

ARUBA PRODUCT UPDATE

TRADE EDITION

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

JULY 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

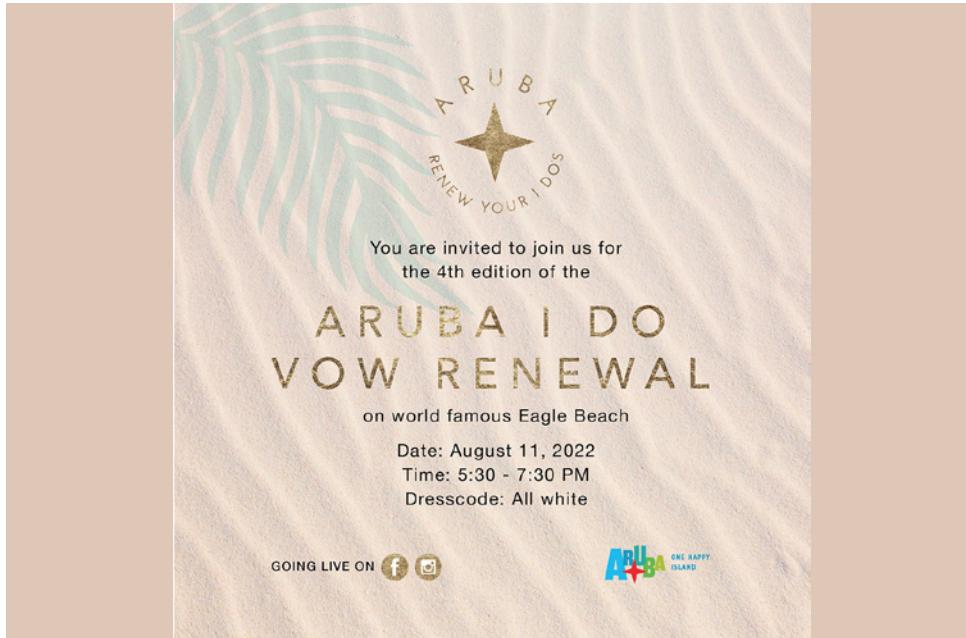
CORE PURPOSE

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 JULY 2022

ATA NEWS

ARUBA I DO VOW RENEWAL



On August 11 at sunset, we will toast to a lifetime of happiness again with your loved one while the sounds of the steel pan player are carried through the warm Aruban breeze. Those at home can join this unforgettable moment when the ceremony goes Live on our channels of Instagram and Facebook.

We highly encourage you to inform your guests to celebrate their years together in a special way and create a memory that will stay with them long after they return home, they can still join us and register at; <https://www.aruba.com/us/renew-your-vows-in-aruba>. A complementary bus transportation to Eagle Beach will be provided, we will announce pick up time, spots and route as we approach the big day!

OUTSIDE MAGAZINE'S ADVENTURE NYC



Outside Magazine hosted the Adventures NYC event in Central Park. During the event, Aruba was a sponsor of the stand-up paddle boarding activity, a popular attraction among attendees. Aruba sported a booth that aimed to replicate the popular stand-up paddle boarding activity found just steps away. The booth included imagery that evoked The Aruba Effect along with four (4) iPads for attendees to register for a chance to win a trip to the island. One winner and their family will receive an all-inclusive trip to the Tamarijn Aruba All-Inclusive resort with airfare as well as four (4) pairs of Vibram shoes, another activity sponsor at Adventures NYC. Hundreds of people visited the Aruba booth and received mini Aruba-branded towels, Aruban Aloe lotion and lip balm, magnets and reference guides. By the end of the event, there was 304 giveaway submissions. The event also received coverage from local media including Gotham To Go, The City Life and Our Town.

RESORTS

HYATT PLACE ARUBA AIRPORT



EXPLORE ARUBA PACKAGE

Visit the Happy Island and get the best value when you book the Explore Aruba Package. This unbeatable offer includes breakfast, a memorable Sunset Sail and a sightseeing tour for two. Walk from the plane to your room, have a seamless stay at the Hyatt Place and enjoy the best of Aruba! Book your explore package at hyatt.com.



HYATT REGENCY



NEW COUPLES ESCAPE

Reconnect with your favorite someone with the new Couples Escape Package Hyatt Regency Aruba Resort Spa and Casino. Celebrate time together with shared experiences that will create lasting memories when you indulge in a couples massage from ZoiA Spa, enjoy daily service at the new Regency Club, test your luck with a \$100 casino credit, and share a three-course dinner for two at Ruinas del Mar.

Book your fall getaway now at aruba.regency.hyatt.com.

BUCUTI & TARA BEACH RESORT

TRAVEL + LEISURE GOES INSTAGRAM LIVE TO TOAST BUCUTI & TARA AS 2022 WORLD'S BEST AWARDS WINNER, ARUBA'S ONLY HOTEL TO EARN THE HONOR FROM TRAVEL + LEISURE

Travel + Leisure Editor in Chief Jacqui Gifford went Instagram Live on July 13, 2022, to raise her glass and toast the media platform's 2022 World's Best Awards winners including Bucuti & Tara Beach Resort.

The adults-only hotel was the only Aruba hotel to make the illustrious list. Delighted to be a part of those celebrated during the momentous occasion, Bucuti & Tara was named to **The 25 Best Resort Hotels in the Caribbean, Bermuda, and the Bahamas**.

"As travel continues to rebound and people look for new trip ideas and inspiration, I'm thrilled to share this incredible resource of our readers' favorite places and companies," said Travel + Leisure Editor in Chief Jacqui Gifford. "You'll find destinations that are transporting and offer a distinct sense of place—whether your focus is on reconnecting with nature or immersing yourself in local cultures. Congratulations to this year's honorees for their excellence in hospitality and for creating standout experiences that appeal to all types of travelers."

Now in its 27th year, the World's Best Awards reflect what discerning travelers who are Travel + Leisure readers think are the pinnacle travel experiences globally. Designed to serve as a trusted resource for millions of enthusiastic travelers, the outlet shared, "The best resorts in the Caribbean, Bermuda, and the Bahamas, according to Travel + Leisure readers, put the region's dazzling scenery front and center."

Travel + Leisure is one of the world's most prestigious and trusted travel media outlets. Discerning readers rely on it to plan their next inspired adventures, ones rooted in authenticity and passion. Reflected throughout its platforms is T+L's commitment to elevating travelers' experiences, to serve them throughout their journey and to keep them dreaming.

This best-of-the-best approach is shared and found within the exact vacation experience guests immerse themselves in at Bucuti & Tara Beach Resort. Guests who stay at the Eagle Beach resort discover why its cornerstones of romance, wellness, and sustainability are backed by being the No. 1 Hotel for Romance in the Caribbean and Top 10 in the World while simultaneously being the Caribbean's first and only certified carbon-neutral hotel.

To discover more, the Travel + Leisure 2022 World's Best Awards are featured in the August 2022 issue of Travel + Leisure on newsstands July 22, and online at travelandleisure.com.



ARUBA MARRIOTT RESORT & STELLARIS CASINO



YOU'RE FAVORITE SUNDAY BRUNCH

Bring your family and friends to the Sunday Brunch you look forward to at La Vista, as you enjoy the popular stations, such as pancake & waffle, fresh fruit & smoothies, our new stations such as poke bowls, BBQ smoker, raw bar & ceviche, carving station, pizza & pasta, gelato & pastries, and many more stations and items to delight all your taste buds! Enjoy this special event for \$59 per person including bottomless mimosas. La Vista is located at Aruba Marriott Resort and offers both indoor and outdoor seating spaces with lovely beach views. Catch our brunch every last-Sunday of the month from 11:00AM – 2:00PM. Reservations are required. Call us to book your table at 520-6312 or find us on OpenTable.

BOARDWALK BOUTIQUE HOTEL



TESS GERDEMANN TAKES RESIDENCY AT BOARDWALK AS SOCIAL MEDIA CONTENT CREATOR

Boardwalk Boutique Hotel recently launched an online campaign in a quest for a creative social media content developer with residency in Aruba. This ‘dream’ job opening was picked up by international media ranging from De Telegraaf (NL) to The Mirror (UK) and Travel + Leisure (USA), and lead to 2,000+ applications from content creators worldwide. After a thorough, two-month selection period including job interviews on Zoom with the top 10 finalists, Tess Gerdemann (@travelingxelmundo) came out on top and accepted the position.

For one month Tess will join the team at Boardwalk, sample all 8 different casita (room) categories, live the life of a local, explore Aruba and captivate authentic experiences along the way. Her residency at Boardwalk starts in September and includes a ticket to Aruba, a 30 nights-stay with f&b credit, and a rental car. Tess, known to be an authentic vibe-chaser, will take over Boardwalk’s social media for a month and highlight the inside hotel scoop, the behind the scenes, photogenic and must-visit areas to eat, drink and explore on our happy island.

Tess, American-born, is a citizen of the world and a lifelong traveler. Before hitting the road, Tess worked for a Fortune 50 company creating high impact content for e-commerce. Her most recent travel experiences include longer stays in Hawaii, Mexico and Colombia where she integrated with locals and participated in local community projects. Her focus in Aruba will be to generate creative content, both on property and off the beaten path.

RENAISSANCE WIND CREEK ARUBA RESORT

MIX
THIS WAY

Discover our cocktail
“FLOCKTAIL”

¾oz beefeater, ¼oz simple syrup
with a splash of cranberry juice.
Add all the ingredients in a shaker
with ice, shake for 12 sec then
strain into a chill champagne flute
and top it off with prosecco or
sparkling wine.

#DISCOVERTHISWAY
#RENARUBA
Discover more
at renaruba.com

RENAISSANCE®
WIND CREEK ARUBA RESORT



RENAISSANCE WIND CREEK ARUBA RESORT CELEBRATES NATIONAL PINK FLAMINGO DAY

June 23rd marked another post-pandemic milestone, with the return of National Pink Flamingo Day at Renaissance Wind Creek Aruba Resort and the continuation of the love story of two of the resort's famed pink flamingos. Celebrating their 7th anniversary, the not so newly wedded flamingos Allie and Noah revealed a huge surprise - they're expecting their first flaminglet (baby flamingo) to join their family on Renaissance Island. In celebration, Renaissance Aruba offered guests the opportunity to try their festive Flocktail with Beefeater Gin, simple syrup and a splash of cranberry juice. With the full recipe for everyone to enjoy.

The resort is closely monitoring the expecting flamingo parents and their nest, and they will continue to update residents and guests once the new arrival has landed!

DISCOVER FLAMINGO LOVE

To celebrate that love, Renaissance Aruba released a pink romance package, “Discover Flamingo Love,” which includes:

- Accommodations at the adult-exclusive Renaissance Marina Hotel or Renaissance Ocean Suites
 - Pinktini upon arrival at BLUE or SOLE
 - Bottle of Bubbly in the room
 - Complimentary access to Renaissance private island
 - Private flamingo feeding with a resort expert
 - A photo shoot at Flamingo Beach on Renaissance Island with the pink flamingos
- Rates start at \$402 per room per night based on 2 persons per room. Available for travel through December 21, 2022. Be sure that promotional code SO9 appears in the promotional code box when making your online reservation at www.renaruba.com.

BIRTHDAY CELEBRATION PACKAGE AT RADISSON BLU ARUBA



Launch your birthday celebration at Radisson Blu Aruba with the Blu Birthdays celebration package. Enjoy this special deal which includes accommodation in a suite of your choice, a birthday cake, a balloon arrangement, and a birthday gift. This package also includes a 10% discount on all tours and activities by De Palm Tours, and a 2PM late check-out. Celebrate your birthday – the Blu way! For more information visit www.radissonhotelsamericas.com.

WINESDAY WITH STUNNING PERFORMANCE BY LOCAL ARTIST AMY SORINIO



Our favorite day at Radisson Blu Aruba is ‘Winesday’ Wednesday. Winesday with local artist Amy Sorinio, offers Dollars to Florins – 44% savings – on all bottles of wine from 7PM to 10PM. Wine and dine in the heart of the resort, at BLU BAR, and enjoy Amy’s stunning live show with classic and modern Jazz, Pop, Soul, and Opera songs. BLU BAR is located at Radisson Blu Aruba and offers both indoor and outdoor seating and features an effortlessly cozy and intimate vibe that sets the scene for you to indulge in delectable dishes, inspired signature cocktails and luscious wines.

RESTAURANTS

STARBUCKS ARUBA



Barista Championship season is here! Each year we focus on highlighting Craft & Connect, something all Partners already do in our stores every day.

What is a Barista Champion? A Barista Champion is a barista who inspires and leads others with a relentless commitment to delivering the highest quality beverages and a genuine customer connection every time.

A Barista Champion is someone who creates a warm and welcoming environment in their store by taking the initiative to greet and thank every customer. They continuously build trust with their fellow baristas through genuine connection and showcasing a positive attitude.

These behaviors combined with a relentless focus on crafting and serving only the highest quality beverages, model the leadership required to deliver the Starbucks expectations to be considered a Starbucks Barista Champion. The Barista Champion will represent Aruba at the Regional Barista Championship at the Hacienda Alsacia, in Costa Rica, on November 8th-10th.

Dates of each store competition:

Starbucks Renaissance Mall- July 15

Starbucks Marriott- July 22

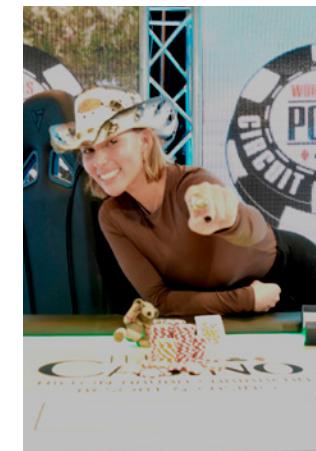
Starbucks Market Place- July 29

Market Competition- August 12

Photo: Gilly Alders; Barista Champion Aruba 2021.

CASINOS

THE WORLD SERIES OF POKER IS HEADING TO ARUBA



THE HILTON CASINO OFFICIALLY BECOMES A STOP ON THE WORLD SERIES OF POKER, 2022

The World Series of Poker, a series of most prestigious poker tournaments famous world over, are coming here to the Casino at the Hilton Aruba Caribbean Resort, September 22nd to October 2nd, 2022.

Organizers report the event is expected to draw more than 200 poker players from around the globe competing for substantial cash prizes. The guaranteed spectacular amount of prize money is \$300,000.

Poker players are advised to save the date, and make travel arrangements in time for the opening ceremony. The famed tournament series will include a number of official events, and mega satellite events leading to the main event on Saturday and Sunday, October 1st and 2nd, 2022. Other special events include Ladies and Seniors events, a tropical pool-deck welcome reception and an awards evening. The complete schedule is available online, and preparations are in full swing.

Most of the WSOP tournament action will unfold in the Morris Lapidus Ballroom, where poker tables will be especially set for participants but the Casino at the Hilton Aruba Caribbean Resort, promises to become a hub of activity introducing luxurious and extravagant new slot machines, providing attractive rewards and huge wins for any player wishing to try his/her luck at spinning, between WSOP events.

The Poker Room at the casino is open from 3pm to 3am, offering 4-8 limit, 2-5 & 5-5 no limit, Texas Hold'em, Omaha & Tournaments. Live Table Games include Blackjack & Roulette, and Caribbean Stud Poker.

EVENTS

CECILIA PASQUA HOSTS A SERIES OF WINE EVENTS IN ARUBA

A third-generation wine-maker from Verona Italy, Cecilia Pasqua, stopped in Aruba for a few days to connect with trade and consumers, and all her enthusiastic clients.

Pasqua Vigneti e Cantine is an historic winery that produces high quality Veneto and Italian wines and is one of the main players in the Italian and international wine market.

Cecilia explains she is inspired by her family's passion, and century long history.

The history of Pasqua Vigneti e Cantine begins in 1925, when the first generation of the Pasqua brothers came to Verona, Italy, and established a new business devoted to the trade of wines from their homeland in the south of Italy, Apulia. From wine trade and retail, they later decided to become wine-growers and launched a real winery. Within a few years, with the acquisition of vineyards in the Verona area, the company progressively gained importance and visibility. During the 60s, the second generation of the family entered the business, bringing about an opening to export and an orientation toward quality. They progressively improved their production, boasting a greater agricultural estate, an innovative vine research center, experiments with grafting techniques and vineyard improvements – above all, the family adhered to a constant quest for excellence.

In the mid 2000's the company made a huge investment, attesting to the solid bond between the company, the family and the vineyards, with the creation of new headquarters and a production plant in San Felice, in the heart of the family vineyards.

The winery is currently run by the members of the third-generation: Riccardo, Alessandro, Cecilia and Giovanni.

During her visit to the island Cecilia hosted a trade lunch at the Ritz Carlton, Casa Nonna Restaurant inviting many professionals for a wine tasting and food pairing. In the afternoon she hosted a Meet and Greet at the H&H Fine Wines and Spirits store, in Ponton and on the following day, Ritz Carlton orchestrated a special wine maker's dinner open to the public.

The tasting included Pasqua's 11 Minutes Rose, Romeo & Juliet PassioneSentimento White and Romeo & Juliet PassioneSentimento red, which were enthusiastically received.





ARUBA CERTIFIED EXPERT



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



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



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



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



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



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

WWW.ARUBACERTIFIEDEXPERT.COM

 ArubaTravelExperts

The background of the entire image is a vibrant underwater scene. In the foreground, there's a large school of yellowtail snappers swimming over a coral reef. The water is a clear turquoise color. The text "ARUBA PRODUCT UPDATE" is overlaid in white on the left side.

ARUBA PRODUCT UPDATE

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

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