

MARCH 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 MARCH 2026

ARUBA TOURISM AUTHORITY EU



On February 26, 2026, Jr. Sales Executive Sharicia Hasham and Jr. Social Media Manager Meagan Wouters from ATA Europe participated in the White Dinner in Antwerp, hosted by Friends of the Brands.

In an exclusive setting with 55 Belgian influencers and celebrities, Aruba was introduced through storytelling centered around culture, wellness, romance, and gastronomy.

The interest in Aruba was high, with 31 attendees leaving their contact details to explore potential collaborations,



an encouraging step in strengthening Aruba's visibility within the Belgian lifestyle and luxury market.

To further extend the destination experience, participants also received an Aruba-branded goodiebag, filled with Aruba-themed items and destination materials, allowing them to take a small piece of the island home with them. Notably, several influencers continued to engage with the Aruba.nl Instagram account by liking our Stories and feed posts.



ARUBA BROUGHT TOGETHER THE COLOMBIAN TOURISM TRADE FOR A BUSINESS ROUNDTABLE IN BOGOTÁ

With the aim of continuing to strengthen its presence in the Colombian market, the Aruba Tourism Authority hosted a business roundtable that brought together strategic partners from the destination with wholesalers, tour operators, and travel agencies from across the country. The event took place on February 24 at the Hilton Hotel on Calle 72 in Bogotá and gathered nearly 60 professionals from the tourism industry. This activity served as a prelude to the island's participation in ANATO 2026.

Conceived as a dynamic commercial showcase, the event created an opportunity for Aruba's partners to connect directly with key players in the Colombian travel sector, facilitating strategic meetings focused on building new partnerships, identifying sales opportunities, and further positioning Aruba as one of the Caribbean's preferred destinations for Colombian travelers.

The day began at 7:00 a.m. with the arrival of the destination's partners and a meeting between representatives from the Aruba Tourism Authority for Latin America and Colombia and their strategic allies. Shortly after, trade attendees were welcomed with a buffet breakfast that opened the networking space before the start of the business roundtable.

At 8:40 a.m., the workshop began under a format of quick meetings lasting a maximum of 10 minutes. After each meeting, participants rotated tables, allowing multiple conversations between destination partners and representatives of the Colombian travel trade throughout the morning.

Initiatives like this are part of Aruba's strategy to continue strengthening commercial relationships with the tourism sector in Colombia while driving greater interest in the island as one of the Caribbean's most attractive destinations.



ARUBA STRENGTHENS ITS PRESENCE IN LATIN AMERICA DURING ANATO 2026

Aruba participated in a new edition of ANATO 2026, one of the most important tourism showcases in Latin America, held from February 25 to 27 at Corferias. The presence of the One Happy Island at this event reaffirmed its commitment to the Colombian and Latin American markets, as well as its focus on continuing to strengthen strategic relationships with the region's travel trade.

During the fair, the destination was represented by a delegation of 29 participants including the Aruba Tourism Authority (A.T.A.), hotels, DMCs, tour operators, and specialized service providers. Throughout the three-day event, the team held meetings with wholesalers, travel agencies, airlines, and commercial partners with the goal of strengthening the promotion of the destination, generating new business opportunities, and continuing to position Aruba as one of the Caribbean's preferred destinations for Colombian travelers.

Participation in this important showcase also provided an opportunity to share the positive results the destination has achieved in the international market.

These results consolidate Latin America as one of the most dynamic markets for the island and highlight the importance of platforms such as ANATO 2026 in continuing to strengthen relationships with the tourism industry.

Through its presence at the fair, Aruba continues to promote its value proposition based on high-quality experiences, sustainability, and increasingly conscious tourism for travelers across the region.





VIBRA LATINA FESTIVAL OFFICIALLY PRESENTED IN COLOMBIA

On February 24, the iconic venue Cumbia House hosted the official launch in Colombia of the Vibra Latina Festival, a major musical event set to take place on March 28, 2026 at Harbor Arena, during the Easter holiday season.

The event brought together leading media outlets from Colombia and Aruba, generating strong interest in the festival and active participation during the press conference. The gathering served as a platform to present the details of this new musical initiative, which aims to connect Latin culture with a unique tourism experience on the island.

The festival will be headlined by Colombian icon Carlos Vives, who will return to Aruba with a special performance as part of his international tour. With a career that has shaped generations and global hits such as La Gota Fría, Volví a Nacer, Robarte un Beso and Pa' Mayte, the artist promises a night filled with energy, identity, and Latin pride.

The lineup will also feature Dominican artist Dalvin La Melodía, known for his romantic bachata style and strong connection with Caribbean audiences. In addition, European artist KEVV will perform in Aruba for the first time alongside his live band, bringing a modern fusion of Latin and urban rhythms to the stage.

Beyond the musical performances, the Vibra Latina Festival will also feature a special culinary experience, with food offerings before and during the event highlighting Caribbean and Latin flavors, creating a cultural and tourism experience designed to attract travelers from across the region.



ARUBA RECEIVES RECOGNITION FOR SALES GROWTH IN LATIN AMERICA

On February 25, Aruba was recognized with the award "Destination with the Highest Sales Growth in Latin America" during a commercial networking event organized by Despegar, which brought together key strategic partners from its tourism network across the region.

The event gathered important partners from the group, which includes well-known brands such as Viajes Falabella and HotelDo, as well as travel agencies that work with the company throughout Latin America. In total, more than 7,000 agencies are part of the group's commercial network in the region.

The evening also welcomed leading hotel chains and tourism industry partners from Colombia and other strategic markets managed from the country, including Peru, Ecuador, and Argentina. The gathering served as a networking space focused on strengthening commercial relationships, encouraging collaboration, and generating new business opportunities within the regional tourism industry.

As part of the event, a brief awards ceremony took place, during which around ten recognitions were presented to the most outstanding partners of the year, including tourism boards, hotels, and top-performing agencies within the group's network.

The recognition granted to Aruba highlights the destination's strong performance within the Despegar commercial network and reflects the growing interest among Latin American travelers in the island, consolidating its position as one of the Caribbean destinations with the most dynamic sales growth in the regional market.



ARUBA TOURISM AUTHORITY



Natasha participated in several events covering New York & Connecticut. Over 50 advisors showed up to learn what is new for 2026 at an evening event in Long Island along with other reps. In Connecticut advisors braved the snow to enjoy a luxury wine tasting and presentation at Total Wine in West Hartford & Manchester. In NYC The Wedding Salon kicked off their winter bridal show at Lavan. Deborah Traussi was representing Bucuti & Tara Suites, Renaissance Wind Creek Aruba Resort.



ARUBA TOURISM AUTHORITY NORTH AMERICA



Ahead of Super Bowl Media Row, the high-profile event where top journalists and broadcasters conduct back-to-back interviews with athletes and celebrities in the days leading up to the Super Bowl, Aruba partnered with retired NFL quarterback and Amazon Prime Thursday Night Football analyst Ryan Fitzpatrick, hosting him on-island to experience Aruba's culture, Responsible Tourism initiatives, and unique local activities before he entered one of North America's biggest sports conversations. Fitzpatrick's authentic alignment with Aruba's brand spirit allowed him to organically weave the island into 12 earned media interviews, four virtual and eight live on-site, generating 654.6 million earned media impressions. Aruba Tourism Communications Specialist Andrea Van den Berg represented the island on the ground, accompanying Fitzpatrick throughout Media Row and ensuring Aruba's story was authentically told at every touchpoint. Custom Aruba-branded shirts worn by Fitzpatrick and media outlets like Yahoo Sports created wearable brand moments that extended Aruba's visibility beyond scheduled interviews, reinforcing genuine enthusiasm for the destination. On social media, Fitzpatrick shared two Instagram posts, one highlighting his on-island adventures in Arikok National Park and another capturing his Media Row experience, further amplifying the island's presence across one of the biggest sports weekends in North America.



LUXURY AND WELLNESS CONFERENCE

Northstar Meetings Group's Luxury & Wellness Meeting reconnected Suppliers & North American planners seeking luxury-focused venues for their meetings and incentives. The event took place in a beautiful setting at Appellation Healdsburg in California's wine region.

With 100 participants the conference included 20+ pre-scheduled one-on-one meetings, engaging educational sessions with industry speakers, and numerous networking functions. The program focused heavily on wellness and incorporated activities such as daily nature group walks, chair massages, healthy additives for drinking water, hand and facial scrub making, bath salt room drops, and wellness-focused speakers.

ACB met with qualified MICE buyers from companies including Mfactor Meetings, The Hutton Group, ConferenceDirect, Cadence Travel, HelmsBriscoe, CCE Global Meetings, NHS Global Events, HPN Global, LamontCo, Microsoft, and Momentum Meetings.



ACB LAUNCHES FIRST CSR PROJECT FOR 2026, INSPIRING TOURISM THAT GIVES BACK

ACB is proud to announce the first CSR project as part of the ongoing CSR Campaign, encouraging visitors to contribute to the local community.

Today, Indiana Constructor, staying at the Hyatt Regency with 275 participants, helped revamp the playground at Centro di Bario Savaneta. The group donated over \$6,000 in materials and dedicated four hours of their incentive trip to hands-on community work.

They also participated in a live painting activity, raising an additional \$6,000 for the Centro Famia Piedra Plat Foundation. Many participants were first-time visitors, and their enthusiasm to give back reflects the positive impact tourism can have beyond the economy.

This initiative, supported by Cede Aruba and De Palm DMC, exemplifies ACB's vision of tourism that enriches both the island and its community.





ARUBA PRESENT AT THE ROUTES AMERICAS 2026 CONFERENCE

A.T.A. and A.A.A. participated in Routes Americas 2026 with the objective of strengthening the connection with airlines from across the American continent and positioning Aruba's strategic message as a key destination for sustaining and strengthening current flights and frequencies with its main partners.

The delegation was composed of the Director for Latin America, Jordan Schlipken Croes; the Director for North America, Sjeidy Feliciano; Jo-Anne Arends, Aviation Business Development Executive; and Mary Joan Wardlaw, Aviation Business Development Manager.

During the conference, meetings were held with more than 33 airlines from the Americas, achieving highly positive results. The meetings focused on presenting Aruba's strategy aimed at attracting and retaining high value travelers, as well as highlighting the destination's commitment to the development of responsible and sustainable tourism for the island and its residents.

MANCHEBO BEACH RESORT & SPA



MANCHEBO BEACH RESORT AND SPA ANNOUNCES LONG TERM COLLABORATION WITH SCOL DUN'UN MAN

On February 24th, during its Manager's Cocktail Party, Manchebo Beach Resort and Spa officially announced a long term collaboration with Scol Dun'un Man, the only school on Aruba dedicated to children with severe intellectual and learning challenges.

The partnership was initiated in November of last year, when both organizations began exploring ways to create sustainable community impact. The collaboration now becomes a formal commitment, including a donation of USD 10,000 to support the school's programs and future development.

Beyond financial support, the resort will provide ongoing hospitality training to assist in the further development of Bushi Dushi Cafe. Support will include kitchen setup guidance, basic cooking techniques, service training, and marketing expertise. The goal is to provide students with practical experience while strengthening independence and life skills.

The announcement took place in the presence of Her Excellency Gerlien Croes, Minister of Education, Youth, Kingdom Relations, Innovation and Sports, and Sharline Geerman, Director of Scol Dun'un Man.

"This partnership reflects who we are as a resort," said Edgar Roelofs, General Manager. "Hospitality is about care, opportunity, and community. We are honored to walk alongside Scol Dun'un Man in a long term collaboration that invests in the future of these incredible children."

Earlier this year, the partnership was set in motion through a 108 Sun Salutations donation based yoga class hosted by the resort, with all proceeds benefiting the school. During the Manager's Cocktail Party, students also showcased and sold their handmade artwork and homemade pesto sauces.

Through this long term collaboration, both organizations aim to create meaningful opportunities for the next generation of Aruba.

AMSTERDAM MANOR BEACH RESORT



CELEBRATING INTERNATIONAL WOMEN'S DAY AT AMSTERDAM MANOR BEACH RESORT

On March 8, Amsterdam Manor Beach Resort commemorated International Women's Day with a series of experiences at Passions on the Beach and Horizons Lounge, offering guests the opportunity to celebrate the occasion in a relaxed setting along Eagle Beach.

The day began with a special breakfast at Passions on the Beach, where guests gathered on the sand to enjoy a curated selection of morning bites while overlooking the turquoise waters and white sands of Eagle Beach, recently recognized as the #1 beach in the Caribbean. The breakfast featured a variety of items, including avocado toast, mini frittatas, smoked salmon rolls, bacon-wrapped sweet potatoes, and yogurt with granola and fresh fruit, creating a light and enjoyable start to the celebration.

Later that evening, the celebration continued at Horizons Lounge, Amsterdam Manor's rooftop venue overlooking Aruba's iconic Fofoti trees. Guests enjoyed live music, handcrafted cocktails, and a relaxed atmosphere as sunset set the tone for the evening. Featured drinks included the classic Cosmopolitan and Old Fashioned, complemented by a selection of thoughtfully paired hors d'oeuvres.

International Women's Day at Amsterdam Manor offered a meaningful way to recognize and appreciate the women who inspire others each day. From a beachfront breakfast to sunset toasts, the celebration provided guests with a simple yet memorable way to mark the occasion.



AMSTERDAM MANOR BEACH RESORT HOSTS MANAGERS COCKTAIL PARTY WITH A CARNIVAL TWIST

Each Thursday, Amsterdam Manor Beach Resort hosts its weekly Managers Cocktail Party, offering guests the opportunity to connect with the resort's management team while enjoying a relaxed and welcoming atmosphere. From 5:30 to 6:30 PM, guests gather during Happy Hour to unwind, socialize, and experience the warm hospitality that defines the resort.

During the event, guests are treated to a selection of complimentary hors d'oeuvres, thoughtfully prepared to accompany the evening's drinks and create a comfortable, inviting setting for conversation.

On February 12, the weekly gathering took on a special Carnival theme in celebration of Aruba Carnival season. Guests were welcomed with festive party favors, adding a colorful and playful touch to the evening.

To bring the spirit of Carnival to life, talented Carnival dancers performed during the event, showcasing the energy, rhythm, and dazzling costumes that make Aruba's Carnival so unique. The celebration concluded with a lively performance by a brass band, filling the evening with the unmistakable sounds of Carnival music.

The Carnival-themed Managers Cocktail Party provided guests with a wonderful opportunity to experience a piece of Aruba's culture in an intimate and festive setting. Events like these allow the resort to share the island's traditions while creating memorable moments for guests throughout their stay.



AMSTERDAM MANOR BEACH RESORT



AMSTERDAM MANOR BEACH RESORT UNVEILS TRANSFORMED ROOMS, AMENITIES AND GUEST EXPERIENCES

Amsterdam Manor Beach Resort proudly announced the completion of its comprehensive renovation project, unveiling refreshed guestrooms, enhanced amenities, an elevated arrival experience and a new room category. This milestone marks an exciting new chapter in the iconic boutique resort's evolution. At the forefront of the renovation is the debut of the resort's new Grand Studios, now the most premium studio category at Amsterdam Manor. Located in the signature tower corners, these thoughtfully designed accommodations offer partial ocean views and feature luxurious touches such as a freestanding bathtub positioned for scenic relaxation or dual rain shower heads for a shared spa-like experience, creating an elevated retreat for guests seeking comfort and style. The renovation also includes the transformation of 12 of the resort's former Standard Manor Studios into reimagined Superior Studios. These upgraded accommodations offer

expanded layouts, larger private balconies with partial ocean views, king-size beds, spacious bathrooms with walk-in rain showers and modernized kitchenettes outfitted with contemporary amenities. Warm décor and locally inspired artwork elevate the atmosphere, while an updated exterior façade complements the resort's timeless ambiance.

To enhance convenience for travelers, Amsterdam Manor has introduced two new Courtesy Shower Rooms for guests with early arrivals or late departures. Each space features a walk-in shower, vanity, toilet, Aruba Aloe products and fresh towels, allowing guests to refresh before or after their stay.

Guests will also experience an upgraded welcome with the addition of a cathedral-style porte-cochère, providing shade and convenience upon arrival. A dedicated luggage storage area further streamlines both check-in and check-out, ensuring a seamless guest journey.



AMSTERDAM MANOR BEACH RESORT



AMSTERDAM MANOR BEACH RESORT CELEBRATES ARUBA'S CARNIVAL WITH DEDICATED GUEST EXPERIENCE FOR THE SECOND YEAR

For the second consecutive year, Amsterdam Manor Beach Resort proudly offered guests an exclusive and immersive way to experience Aruba's vibrant Carnival celebrations, reinforcing the resort's commitment to celebrating the island's rich culture and heritage.

During this year's festivities, guests were invited to enjoy a dedicated Carnival viewing space designed to provide comfort, convenience, and an authentic connection to the island's most colorful tradition. The experience included attentive on-site staff, refreshing snacks and beverages, organized transportation to and from the parade route, and commemorative Carnival T-shirts to mark the occasion.

Aruba's Carnival is one of the island's most cherished cultural events, showcasing dazzling costumes, live music, energetic dance performances, and deep-rooted traditions that reflect the spirit and diversity of the Aruban community. By creating a

curated Carnival experience, Amsterdam Manor aims to give visitors not just a front-row seat, but a meaningful cultural encounter.

"Our goal is to go beyond offering accommodations," said Jurgen van Schaijk, Managing Director of Amsterdam Manor Beach Resort. "We want our guests to truly experience Aruba —its heritage, its people, and its traditions. Carnival is one of the most powerful expressions of our island's identity, and we are proud to facilitate that connection for the second year in a row."

This initiative is part of the resort's broader commitment to responsible tourism and cultural appreciation, ensuring that visitors engage with Aruba in an authentic and respectful way. By combining comfort, hospitality, and cultural immersion, Amsterdam Manor continues to strengthen its role as a boutique resort that celebrates the heart and soul of Aruba.



BOARDWALK BOUTIQUE HOTEL ARUBA

BOARDWALK RENEWS VEGAN HOSPITALITY CERTIFICATION

Boardwalk is proud to share that The Coco Café has renewed its Vegan Hospitality Certification. This recognition reflects the care we give to plant-based travelers throughout their stay. We believe dining should feel easy, with clarity around ingredients and confidence that dietary preferences will be understood. That is why our team is continuously trained to answer questions and offer guidance with care.

At The Coco Café, vegan dishes are available throughout the day, with mornings starting with Tofu Veggie Scramble, an Acai Bowl, or Fresh Fruit Salad, lunch bringing options like the Island Crunchy Bowl, Chickpea Smash Sourdough, and Mango Passion Fruit Sorbet, and dinner featuring the Tamarind Noodle Bowl and Curry Bowl, with tofu available as an option. Through thoughtful service and continued attention to vegan-friendly offerings, we aim to make every dining moment feel just as easy and enjoyable as the rest of the stay.

SLOW SUMMER RETURNS TO BOARDWALK

We're happy to share that Slow Summer will be returning this upcoming summer. Inspired by Aruba's quieter season, the concept reflects a softer, more mindful way of experiencing the island. It encourages guests to slow down, settle in, and enjoy the simple pleasures of being away. At Boardwalk, that feeling comes naturally, and Slow Summer gives us the opportunity to build on it in thoughtful ways.

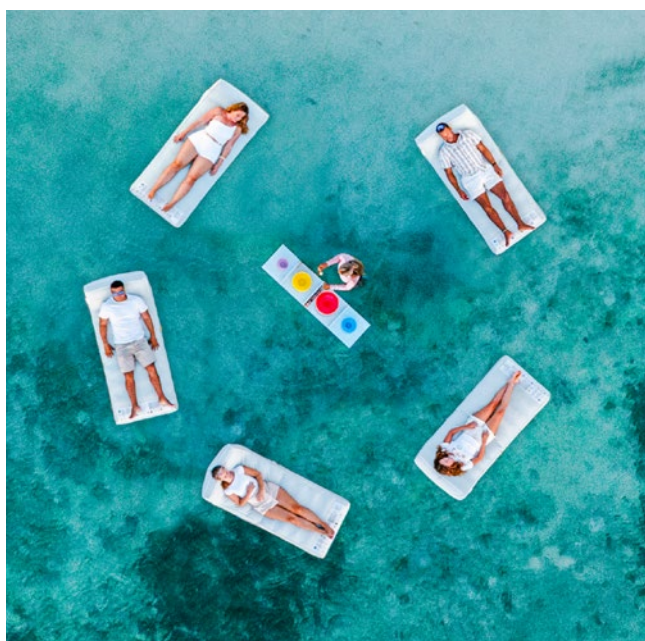
This year, we'll be adding a few new guest experiences and unwind moments that further bring the concept to life. With a continued focus on relaxation, wellbeing, and meaningful connection, these additions are designed to help guests embrace a gentler pace and enjoy a stay that feels restorative and easy. It has also been very special to see Slow Summer resonate beyond Boardwalk over the past year, with recognition in the 2025 CHIEF Awards, as a finalist in the Regenerative Travel Impact Awards 2025, and now also as a nominee in the Mews Unfold Awards.

CELEBRATING HAPPINESS AT BOARDWALK

On Friday, March 20, Boardwalk celebrated International Day of Happiness with a series of thoughtful moments inspired by this year's AHATA theme, living in the moment and mindfulness. Throughout the day, simple experiences across the property invited guests to pause, reflect, and enjoy the happiness of being present. A special part of the day was the return of our Dear Future Self moment, first introduced during Summer '25. Created to capture the feeling of being at Boardwalk in the here and now, it offered a meaningful way to pause and reflect during the stay. A journal, paired with a handwritten note, was also placed in each room to encourage quiet moments of mindfulness.

By the pool, guests enjoyed a floating sound healing bowl session, accompanied by fresh coconuts and a relaxed setting with floats and Fatboys. At The Coco Café, a special Happiness Day cocktail and mocktail added another cheerful touch to the celebration.

For the team, the day also included a special moment to come together, with thoughtful details that made space for connection, appreciation, and a shared sense of joy. Together, these moments created a day that felt light, mindful, and very much at home at Boardwalk.



BUCUTI & TARA BEACH RESORT



BUCUTI & TARA CELEBRATES THE WOMEN WHO POWER ITS LEGACY

At Bucuti & Tara Beach Resort, women on-staff have long been honored each day as equals. Yet on March 8, International Women's Day, the celebration takes center stage as the resort proudly honors the remarkable women whose dedication, compassion and leadership shape the heart of the Bucuti & Tara experience.

Across the resort, women play vital roles at every level of the organization, including many leadership and management positions. Their contributions are essential to the warm, intuitive hospitality that guests consistently recognize and that has helped elevate Bucuti & Tara to some of the highest accolades in the industry including as Tripadvisor's No. 5 Hotel in the World. From personalized concierge care to wellness guidance, culinary excellence, and meticulous attention to detail behind the scenes, these women help create the extraordinary guest experiences that define the resort.

International Women's Day offers a meaningful moment to celebrate the many ways these women uplift others. Each year, departments nominate associates whose resilience,

generosity, and leadership shine both inside and outside the workplace. For 2026, Bucuti & Tara proudly recognized Ettel Boyce, Nakarid Ochoa, Josette Olibert, Jennifer Teixeira, Madeline Gower-Fernandez and Natalie Brandts, whose stories reflect the strength, compassion, and determination found throughout the entire team.

Their impact reaches far beyond the resort. From representing Aruba internationally in athletics, to advocating for animal welfare and sustainability, mentoring colleagues, guiding staff on their wellness journeys, and balancing the responsibilities of motherhood and family life, these women embody the spirit of care and purpose that defines Bucuti & Tara.

For travel professionals, the celebration is a reminder that the resort's most celebrated achievements are rooted in its people. The women of Bucuti & Tara help transform each stay into a deeply personal experience, strengthening the connection between guests, staff colleagues and their communities. Bucuti & Tara is grateful for them!



EWALD BIEMANS HONORED AT ITB BERLIN AS BUCUTI & TARA'S LEGACY MOVES FORWARD

At this year's Internationale Tourismus-Börse (ITB) Berlin, March 3-5, 2026, one of the travel industry's most meaningful moments unfolded as Ewald Biemans, founder/owner of Bucuti & Tara Beach Resort, was honored for 45 consecutive years of participation at the world's leading travel trade show. Presented by the Aruba Tourism Authority, the recognition celebrates his decades of dedication to strengthening Aruba and Bucuti & Tara's presence in the European market, helping position the island as a premier Caribbean destination.

For Bucuti & Tara, the milestone reflects one of its deep values of caring for longstanding relationships with travel professionals. The team returns annually to ITB, showcasing the resort and meeting partners where they are, listening and nurturing connections. These conversations are essential to ensuring that every travel advisor and partner understands the care, authenticity and attention behind the Bucuti & Tara guest experience.

That experience is now increasingly represented on the global stage by Managing Director Crescenzia Biemans, who joined Ewald alongside Sales & Marketing Manager Rebecca van der Woude. Throughout the week, they met with travel advisors, tour operators and media, strengthening trusted partnerships while sharing how Bucuti & Tara continues to evolve while protecting the qualities guests cherish most.

For Ewald, the moment carried special meaning. Seeing the next generation step forward fills him with pride, as his granddaughter Crescenzia becomes the face of the resort internationally, representing the values that have guided Bucuti & Tara from the beginning while bringing fresh energy to its future.

For travel professionals, the recognition highlights a rare continuity in hospitality. Bucuti & Tara's global accolades are built on decades of consistency, care and partnership. By showing up year after year, the resort reaffirms its commitment to the relationships that help ensure every guest arrives knowing their Eagle Beach experience will be thoughtfully nurtured from the very first moment.

BUCUTI & TARA VOLUNTEERS HELP BUILD SAFE HOMES FOR ARUBA'S BELOVED SHOCO OWL

Small, watchful and uniquely Aruban, the Shoco owl is more than wildlife. It is a cherished national symbol and a quiet guardian of the island's natural heritage. Protecting this tiny burrowing owl means protecting a piece of Aruba's identity, and recently Bucuti & Tara Beach Resort associates stepped forward to help ensure its future.

On March 6, five Bucuti volunteers joined the Shoco Project's Barrio Integration Program to build and restore nesting burrows across Savaneta, a habitat that often surprises island guests since the Shoco lives underground rather than in trees. The group worked in preparation for the upcoming visit of His Majesty King Willem-Alexander of the Netherlands to the conservation site. The initiative integrates safe nesting habitats into Aruba's neighborhoods, helping the Shoco thrive while raising awareness of the species and preventing its decline.

During the volunteer effort, new burrows were installed at Piscina Olímpico Roly Bislik and Sagrado Corazon School, while older burrows at Marinierskazerne Savaneta were carefully dismantled and rebuilt in safer locations after humidity and crab activity made the previous structures unsuitable. These new nesting spaces provide a more secure environment for the owls to raise their young.

Bucuti & Tara joined fellow hospitality partners including AAA, Iberostar, Boardwalk and Marriott, demonstrating the tourism industry's shared commitment to protecting Aruba's biodiversity.

The Shoco is also finding refuge closer to home at The Bucuti Tara - GMC Nature Preserve, the resort's gift to the future generations of Aruba. Within this protected space, the owls have been spotted nesting and thriving, further reinforcing Bucuti & Tara's dedication to safeguarding the island's flora and fauna.

These initiatives highlight Bucuti & Tara's deep connection to Aruba's environment and community. Through hands-on conservation and meaningful partnerships, the resort helps ensure that the island's natural wonders, including the beloved Shoco owl, remain part of Aruba's story for generations to come.

HYATT REGENCY ARUBA RESORT SPA & CASINO

HEART TO HEART AT HYATT

Hyatt Regency Aruba is pleased to share that its recent Valentine's Heart to Heart Campaign raised AWG 8,421.40 in support of two meaningful local initiatives, Supla pa Bida and #AmigoDiDi. These programs contribute to a safer, more connected community for guests and residents alike, reinforcing our commitment to enhancing the overall island experience. To learn more about Hyatt's World of Care, please visit hyatt.com.

NEW FLAVORS AT RUINAS DEL MAR

Discover the refreshed menu at Ruinas del Mar, where signature favorites blend seamlessly with inspired new classics in its iconic, serene lagoonside setting. Savor thoughtful additions such as aromatic steamed mussels and a beautifully slow braised osso, each crafted to elevate the dining experience and usher in a new culinary chapter.

Learn more at ruinasdelmar.com

CELEBRATE EVERY MOMENT AT HYATT CASINO ARUBA

Discover the vibrant pulse of Hyatt Casino Aruba, where the thrill of gaming, lively entertainment, and an always on atmosphere create a sense of celebration every day. From festive holiday moments to unforgettable nights out, the casino offers an exciting blend of energy and island spirit that keeps guests returning for more.

Discover our weekly happenings here: hyattcasinoaruba.com

NEW: BEACHSIDE READING RETREAT

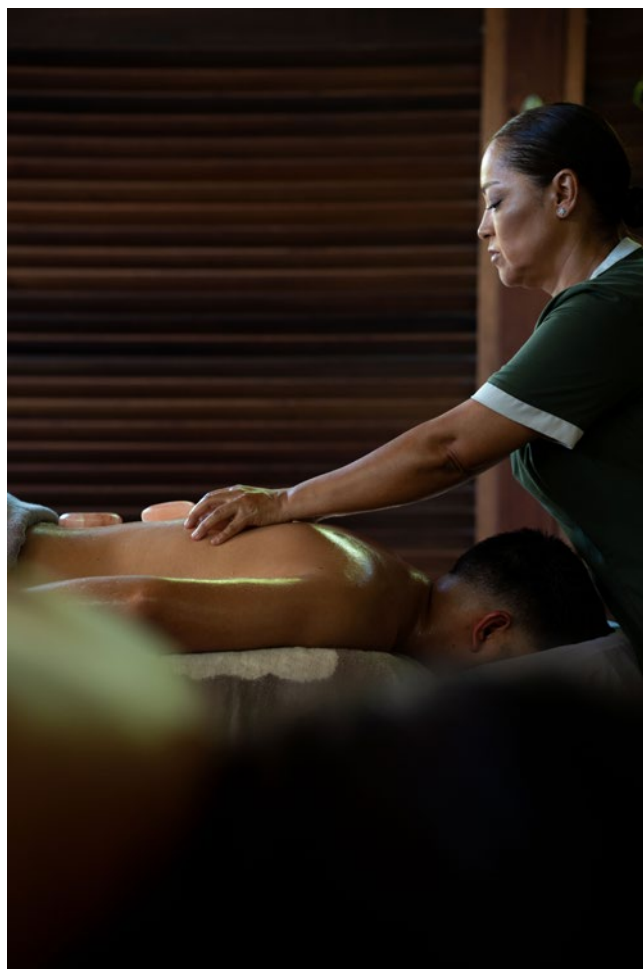
Embrace calm, creative days shaped by wellness touches, serene sips, and thoughtful reading time by the sea. Book by June 30 for stays April 11–December 15, 2026.

Book online at hyattregencyaruba.com

SPRINGTIME WELLBEING FOR PARENTS

Welcome the season with island inspired therapies rooted in the elements of sun, sand, sea, and love. Bright botanical treatments, soothing sea infused rituals, and aloe based healing create a calming path to renewal. It is an ideal moment for parents to pause, breathe, and restore balance amid the island's gentle shift into spring.

Explore more at zoiaspaaruba.com



LA QUINTA BEACH RESORT



La Quinta Beach Resort has partnered with Buurtzorg Aruba to introduce a Comprehensive Employee Health Program, reinforcing its commitment to responsible hospitality and human-centered tourism.

As tourism remains Aruba's primary economic pillar, La Quinta recognizes that sustainable growth begins with the well-being of the people who power the industry. The initiative places employee health at the core of the resort's operational strategy, aligning quality service with workforce care.

Beginning March 1, 2026, Buurtzorg Aruba will conduct quarterly on-site health screenings for team members, including blood pressure, cholesterol and glucose testing, BMI assessments, and general lifestyle evaluations. Employees will receive personalized feedback and, when needed, referrals for further medical follow-up. All information will be handled with strict confidentiality.

The program will also offer health education sessions, nutrition guidance, vitality presentations, and support groups for specific conditions.

In addition, Buurtzorg Aruba will provide priority nursing support to La Quinta guests who may require medical assistance during their stay, ensuring continuity of care while maintaining high hospitality standards.

With this initiative, La Quinta continues to advance a model of tourism where employee well-being, service excellence, and community health are interconnected, contributing to a stronger, more resilient hospitality sector in Aruba.



As part of its ongoing commitment to responsible tourism, La Quinta Beach Resort dedicated its most recent Eagle's Nest Gathering to a topic essential to our island: the protection of sea turtles. For this occasion, the resort invited Turtugaruba Foundation to connect directly with its members and stakeholders.

During the evening, Turtugaruba shared insights about their work, including beach monitoring, rescue efforts, scientific research, and community education. The message was clear: protecting sea turtles is not the responsibility of one organization alone, but a shared responsibility between the tourism sector, the local community, and visitors.

On March 1, the sea turtle nesting season on Aruba's beaches officially began. Residents and visitors are encouraged to remain alert for turtle activity from March through September. Anyone who notices possible sea turtle movement can contact the Turtle Hotline (+297 592 9393) and share a photo or video together with the location where the activity was observed.

La Quinta has taken concrete steps by adapting all exterior lighting to meet sea turtle protection standards, reducing artificial light impact on the beach and supporting conservation of the species.

Sea turtles do something extraordinary: every two to five years, they return to the same beach where they were born to lay their eggs. Just as locals feel pride for Aruba, these turtles return to their birthplace to continue their life cycle on our island.

The resort continues to strengthen its role as an ally in the survival of this species and encourages hotels and establishments located near Aruba's beaches to implement similar practices. Those interested can also contact Turtugaruba directly for guidance or to become a volunteer.

According to data shared by the Turtugaruba Foundation, only one out of every 1,000 hatchlings survives to reach adulthood. A simple change in lighting can therefore make the difference between life or death, conservation or extinction.





CAMPEONES NEW MENU 2026

Campeones, located at the Marriott Aruba Ocean Club, is known for bringing the vibrant streets of Mexico indoors with its authentic Tex-Mex dishes and colorful cantina atmosphere. With its life-like Mexican façades, indoor fountains, every visit feels like stepping into a lively vecindario filled with flavor and fun.

This year, Campeones proudly introduced its new menu, featuring exciting additions such as Border Wings, Loaded Fries, Empanadas, Texas Berry Cheesecake, and many more vibrant creations. These dishes complement the restaurant's playful spirit and its well-known Tex-Mex favorites inspired by the best of Mexican cuisine.

Our official menu launch took place on March 1st, 2026, and guests are already loving the new flavors. Pass by Campeones to experience the fresh menu and enjoy a meal that celebrates color, bold taste, and the warm Mexican-inspired ambiance that makes us uniquely Campeones.

Opening Hours:

Monday – Thursday

5:00 PM – 11:00 PM

(Kitchen closes at 10:00 PM)

Friday – Sunday

12:00 PM – 5:00 PM — Lunch

5:00 PM – 11:00 PM — Dinner

(Kitchen closes at 10:00 PM)

Big flavor energy. Made for a true Campeón.

Place your reservation at OpenTable!



RADISSON BLU ARUBA HOSTS CARNIVAL-THEMED GUEST COCKTAIL HOUR

Radisson Blu Aruba recently hosted a special Carnival-themed edition of its Monthly Guest Cocktail Hour at Blu Tap Cider Bar, bringing together festive entertainment and culinary highlights for resort guests.

The evening captured the vibrant spirit of Aruba's Carnival season with a surprise brass band, colorful carnival dancers, and a live DJ playing energetic rhythms that kept the atmosphere lively throughout the evening.

Guests enjoyed culinary highlights from Don Esteban Gourmet, including a live Jamón Ibérico carving station featuring Spain's most prized cured ham, alongside artisanal cheeses and charcuterie. Additional canapés were provided by Sunset Bistro & The Clover, while giveaways recognized birthday guests and the evening's best dancers.

The event celebrated the close of Carnival season while highlighting the Monthly Guest Cocktail Hour as a lively social gathering designed to connect guests and showcase Aruba's festive culture.



CELEBRATING WOMEN'S DAY AT RADISSON BLU ARUBA

At Radisson Blu Aruba, International Women's Day was celebrated with a series of thoughtful experiences for both guests and team members throughout the resort.

Team members were surprised with a specially prepared breakfast box delivered as a token of appreciation, while guests were welcomed with floral décor in the lobby and a glass of champagne upon arrival.

Throughout the week, guests enjoyed a selection of curated experiences designed to inspire connection and reflection, including a Floating Ritual with a meaningful keepsake, a creative Sea Glass Making Workshop, and a Women's Circle as part of the resort's Garden Flow wellness session.

A heartfelt celebration recognizing the women who are part of the Radisson Blu Aruba community.





THE ART OF JAMÓN IBÉRICO: A SIGNATURE CARVING EXPERIENCE BY DON ESTEBAN GOURMET

Don Esteban Gourmet at Radisson Blu Aruba offers its signature Jamón Ibérico carving experience, available for cocktail receptions, weddings, corporate gatherings, and private celebrations both at the resort and at external venues across Aruba.

Guests enjoy expertly carved slices of Jamón Ibérico de Bellota, the highest grade of Spain's prized cured ham, freshly prepared by a master carver. As the ham is carved live, the station naturally draws guests in, becoming a memorable

highlight of cocktail hours, weddings, and special celebrations. The presentation adds a touch of theater, showcasing the craftsmanship behind this celebrated Spanish delicacy. Perfect for weddings, luxury celebrations, and elevated corporate gatherings, the Jamón Ibérico carving experience by Don Esteban Gourmet is currently the only master-carved Jamón Ibérico de Bellota experience available for events in Aruba, bringing an authentic Spanish gourmet tradition to celebrations across the island.

TRYP BY WYNDDHAM ARUBA



ENHANCING DIGITAL EXPERIENCE

We are proud to share another milestone in our guest experience journey at TRYP by Wyndham Aruba.

Over the past five months, we have implemented Canary Technologies for online check-in and check-out, and the impact has been remarkable. Today, more than 60% of our guests complete their check-in online before arrival, creating a smoother and more convenient start to their stay.

This technology allows our team to spend less time on paperwork and more time creating meaningful connections with our guests. It also opens the door for more personalized experience, giving guests the opportunity to enhance their

stay by selecting additional amenities and upgrades before they even arrive.

In addition, the platform enables direct communication with our team 24/7, ensuring guests can easily reach us whenever they need assistance, recommendations, or special requests during their stay.

By embracing smart technology, we are not replacing the human touch we are enhancing it. The result is more personalized service, better communication, and an even more memorable stay for every guest.

ELEVATED EXPERIENCE UNVEILED AT TRYP BY WYNDDHAM ARUBA

TRYP by Wyndham Aruba is delighted to debut an exclusive and innovative partnership with Duty Free Aruba, becoming the first hotel on the island to offer this distinguished collaboration. Since its introduction, this bespoke feature has been warmly embraced by discerning guests seeking added convenience and sophistication during their stay.

Through this seamless service, guests can now explore and purchase a wide selection of Duty-Free Aruba products directly from the comfort and privacy of their rooms. Elevating the travel experience further, all purchases are elegantly delivered to guests at their departure gate, ensuring a smooth and effortless journey home.

Each guest room showcases a beautifully crafted, sustainably sourced wooden plate placed thoughtfully on the desk, featuring three discreet QR codes. These provide instant access to the Wyndham Rewards enrollment platform, the hotel's refined culinary offerings, and the Duty-Free Aruba store, which presents an array of premium items. The use of sustainable materials in these elegant displays reflects TRYP by Wyndham Aruba's unwavering commitment to environmental stewardship.

TRYP by Wyndham Aruba continues to redefine modern hospitality by blending innovation, comfort, and sustainability, creating an exceptional stay for every traveler while honoring its promise to protect the planet.



DE PALM TOURS



A NIGHT OF FUN AND FRIENDLY COMPETITION AT MENS ERGER JE NIET!

Creating memorable experiences goes beyond our guests. It also means building strong connections within our own De Palm family. On Saturday, March 7, 2026, colleagues from across the company gathered at Centro di Bario Brazil for a lively evening of fun, laughter, and teamwork during a game of Mens Erger Je Niet (Ludo), organized as part of the De Palm Tours Wellness Program.

The event brought together four enthusiastic teams representing different departments across the company. Team Yellow represented De Palm Island, Team Red represented Maintenance, Team Black represented Transient Sales, and Team Green represented the Bus Department. Each team stepped onto the life-sized Ludo board ready to compete with energy, strategy, and plenty of team spirit.

Throughout the evening, participants enjoyed a dynamic mix of friendly rivalry and lighthearted moments as teams navigated the board, cheered each other on, and celebrated every clever move. With music playing and colleagues and family members present to support the players, the atmosphere was filled with excitement and positive energy.

At the end of the tournament, Team Yellow from De Palm Island claimed the championship title and proudly took home the trophy. The remaining teams were awarded medals in recognition of their participation and outstanding team spirit. More than just a game, the evening highlighted the importance of wellness, connection, and camaraderie within the De Palm family. Events like these create opportunities for colleagues to relax, strengthen relationships, and share memorable moments beyond the workplace.

De Palm Tours extends a sincere thank you to everyone who participated and helped make the evening such a success.



CELEBRATING THE WOMEN OF DE PALM TOURS

Behind every great experience at De Palm Tours is a team of passionate people. This International Women's Day, we celebrated the talented women who are part of the De Palm family and whose dedication, strength, and positivity help move our team forward every day.

To show our appreciation, on Friday, March 6, 2026, our meeting room was transformed into a relaxing space designed just for the women across our company. Thoughtfully decorated by our DMC department, the room became a calm and welcoming place where our ladies could step away from their busy day and enjoy a well-deserved moment of care.

Throughout the day, our guests from Sound of the Sea Spa and Everon Glam Nail Studio treated team members to relaxing back chair massages and manicures. Snacks, beverages, and sweet cookies were also prepared so that everyone could fully enjoy the moment.

Our women at De Palm Island also enjoyed the experience while unwinding in front of the beautiful ocean, making the celebration even more special.

While this was a small gesture, it was a meaningful way to recognize the many women who contribute so much to De Palm Tours every day. Their leadership, teamwork, and care make a difference not only within our De Palm family but also in the experiences we create for our guests.

To all the amazing women of De Palm Tours, thank you for everything you do. We are grateful for your dedication and proud to celebrate you today and every day!



NET GLOBAL REPRESENTATIONS CHILE



COMMERCIAL OUTREACH IN CHILE: WORKING WITH THE TRAVEL TRADE TO DRIVE DEMAND FOR ARUBA

To strengthen the presence of Aruba in the Chilean market, Commercial Director Gonzalo Tullen and his team have implemented a work agenda focused on direct engagement with travel agencies and tour operators in Santiago.

The initiative includes in-person meetings with key partners to assess travel demand, identify new business opportunities, and reinforce Aruba's position within the Caribbean travel portfolio offered by agencies. During these visits, the team also delivered Aruba's official calendar, a resource that supports the agencies' annual commercial planning.

At the same time, cooperative marketing plans were reviewed and new initiatives scheduled with potential partners such as Turismo Latrach, Meridian Travel, Latam Travel and Deltour. These collaborations will include destination activations and training sessions for travel advisors.

The agenda also includes participation in the March Travel Sales event alongside Cocha Travel and Travel Club, a consumer-focused platform designed to introduce Aruba's tourism experiences to potential travelers.

Together, these efforts highlight the ongoing collaboration with Chile's travel trade, a key driver in keeping Aruba positioned among the Caribbean's top travel choices.

NOORI SUSHI LOUNGE AT THE RITZ-CARLTON, ARUBA



Noori is more than a dining destination, it is an experience shaped by the spiritual essence of Aruba's sunset. As daylight softens and the island exhales into dusk, Noori translates this emotional shift into its scenography: muted palettes, gentle shadows, and textures reminiscent of the coastline. The atmosphere becomes a quiet dialogue between nature and design, where simplicity evolves into elegance.

A SENSE OF PLACE THROUGH PURITY

Noori honors Aruba through refined, authentic gestures rather than ornamentation. Local ingredients, colors inspired by the island's sands and skies, and the signature Cadushi element, an homage to Aruba's resilient cactus, create a sense of grounded sophistication.

THE CADUSHI COCKTAIL

The Cadushi cocktail serves as Noori's emblem, capturing Aruba's spirit in both form and flavor. Presented in handcrafted pottery by a local artisan, it becomes more than a drink, it's a tactile ritual. Each sip reflects the island's rugged beauty and serene soul, offering guests a personal connection to tradition.

SUSHI CHEF'S TABLE

At the heart of Noori is the Sushi Chef's Table, an elegant counter where precision meets performance. Evenings transform it into an intimate stage for omakase, crafted with meticulous artistry. By day, it becomes an interactive space for sushi-making classes, inviting guests into the craft and techniques of Japanese cuisine. Whether enjoyed as a dining ritual or a hands-on workshop, the experience fosters connection, creativity, and memorable flavor.

MARTINI CART

The martini cart brings timeless elegance tableside, turning cocktail service into a personalized moment. Bespoke martinis are crafted before guests' eyes, encouraging conversation and connection. It's more than a cocktail, it's a ritual of craftsmanship and hospitality that lingers long after the final sip.

FISHES & MORE



WHERE FRESHNESS MEETS THE TABLE

At Fishes & More, every dish begins with a simple idea: serve food that is honest, fresh, and prepared with care. From the moment guests take their seat, the experience centers around quality ingredients and attentive service that makes each visit feel personal.

Chef Bruno and his team have crafted an international menu that reflects both creativity and respect for the ingredients themselves. Seafood takes center stage, arriving fresh from local fishermen who head out early each day. Their daily catch finds its way directly into the kitchen, where it is prepared with thoughtful technique and balanced flavors.

But the menu goes beyond the sea. Guests will also find a variety of selections from the land, ensuring there is something suited to every taste at the table. Each plate reflects the kitchen's focus on freshness and careful preparation.

Equally important is the service. The team at Fishes & More is always present and attentive, creating a relaxed and welcoming atmosphere. Whether it's a casual evening out or a special dinner with friends and family, the staff ensures that every guest feels taken care of from the first moment to the last.

Fishes & More also keeps everyone in mind when it comes to dining preferences. A dedicated vegan menu offers thoughtfully prepared plant-based options, making it easy for guests with different lifestyles or dietary choices to enjoy a meal together. At its heart, Fishes & More is about bringing people to the table, where fresh ingredients, warm hospitality, and a menu designed for everyone come together to create a memorable dining experience.



KOKOA RESTAURANT & BAR

Located at the Aruba Beach Club, Kokoa offers a relaxed beach dining experience where great food meets sweeping ocean views. From breakfast and lunch to dinner and evening cocktails, guests can enjoy every moment with the sound of the waves and a lively atmosphere that carries throughout the day.

As the evening begins, Kokoa comes alive with live entertainment every night, creating an inviting setting for diners to unwind and enjoy the music. On Thursdays at 9 PM, the spotlight turns to guests during Karaoke Night, where everyone is welcome to take the mic and join the fun.

Kokoa is also a popular setting for celebrations. Whether it's a birthday, honeymoon, group lunch, or even a wedding, the team helps bring each occasion to life. Guests can choose between beach or deck seating, explore custom menu options, and create a setup that fits the moment.

Located at the westernmost point of the Dutch Kingdom, Kokoa offers more than a meal. With beach dining, live music, and endless sea views, every visit carries a festive atmosphere that keeps guests coming back.



QUE PASA RESTAURANT & WINEBAR



WELCOMING GUESTS SINCE 1992

Step inside a historic merchant house in downtown Oranjestad and you'll find more than a restaurant, you'll find a place that feels like home. Since 1992, Que Pasa Restaurant & Winebar has welcomed friends, families, travelers, and locals with genuine smiles, warm hospitality, and dishes full of character. Set within one of the capital's charming heritage buildings, the restaurant blends history with a relaxed dining atmosphere. Guests gather here to enjoy thoughtfully prepared meals, good conversation, and an ambiance that encourages lingering at the table a little longer.

Wine plays a central role in the Que Pasa experience. The restaurant's carefully curated cellar features selections from around the world, offering options for both seasoned wine lovers and curious newcomers. The team is always happy to guide guests toward a glass that pairs naturally with the meal. On special evenings, the connection between food and wine takes center stage during Food & Wine Pairing Dinners. These events bring together carefully selected wines and thoughtfully matched dishes, creating a dining experience built around balance and flavor.

Beyond the menu, Que Pasa is about the feeling it leaves with every guest, welcomed, comfortable, and already thinking about the next visit.



Aruba

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