champagne and sparkling wine, paired with small bites.

Happy Hour 2 for 1 cocktails from 5–6 PM.

Live entertainment on weekends; Live musicians, curated DJ sets on select evenings.





Aruba



**PRODUCT  
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