

ARUBA PRODUCT UPDATE

TRADE EDITION

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

MARCH 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 MARCH 2022

ATA NEWS

ATA NORTH AMERICA SALES TEAM HITS THE ROAD IN FEBRUARY



With travel and businesses opening up, events are in full swing and well-attended. Consumers are hungry for travel information and more engaged at the shows as they search for the perfect vacation getaway.

While attending the Chicago Travel & Adventure Show and DC Travel & Adventure Show, ATA representatives met with consumers, media and travel advisors. Couples are no longer waiting to get married nor postponing their honeymoons. They were excited to hear of the ease of coming to Aruba at the Capital Wedding Show in Ottawa, the Carolina Bridal Show, the Richmond Wedding Show, and the New England Bridal Show.

According to Kim Riddle, ATA Business Development Manager US, "We teamed up with Preferred Travel, a Signature Travel Network agency, as well as White Glove Travel, a Virtuoso Travel Agency, to showcase our One Happy Island. Travel advisors are hosting consumer events to get their clients out traveling again. It is important to continue to update our travel advisors,

so they have the latest Aruba information as their Aruba business continues to increase. This month, we had the Long Island Trunk Show and a joint Northern California wedding presentation with Pleasant Holidays to be able to do just that. Our calendar has the entire team out on the road again which is our forte."



AWARDS

ARUBA SHINES IN FIVE CATEGORIES OF USA TODAY 10BEST READERS' CHOICE 2022 AWARDS



Every year, a panel of experts together with the editors of USA Today 10Best' compiles a listing of the top ten in various categories. Based on this listing, readers have four weeks to rate the winners. After four weeks of voting, the results are:

In the category of 'Best Caribbean Resort', Bucuti & Tara Beach Resort is rated #1

In the category of 'Best Caribbean Beach', Eagle Beach- Aruba is rated #2.

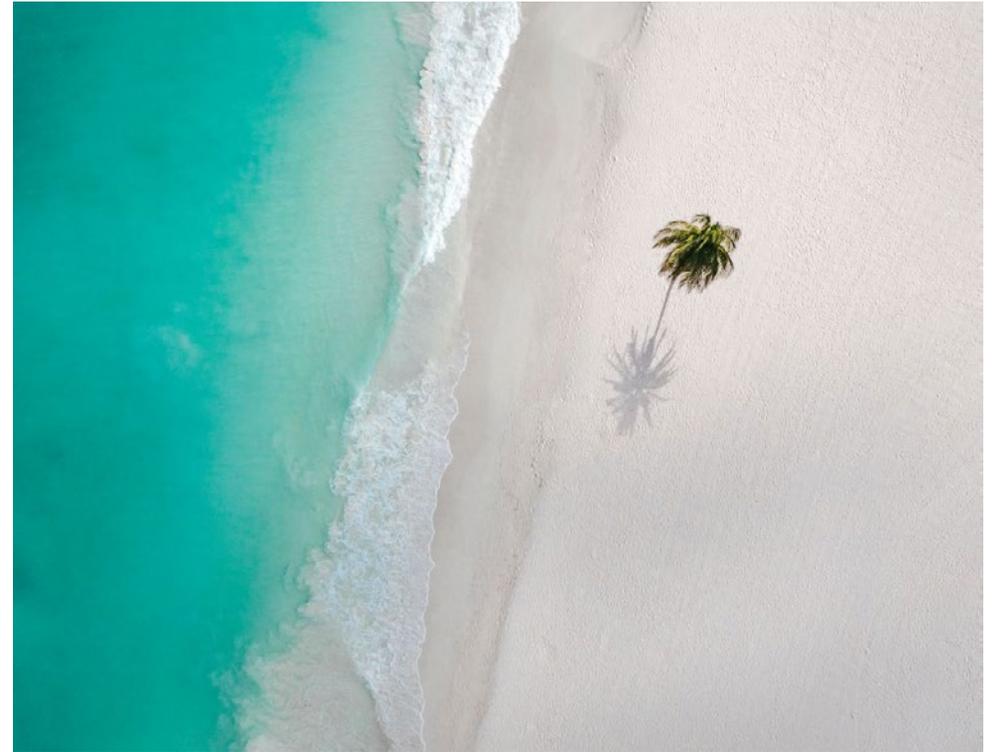
In the category of 'Best Caribbean Attraction', Arikok National Park- Aruba is rated #2.

In the category of 'Best Restaurant in the Caribbean', Elements Restaurant- Aruba is rated #5.

In the category of 'Best Caribbean Golf Course', Tierra del Sol Course- Aruba is rated #7.

In light of the strong competition in the Caribbean región, this is indeed a tremendous achievement! Congratulations to the winners!

EAGLE BEACH AGAIN RECOGNIZED AS ONE OF THE BEACHES IN THE CARIBBEAN AND IN THE WORLD!



Eagle Beach has been recognized by Tripadvisor as one of the winners of the '2022 Travelers' Choice Best of the Best Award' in the beach category, taking the #3 spot among the top 25 Caribbean beaches, and #5 in the top 25 beaches of the world. In a year of strong competition and change in travellers' priorities, Eagle Beach has surpassed expectations. The 'Travelers' Choice Awards' honors the best in travel based on the reviews of Tripadvisor users. In this way, the places that offer the most exceptional experiences are recognized.

"We feel honored that thousands of travelers who visited Eagle Beach during the year selected us – not only among Caribbean beaches, but among beaches worldwide," said Ronella Croes, ATA CEO.

This news comes on the heels of the Tripadvisor announcement in January naming Aruba #1 in the Caribbean, and #12 in the world, among 'Trending Destinations'.

RESORTS

BUCUTI & TARA BEACH RESORT

Bucuti & Tara recognized as a must-visit hotel with superior guest service and top Caribbean dining

USA TODAY 10BEST

USA TODAY 10best 2022 Readers' Choice Awards revealed Bucuti & Tara Beach Resort as the No. 1 Best Caribbean Resort and onsite restaurant, Elements, as the No. 5 Best Restaurant in the Caribbean. 60 million people visit its website every month. Readers can participate in its popular 10best voting polls. Nominees were put forth by an editorial board of top Caribbean travel experts.



U.S. NEWS & WORLD REPORT

Attracting more than 47 million unique readers monthly, U.S. News analyzed more than 30,000 hotels to find the best, based on reputation among travel experts, guest reviews and hotel class ratings. Their editorial board once again awarded Bucuti & Tara with a Gold Badge for being among the top 10% of the Best Hotels in the Caribbean. It is also named the No. 1 Best Hotel in Aruba and No. 1 Best Resort in Aruba.

TRAVELLER REVIEW AWARD

In January, Booking.com drew upon more than 232 million verified reviews from real travelers. Bucuti & Tara received an Exception level score of 9.6 and Comfort level score of 9.8. Booking.com President & Chief Executive Officer Glenn Fogel noted, "This award is proof that you've consistently exceeded travelers' expectations. We know that's never easy – let alone in the midst of a global pandemic. It takes a lot of hard work, vision, coordination, and attention to detail, and you've excelled."

BUCUTI & TARA BEACH RESORT OFFERS NEW DINE AROUND EXPERIENCE



The resort encourages guests to enjoy Aruba's diverse, bountiful culinary scene. Knowing where to dine makes vacation planning even easier with vetted and endorsed selections. The participating restaurants soon to be joined by others are:

Elements: Bucuti & Tara's own oceanfront restaurant offers Caribbean and European cuisine throughout its vegan, vegetarian, gluten-free and world cuisine menus.

Lucca Modern Trattoria: This warm trattoria serves up modern Italian homemade pizzas and pastas combining fresh ingredients, Italian products, and good vibes.

Brutto Beach House: This urban-chic concept uses cooking concepts from around the world with a menu highlighting sushi, meats, and seafood.

Texas de Brazil Brazilian Steakhouse: Dine in the spirit of southern Brazilian cowboys with flame-roasted meats on skewers and carved tableside, seasonal vegetable dishes, charcuterie and regional delicacies.

Papillon Aruba: With décor reminiscent of the famous 1974 movie, "Papillon," the restaurant offers classic French dishes with a daring Caribbean flair.

Driftwood Seafood: Teaming Aruba's fishermen with professional chefs, guests savor the freshest catch of the day prepared authentically from the island's waters.

For a fixed price of \$52 per person, per meal, guest receive a three-course meal plus coffee or tea, either from a pre-selected menu or a la carte. At check-in, Dine Around guests receive a credit card already loaded with the number of meals they have purchased.

RENAISSANCE WIND CREEK ARUBA RESORT



DISCOVER LOCAL ART

Take a piece of Aruba home with you. Every Friday Night from 7PM – 10PM, the Renaissance Marketplace is transformed into a local art exhibition where visitors can see, touch, or buy art pieces locally made by local artisans. Start the weekend with many dining options, live musical entertainment, movie premiers and much more. It's the perfect way to relax and enjoy life!



ENJOY HOMEMADE LIMONCELLO AT FRESCO

Dine alfresco and share the gorgeous oceanfront view while savoring authentic Italian cuisine in a casual relaxed environment. Located at the Renaissance Ocean Suites, Fresco serves homemade Limoncello to each guest after their dinner. This authentic Italian lemon liqueur is macerated in Fresco's own kitchen. Each step of this process is dedicated to reaching its authentic and flavorful taste. Aside from drinking it straight out of the bottle, Limoncello can also be used for making cocktails combined with a citrus juice, blackberries, basil, or mint, vodka, and a syrup to help remove its slight tartness.

ARUBA TIMESHARE ASSOCIATION (ATSA) CONDUCTS A COMPREHENSIVE GENERAL MEETING



Held recently at La Cabana Beach Resort & Casino, the meeting was attended by association members as well as Dangui Oduber, the Minister of Tourism and Public Health; Ursell M. Arends, the Minister of Integrity, Nature, Transport and Elderly Care; and Endy Croes, the Minister of Education and Sport.

Minister Oduber announced an increase in ICU capacity, revision of entry protocols, reinforcement of the health department and the promotion of vaccines. He also described the six focal areas for the Aruba Tourism Product Enhancement Fund, namely Attractions, Safety, Environment, Heritage, Awareness and Investments. Projects introduced in 2022 included Eagle Beach Beautification and Enhancement; dredging Oranjestad Harbor to replenish Aruba's white sand deposits; Malmok Boardwalk Phase 3; Hooiberg Stair Maintenance and Beautification; Fort Zoutman Restoration; and Sustainable Waste Management.

Minister Croes discussed efforts to integrate students of all levels in the workplace. Minister Arends pledged his support for RWZI, the gray water rehab facility in Bubali; environmental laws governing waste policy, and the creation of a Western Wetland protected area.

ATSA presented a financial report, and updates on the Security Foundation and the University of Aruba research project. An amicable farewell for retiring hotelier, former ATSA President, Andy Osborne, concluded the agenda. President Luigi Heredia and Board Member Sulaika Kelly presented Andy with a painting by artist Elvis Tromp.

Andy arrived in Aruba from Barbados in 1992 and has worked tirelessly for tourism ever since - from the Aruba Caribbean Hotel to Sun Development where he managed Casa del Mar and the Aruba Beach Club, then to the Mill Resort, Palma Real and Paradise Beach Villas. Andy was the first president of the Aruba Timeshare Association. He will now direct his attention to community projects related to the elderly.

HILTON RECOGNIZES HILTON ARUBA CARIBBEAN RESORT & CASINO FOR EXCELLENCE



Hilton Aruba was recognized with more than four awards within the Caribbean & Latin American Region, including a personal recognition for General Manager Vasco v. Baselli as Manager of the Year, announced recently at the CALA Resorts, Luxury & Lifestyle Regional Meeting, held at Hilton Cancun.

Awards in the Resorts, Luxury & Lifestyle category include:

- 2021 Market Share Award - Awarded for driving and growing market share through recovery
- 2021 Customer Award - Awarded for outstanding customer experience and review responses for the year

Awards in the CALA Region include:

- 2021 CALA General Manger of the Year, Vasco v. Baselli
- Blue Energy Strong Award - Presented to hotels with the highest survey scores including metrics such as overall service, feeling welcome, problem resolution and in-room cleanliness

Back home in Aruba, Baselli states: "It is an honor to be recognized by Hilton with this prestigious award, especially amongst such a fantastic group of colleagues and managers. My sincere gratitude and admiration goes to the Team Members of the Hilton Aruba, who demonstrate on a daily basis the warmth and hospitality that Hilton is recognized for and the joy and friendliness One Happy Island is known for around the world. This award more than anything recognizes their hard work and commitment to our guests."

ARUBA MARRIOTT RESORT & STELLARIS CASINO



SaborES Marriott Bonvoy Celebrates the Caribbean and Latin America's Culinary Culture, Spice and Big Flavors

The Caribbean and Latin America are culinary hot spots and home to some of the most talented chefs in the world whose roots and backgrounds influence the delicious creations they prepare every day. Marriott International aims to shine light on the incredible culinary talent within its extensive portfolio in the region and celebrated Hot and Spicy Food Day across different properties featuring decadent menus with a specially prepared dish as the center of attention. For SaborEs Marriott Bonvoy, a variety of Marriott properties across the region came together to showcase their specific flavor. Aruba Marriott Resort & Stellaris Casino joined in from Atardi restaurant, which specializes in delicious fresh seafood cuisine to be enjoyed accompanied by stunning sunsets on the beach. Chef Ever de Peña provided a party of flavor for the tastebuds with his special red snapper ceviche recipe which includes ají limo and jalapeños.

ARUBA MARRIOTT RESORT HOSTS ITS MONTHLY NIGHT BRUNCH



On the first Friday of every month, the outdoor patio at La Vista is transformed into a vibrant Night Brunch event to remember. The culinary team has carefully curated an a la carte menu that guests won't want to miss, featuring brunch items, such as tastefully prepared appetizers, morning favorites, shareables, entrée delights, and the sweetest desserts. In addition to the delectable a la carte menu, guests will enjoy a welcome Mimosa upon arrival, live DJ entertainment throughout the night, unlimited Prosecco, as well as a lively Instagram spot, along with other photo inspired highlights such as the well-crafted cocktails and a vibrant decor. For reservations, call La Vista at 520-6312. Price per person is \$75. Limited seating available.

HYATT REGENCY ARUBA RESORT, SPA AND CASINO

NEW FAMILY EXPERIENCE PACKAGE AT HYATT

Make the most of every moment of your family-friendly vacation with the new Family Experience Package at Hyatt Regency Aruba Resort Spa and Casino. Enjoy some of our most sought after amenities in one convenient offer including F&B market credit, Camp Hyatt for a day, confirmed daily pool or beach seating, beach rafts, spa credit, and a welcome beach amenity. The package is available to book through December 31, 2022 for travel through March 31, 2023. Learn more at aruba.regency.hyatt.com

AWAKEN ARUBA AT ZOIA SPA

Crafted for the mind, body and total relaxation, Awaken Aruba from ZoiA Spa is a mineral-rich body treatment that soothes and detoxifies the skin. Enjoy a gentle luffa application to slough off rough skin followed by a detoxifying seaweed mask for increased circulation. A nourishing body butter completes the treatment leaving your skin smooth and glowing. Indoor and outdoor services are available. Visit zoiaspaaruba.com for details or to book today.

EASTER AT RUINAS DEL MAR

Celebrate Easter on One Happy Island with a delectable breakfast buffet at Ruinas del Mar. Dine on a selection of specialty foods, freshly made pastries, and regional favorites all while taking in the lively ambiance of one of the most memorable restaurants in Aruba. Service is from 7:00 to 11:30 a.m. Space is limited. Book early at aruba.regency.hyatt.com



RETAIL

BALASHI BREWERY LAUNCHES MAGIC ORANGE

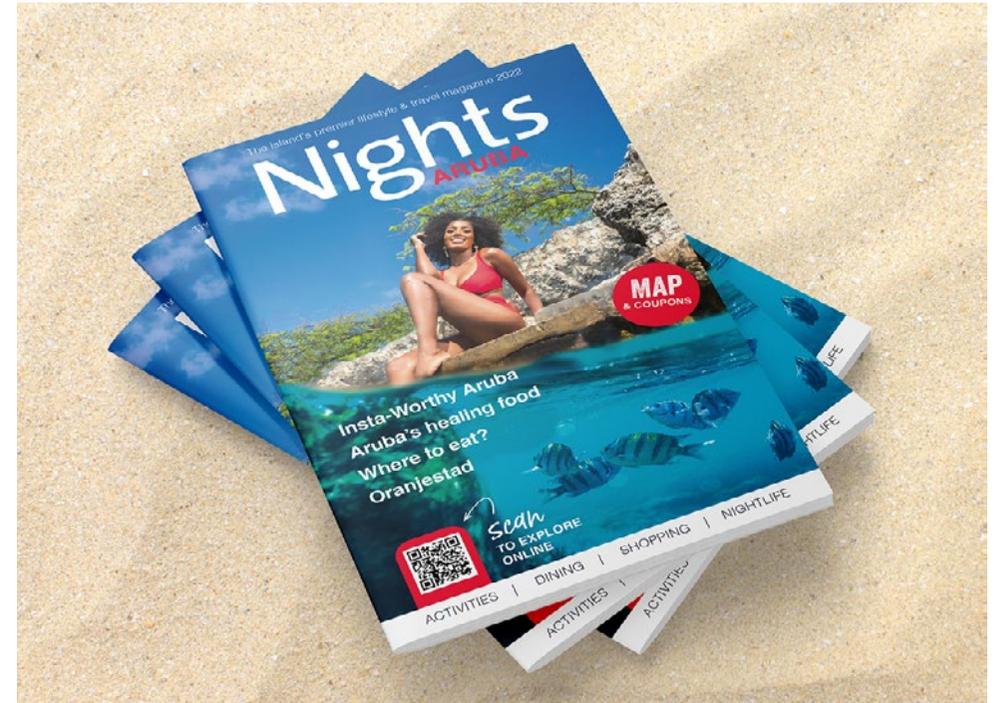


The much-anticipated launch of the newest flavored beer in the Magic family of brews from Balashi Brewery took place on February 9 during a reception held at the VIP lounge at Gloria Theatres. Magic Orange will be available in March in selected supermarkets, bars, and restaurants in 7.4-ounce bottles, and later this summer on draft and in cans.

The beer is a hazy Aruban Pale Ale (alcohol/volume 5%). It is smooth and easy-drinking, delivering a lively balance of tartness and light, juicy-orange sweetness with just enough hops on the tongue to add some depth to the finish.

“Aruba is making a name as a foodie’s paradise, and with the exploration of cuisine comes the exploration of uniquely crafted, local beverages...the Magic family of beers will continue to grow with new fruity editions, matching the moment and the consumer’s desire for authentic, locally crafted brews to discover,” shares Warren Stanley, Managing Director of Balashi Brewery. Balashi is Aruba’s only brewer to offer incentivized recycling, with a long-term goal to contribute to Aruba’s sustainability efforts, while also creating environmental awareness.

THE BRAND NEW ARUBA NIGHTS 2022 MAGAZINE NOW AVAILABLE!



This year, Aruba Nights combines with the popular Island Gourmet magazine as a one-stop guide to the best dining, activities, attractions, accommodations, and natural wonders, including a handy map to navigate over the island. Readers find scannable QR codes linked to interesting articles, videos, and even direct ways to book tours effortlessly. They are also upgrading the website (www.myarubaguide.com) including a booking platform.

Aruba Nights is available for visitors - free of charge - at the airport, hotel and resorts, retail outlets, restaurants, supermarket, car rental agencies, tour bus operators, travel agents, and tourist offices. The Aruba Nights team is currently distributing magazines on the entire island. For distribution matters, please reach out to info@nightspublications.com, or call +5999 6925499 to be restocked (free of charge).

RESTAURANTS

PAPIA MIA DELIGHT WITH DELICIOUS CUISINE WITH ARUBAN FLAIR



At the heart of Palm Beach, Papia Mia combines the influences that make our island Aruba, an incredible melting pot of cultures unlike anywhere else. The menu has a wide range of flavors to truly represent and honor the spirit of the island and those who crafted the local cuisine. Handmade peanut sauce and pica di papaya are some of the tasty touches.

Papia Mia isn't just a new restaurant on the strip but rather a cultural expression of the island. With local staff and founders, they source local ingredients and highlight the works of local artists on their walls to create an immersive experience. Live entertainment by local artists enhance the vibes with sounds of steel pan band and DJs while patrons sip deliciously crafted cocktails and indulge in all-time favorite dishes. Come for the food and stay for the atmosphere! After all, a pizza baked in an Aruban flag oven is just... better!

EUPHORIA WAS THE THEME FOR MOOMBA'S MEGA BEACH PARTY



HBO's newest and hottest show Euphoria was the theme for the mega beach party at MooMba Beach on March 11. MooMba was filled with neon and glow-in-the-dark party scenes, glitter make-up, sexy people, and fantastic live music by C-Zar (7pm) and DJ Diablo (9pm). With free admission and a special on Casamigos Tequila, guests loved the euphoria experience!

"FOR THE LOVE OF MIMOSA!", A NEW DAILY BRUNCH AT SALT & PEPPER



Drinking a mimosa is a celebration with every sip! Fresh fruity flavors mix with the bubbles of sparkling wine for the ultimate drink for any time of the day. Combine that with the amazingly delicious brunch tapas of Salt & Pepper, and it is heavenly!

Salt & Pepper is now introducing a daily Mimosa Brunch, available from 8am till 2pm. Spending an afternoon eating and drinking, with the choice of four mimosa flavors of watermelon, mango, pina colada and the original orange juice. The chef has created a luxurious brunch menu with over-the-top yummy items, like Steak & Eggs, Cajun Shrimp Bruschetta, Grouper Wrap, Eggs Benedict, Grouper Ceviche and so much more. There are over 20 menu items to choose from.

Choose between three brunch items plus one mimosa for \$25, or five menu items served with a pitcher of mimosa for \$45. Don't wait any longer to make a reservation... for the love of Mimosa!

EVENTS

THE 20TH EDITION OF THE EPIC SOUL BEACH MUSIC FESTIVAL KICKS OFF MEMORIAL DAY WEEKEND



Iconic Grammy-Award-winning singer, songwriter, actress, producer, and philanthropist, Mary J. Blige headlines on Saturday, May 28. This global super-star has a track record of eight multi-platinum albums, nine Grammy Awards (plus a staggering 32 nominations), two Academy Award nominations, two Golden Globe nominations, and a SAG nomination. The exhilaration continues with New Edition to headline, Sunday, May 29. Members Ronnie DeVoe, Bobby Brown, Ricky Bell, Michael Bivins, Ralph Tresvant, and Johnny Gill wow fans with their biggest hits and famous dance moves. Mike Epps hits the stage to headline Comedy Night, Friday, May 27. Known not only as one of the funniest comic actors but also for his burgeoning dramatic talent, he can be seen in the Netflix comedy “The UpShaws”, which he stars in and produces.

Said Ronella Croes, ATA CEO, “As we begin our return to normalcy, I can’t think of a better way to celebrate than with sharing our culture, hospitality and award-winning beaches with attendees and the musical artists during the five days of the festival on the One happy island.” “2022’s festival will have special meaning as our Festival Family from multiple states and countries reunite in the spirit of rejuvenation for the mind, body, and SOUL” said Mark Adkins, CEO & Executive Producer of Soul Beach Festival Productions.

The 2022 Soul Beach Music Festival, #SBMF22, will announce more main stage performing artists in the coming weeks. For information about ticket sales, accommodations and the latest updates, sign up for CLUB SOUL BEACH, by visiting www.soulbeach.com. Join the Soul Beach Music Festival community: follow them on [Twitter](#) and [Instagram](#) @SoulBeachMusic and become a fan of the 2022 Soul Beach Music Festival on [Facebook](#).

ARUBA HI-WINDS IS BACK, MEMORIAL DAY WEEKEND



The 34th edition of Aruba Hi-Winds, introducing fun and action, takes place May 25 – 30th. Local and international windsurfers and kitesurfers are preparing their gear for this annual competition. It’s the largest water sports event of its kind in the Caribbean. Expect spectacular battles on the water and a great atmosphere at the beach. Visit the [Aruba Hi Winds Facebook page](#) for more details or to register.



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ARUBA PRODUCT UPDATE

TO OUR TOURISM PARTNERS

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