

JUNE 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 JUNE 2026

A.T.A. EUROPE



Area Director Carl Quant and Jr. Social Media Manager, Meagan Wouters from Aruba Tourism Authority Europe recently participated in Society World – A Lazy Sunday Morning, an exclusive lifestyle event attended by approximately 500 affluent guests, entrepreneurs, and luxury travelers. The event proved to be a strong match with Aruba's premium target audience, with many visitors already familiar with the destination and showing continued interest in returning to the island.

During the event, Aruba hosted a branded cocktail activation where 243 Aruba Ariba cocktails and tropical mocktails were served. The activation successfully brought "The Aruba Effect" to life and created meaningful conversations around Aruba's gastronomy, culture, luxury accommodations, and experiential travel offerings.

Guests showed particular interest in Aruba's culinary scene, including local restaurants in Oranjestad, distilleries, the Alto Vista Winery, and authentic cultural experiences beyond the beach. Many attendees indicated they are increasingly seeking experiential and slow-travel vacations rather than traditional resort-only stays.

Luxury accommodations such as The Ritz-Carlton Aruba, The St. Regis Aruba Resort, Bucuti & Tara Beach Resort, Manchebo Beach Resort, and JOIA Aruba by Iberostar received strong interest from attendees.

The overall sentiment toward Aruba was extremely positive, with several visitors identifying themselves as repeat travelers and even "Aruba Ambassadors." The event confirmed Aruba's strong appeal within the affluent Dutch market and highlighted the growing interest in the island's luxury, gastronomy, and cultural experiences.





ARUBA UNVEILS NEW BRAND POSITIONING IN CHILE: A VISION ROOTED IN RECIPROCITY

On May 19th, the Mercado Urbano Tobalaba (MUT) served as the backdrop for the official relaunch of the Aruba brand in Chile. The event introduced a new global strategy that invites travelers to experience the destination through deep connection, mindfulness, and mutual respect.

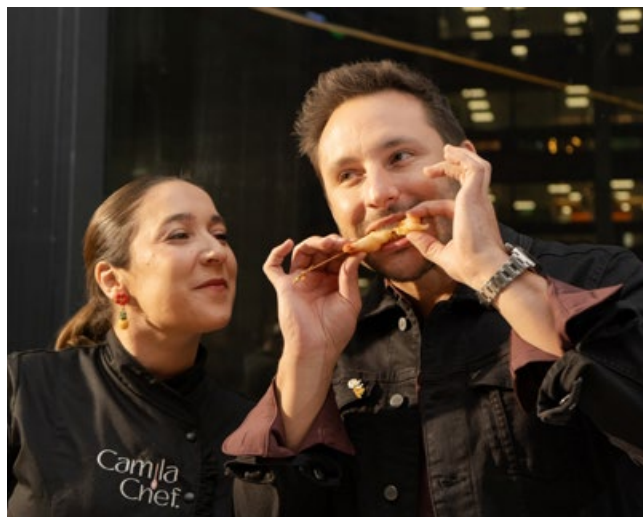
Breaking away from traditional event formats, the gathering began with an immersive, headphone-guided meditation. This sensory experience allowed attendees—including key travel agency partners, tour operators, media, and influencers—to pause the city's frantic pace and tune into the island's signature serenity. The event also featured a culinary journey through traditional Caribbean flavors, highlighted by the classic keshi yena, curated by the renowned Camila Chef.

A PARADIGM SHIFT: FROM VISITORS TO GUESTS

Álvaro Caballero, Director of the Aruba Tourism Authority (A.T.A.) for Chile and Peru, explained the core of this new approach: "We believe it is no longer about receiving visitors, but about welcoming guests. That distinction changes everything: a visitor observes and consumes; a guest engages and connects." Under the concept of the "Aruba Effect," Caballero emphasized that the true value of travel lies in the depth of the experience.

RECIPROCAL LOVE AND SUSTAINABILITY

The new campaign, "When You Love Aruba, Aruba Loves You Back," posits that by caring for the island and its community, the destination returns that well-being. To make this commitment tangible, Francisca Jorquera presented the Responsible Traveler Guide, inspired by local philosophy: Ser Dushi (protecting the environment), Actuar Huntu (collaborating together), and Trankilo (respecting the island's peace). With this milestone, Aruba redefines tourism success in Chile, championing a positive footprint and human connection.





ARUBA STRENGTHENS MARKET POSITIONING IN CHILE FOLLOWING SUCCESSFUL STRATEGIC ROADSHOW

The Aruba Tourism Authority (A.T.A.) recently concluded an intensive promotional week in Santiago and Viña del Mar, reaffirming the high value of the Chilean market for the “One Happy Island.” Through specialized training sessions and educational luncheons with tour operators and travel agents, the official delegation showcased the competitive advantages that position the destination as a leader in the Caribbean.

The Roadshow featured prominent hospitality and trade partners, including Hilton Aruba, Divi Resorts, Courtyard by Marriott, Amsterdam Manor, Joia Aruba by Iberostar, The Mill, and De Palm Tours.

A key highlight of the event was the launch of the trade incentive program, “Disfruta Aruba vendiendo Aruba” (Enjoy Aruba by Selling Aruba), valid for bookings made between April 8 and July 8, 2026. The grand prize for the top two travel agents consists of a trip for two with LATAM Airlines, accommodations at the Hilton Aruba, transfers and excursions with De Palm Tours, a beachside dinner, and an exclusive day-pass at JOIA Aruba. The second-place winners will receive a 4-day stay at the Courtyard by Marriott, complete with transfers and a catamaran tour.

Regarding air connectivity, the delegation highlighted that LATAM Airlines now operates daily flights to the island via Lima, complementing the existing frequencies offered by Copa Airlines and Avianca. Furthermore, the presentations reinforced the core attributes that solidify the destination’s appeal: safety, award-winning sargassum-free beaches, a privileged location outside the hurricane belt, and a commitment to responsible development.



ARUBA ACCELERATES COMMERCIAL STRATEGY IN CHILE AHEAD OF THE WINTER SEASON

Throughout May, the Aruba Tourism Authority (A.T.A.) Chile deployed a robust strategic agenda aimed at strengthening its market positioning and commercialization, consolidating the island's value proposition among top-tier travel trade professionals.

The official delegation made a significant impact at the 4th Edition of the HotelDO Campus, an event that gathered over 180 travel agents and industry suppliers. During the session, Gonzalo Trullen, Commercial Manager for Aruba in Chile, led a specialized training seminar designed to diversify revenue opportunities for local agencies. "Aruba transcends the traditional sun-and-beach concept. We offer a 360-degree value proposition that integrates high-end gastronomy, rich cultural heritage, diverse excursions, and a highly versatile hotel infrastructure," Trullen highlighted, emphasizing the island's strong potential for high-yield segments such as MICE (incentives), corporate travel, and multi-generational family vacations.

Additionally, Aruba's participation in the Ladevi Workshop served as a key B2B platform to interface directly with trade professionals and present destination updates for the upcoming winter season. Executive workshops reaffirmed the core competitive advantages that drive sales in the Chilean market: a diverse hospitality portfolio, award-winning beaches, unmatched safety standards, and robust airlift anchored by LATAM Airlines' daily frequency alongside comprehensive scheduling from Copa Airlines and Avianca.

To close both events, the delegation reinforced the "Vende y Gana con Aruba" (Sell and Win with Aruba) commercial incentive program. This initiative is strategically designed to reward the commercial performance of travel advisors who lead the conversion and booking of "guests" to the "One Happy Island" this year.



ARUBA AND PRICETRAVEL STRENGTHEN DESTINATION PROMOTION IN BUCARAMANGA

On May 19, the Aruba Tourism Authority Colombia in partnership with PriceTravel Holding, hosted a dinner and cocktail-making workshop at Mar & Tierra Restaurant in Bucaramanga, bringing together representatives from 40 travel agencies across the city.

During the event, attendees participated in a destination presentation where they learned about Aruba's latest developments, diverse tourism offerings, unique experiences, and the benefits the island provides for Colombian travelers. The activity was also designed to strengthen travel advisors' product knowledge and sales tools by providing updated information about the destination and its attractions, helping them better promote and sell Aruba within the local market. In addition, the event served as a platform to highlight Wingo's seasonal route between Bucaramanga and Aruba, emphasizing the importance of this air connection in bringing more travelers from the region to the One Happy Island and facilitating access to its beaches, gastronomy, culture, and unique experiences.

Initiatives such as this reflect Aruba's commitment, together with its strategic partners, to strengthening relationships with the travel trade, enhancing destination knowledge among tourism professionals, and continuing to position Aruba as one of the preferred vacation destinations for Colombian travelers.





ARUBA AND WINGO TRAIN TRAVEL TRADE PARTNERS IN BUCARAMANGA AND THE REGION

On May 20, the Aruba Tourism Authority (A.T.A.) Colombia, in partnership with Wingo, hosted a destination presentation and training luncheon for travel agents from Bucaramanga and the surrounding region at Club Unión.

The event brought together 80 travel advisors who participated in an educational session highlighting Aruba's latest tourism developments, diverse travel offerings, and the unique experiences that continue to position the island as one of the favorite Caribbean destinations among Colombian travelers.

During the event, attendees received first-hand information about Wingo's seasonal route between Bucaramanga and Aruba, a connection that provides greater accessibility for travelers from Santander and further strengthens visitor arrivals to the One Happy Island.

In addition, representatives from Wingo shared key updates regarding the airline's operations, traveler benefits, and commercial opportunities for travel agencies, reinforcing the joint commitment of both Wingo and Aruba to the continued growth of tourism in the region.

Through initiatives such as this, A.T.A. Colombia continues to strengthen its relationship with the travel trade by providing valuable tools and destination knowledge that enable travel advisors to effectively promote Aruba and contribute to the destination's sustained growth within the Colombian market.



ARUBA LAUNCHES NEW BRAND POSITIONING CAMPAIGN

The Aruba Tourism Authority unveiled its new brand positioning campaign in Lima: “When You Love Aruba, Aruba Loves You Back”, an initiative designed to redefine the relationship between the destination and its visitors. The campaign is centered on responsible tourism, transformative experiences, and the well-being of both travelers and the local community. Representatives from the tourism industry, strategic partners, media outlets, and special guests gathered at the residence of the Ambassador of the Kingdom of the Netherlands to Peru, Alexander Kofman, for an evening designed to convey the essence of the Caribbean’s Happy Island. Actress and television host Katia Condos served as the master of ceremonies. The event began with a brief guided meditation, inviting attendees to connect with the present moment and experience Aruba from a more mindful and emotional perspective.

This new approach proposes a different relationship between the destination and its travelers. Aruba opens the doors of its home to offer experiences that go beyond the traditional, where connection with nature, culture, and people becomes the true value of travel.



ARUBA AND EL COMERCIO ORGANIZED A CONTEST TO SEND A PERUVIAN RUNNER TO THE KLM ARUBA MARATHON

The Aruba Tourism Authority and Peru’s newspaper El Comercio organized a giveaway through the media outlet’s platforms to send a Peruvian runner to the KLM Aruba Marathon with all expenses covered, including airfare, accommodation, and race registration.

Fred Síndico, a renowned Peruvian trail runner, was selected as the winner and represented Peru in Aruba’s half marathon. Síndico finished second in his age category and fifth overall in the half marathon distance.

Through this initiative, the Aruba Tourism Authority and El Comercio aim to continue promoting sports tourism and strengthening the connection between Aruba and the Peruvian running community by encouraging experiences that combine sports, wellness, and world-class destinations.



A.T.A. NORTH AMERICA



In May, the Aruba Tourism Authority (A.T.A.) participated in the Caribbean Hotel & Tourism Association's (CHTA) Caribbean Travel Marketplace in Antigua, the region's leading business-to-business tourism conference that brings together destinations, hotels, tour operators, and travel buyers from around the world. Joining ATA were Aruba partners including De Palm Tours, Bucuti & Tara Beach Resort, Holiday Inn Resort Aruba, and Divi Resorts. The event provided an important opportunity

to strengthen industry relationships, showcase Aruba's tourism offerings, and gain valuable insights into current travel trends, booking patterns, airlift developments, and traveler sentiment amid an evolving global and geopolitical landscape. Participation in Caribbean Travel Marketplace helps ensure Aruba remains connected to key industry partners and well-positioned to respond to changing market conditions while continuing to attract high-value visitors to the island.



Travel Leaders had their conference, The Edge in San Diego California. Prior to the conference they siphoned off their top 1% luxury advisors for the Luxury Travel Forum. It was good to see some advisors from the Northeast as well as the opportunity to network with advisors from the various regions including Canada.

A.T.A. NORTH AMERICA



The Amazing Race - Sherman Oaks/Woodland Hills & Huntington Beach, CA. The event delivered an engaging and memorable experience, centered around a dynamic “Amazing Race Aruba” challenge that brought participants together through teamwork, exploration, and friendly competition. Attendees navigated a series of curated stops and activities designed to showcase Aruba’s unique culture, landmarks, and hospitality offerings, creating an interactive introduction to the destination.



Following the race, guests gathered for an evening dinner presentation, where I highlighted Aruba’s key tourism assets, recent developments, and opportunities for future collaboration. The presentation reinforced the island’s appeal as a premier travel destination while building stronger connections with attendees in a relaxed, celebratory setting. The program concluded with an awards ceremony recognizing the top-performing teams. The first-place team was awarded a three-night stay at Hilton with breakfast included.



ARUBA CONVENTION BUREAU



IRF INVITATIONAL

The Aruba Convention Bureau (ACB) participated in the IRF Invitational, the Incentive Research Foundation's premier annual event, with Dana Pederson representing ACB. The event brought together over 500 senior-level professionals from the global incentive travel and rewards industry.

The event offers a highly curated environment focused on strategic networking and education, combining keynote sessions, industry research, and interactive discussions with immersive experiences. ACB engaged with key decision-makers across sectors such as technology, finance, and insurance, strengthening Aruba's positioning in the incentive travel market.

Insights gathered highlighted continued emphasis on cost efficiency, evolving incentive program design, and the growing role of recognition in driving performance.

With strong participation from competing destinations, the event underscored the need for differentiation. Overall, the IRF Invitational delivered valuable exposure, high-quality connections, and forward-looking insights, supporting ACB's efforts to drive future group business and elevate Aruba's global MICE presence.



ARUBA CONVENTION BUREAU SHOWCASES DESTINATION EXCELLENCE AT IMEX FRANKFURT 2026

The Aruba Convention Bureau (ACB) had the pleasure of hosting clients at two memorable and engaging events during IMEX Frankfurt, creating meaningful opportunities to strengthen relationships and showcase the warmth and hospitality that define Aruba. One of the highlights was the return of our signature One Happy Hour, a recreation of our popular trade show booth experience that has become a highly anticipated gathering at industry events. The lively atmosphere, authentic Aruban spirit, and networking opportunities made it a tremendous success, drawing a strong turnout and enthusiastic participation from attendees.

In addition, ACB hosted an elegant dinner at Oosten Restaurant, providing an upscale setting for meaningful conversations and deeper connections. The evening offered guests an opportunity to experience exceptional cuisine while learning more about Aruba's unique offerings for meetings, incentives, conferences, and events. We were honored to welcome meeting and event professionals from several leading industry organizations, including BI Worldwide, HelmsBriscoe, American Express Meetings & Events, NHS Global Events, 360insights, Event Diva, ITA Group, Sellmer Meetings & Incentives, and MDS Events.

These events provided valuable opportunities to connect with key industry partners, share the Aruba Effect, and reinforce Aruba's position as a premier destination for exceptional meetings, incentives, and group experiences. Through these meaningful interactions, ACB continues to cultivate relationships that help drive future business opportunities for the island.



ARUBA CONVENTION BUREAU



MID-WEST SALES CALLS MAY 2026

The Aruba Convention Bureau (ACB) successfully completed its Mid-West Sales Calls from May 11-15, 2026, visiting Minneapolis, MN and Chicago, IL. Led by Hal Davis, ACB National Sales Director, the initiative brought together six key hospitality partners including Aruba Marriott Resort & Stellaris Casino, Renaissance Wind Creek Aruba Resort, JOIA Aruba by Iberostar, Hilton Aruba Caribbean Resort & Casino and The Westerly, Embassy Suites by Hilton Aruba Resort, and Red Sail Sports Aruba. The team engaged with over 40 MICE planners through sponsored events and office appointments, including presentations at BI Worldwide and Prestige Group headquarters both top-producing clients for Aruba. A highlight was a Minnesota Twins baseball game event, which was enthusiastically received. Hosted lunches connected the delegation with notable clients including One10 Marketing, HelmsBriscoe, Really Great Meetings, SDI Meetings & Incentives, Fusion Marketing, and Constellation Brands. The mission generated three qualified leads with good conversion probability. Industry feedback was positive, with planners noting increased interest in Aruba as a destination.



INCENTIVE LIVE 2026

The Aruba Convention Bureau (ACB) recently participated in Incentive Live, a premier hosted-buyer tradeshow held in Boca Raton, FL, from May 31 to June 2, 2026. This high-impact event featured over 100 highly qualified MICE planners from North America, specifically seeking luxury 4-5 star destinations. During the event we conducted 22 one-on-one appointments and engaged in numerous networking opportunities, effectively showcasing Aruba's MICE portfolio. The Hilton Aruba Caribbean Resort & Casino, Embassy Suites Resort and JOIA Aruba by Iberostar also were in attendance. This event proved to be an excellent opportunity to represent our local partners and keep Aruba top-of-mind for key planners.



ARUBA CONVENTION BUREAU



ARUBA CONVENTION BUREAU HOSTS VIP PLANNERS FOR JUNE DESTINATION REVIEW

The Aruba Convention Bureau welcomed 12 “One Happy Planners” to the island for its bi-annual June Destination Review, bringing together influential Meetings & Incentive decision-makers from the U.S. and Canada with strong potential to generate future group business for Aruba.

Participating organizations included Maritz, Lamont Associates, HelmsBriscoe, Prestige Global Meeting Source, HPN Global, House of MC Sourcing, Innovative Captive Strategies, BI Worldwide, Meeting Innovations, and Romney Brown Events. Developed in close collaboration with local hotel and DMC partners, the program showcased Aruba’s authentic charm, hospitality, and diverse group experiences.

The itinerary included a welcome reception at Aruba Marriott Resort & Stellaris Casino, hotel site inspections, an Aruba Aloe factory tour, breakfast at Hofi Shon Shoco in Arikok National Park, jeep tours, and a brunch sail aboard the Emilia with a culinary experience by Papillon Aruba.

A meaningful CSR component in partnership with Fundacion Pa Nos Comunidad supported the Cumpleañero Contento children’s project, which helps create special birthday moments for children registered with the food bank.

The program concluded with a cultural dinner at Gasparito featuring local cuisine, folkloric and Carnival performances, and handcrafted gifts by Lucia Solis. ACB extends special thanks to its participating partners, including The Ritz-Carlton, Aruba; Aruba Marriott Resort & Stellaris Casino; Renaissance Wind Creek Aruba Resort; Hilton Aruba Caribbean Resort & Casino; Embassy Suites by Hilton Aruba Resort; JOIA Aruba by Iberostar; De Palm Tours; Eco Destination Management Services; Red Sail Sports Aruba; and all hotel and DMC partners who helped make this memorable destination experience possible.



AMSTERDAM MANOR BEACH RESORT



CELEBRATING PRIDE MONTH AT HORIZONS LOUNGE

Pride Month is a celebration of love, diversity, inclusion and authenticity. Throughout the month of June, Amsterdam Manor Beach Resort recognized the occasion by offering a special Pride-themed experience at Horizons Lounge, creating an inviting space where guests and locals could come together to celebrate love.

To mark the occasion, Horizons Lounge introduced a special Pride Package featuring a curated tasting experience of colorful cocktails paired with flavorful bites inspired by coastal and Caribbean influences.

Guests enjoyed the Rainbow Flight Trio, consisting of the Blue Horizon made with vodka, lime juice, elderflower liqueur and blue curaçao; the Pearl Bloom featuring gin, prickly pear syrup, tonic water and a touch of grenadine; and the Island Love, a tropical blend of coconut rum, mango juice and passion fruit liqueur.

The cocktails were paired with a Coastal Flight Trio of bites, including a salmon and herb cream cheese wrap, cocktail shrimp with cilantro cream and teriyaki chicken popcorn.

Throughout the month, the Pride Package provided guests and locals with the opportunity to come together, enjoy creative flavors and celebrate the spirit of Pride in a relaxed setting. With colorful cocktails, flavorful bites, live music and beautiful views, Horizons Lounge offered a welcoming atmosphere for sharing good company and creating memorable moments.



FATHER'S DAY AT PASSIONS ON THE BEACH

Father's Day is a special occasion dedicated to honoring fathers and father figures while creating opportunities for families to come together and celebrate meaningful moments with their loved ones.

On June 21, 2026, Amsterdam Manor Beach Resort marked the occasion with special dining experiences at Passions on the Beach, bringing families together to create unforgettable memories by the sea.

The celebration began with a special Father's Day Breakfast, where guests enjoyed a carefully curated menu designed with dads in mind. The morning started with a refreshing Passion Fruit Rum Spritz, followed by the Ultimate Dad's Breakfast Platter featuring a Latin fruit bowl, slow-cooked steak casserole, smoked salmon bruschetta, savory crepes with scrambled eggs, spinach and mushrooms, and a traditional ham pastechi. Fresh coffee, tea and orange juice completed the beachfront breakfast experience.

In the evening, families gathered once again to celebrate with an exclusive Father's Day Dinner. The highlight of the menu was a Cowboy Steak Platter featuring a bone-in Angus Omaha ribeye steak served with truffle parmesan French fries, grilled vegetables, rocket lettuce, red wine sauce and herb compound butter. Guests also enjoyed two glasses of Cabernet Sauvignon, followed by a decadent Poire Belle Hélène dessert with poached pears, vanilla ice cream, chocolate sauce, whipped cream and toasted almonds.

Set against the breathtaking backdrop of Eagle Beach, the day provided a wonderful opportunity for families to spend quality time together while enjoying exceptional cuisine and oceanfront views.

The Father's Day celebration served as a heartfelt tribute to the fathers and father figures who inspire, support and guide their loved ones every day. Through memorable dining experiences and meaningful moments shared with family, Amsterdam Manor Beach Resort was proud to help make the occasion truly special.

AMSTERDAM MANOR BEACH RESORT



FAMILY DAY AT AMSTERDAM MANOR

At Amsterdam Manor Beach Resort, our team members are at the heart of everything we do. Each year, the resort dedicates a special day to celebrate and thank employees for their hard work and dedication through its annual Family Day event.

This year, Family Day took place on May 30 at Aruba Waterpark, providing employees and their loved ones with a full day of fun, relaxation and quality time together. Team members were invited to bring their families and friends, creating an opportunity for everyone to connect outside of the workplace and enjoy a memorable experience together.

Throughout the day, attendees had access to all the attractions and activities at the waterpark while enjoying a variety of food and refreshments. The celebration began with breakfast, followed by a lunch buffet, and concluded with an assortment of finger foods and burgers. A non-alcoholic bar was available throughout the event, ensuring guests stayed refreshed while enjoying the festivities.

Beyond the food and entertainment, Family Day gave employees and their families the opportunity to spend quality time together in a relaxed setting. Management also joined in the festivities, taking time to connect with employees and enjoy the day together. A friendly game of dominoes quickly became one of the highlights of the afternoon, bringing plenty of laughs and good-natured competition.

To conclude the celebration, employees had the opportunity to participate in raffle drawings for a variety of gift cards and prizes, adding even more excitement to an already enjoyable day.

Family Day continues to be a cherished tradition at Amsterdam Manor Beach Resort, reflecting the resort's commitment to recognizing team members and fostering a strong sense of community. It was a wonderful day dedicated to appreciation, connection and celebrating the people who make the resort such a special place.



AMSTERDAM MANOR BEACH RESORT



AMSTERDAM MANOR CELEBRATES INTERNATIONAL DAY OF HAPPINESS RECOGNITION

Amsterdam Manor Beach Resort recently celebrated its recognition by the Aruba Tourism Authority (ATA) as one of the winners of the Most Creative Guest Activation Celebration for International Day of Happiness 2026 with a festive Mexican-themed event for guests, team members and resort leadership. The recognition reflects Amsterdam Manor Beach Resort's ongoing commitment to creating thoughtful, memorable guest experiences that embrace the joyful spirit of Aruba's "One Happy Island."

To mark the occasion, the resort hosted a vibrant evening filled with live mariachi entertainment, colorful décor and a lively atmosphere that brought guests and team members together in celebration. Attendees enjoyed Mexican-inspired hors d'oeuvres, handcrafted margaritas and a special treat from the ATA-loaded nacho cart by Isla Graze, which quickly became a guest favorite throughout the evening.

The event served not only as a celebration of happiness, but also as a heartfelt tribute to the dedicated Amsterdam Manor team, whose passion, creativity and commitment continue to elevate the guest experience each day. Resort management joined staff and guests throughout the festivities, creating a warm and welcoming atmosphere that reflected the property's signature family spirit.

"We are incredibly proud of our team for their hard work and enthusiasm in bringing happiness to life for our guests," said the management team of Amsterdam Manor Beach Resort. "This recognition inspires us to continue creating meaningful and joyful moments that guests will cherish long after their stay."

The evening concluded with gratitude for all guests and team members who participated in the celebration and helped make the event a memorable success.





MANDARA SPA AT ARUBA MARRIOTT COMPLEX UNVEILS REIMAGINED WELLNESS SANCTUARY

Mandara Spa at the Aruba Marriott Resort & Stellaris Casino, Marriott's Aruba Ocean Club, and Marriott's Aruba Surf Club has officially reopened, unveiling a beautifully reimagined wellness sanctuary designed to elevate every step of the guest experience.

Spanning over 6,500 square feet, the refreshed spa features 12 treatment rooms, couples' suites, a full-service salon, relaxation lounge, and a curated retail space offering premium brands such as ELEMIS® and Kérastase®.

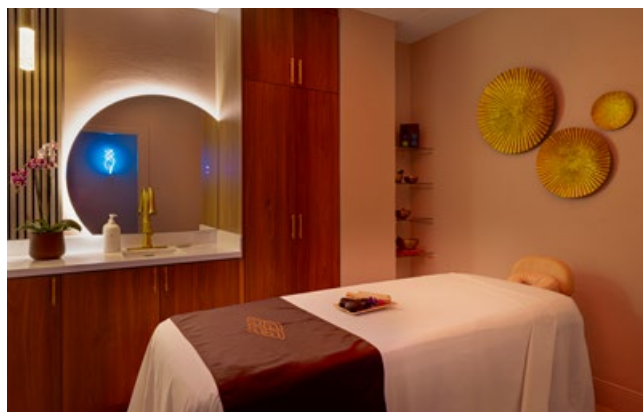
At the heart of the transformation is the new indoor-outdoor Thermal Experience, designed as a multi-sensory journey to restore well-being. Guests can enjoy steam and sauna facilities, a serene co-ed indoor lounge, and an outdoor oasis with an experiential shower, cold plunge, hydrotherapy hot tub, and relaxation loungers.

The space also serves as an ideal setting for private events and group celebrations, with customized spa day experiences available. Guests may access the Thermal Experience with a treatment or purchase a day pass, making it accessible to both resort guests and the local community.

"Mandara Spa has always been a cornerstone of the guest experience here in Aruba, and this reimagining elevates it to an entirely new level," said Raoul Lemmerling, Complex General Manager of Aruba Marriott Resort & Stellaris Casino, Marriott's Aruba Ocean Club, and Marriott's Aruba Surf Club. "From the stunning new Thermal Experience to the locally inspired treatments, we are proud to offer something truly special for both our resort guests and the Aruba community."

Jesus Padilla, Senior Vice President of Resort Spa Operations at OneSpaWorld, shared, "This renovation is a testament to our commitment to delivering transformative wellness experiences, deeply rooted in tradition, elevated by innovation, and tailored to the destination it calls home."

Reservations are now open. For more information visit www.mandaraspacom



BOARDWALK BOUTIQUE HOTEL ARUBA



BOARDWALK BOUTIQUE HOTEL SHARES IMPACT REPORT 2025

At Boardwalk Boutique Hotel sustainability isn't just about reducing impact - it's about actively restoring and giving back. Boardwalk's approach to regenerative hospitality ensures that every guest stay contributes to a healthier environment and a stronger local community. In the Impact Report 2025, available online on boardwalkaruba.com the following measures and highlights are shared:

Waste & Composting

- 3,267 kg of waste recycled & diverted
- composting expanded with 6 bins
- café food waste donated to chicken farm
- waste diverted from landfill: 51% to 61% YOY
- 100% of glass recycled for sanding & construction
- 30% of water self-produced on-site via reverse osmosis

Art & Culture

- Launched creative residency program
- Twin art project
- Local artist collaboration

Nature & Environment

- Became Green Globe Certified
- Joined Bird Life Aruba's Shoco Comunidad
- Launched Garden Sustainability Tour for guests

Staff Care & Development

- Team grew in 2025 from 74 to 81 — 9.5% growth, 77% retention rate
- New benefits program: expanded health coverage, wellness rewards, daycare allowance, compassionate leave
- Loyalty Milestones introduced, then applied retroactively

In 2026 Boardwalk Boutique Hotels is committed to go further, with clearer targets, stronger partnerships, and more ways for our team and guests to get involved.



BOARDWALK BOUTIQUE HOTEL ARUBA



BOARDWALK BOUTIQUE HOTEL ARUBA FINALIST AT MEWS UNFOLD AWARDS 2026

During Unfold, a technology forum hosted by Mews on May 27 in Amsterdam, Boardwalk Boutique Hotel Aruba made the top three of finalists in the Guest Impact Award category; the 2026 awards listed 33 public nominations. The awards spotlight Mews customers using Mews, AI or hotel technology to drive innovation and change. Boardwalk Boutique Hotel Aruba was nominated with their Slow Summer campaign, launched in summer 2025. A second edition started June 1, 2026 and runs through August, offering exclusive activities, complimentary experiences and amenities.

Boardwalk's Summer Campaign emerged after rethinking what summer could be for the island, the business and Boardwalk's guests, aimed at a more sustainable approach. This program was about reshaping demand, encouraging summer travel and easing pressure on the island during peak season. Technology connected targeted campaigns, guest profiles, app bookings and team follow-ups, enabling the Slow Summer guest experience without operational complexity. Activities with a softer footprint offered a new appreciation for the island, from floating sound baths and storytelling by local artists to movie nights under the stars featuring Aruba's nature.

Unfold 2026 was attended by hotel owners Stephanie and Kimberly Rooijackers and Assistant General Manager Mickael Mesker. At the hospitality forum for innovation, they shared insights and explored the industry's future with hundreds of hoteliers, technology leaders and visionaries. Unfold was especially exciting because Mews launched new automations, supporting Boardwalk's quest to deliver the highest possible level of hospitality, with technology as the silent enabler of guest happiness.

RADISSON BLU ARUBA



RADISSON BLU ARUBA SHOWCASES RESORT THROUGH LATAM CREATOR COLLABORATION

Radisson Blu Aruba recently welcomed actor, model, and lifestyle influencer Juan Alfonso Baptista, widely known across Latin America as "El Gato," alongside content creators Paula Posada, Luisa Duque, and Jade Cardenas for a curated digital creator experience.

Throughout their stay, the creators explored the resort's accommodations, wellness offerings, culinary concepts, and signature guest experiences, while producing engaging photo and video content for their audiences and the resort's marketing channels.

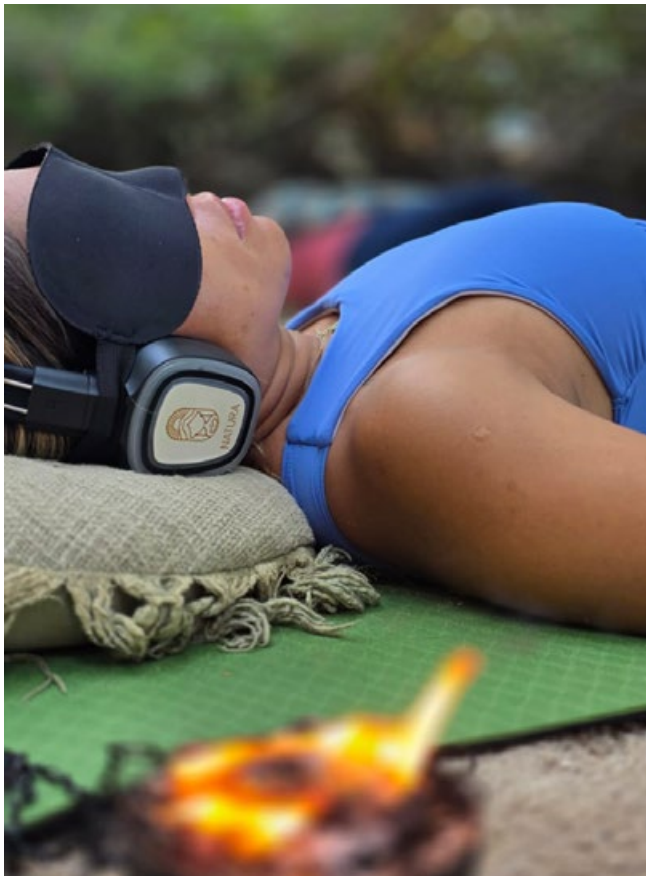
Special attention was given to showcasing Don Esteban Gourmet, Blu Tap Cider Bar, and the resort's elevated guest experience.

Produced and coordinated by Colombian photographer and videographer Alberto Contreras, whose creative work has been featured in partnership with Radisson Blu Aruba for several years, the collaboration focused on authentic storytelling, lifestyle-driven content, and showcasing the resort's unique guest experience.

Through authentic storytelling and engaging digital content, the collaboration helped showcase the best of Aruba as a vibrant Caribbean destination while introducing new audiences across Latin America to the Radisson Blu Aruba experience.



RADISSON BLU ARUBA



RADISSON BLU ARUBA SUPPORTS COMMUNITY WELLNESS THROUGH "SOUL AWAKENING JOURNEY"

At Radisson Blu Aruba, creating meaningful experiences extends beyond our guests; it also includes giving back to the local community through wellness, connection, and personal growth.

Through its partnership with NATURA Holistic Aruba, Radisson Blu Aruba continues to offer distinctive wellness experiences, including Garden Flow, Floating Ritual, and Esthetic Flow, as part of its commitment to mindful and immersive guest experiences.

Extending that commitment beyond the resort, Radisson Blu Aruba and NATURA proudly host the monthly Soul Awakening Journey, a complimentary gathering for the local community focused on mindfulness and holistic well-being.

Set against Aruba's natural surroundings, the experience combines a sunrise hike, guided meditation, breathwork, mindfulness practices, and nature-based activities that encourage participants to slow down, reconnect, and recharge. The initiative reflects the resort's belief that well-being extends beyond the guest experience and into the wider community. Each gathering brings together participants seeking personal growth, authentic connection, and an opportunity to reconnect with themselves and nature.

As wellness continues to play an increasingly important role in modern travel and lifestyle, Radisson Blu Aruba remains committed to partnering with local experts such as NATURA to create experiences that positively impact both visitors and residents while contributing to Aruba's growing reputation as a destination for well-being.



BUCUTI & TARA BEACH RESORT



"YOUR VOICE, OUR HONOR," BUCUTI & TARA BEACH RESORT NAMED A TOP HOTEL IN THE WORLD BY TRIPADVISOR

Some legacies are built one relationship and one moment at a time.

For 38 years, Bucuti & Tara Beach Resort has welcomed couples to Aruba's Eagle Beach to celebrate life's most meaningful occasions. Honeymoons, anniversaries, milestone birthdays, proposals and long-awaited escapes have all unfolded against the backdrop of Aruba's turquoise waters and powder-white sand. Long after returning home, guests often choose to share those memories through a review.

More than 10,000 five-bubble reviews have now helped place Bucuti & Tara among Tripadvisor's 2026 Travelers' Choice Best of the Best Awards as the No. 8 Hotel in the World and back-to-back rankings of No. 1 Hotel in the Caribbean and No. 1 Hotel in Aruba.

For the resort, however, the recognition represents something far greater than rankings.

It is a reflection of nearly four decades of trust from guests who have allowed Bucuti & Tara to be part of their lives, and of generations of Bucuti associates whose care, kindness and dedication have transformed ordinary stays into lifelong memories. Together, they have built a legacy defined by genuine hospitality, meaningful connection and a shared love for Aruba.

"We are deeply humbled and grateful to our guests to once again be one of Tripadvisor's Top 8 Hotels in the World," said Crescenzia Biemans, Managing Director of Bucuti & Tara. "Every review tells a story. A honeymoon. An anniversary. A moment of reconnection. We are honored that our guests chose to share those experiences with us and with the world. This recognition belongs to our hospitality professionals, our Bucuti family, whose hearts and dedication bring our vision to life every day. Their care is the reason guests return year after year."

That spirit extends beyond the guest experience. For decades, Bucuti & Tara has remained committed to protecting Aruba's natural beauty, supporting its community and creating a workplace where associates thrive.

Nearly four decades after welcoming its first guests, the resort's purpose remains unchanged: care deeply for people, honor Aruba and create experiences that endure long after the journey home. The recognition is simply the latest chapter in a legacy written together by guests, associates and the island they love.



A \$5 MILLION LOVE LETTER TO GUESTS, BUCUTI & TARA UNVEILS ITS NEXT CHAPTER OF REST, ROMANCE AND WELLBEING

Some relationships are built over years. At Bucuti & Tara Beach Resort, many have been built over generations.

For decades, couples have returned to the adults-only resort on Eagle Beach to celebrate milestones, revisit cherished memories and reconnect in a place that feels like a second home. This fall, Bucuti & Tara will begin a thoughtful transformation of its guestrooms and suites through a \$5 million investment, representing more than \$43,000 per accommodation and reaffirming the resort's long-standing commitment to guest comfort, wellness and romance.

As plans progressed, the resort's leadership team personally reached out to loyal guests, future visitors and trusted travel partners, sharing an exclusive first glimpse of the vision and inviting them to follow the journey as it unfolds.

Rather than simply announcing a renovation, Bucuti & Tara shared the inspiration behind it, a design deeply rooted in Aruba's natural beauty and centered on rest, wellbeing and meaningful connection.

The reimagined guestrooms and suites will feature warm wood tones, organic textures and calming colors inspired by the island's sand, sea and morning light. Every element has been carefully selected to enhance wellbeing, from lighting designed to support natural circadian rhythms to sleep-focused features and serene, uncluttered spaces that encourage relaxation and reconnection.

"This is more than a room refresh," the resort shared with guests. "It is a continued investment in the romance, wellness and tranquility that define the Bucuti & Tara experience."

The response has been heartfelt, with guests sharing their excitement and appreciation for being included in the process. The resort plans to continue providing personal updates as the transformation progresses, ensuring those who have supported Bucuti & Tara through the years remain among the first to experience this next chapter.

While the guestrooms are evolving, the heart of Bucuti & Tara remains unchanged: creating a sanctuary where couples can slow down, reconnect and feel completely at home on Aruba's most celebrated shoreline.

BUCUTI & TARA BEACH RESORT



TERRA BY JEREMY FORD CELEBRATES SISTER RESTAURANT STUBBORN SEED'S FIFTH MICHELIN STAR AND SECOND CONSECUTIVE MICHELIN GREEN STAR

At Terra by Jeremy Ford, every dish tells a story of place, purpose and respect. The Forbes-acclaimed restaurant at Bucuti & Tara, called Aruba's "the most coveted reservation to score" is celebrating a major milestone achieved by Terra's sister restaurant, Stubborn Seed in Miami, which earned a Michelin Star for the fifth consecutive year and a Michelin Green Star for the second straight year.

The honor recognizes Stubborn Seed's rare combination of culinary excellence and sustainability leadership.

For Chef Jeremy Ford, the achievement reflects a philosophy years in the making.

"Everything begins with the land," says Ford. "Before I'm a chef, I'm a farmer. The Michelin Star recognizes what's on the plate, while the Green Star recognizes everything that happens before the ingredients arrive in the kitchen and after the meal is finished. That's a responsibility we take seriously."

That mindset has shaped Stubborn Seed since its opening and today serves as the foundation of Terra by Jeremy Ford. Since debuting at Bucuti & Tara in October 2025, Terra embraces thoughtful sourcing, partnerships with local farmers and fishermen, low-waste practices and environmental stewardship. Recently, the team planted native trees at The Bucuti Tara - GMC Nature Preserve, supporting the restoration of Aruba's natural landscape. The restaurant team also participates in food recovery initiatives that divert organic waste from landfills while supporting local agriculture.

While this year's Michelin honors rightfully belong to Stubborn Seed, its success continues to inspire far beyond Miami. Chef Ford believes Terra is poised to carry that legacy forward, bringing the same commitment to culinary excellence, sustainability and community engagement to Aruba.

Together, Terra and Bucuti & Tara share a commitment to exceptional hospitality and sustainability stewardship, creating experiences that care for responsible travelers, honor Aruba, support its people and contribute to a more sustainable future for the island Chef Ford now proudly serves.



FROM GLOBAL CELEBRATIONS TO YEAR-ROUND IMPACT, BUCUTI & TARA INVITES GUESTS TO TRAVEL WITH PURPOSE

World Environment Day, Global Wellness Day and other internationally recognized observances bring people together around causes that matter. At Bucuti & Tara Beach Resort, these special moments create opportunities for guests, associates and the local community to connect more deeply with Aruba while taking part in experiences that support the island's future.

Throughout the year, the adults-only resort marks select global and national awareness days with programming centered on conservation, wellness, sustainability and community engagement. These events reflect values that have guided Bucuti & Tara for nearly four decades and invite participants to experience Aruba in a meaningful and memorable way.

World Environment Day welcomed guests to explore The Bucuti Tara - GMC Nature Preserve, participate in sustainability experiences and learn how thoughtful travel can contribute to environmental stewardship. Global Wellness Day transformed Eagle Beach into a celebration of gratitude, mindfulness, movement and connection, encouraging participants to embrace wellbeing through simple yet powerful experiences rooted in nature.

For travelers inspired by these events, opportunities to get involved continue throughout the year.

Bucuti & Tara's robust voluntourism program offers guests meaningful ways to contribute during their stay. Visitors can participate in monthly beach cleanups, support restoration efforts within The Bucuti Tara - GMC Nature Preserve, plant native trees, engage in conservation projects and take part in community-focused initiatives that help preserve Aruba's natural beauty and strengthen its future.

"Many of our guests are looking for experiences that create a deeper connection to the places they visit," said Crescenzia Biemans, Managing Director of Bucuti & Tara Beach Resort. "Whether someone joins us during World Environment Day, Global Wellness Day or any other time of year, we want them to have opportunities to experience Aruba in a meaningful way while helping protect what makes our island so special."

As travelers increasingly seek purpose alongside relaxation, Bucuti & Tara continues to demonstrate that luxury, wellness and sustainability can work hand in hand. Guests leave with lasting memories, a stronger connection to Aruba and the satisfaction of knowing they helped make a positive difference during their stay.

EMBASSY SUITES BY HILTON ARUBA RESORT



EMBASSY SUITES BY HILTON ARUBA RESORT ELEVATES DESTINATION WEDDINGS WITH CURATED CELEBRATION PACKAGES

Embassy Suites by Hilton Aruba Resort offers thoughtfully designed wedding packages for celebrations of all sizes, set against Aruba's stunning coastline. Couples can exchange vows in a romantic beachfront setting surrounded by family, friends, and island scenery.

Packages range from intimate ceremonies to larger gatherings and include essentials such as a non-denominational minister, wedding certificate, signing pedestal, one-tier cake, floral arrangements, champagne toast, and breakfast in bed, creating a seamless experience.

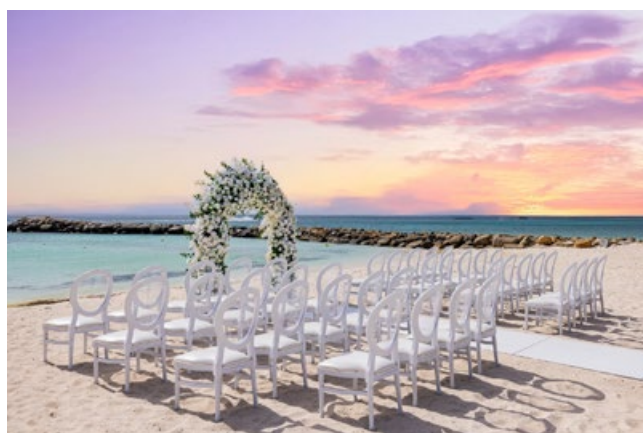
A secluded beachfront location gives couples a private, picturesque setting for sunset vows or shoreline celebrations, offering a memorable and intimate Aruba wedding experience. Couples can personalize their celebration with ceremony enhancements, entertainment, venue options, and guest experiences, with the resort team helping bring each vision to life.

Available enhancements include elegant arches, live steelpan music or a saxophonist, photography, varied seating arrangements, dedicated event spaces, and the Grand Pergola Suite for elevated ceremonies or cocktail receptions.

The resort also offers spacious all-suite accommodations, complimentary made-to-order breakfast, nightly evening receptions, and recreational activities to help guests relax and connect throughout their stay.

Together, these offerings make Embassy Suites by Hilton Aruba Resort an ideal destination for unforgettable weddings in paradise, from intimate beachfront ceremonies to elegant celebrations.

Please email AUAJM_Weddings@hilton.com to book.



HILTON ARUBA CARIBBEAN RESORT & CASINO



Hilton Aruba Caribbean Resort & Casino celebrated the grand opening of The Westerly, ushering in a refined expression of elevated island hospitality for the iconic Palm Beach resort. The debut marks a significant evolution of the property, introducing a more intimate guest experience that blends contemporary design, personalized service and dynamic public spaces with Aruba's natural beauty. The milestone was commemorated with an event attended by ownership, Hilton leadership, government officials and key project partners. Named for Aruba's natural compass, the east-to-west trade winds that shape the island's character and beauty, The Westerly introduces a new level of sophistication to the destination. Blending the intimacy of a boutique hotel with the expansive amenities of Hilton Aruba Caribbean Resort & Casino, The Westerly offers a refined and elevated guest experience through a seamless balance of privacy, personalized service and immersive island experiences for leisure and business travelers alike. Set against the backdrop of Aruba's iconic Palm Beach sunsets, the opening marks a continued commitment to the resort's evolution and underscores Hilton's broader growth strategy across the Caribbean and Latin America, a strategic region for the company's growth and development.



HYATT REGENCY RESORT SPA & CASINO



AN ALFRESCO FOURTH TO REMEMBER

Experience the energy of Alfresco Bar this Fourth of July as the popular Beer & Martini Bars return, featuring lively bucket specials and a vibrant selection of expertly crafted classic and flavored martinis in a festive open-air setting.

Learn more: hyattbeachservices.com

A WORLDWIDE CELEBRATION

Enjoy your favorite football this summer at Palms Beachside Bar and Alfresco. Our culinary team has created a masterful list of special menus available during most games and easily paired with drink specials.

View Schedule: hyattbeachservices.com

JULY WARM SERENITY ESCAPE

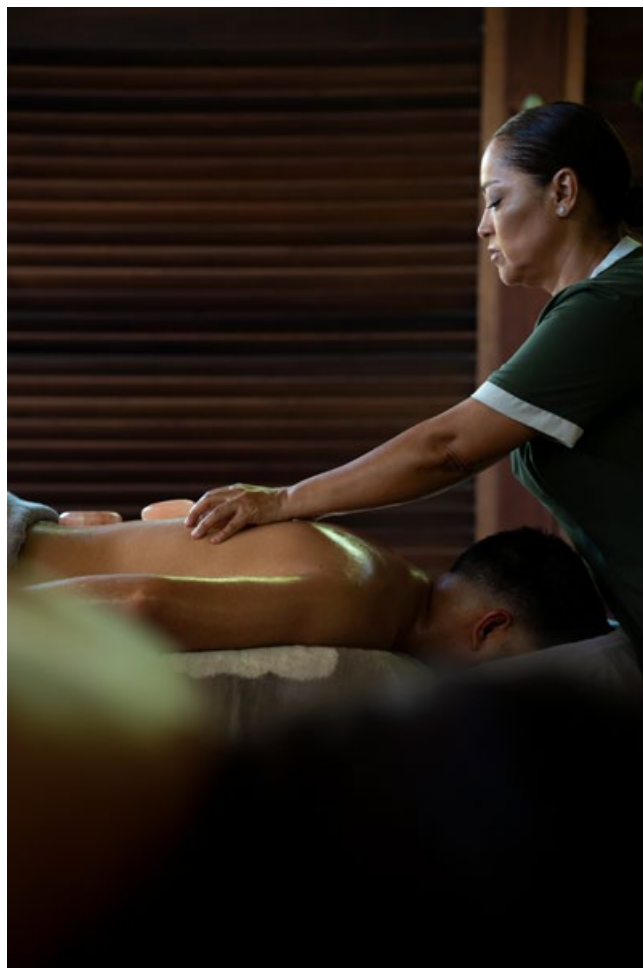
Surrender to a state of deep tranquility with the ZoiA Spa Pink Himalayan Salt Stone Massage. Tension melts away as Himalayan salt stones glide over the body, easing fatigue, and restoring harmonious balance to both body and mind. This soothing ritual is elevated with ZoiA's locally crafted coconut oil and full access to the spa steam room before or after treatment. Visit ZoiA Spa: hyatt.com

WELLNESS IN ACTION

In June, the resort colleagues celebrated Wellness Week with a variety of activities focused on wellbeing, connection, and personal growth. From a morning walk to health screenings and mindfulness workshops to sports competitions, and spa experiences, the week reflected Hyatt's commitment to caring for our people. Learn more about our culture and career opportunities at hyatt.com.

JACKPOTS & JULY FOURTH CHEER

Celebrate Independence Day at Hyatt Casino Aruba on July 4 from 6:00–10:00 p.m. Enjoy an evening of exciting gaming, festive prizes, and holiday cheer. Whether you're feeling lucky or simply looking for a fun night out, we invite you to join the celebration. Learn more: hyattcasinoaruba.com



JOIA ARUBA BY IBEROSTAR



IBEROSTAR ARUBA SUPPORTS COMMUNITY, WELLNESS AND CONSERVATION INITIATIVES

Iberostar Aruba recently participated in two important island initiatives: Aruba Doet 2026 and the 34th edition of Ronde van Aruba, reinforcing its commitment to community engagement, employee well-being and environmental awareness.

During Aruba Doet, Iberostar's culinary team supported volunteers by providing meals and refreshments for community improvement projects across the island.

The hotel also participated in Ronde van Aruba, where employees proudly represented Iberostar in the 72-kilometer relay race and achieved first place in the Estafette 121-160 category. As part of the event, both Iberostar relay teams promoted conservation awareness by supporting the Shoco Comunidad initiative in partnership with Aruba Birdlife Conservation, helping raise awareness for Aruba's native Burrowing Owl (Shoco).

Through these initiatives, Iberostar Aruba continues to strengthen its role as an active community partner, supporting local causes, promoting healthy lifestyles and contributing positively to Aruba's social and environmental development.



In celebration of Wellness Month, JOIA Aruba, in collaboration with Glendeline Maduro of Yoga on Aruba, proudly hosted a special yoga session in honor of International Yoga Day, celebrated globally on June 21. More than 40 participants, including both local residents and visitors to the island, gathered at JOIA Aruba for a rejuvenating morning dedicated to mindfulness, movement, and well-being.

The session aimed to highlight the importance of yoga as a practice that nurtures physical, mental, and emotional wellness while encouraging participants to embrace a more balanced lifestyle. Following the yoga experience, guests enjoyed a curated tasting of Marea's wholesome offerings, featuring a scrambled egg wrap, an açai bowl, and a selection of refreshing beverages, including a detox smoothie, a booster juice, and freshly squeezed orange juice.

This inspiring gathering marks the beginning of JOIA Aruba's monthly wellness initiative, an ongoing commitment to fostering a healthier, more mindful, and balanced way of living for both our local community and visiting guests.



IBEROSTAR ARUBA STRENGTHENS COMMITMENT TO REDUCING FOOD WASTE WITH AI TECHNOLOGY AND SUPPORTING RESPONSIBLE TOURISM

Iberostar Aruba continues to advance its sustainability efforts through the implementation of innovative technology designed to reduce food waste and support responsible tourism in Aruba.

Since April 2026, the hotel has been utilizing an AI-powered food waste monitoring system that helps kitchen teams track and analyze food waste generated during daily operations. The technology provides valuable insights that allow chefs and staff to improve meal planning, optimize food preparation, and identify opportunities to reduce unnecessary waste.

To showcase the initiative, Iberostar Hotels & Resorts recently welcomed members of the local media for a presentation and live demonstration of the system. Attendees learned how the technology supports the hotel's broader sustainability strategy and contributes to its goal of reducing waste sent to landfill.

The initiative forms part of Iberostar's Wave of Change movement and its commitment to a circular economy approach, which focuses on reducing waste, reusing resources, and promoting more efficient consumption. Through the work of its dedicated 3R (Reduce, Reuse, Recycle) team, Iberostar continues to implement innovative solutions that minimize environmental impact while improving operational efficiency.

By embracing technology and sustainable practices, JOIA Aruba by Iberostar is helping shape a more responsible tourism model while contributing to the long-term preservation of Aruba's natural environment.



June is recognized as Wellness Month, and to celebrate this special occasion, we hosted and organized an exclusive press trip in collaboration with IHG Hotels & Resorts.

The focus was wellness and highlighting what JOIA Aruba has to offer in terms of wellbeing and holistic experiences. The main objective was to elevate the journey and ensure that every detail was executed exactly as envisioned.

From the welcome amenity featuring Royal Aruba Aloe wellness products, to an elevated tea service during turndown, from sunset yoga to an 80-minute BABOR Earth Ritual at Spa

Sensations, from a golf clinic at Tierra del Sol to meditation, sound healing, and a guided nature hike in Arikok National Park, every moment was thoughtfully curated.

Not to forget the culinary aspect of JOIA Aruba, showcasing Marea's healthy menu, our Vegan Hospitality Certification, and a culinary journey at GAIA.

This press trip marked the beginning of an elevated wellness experience at JOIA Aruba, where guests can restore their tranquility while relaxing and fully embracing all that JOIA has to offer.



LA CABANA BEACH RESORT & CASINO



SIP & SPARKLE – LADIES NIGHT LAUNCHED JUNE 5 AT LA CABANA'S PATA PATA BAR

This weekly experience brings signature cocktails, a refined atmosphere, and live entertainment, creating the ideal setting for an elevated Friday night out.



A NEW THURSDAY TRADITION BEGUN AT LA CABANA'S PATA PATA BAR.

Introducing The Bourbon Affair, a refined Gentlemen's Night featuring timeless bourbon classics, including the Old Fashioned, Manhattan, New York Sour, and Bourbon Mint Julep. An elevated escape designed for those who appreciate craftsmanship and character.

OUR APPRECIATION SEASON HAS OFFICIALLY KICKED OFF!

We brought the World Cup energy straight to La Cabana as we launched our World Cup 2026 Kick-Off Event, and the vibes were unmatched!

Associates got in the game with exciting chances to score big with Curaçao t-shirts, awesome raffles, and fun surprises along the way!

From cupcakes to domino tables, every moment was filled with team spirit, laughter, and celebration. The Chit Chat Café

Arena was transformed into a true World Cup zone, decked out with colorful flags, football flair, and unbeatable energy that had everyone feeling like champions!

This is just the beginning of a season dedicated to celebrating our incredible team. So stay tuned, keep the spirit high, and get ready for more fun, more prizes, and more unforgettable moments ahead!



MANCHEBO BEACH RESORT & SPA



On Friday, May 15, the maintenance team of Manchebo Beach Resort & Spa proudly volunteered during Aruba Doet, the island's largest volunteer initiative dedicated to supporting community projects across Aruba.

As part of the resort's ongoing collaboration with Scol Dun'un Man, Aruba's school for children with special needs, the team dedicated their time and skills to building a brand new rabbit cage for the school's rabbits. The project brought together teamwork, creativity, and community spirit, while creating a safe and comfortable new home for the animals cared for by the students.

"At Manchebo, giving back to the community is an important part of who we are," said Edgar Roelofs. "We are proud to continue supporting Scol Dun'un Man through meaningful projects that make a positive difference."



MANCHEBO BEACH RESORT & SPA HOSTS CLUB KIBRAHACHA FOR A MOTHER'S DAY BRUNCH

The resort was once again honored to host the annual Mother's & Father's Day celebration for the members of Club Kibrahacha 60+ at the resort's Beach Pavilion. This special gathering has been a longstanding tradition at Manchebo for over 25 years and reflects the resort's continued commitment to social responsibility and giving back to the local community. In close collaboration with Janely Nicholaas, director of Club Kibrahacha, Kelsey Arends, operations coordinator and their dedicated team, together with the efforts of Manchebo's culinary team, over 175 mothers & fathers enjoyed a beautiful morning filled with warmth, connection, delicious food, and wonderful live music by the Kibrahacha Boys. Team members from various departments across the resort came together once again to help organize the meaningful event.

Club Kibrahacha plays an important role within Aruba's 60+ community by helping senior citizens maintain social connections and enjoy recreational activities in a welcoming environment. Through this annual tradition, Manchebo Beach Resort & Spa remains proud to support initiatives that bring people together and celebrate the island's community spirit.



MANCHEBO BEACH RESORT & SPA



MANCHEBO BEACH RESORT & SPA SUPPORTS TURTUGARUBA'S ADOPT-A-NEST PROGRAM

Turtugaruba Symbolic Adoption

Manchebo Beach Resort & Spa is proud to announce its symbolic adoption of a sea turtle nest located in front of the resort, as part of TurtugAruba Foundation's Adopt-a-Nest program. This meaningful initiative supports local sea turtle conservation efforts and helps raise awareness about the importance of protecting Aruba's nesting beaches.

TurtugAruba is Aruba's sea turtle conservation foundation, dedicated to monitoring nesting activity, collecting data, marking and protecting turtle nests, and encouraging public awareness around the island's endangered sea turtles. The foundation plays an important role during nesting season by helping safeguard nests and hatchlings, while also educating residents and visitors on how to respectfully enjoy Aruba's beaches without disturbing these vulnerable species.

"Manchebo is happy to be part of this collaboration and to support TurtugAruba's important work in protecting Aruba's sea turtles," said Edgar Roelofs, General Manager of Manchebo Beach Resort & Spa, accompanied by Sabina Rey, Sales Manager at Manchebo Beach Resort & Spa, and Edith van der Wal of TurtugAruba. "As a resort located directly on one of Aruba's most beautiful beaches, we feel a responsibility to help protect the natural surroundings that make our island so special."



MANCHEBO BEACH RESORT & SPA RECEIVES TRAVELER'S CHOICE AWARD

Manchebo Beach Resort & Spa has been recognized with a Tripadvisor Travelers' Choice Award for 2026.

This recognition is based entirely on guest reviews and reflects the experiences of travelers who have chosen Manchebo as their home away from home on Aruba's beautiful Eagle Beach. As a boutique beachfront resort, Manchebo is honored that guests continue to recognize its commitment to personalized service, exceptional dining, and meaningful wellness experiences. From daily yoga and Pilates classes to beachfront spa treatments and a tranquil atmosphere designed for rest and rejuvenation, wellness remains at the heart of the Manchebo experience.

This award would not be possible without the dedicated team, whose passion and genuine hospitality create memorable moments for its guests every day.

MANCHEBO BEACH RESORT & SPA



MANCHEBO BEACH RESORT & SPA CELEBRATES APPRECIATION WEEK WITH STAFF

Manchebo Beach Resort & Spa proudly celebrated Appreciation Week this June, honoring the dedication, passion, and hard work of its more than 140 employees who help shape the resort's warm and memorable guest experience each day.

Throughout the week, the Manchebo team enjoyed a series of special activities designed to bring colleagues together, show appreciation, and celebrate the strong sense of community within the resort. The schedule included breakfast at The Chophouse, a Candle-Making Workshop, a World Cup Game Day with lemonade at the Yoga Deck area, and a Pico Bello Ice Cream Party at Ike's Bistro.

The week served as a heartfelt reminder of the important role each team member plays in the resort's continued success, from front-of-house hospitality to behind-the-scenes operations.

"This a wonderful moment to say thank you to our dedicated team of more than 140 colleagues," said Edgar Roelofs, General Manager of Manchebo Beach Resort & Spa. "Every day, you help create warm, memorable, and truly wonderful vacation experiences for our guests. Your care, teamwork, professionalism, and smiles are what make Manchebo so special."



RENAISSANCE WIND CREEK ARUBA RESORT



LONG TABLE ARUBA – A SIGNATURE EVENT WITH A PURPOSE

Long Table Aruba is Wind Creek Aruba's premier annual culinary fundraising event, bringing together the community for an unforgettable evening of dining, entertainment, and philanthropy.

Now in its 8th year, the event features a spectacular 1,000-foot-long table accommodating 1,000 guests along the waterfront in downtown Oranjestad, creating one of Aruba's most unique dining experiences.

Since its inception in 2017, Long Table Aruba has raised a total of \$495,000 for local charitable organizations, reinforcing Wind Creek Aruba's commitment to giving back to the community.

Long Table Aruba 2026 Highlights

Sold-out event with 1,000 attendees

Raised \$100,000 for local nonprofit organizations

\$60,000 generated through ticket sales

Additional \$40,000 contribution from Wind Creek Aruba

Five local organizations received donations of \$20,000 each

2026 Beneficiaries:

Fundacion Pedal for Progress

Fundacion Respeta Mi

Fundashon Ultimo Deseo Aruba

Stichting CasMarie

Stichting ScubbleBubbles

A unique feature of the event is the Long Table Aruba Video Contest, which allows the community to participate directly in selecting beneficiary organizations through public voting.

This initiative highlights the impactful work being done by local nonprofits while strengthening community engagement.

Long Table Aruba continues to serve as a platform that connects business leaders, community members, partners, and visitors in support of meaningful local causes, making it one of Aruba's most anticipated annual events and a cornerstone of Wind Creek Aruba's corporate social responsibility efforts.

RENAISSANCE WIND CREEK ARUBA RESORT



ROSÉ ALL DAY RETURNS TO ARUBA WITH EXCLUSIVE PRE-SALE NOW LIVE FOR 2026 EDITION

Aruba's signature beach celebration is set to return for its seventh edition on Saturday, August 29th, 2026, taking place at the stunning Renaissance Private Island.

The highly anticipated event continues to be one of the island's most sought-after lifestyle experiences, bringing together guests for an unforgettable evening of rosé, music, ocean views, and vibrant island energy in an exclusive beachfront setting.

This year's edition will feature a welcome drink upon arrival, round-trip boat transportation to and from Renaissance Private Island, live entertainment throughout the evening, and a curated Rosé All Day goodie bag, creating a fully immersive and elevated beach celebration experience.

Pre-sale tickets are now officially available at a special rate of \$59 per person until June 30th, 2026. Guests are encouraged to secure their tickets early, as demand is expected to be high for this highly anticipated island event.

Rosé All Day continues to grow as a signature Aruba experience, blending lifestyle, music, and destination appeal into a one-of-a-kind celebration that captures the spirit of the island.

Tickets can be purchased online at www.renarubaevent.com



RENAISSANCE WIND CREEK ARUBA RESORT



EXPERIENCE THE FIFA WORLD CUP AT WORLD CUP SQUARE, RENAISSANCE MARKETPLACE

This summer, football fans visiting Aruba can enjoy the excitement of the FIFA World Cup at World Cup Square, located at Renaissance Marketplace.

Throughout the tournament, all matches will be broadcasted on a giant screen, creating a lively atmosphere where visitors can gather to cheer for their favorite teams. Guests can also take advantage of special food and beverage offerings from participating restaurants and bars while enjoying the games.

Whether you're supporting your home nation, meeting fellow football enthusiasts, or simply looking for a unique entertainment experience during your stay, World Cup Square offers the perfect place to be part of the action.

The event is free to attend and open daily throughout the FIFA World Cup.

For schedules, promotions, and event updates, visit the Marketplace website or follow Renaissance Marketplace on social media.

TRYP BY WYNDHAM ARUBA



TRYP BY WYNDHAM ARUBA RECOGNIZES BRAND AMBASSADOR'S ACHIEVEMENT AT RONDEVANARUBA

TRYP by Wyndham Aruba proudly acknowledges the outstanding performance of its Brand Ambassador, Xerxes, who recently competed in the RondeVanAruba.

Demonstrating exceptional dedication and discipline, Xerxes successfully balanced his professional responsibilities with an intensive training program, resulting in a remarkable performance and a well-earned third-place finish in their category.

His achievement reflects a strong commitment to excellence and continuous personal development, values that are fully aligned with TRYP by Wyndham Aruba's organizational culture. In recognition of his success, hotel management formally expressed their appreciation and presented Xerxes with a sports-related gift as a token of acknowledgment. In addition, his teammates were also recognized with gifts in appreciation of their support and team spirit.

This initiative underscores TRYP by Wyndham Aruba's commitment to fostering a positive workplace environment that encourages achievement, teamwork, and the pursuit of excellence both within and beyond the workplace.





A DYNAMIC COLLABORATION AT TRYP BY WYNDDHAM ARUBA

At TRYP by Wyndham Aruba, it is always exciting to collaborate with inspiring content creators and athletes.

Recently, we had the pleasure of hosting Wanda Ruiz, a well-known content creator and marathon runner. During her stay, Wanda enjoyed the perfect balance of work, training, and relaxation. While staying with us, she prepared for the renowned Ronde Van Aruba race, while also creating engaging content that beautifully showed her experience at the hotel.

To make the moment even more special, Wanda achieved an outstanding result, earning second place in Mix Team category. We are thrilled to celebrate her success and proud to have been part of her journey.

At TRYP by Wyndham Aruba, every stay has a purpose. Whether it's leisure, performance, or creativity, our hotel is a place where experiences come to life.

We invite you to visit TRYP by Wyndham Aruba and discover the many inspiring stories happening every day.



A FUN NEW EXPERIENCE AT TRYP BY WYNDDHAM ARUBA

At TRYP by Wyndham Aruba, we are always seeking exciting ways to elevate our guests' experience. Our goal is to create fun, engaging activities that allow guests to connect, unwind, and make the most of their stay.

Every Friday at 2:00 PM, guests are invited to join our vibrant Salsa Dance Workshop by the poolside. Led by a professional dance instructor, this lively session offers a fun and interactive introduction to the basics of Salsa, Merengue, and Bachata.

Not only will guests enjoy an unforgettable experience, but by the end of the workshop, they'll also gain the confidence and steps needed to dance these popular Latin rhythms. The best part? The workshop is completely free.

Stay tuned—more exciting workshops will be added soon! Let the rhythm move you at TRYP by Wyndham Aruba!



MATTHEW'S BEACHSIDE RESTAURANT



MATTHEW'S BEACHSIDE RESTAURANT: WHERE EVERY MOMENT FEELS SPECIAL

There's something about dining by the water that makes every occasion feel a little more memorable. At Matthew's Beachside Restaurant, guests are welcomed by beautiful ocean views, friendly service, and a menu filled with fresh flavors that bring people together.

From the early morning hours to sunset and beyond, Matthew's offers a dining experience that captures the relaxed spirit of island living. Whether you're enjoying breakfast with the sound of the waves in the background, meeting friends for a casual lunch, or sitting down to dinner by the sea, every visit is designed to be enjoyed at your own pace.

FLAVORS FOR ANY TIME OF DAY

Matthew's serves a variety of dishes inspired by fresh ingredients and comforting flavors. Guests can start their day with a satisfying breakfast, stop by for a laid-back lunch, or enjoy dinner while taking in the beachfront scenery. No matter the time of day, great food and a welcoming atmosphere are always on the menu.

A STOP WORTH MAKING AT MATT'S BREW & GO

Located at Casa Del Mar, Matt's Brew & Go has become a favorite spot for coffee lovers and anyone looking for a quick treat. Open daily from 7:00 AM to 3:00 PM, the café serves Starbucks coffee, fresh muffins, donuts, and the popular Bubble Waffle. Whether you're heading out for the day or taking a break in the afternoon, it's the perfect place to recharge.

MORE THAN JUST DINING

Matthew's Beachside Restaurant offers more than a meal, it offers a place to unwind, celebrate, and create lasting memories. With warm hospitality, flavorful dishes, and a beachfront setting that never gets old, it's a destination guests find themselves returning to time and time again. Here, every meal comes with a view, and every visit feels special.



ARUBA ROADSIDE FOOD TOUR



ARUBA ROADSIDE FOOD TOUR: A DIGITAL GUIDE TO AUTHENTIC LOCAL EATS

Aruba Roadside Food Tour is a first-of-its-kind digital pocket guide designed to bring travelers directly to the mom-and-pop roadside food stands that locals have loved for generations. These are the spots that rarely appear in guidebooks, but are exactly where Aruba lines up to eat every single day, giving travelers the opportunity to eat where locals actually eat.

Created by Yentl, a local content creator and television host, the guide curates seven authentic stops serving honest island flavors at real prices: family-owned containers, soup shops, and no-frills stands. From the locals' favorite pastechi spot to Mama Brown's Soups in San Nicolas, where the entire community comes together to cook and deliver homemade soups, to the most refreshing batido spot tucked behind the bus stop in downtown Oranjestad, the guide covers the true Aruba food experience.

The guide delivers short and long-form video features that go beyond the counter, introducing travelers to the multi-generational families behind each stand so visitors know whose legacy they are supporting with every bite. Real-world logistics including opening hours, cash-only alerts, fun facts and exact GPS pin locations are also included.

Once travelers arrive at a stop, a custom QR code placed at every roadside stand triggers a virtual guide briefing specific to that stand, covering what to order, the family history, and insider tips most visitors never get.

Travelers can purchase the guide and plan their local food journey at www.ArubaRoadsideFoodTour.com



Aruba

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