

# ARUBA PRODUCT UPDATE

TRADE EDITION

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

MAY 2021

## 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 MAY 2021

## AWARDS & RECOGNITION

### REGENERATIVE ARUBA RESORT TOPS FOR RENDEZVOUS - SIX YEARS RUNNING



Top 10 Hotel in the World for Romance  
Top 10 Hotel in the Caribbean  
#1 Hotel for Romance in the Caribbean  
Caribbean's only Carbon Neutral Hotel



For the third straight year, guests worldwide have once again crowned Bucuti & Tara Beach Resort as one of the Top 10 Hotels for Romance in the World according to Tripadvisor's Best of the Best Traveler's Choice Awards 2021. For the sixth year in a row, Tripadvisor also named the adults-only enclave as the No. 1 Hotel for Romance in the Caribbean.

Tripadvisor reviews for the Aruba resort highlighted the outstanding service, stunning white sand beach, pampering staff, and sublime tranquil setting. Owner/CEO Ewald Biemans takes pride in personally replying to every Tripadvisor review – all 7,207 to date. He and the resort team, take every comment seriously.

### ARUBA ALOE IS NOW ROYAL BY WARRANT

First company with a designation "Royal" in the Caribbean part of the Dutch Kingdom  
On Thursday April 22nd, 2021, the Governor of Aruba, his Excellency Mr. Alfonso Boekhoudt handed over the designation "Royal" to Aruba Aloe after His Majesty King Willem-Alexander of the Dutch Kingdom, granted the designation "Royal" to the Aruban company Aruba Aloe Balm N.V. by Royal warrant.



Going forward, Aruba Aloe can add 'Royal' to their company name and add the "Royal" crown to its company logo. It symbolizes His Majesty's respect, appreciation, and trust towards the recipient. One of the conditions is that the organization is of national significance and that it has existed for 100 years or more.

This historic moment must and will be celebrated in a grand manner. Van der Veldt: "Partly in view of the current Covid-19 situation and related measures that are still in force, we will celebrate this historic day in style with our customers and with Aruba at a later moment in the year." Aruba Aloe will send further communication about this in due course.  
In conclusion, Van der Veldt states "From today we are no longer Aruba Aloe but we are the Royal Aruba Aloe, a very proud Aruban company."



## TOURISM

### ARUBA RECOGNIZED FOR ENVIRONMENTAL AND RECOVERY EFFORTS ON GLOBAL STAGE



Panelist Ewald Biemans lauded Aruba at World Travel & Tourism Council Global Summit 2021. **The World Travel & Tourism Council** (WTTC) themed this year's event "Uniting the World for Recovery" for its **20th Global Summit**. The summit took place between April 25-27 in Cancun, Mexico. The panel was "Travel in the Fast Lane: Safe & Seamless Travel." The discussion centered on current sentiment that 45% of passengers are ready to discard their paper passports and use biometric identification instead. Discussion focused on new health requirements and integrate testing ahead of a vaccine, while ultimately moving towards a contactless traveler journey. The discussion was moderated by Peter Greenberg, the travel editor for U.S.-based

CBS News. Introduced as conquering the ambitious achievement of CarbonNeutral® certification for his own Bucuti & Tara Beach Resort, Biemans elaborated on Aruba's success in providing a seamless, healthy, quick and forward-thinking environment to provide a safe place for travel and tourism. Moderator Peter Greenberg recounted his visit to Aruba years ago and discussions with the Aruban government about becoming carbon neutral. Biemans recounted the challenges and how the government has overcome them to renew their commitment and plans to become free of fossil fuel dependency by 2030 and carbon neutral by 2050. A link to the discussion can be [found here at the 5:28:30 mark](#).

### ECODMS ARUBA GOES "BACK-TO-SCHOOL" WITH OUR LOCAL STUDENTS



The team at Ecodms Aruba, in collaboration with an incentive program which cancelled due to the pandemic, donated over 50 backpacks with school supplies to two local schools in San Nicolas.

The incentive planner for the program who had many parents on their incentive trip, chose "Backpack Delivery" as part of their CSR team building Activity. This fun and close to the heart activity was supposed to take place at the resort on-property, under the guidance of the team at Ecodms Aruba, but the group had to cancel their program.

Since the backpacks and supplies were already purchased for the CSR activity, the group representative along with Ecodms Aruba still wanted to donate to the community. So, the Ecodms Aruba team spent their time filling the backpacks with school supplies such as notebooks, color pencils, pens, pencils, scissors, recyclable water bottle, and much more. The backpacks were delivered to the schools, principals gathered the students and allowed them to choose a backpack color of their choice. The students were very thankful for the gifts and said a prayer in gratitude, together with the Ecodms Aruba team.



## ECODMS ARUBA "ROCKS" ON THEIR DONATION TO OUR ELDERLY HOMES

The team at ECODMS Aruba, in collaboration with a cancelled incentive program for 2020 to Aruba, donated over 20 wooden rocking chairs to three senior living homes on the island.

The client had chosen "Building for the Elderly" as their CSR Team building activity for their group, which was supposed to take place in the host resort ballroom under the guidance of the ECODMS Aruba team, but the group had to cancel their incentive trip due to the pandemic. While the main program cancelled, the chairs were already purchased, and the client wanted to continue their support of the CSR project.

The team at ECODMS Aruba spent time unpacking, assembling, and delivering the 20 rocking chairs, which provided a great opportunity for team-bonding while contributing to a project that would give back to the local community.

When delivered, the home representatives from SABA, St. Michael Paviljoen, and Cas Marie were present to receive the donations, and were extremely happy with the rocking chairs. Each home expressed their gratitude and thoughtfulness of the donations which were truly needed and appreciated.

## RESORTS

### BOARDWALK HOTEL STIMULATES GUESTS TO SUPPORT LOCAL COMMUNITY



In their guest communications, both in person at the Front Desk, as well as via the recently launched Stay Web App, Boardwalk Boutique Hotel Aruba highlights various initiatives to its guests as a way to give back to the local community and support Aruba's environment.

The five main initiatives mentioned to hotel guests to participate in or actively contribute to, are:

- I. Food bank;
- II. Adopt a Donkey;
- III. Bula protects;
- IV. Plastic Beach Party;
- V. Arikok National Park;

In addition, Boardwalk Boutique Hotel has always promoted island exploring, buying from local suppliers, dining at local restaurants, discovering hidden gems, while at the same time educating its guests how to protect Aruba's ecosystem. Guests are advised to not enter the ocean with any kind of vehicle, stay off beaches and sand dunes and to keep Aruba's beaches clean. As for Aruba's sealife, guests are educated not to touch starfish, turtles and other sea life, not to feed fishes or turtles, nor take shells from the beach.



## HYATT PLACE ARUBA AIRPORT



### FREE NIGHT REWARD

Plan your next adventure at Hyatt Place Aruba Airport and get rewarded with a free night when booking a minimum of 4 nights.

Book now for stays through December 20, 2021.

The Happy Island awaits!

Visit the [Hyatt Place Aruba website](https://www.hyatt.com/hyatt-place-aruba) or email us at [hpa.reservations@hyatt.com](mailto:hpa.reservations@hyatt.com) for your next booking.

## MANCHEBO BEACH RESORT & SPA DEBUTS LUXURIOUS HOSPITALITY LOUNGE



The intimate boutique resort recently opened a brand-new Hospitality Lounge in the rejuvenated and spacious open-air lobby.

During past year's downtime Manchebo went full force with a complete redesign of its welcome experience including a newly designed Hospitality Lounge. The spacious room, which used to be the gift store, was designed by interior design company Adriana Hoyos and Hoy Stark Architects. The décor has a contemporary, yet relaxing and cozy feel with unique photographs of Aruba's and Manchebo's history and artwork by local renowned artist Elisa Lejuez.

"Bill's Hospitality Lounge" is named after Bill Crona, chairman of the resort's board and leader of the resort's recent rejuvenation journey. The chic and tasteful lounge serves as a relaxing area, a place to refresh for a late flight or to get some work done, all in an inviting ambience.

"This lounge adds another level of boutique luxury to the property as our guests love to be pampered at their home away from home on majestic Eagle Beach." says Edgar Roelofs, general manager of Manchebo Beach Resort & Spa.



## ARUBA MARRIOTT HOSTS WORKSHOP ON 'INCLUSION IN THE WORKPLACE'

April was Autism Awareness Month and in connection with this Autism Awareness, Aruba Marriott invited Fundacion Autismo Aruba to give a workshop on 'Inclusion in the Workplace' to its associates.

Diversity and inclusion are fundamental to Marriott's core values and taking care of people's lives within the Marriott culture. As a result, Aruba Marriott consistently strives towards identifying and removing barriers, so that they can continue to offer an environment that promotes and breathes diversity and inclusion to its guests and associates.



## SAVE UP TO 25% ON YOUR SPRING VACATION AT ARUBA MARRIOTT RESORT

Sun, sand and savings await. Book your spring vacation to Aruba to find the perfect retreat this summer and save up to 25%.

Overlooking the Caribbean sands of Palm Beach, our beautifully-styled hotel boasts spacious accommodations on the sunny beaches of Aruba with exceptional resort amenities.

- Promotional Code: D3Q
- Valid through: September 6, 2021

[Click here to visit Marriott.com](https://www.marriott.com)

### Terms & Conditions:

Offer must fall within valid dates and is only valid through the stay window end date. Limited number of rooms are available for this promotion. Tax is additional. Offer does not apply to groups of 10 or more rooms. Offer cannot be combined with any other promotions. Blackout dates may apply. Advance reservations required. Other restrictions apply. Rates are per room, per night and based on availability at the time of reservations.



## NEW OFFERINGS AT LA VISTA'S SUNDAY BRUNCH AT ARUBA MARRIOTT RESORT

On the last Sunday of every month, La Vista hosts its colossal Sunday brunch event with unlimited mimosas and a large variety of action stations and food offering including an omelet station, smoothie station, seafood raw bar, carving station, paella, pizza and much more. Some of the new features include poke bowls, chips & nachos, and a mojito station.

This monthly event is perfect for those celebrating a special occasion or just wants to have a good time with family and friends enjoying tantalizing food and refreshing mimosas. The Sunday Brunch at La Vista can be indulged for \$49.95 per person. Kids between 6-12 years eat for half price, and kids 5 years and younger eat free. The Sunday Brunch is from 10AM – 2PM.

For reservations, contact La Vista at 520.6312 or find La Vista on [OpenTable.com](https://www.opentable.com).

## HYATT REGENCY ARUBA RESORT SPA AND CASINO

### EXPERIENCE MORE WITH 4TH NIGHT FREE

Take your stay further at Hyatt Regency Aruba Resort Spa and Casino. For a limited time, stay 3 nights and get the 4th night free when you book by June 25, 2021 for qualifying stays through June 30, 2021. Terms apply. For details and availability, please use offer code HFR4. Learn more at [aruba.regency.hyatt.com](https://aruba.regency.hyatt.com).

### ALOE EXPERIENCE AT ZOIA SPA

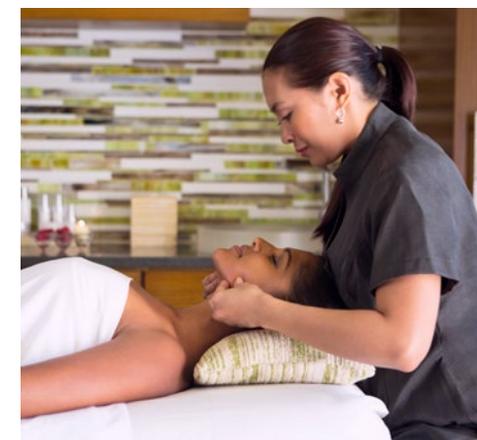
Discover the soothing properties of locally grown Aloe vera with a blissful Aloe Experience at ZoiASpa. Promote skin rejuvenation with calming applications of this ancient island botanical when you choose from one of our three spring specialties: Ultimate Aloe Journey, Aruba Aloe Sun Rescue, or ZoiAAloe Balance. For more information, please visit [ZoiA Spa](https://ZoiASpa) online or email [zoia.spa@hyatt.com](mailto:zoia.spa@hyatt.com).

### HYATT LOVES LOCAL 2021: COMMUNITY MARKET

Hyatt Regency Aruba Resort Spa and Casino is a proud participant of Hyatt Loves Local 2021, a global effort by Hyatt hotels to support local businesses and organizations that have been deeply impacted by the COVID-19 pandemic. As part of the Hyatt Loves Local initiative, the resort has teamed up with local artisans to provide complimentary space and access to guests to help them sell their handmade products, art, and baked goods, while offering our guests and locals unique experiences. Connect with local businesses every other Friday from 3:00 p.m. to 7:00 p.m. beginning May 21, 2021. Learn more at [aruba.regency.hyatt.com](https://aruba.regency.hyatt.com).

### FULL MOON YOGA: MAY 26

Guests were able to restore their energy and celebrate the beauty of the full moon all in one evening from the island's esteemed instructor, Maria Pucci, at Hyatt Regency Aruba Resort, Spa and Casino's Full Moon Yoga. Each event included steps to fortify the mind, charge the soul, and guide the body in preparation for the next cycle. The service was available to registered hotel guests. Learn more at [aruba.regency.hyatt.com](https://aruba.regency.hyatt.com).



## ACTIVITIES

### COSECHA ORANJESTAD PRESENTS ARTS & TAPAS NIGHT!

Cosecha Aruba invites you to get in touch with your artistic side and learn new painting skills while eating tapas and sipping sangria!

Arts & Tapas night will take place every Wednesday from 6:00 PM until 8:00 PM at Cosecha Oranjestad. It includes paint materials, sangria and tapas. [To sign up please click here to fill in the form.](#)

COSECHA ORANJESTAD PRESENTS  
*art, sangria & tapas night*

COSECHA

**\$65**

EVERY WEDNESDAY  
6:00 PM - 8:00 PM  
INCLUDES: PAINT MATERIALS, SANGRIA & TAPAS  
*Lead by local artist*  
Call us at 5878709 or email [arubacosecha@gmail.com](mailto:arubacosecha@gmail.com) for more information

### COVID SAFE PARTY BUS



At Kukoo Kunuku they have two main goals: to keep their guests safe, and to make sure everyone has a fantastic & memorable time! It's no secret that they are an incredibly fun party bus, but this doesn't mean they forgot about the safety protocols. Kukoo Kunuku has hand sanitizer dispensers located in every bus, and the use of a mask is required on board. They make sure that every bar they visit have all their safety measurements IN CHECK! Those Maraca's you'll be shaking all night have also been sanitized by their staff to ensure the most safe and enjoyable night you could have! For more safety policies please visit the [Kukoo Kunuku website](#). Keeping it SAFE & KUKOO!! AT ALL TIMES.





## ARUBA CERTIFICATE EXPERT



**KIM RIDDLE**  
BDM, US  
[k.riddle@aruba.com](mailto:k.riddle@aruba.com)



**DONNA SMITH**  
Sales Manager, Southeast US  
[d.smith@aruba.com](mailto:d.smith@aruba.com)



**NATASHA LEE SOY**  
Sales Manager NY, NJ, CT  
[n.lee@aruba.com](mailto:n.lee@aruba.com)



**KATY KENNEDY**  
Sales Manager, New England  
[k.kennedy@aruba.com](mailto:k.kennedy@aruba.com)



**LILIANA MANCINI**  
Sales Manager, Canada  
[l.mancini@aruba.com](mailto:l.mancini@aruba.com)

[WWW.ARUBACERTIFICATEDEXPERT.COM](http://WWW.ARUBACERTIFICATEDEXPERT.COM) ArubaTravelExperts



# ARUBA PRODUCT UPDATE

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

To ensure that your news is featured in the monthly Aruba Product Update of the Aruba Tourism Authority, please send information as it becomes available to [a.midgendorp@aruba.com](mailto:a.midgendorp@aruba.com) with a copy to [content@aruba.com](mailto:content@aruba.com) by the 5th of each month for it to be featured in the same month.