

MAY 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 MAY 2026

ATA ARGENTINA



ARUBA CONSOLIDATES ARGENTINA AS ITS SECOND LARGEST GLOBAL MARKET AND REDOUBLE ITS INVESTMENT IN THE MICE SEGMENT

The Aruba Tourism Authority (ATA) reaffirms Argentina's position as one of the most important markets for the destination, now consolidated as the second largest source of tourists globally—only behind the United States—and the leading market in Latin America.

The sustained growth of the Argentine market is the result of a comprehensive strategy that combines air connectivity, close collaboration with the tourism industry, and a value proposition aligned with new travel trends. In this context, Aruba continues to strengthen its presence in the country, promoting new opportunities related to the MICE (Meetings, Incentives, Conferences & Exhibitions) segment.

"Argentina is now a key market for Aruba. A few years ago, it ranked fourth or fifth, and today it is second globally," stated Jordan Schlipken Croes, ATA's Director for Latin America.

Among the main factors explaining this performance are the destination's strategic location—outside the hurricane belt—the absence of sargassum seaweed, and the safety and quality of its tourism infrastructure. Added to this is increasingly robust air connectivity, with direct flights from Aerolíneas Argentinas and regional connections through Avianca, Copa Airlines, LATAM Airlines, and GOL Linhas Aéreas.

In line with this strategy, Aruba is advancing the development of the MICE segment with 17 strategic partners, holding business meetings and events geared toward the corporate and events sectors.

"In Aruba, we lead with purpose to create sustainable, inclusive, and high-impact MICE experiences," stated Jerusha Rasmijn.

In 2025, the growth of the Argentine market to Aruba was 152% compared to the previous year, while in the first quarter of 2026, the increase had already reached 206%.





ARUBA COMMEMORATES HISTORIC MILESTONES IN SANTIAGO, CHILE

On April 24th, during the official King's Day celebrations in Santiago, the Aruba Tourism Authority (A.T.A.) Chile, in partnership with the Embassy of the Netherlands and Holland House, presented a strategic photographic exhibition centered on the island's national identity and sovereignty.

The exhibition, captured by El Mercurio photographer Cristian Carvallo, documented the recent state visit of His Majesty King Willem-Alexander to Aruba. The visual narrative highlighted two fundamental milestones: the 50th anniversary of the National Anthem and Flag, and 40 years of Status Aparte. Carvallo represented the Chilean press within a regional media delegation that covered these historic events in Oranjestad last March.

The official reception was hosted by Ambassador Elke Merks-Schaapveld and attended by high-level stakeholders, including Chile's Ministers of Culture and Women and Gender Equality, alongside the diplomatic corps. A notable guest of honor was Isidora Uribe Silva, recently awarded the "Freedom from Want" prize in the Netherlands for her global advocacy for disability rights and inclusion.

This initiative allowed A.T.A. Chile to position Aruba's cultural heritage and patriotic values before key decision-makers and opinion leaders. Beyond diplomatic networking, the event successfully strengthened Aruba's brand image as a destination with a profound institutional foundation and a value proposition that extends far beyond traditional leisure tourism. By aligning with significant national anniversaries, A.T.A. continues to foster high-level engagement within the Chilean market.





ARUBA BROUGHT ITS CULTURAL ESSENCE TO KING'S DAY IN COLOMBIA

Aruba took part in the King's Day celebration on April 22 at the Residence of the Embassy of the Netherlands in Colombia, reinforcing its presence as a destination that goes far beyond its well-known beaches.

During the event, Aruba brought a booth designed as a photo gallery, where attendees were able to explore an exhibition of images captured during the island's National Anthem and Flag Day celebration. The showcase highlighted Aruba's rich culture and identity, as well as key milestones such as the 50th anniversary of its anthem and flag, and the 40th anniversary of its Status Aparte.

Through this visual experience, guests had the opportunity to connect with Aruba's history, traditions, and essence, discovering a deeper side of the destination. The initiative aimed to inspire a more authentic connection with the island, showing that Aruba is not only a place to visit, but a place to truly experience, understand, and appreciate through its culture, history, and people.



ARUBA UNVEILS ITS NEW BRAND CONCEPT IN COLOMBIA: 'WHEN YOU LOVE ARUBA, ARUBA LOVES YOU BACK'

On May 14, the Aruba Tourism Authority officially introduced its new brand concept in Colombia, 'When You Love Aruba, Aruba Loves You Back', during an exclusive event held at Teatro Panorama in Bogotá, which gathered more than 90 attendees, including media representatives, strategic partners, content creators, and tourism industry leaders.

The experience was hosted by renowned Colombian TV presenter Melina Ramírez, who guided guests through an evening designed to create an emotional connection with the essence of the One Happy Island and unveil this new chapter for Aruba in the Colombian market.

The event featured an immersive experience inspired by wellness, gastronomy, and responsible tourism — key pillars of the island's new positioning. Throughout the evening, attendees participated in a meditation session, enjoyed a culinary experience showcasing flavors representative of Aruba, and learned more about the destination's responsible tourism initiatives aimed at preserving its natural environment and cultural identity.

At the end of the evening, guests also explored a photography exhibition featuring images captured in Aruba, reflecting the authenticity, diversity, and cultural richness of the destination. With this relaunch, Aruba reaffirms its commitment to the Colombian market and seeks to strengthen its connection with travelers who value authentic experiences, wellness, and conscious tourism. Through 'When You Love Aruba, Aruba Loves You Back', the island invites visitors to discover a destination where every experience creates meaningful connections and leaves a positive impact on those who visit.



A.T.A. ECUADOR



ARUBA, SPONSOR OF EUROPE DAY IN QUITO.

Europe Day was held at the Guayasamín Foundation in Quito on May 7th. The event was attended by the entire diplomatic corps accredited in Ecuador, following an invitation from the European Union Embassy, and also included members of the country's business community joining the celebration. In the photo: the Ambassador of the European Union and the Consul of the Netherlands in Ecuador, Mr. Gerrit.



A.T.A LATAM



A.T.A. ECUADOR AND UNIVERSAL DE VIAJES PROMOTE THE WEDDING SEGMENT

With the support of the Aruba Tourism Authority (ATA), tour operator Universal de Viajes conducted training sessions in Guayaquil and Quito to promote the wedding segment. Starting May 1, favorable benefits are being offered to Ecuadorians who wish to celebrate their wedding in Aruba, including financial incentives for payments to service providers on the island.

During the training, key reasons for hosting weddings in Aruba were highlighted, along with an introduction to Universal de Viajes' wedding planning and experience departments.

ATA PERÚ



PHOTO EXHIBITION "THE COLORS OF ARUBA" FOR KING'S DAY

During the celebration of King's Day of the Kingdom of the Netherlands at the ambassador's residence in Lima, we organized a small photographic exhibition titled The Colors of Aruba by Víctor Idrogo, a renowned Peruvian photographer invited to Aruba to cover the celebrations of Anthem and Flag Day and Status Aparte.

The exhibition aimed to capture the nuances of a nation that proudly celebrates its identity. His visit to the island also coincided with the presence in Aruba of King Willem-Alexander.

ARUBA TOURISM AUTHORITY NA NEW ENGLAND



John had the opportunity to treat some Aruba Certified Experts to experience the Art of Glass blowing in Providence Rhode Island. The advisors were treated to dinner first, then they all learned the technique and art of Glass Blowing.

Each advisor leaving with a piece of art that they had created. They all agree that the beverages they consume from the glasses are the best ever.



John gathered some of his Aruba Certified Expert advisors for a night of culinary and wine. The advisors were treated to a class on wine and the understanding of how the taste of the wine is dependent on the region where the grapes were grown. Location is a key element to a wine. Once the advisor were wine experts they took to the kitchen lead by Head Chef at the Tuscan Market in Salem, NH to learn the art of

making artisan pizza. The creativity of the advisors was amazing and the taste of the finished pizza was simply amazing. The advisors commented on what a fantastic time they had learning new things about Wine and Pizza. John provided island updates to the advisors and he was joined by the JOIA and Secrets Baby Beach representatives as well.



SALES CALLS CALIFORNIA

ACB recently completed a dynamic four-day sales mission across San Diego, Orange County, and Beverly Hills, California, in collaboration with Joia Aruba by Iberostar, Aruba Marriott Resort & Stellaris Casino, Hilton Aruba Caribbean Resort & Casino and The Westerly, Embassy Suites by Hilton Aruba Resort, and ECO DMS. Southern California remains a strategically vital market for Aruba, serving as a high-value source region for meetings and incentives due to its strong purchasing power and dense concentration of leading agency and corporate planners.

The program featured a series of client engagements, including curated luncheons and a standout evening experience at a San Diego Padres baseball game. Guests were hosted in a private suite, where Aruba was prominently showcased, further strengthening relationships and reinforcing destination appeal. The event also celebrated Aruba native Xander Bogaerts, with clients enthusiastically participating by waving Aruba flags and wearing branded caps, adding a vibrant sense of destination pride to the experience.

Throughout the program, all participating partners actively contributed with raffle prizes, helping to drive engagement across each activation. This approach sustained excitement and encouraged ongoing interaction among attendees, reinforcing the collaborative nature of the mission.

In addition to the main activations, ACB hosted presentations and networking luncheons across the region, engaging 26 top planners from organizations including Cadence Travel, American Express Meetings & Events, HPN Global, Sepiatone Events, Fusion Marketing, Stellina Connections, VIP Marketing Services, Epson America, Site Select, Live Love Spa, Site Selection Services, RT Travel & Incentives, Play It Forward, JNR Incorporated, SZ Productions, She Reigns Travel, and HelmsBriscoe.

ARUBA TOURISM AUTHORITY



The Wedding Salon had a successful show. There were 400 brides in attendance, that were treated to a fashion show and treats from vendors offering a taste of the cakes, drinks and savory dishes. Deborah Traussi represented Renaissance Wind Creek, The Bucuti & Tara Suites and De Palm Tours joined local BDM Natasha Lee Soy.

The Lafayette Bridal Show drew approximately 300 attendees, representing a well-established, affluent market. However, the majority of brides were newly engaged and primarily focused on securing key vendors such as venues, photographers, and bakers. While many were still early in the planning process, the couples I connected with showed interest in Aruba—particularly after learning that the island lies outside the hurricane belt. Notably, nearly every couple I spoke with was considering wedding dates that fall within the Caribbean hurricane season, making Aruba's location a compelling advantage and key differentiator.

The ATA was represented at the Caribbean Village trade show in Matthews, NC on April 22nd and was attended by 150 travel advisors.

Select top advisors were treated to an upscale lunch at Tiffany's Blue Box Cafe. The setting reflected a parallel to Aruba's dining scene that features high end haute cuisine. The next day, Jeanine Gilchrist of The Westerly by Hilton, cohosted another luxurious treat at the exclusive Louis Vuitton Cafe in NYC. Luxury advisors marveled at the dining experience and were impressed with what is new in Aruba and The Westerly. At both events, the luxury client and sustainability was the focus.



AMSTERDAM MANOR BEACH RESORT



MOTHER'S DAY CELEBRATION AT PASSIONS ON THE BEACH

Passions on the Beach welcomed guests for a special Mother's Day celebration set along the shores of Eagle Beach, offering a day dedicated to honoring and appreciating the remarkable women who shape our lives.

The celebration began in the morning with a thoughtfully curated beachfront breakfast experience. Guests enjoyed a selection of fresh and flavorful breakfast offerings, including avocado toast, mini frittatas, smoked salmon rolls, bacon-wrapped sweet potatoes, and yogurt with granola and fresh fruit, all served alongside rosé. Set directly on the sand, the breakfast created a relaxed and meaningful atmosphere where families and loved ones gathered together while overlooking the ocean.

As the sun began to set, the celebration continued with a special three-course Mother's Day dinner at Passions on the Beach. The evening menu featured a choice of chilled shrimp or baby heart salad to start, followed by entrée selections including petit filet mignon, Atlantic salmon, or Mediterranean stuffed eggplant. To conclude the dining experience, guests enjoyed molten chocolate lava cake, with the option to further elevate the evening through a curated wine pairing.

With candlelit tables, gentle ocean breezes, and the relaxed ambiance of Eagle Beach, the Mother's Day celebration at Passions on the Beach offered guests a memorable opportunity to spend quality time with loved ones in a warm and scenic beachfront setting.

The Mother's Day celebration at Passions on the Beach brought together flavorful dining, beachfront ambiance, and meaningful moments shared by the sea.



CAPTURING THE BEACHFRONT WEDDING EXPERIENCE AT PASSIONS ON THE BEACH

Recently, Passions on the Beach hosted a new wedding photoshoot focused on showcasing the unforgettable beachfront wedding experiences Amsterdam Manor Beach Resort offers along the shores of Eagle Beach, Aruba.

The photoshoot highlighted the two wedding venue options available at Passions on the Beach: the romantic private deck setting and the full restaurant buyout option designed for larger celebrations. Both venues offer couples the opportunity to celebrate their special day surrounded by stunning ocean views, soft white sand, and the relaxed elegance that makes Aruba such a sought-after wedding destination.

While each venue provides its own unique atmosphere, the overall focus of the shoot was to capture the true essence of a beachfront wedding at Passions on the Beach. From beautifully styled ceremony setups to intimate moments along the shoreline, the imagery was designed to reflect the romantic ambiance couples can expect when celebrating at the property.

The updated photography will help future couples envision their dream destination wedding while highlighting the natural beauty and warm atmosphere that make weddings at Passions on the Beach so special.

At Passions on the Beach, creating memorable beachfront wedding experiences where love, celebration, and the beauty of Aruba come together remains at the heart of every special occasion.



AMSTERDAM MANOR BEACH RESORT



KING'S DAY CELEBRATION AT AMSTERDAM MANOR BEACH RESORT

Amsterdam Manor Beach Resort celebrated King's Day with festive touches and Dutch-inspired experiences across the property, bringing a vibrant atmosphere to the shores of Eagle Beach.

The celebration began in the morning at Passions on the Beach, where guests enjoyed a relaxed beachfront breakfast experience featuring a special one-day-only live Dutch pancake station. Freshly prepared pancakes with a variety of toppings were served as guests enjoyed the gentle ocean breeze and laid-back atmosphere by the sea.

Adding to the celebration, the Passions on the Beach team wore personalized King's Day-themed uniforms specially designed for the occasion, bringing an extra festive and authentic Dutch touch to the beachfront experience.

Throughout the property, Amsterdam Manor embraced the spirit of King's Day with vibrant orange décor and themed details inspired by the Dutch holiday. Guests also had the opportunity to pass by the nearby Turtle Roundabout, which was decorated in the King's Day theme, further enhancing the festive atmosphere around the Eagle Beach area.

As the day continued into the evening, the celebration carried on at Passions on the Beach, where guests dining by the shore enjoyed the specially created "King's Delight" dessert. Inspired by classic Dutch flavors, the dessert featured Dutch mini pancakes served with vanilla ice cream, chocolate drizzle, strawberries, and blueberries, offering a sweet ending to the festive beachfront celebration.

King's Day at Amsterdam Manor Beach Resort brought together Dutch tradition and Caribbean charm in a memorable way, allowing guests to celebrate the occasion in a warm and festive beachfront setting.



ARUBA MARRIOTT RESORT & STELLARIS CASINO



AISLING SEBERRY APPOINTED DIRECTOR OF SALES & MARKETING OF ARUBA MARRIOTT RESORT & STELLARIS CASINO

Aruba Marriott Resort & Stellaris Casino has announced the appointment of Aisling Seberry as director of sales & marketing, effective April 2026. In her new role, Aisling will oversee the resort's sales, marketing, and public relations functions, while leading strategic initiatives across wholesale, retail, group business, and digital field marketing.

Aisling is a seasoned leader within the Marriott brand and brings a strong commercial background with extensive experience driving top-line performance, building high-performing teams, and strengthening market positioning.

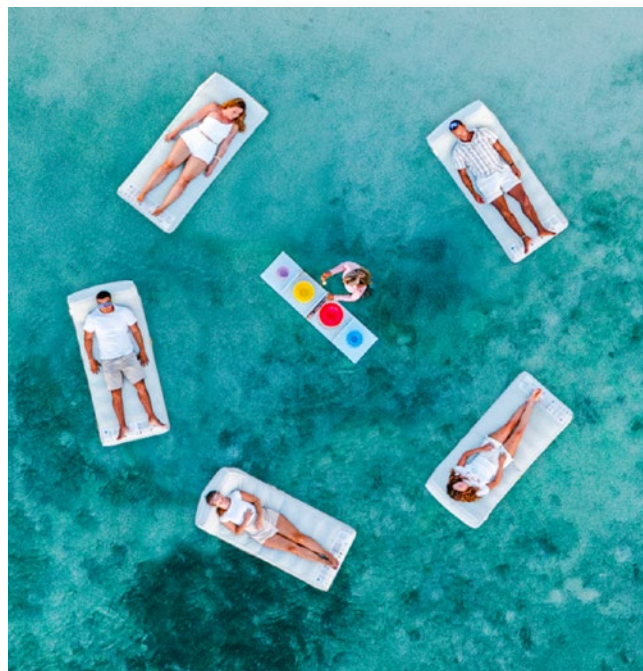
No stranger to the One Happy Island, Aisling has proved an invaluable team member of the resort team since 2014, holding the position of cluster director of revenue strategy for the Aruba Marriott Resort, The Ritz-Carlton, Aruba, and the recent opening and market positioning of The St. Regis Aruba. In 2025, she played a pivotal role in the Aruba Marriott Resort's multi-million-dollar room renovation, strategically navigating the project with minimal disruption while demonstrating exceptional leadership and operational execution.

Prior to her time in Aruba, Aisling grew her tenure with Marriott International, developing her skill set as director of market strategy in Phuket North, Thailand, and as cluster director of revenue management for multiple properties in Puerto Rico. In these roles, she gained broad experience in sales strategy, marketing activation, and revenue generation. Earlier in her career, she held operational positions at various Marriott properties across the United Kingdom and her native Ireland.

"Aisling has been an essential member of our team for years, and I couldn't be more confident or energized by her next chapter," said Raoul Lemmerling, complex general manager. "She brings a powerful combination of strategy and leadership to everything she does and is a natural inspiration to everyone within her circle. As we look ahead to the resort's next phase, I have no doubt she'll drive a strategic vision that will take us to new heights."

Aisling currently serves on the Board of the Aruba Tourism Authority and is highly respected by her peers within Marriott and across the broader hospitality industry.

BOARDWALK BOUTIQUE HOTEL ARUBA



SECOND EDITION OF AWARD-WINNING SLOW SUMMER PROGRAM AT BOARDWALK HOTEL

After its successful launch in 2025, Boardwalk Boutique Hotel Aruba is prolonging its Slow Summer program this June, July and August. The program consists of various experiences, island discoveries, in-room amenities and slow-paced activities that are exclusively available in the summer months. Guests of Boardwalk have weekly access to complimentary wellness-driven experiences and add-ons to their stay at the hotel, such as floating sound baths in the ocean, nature tours, live music performances by local artists and tastes of Aruba's culinary offerings.

The intention of the Slow Summer program is two-fold: it is an incentive for guests to have deeper, more meaningful connections with their inner self as well as with Aruba, its nature, culture and culinary offerings and slowing down to be more 'in the moment'. At the same time, Boardwalk Boutique Hotel introduced Slow Summer to shift demand from Aruba's peak months to summertime to alleviate the pressure on the island and ecosystem.

Boardwalk Boutique Hotel Aruba received the 2025 CHIEF Award for their Slow Summer program from the Caribbean Hotel and Tourism Association (CHTA). CHTA said "With their summer campaign Boardwalk reimagined low season as a wellness-driven period of mindful, regenerative travel through slow-living storytelling". Guests that stay at Boardwalk during June, July and August automatically have access to the weekly complimentary offerings of the Slow Summer program. More on boardwalkaruba.com.

BOARDWALK BOUTIQUE HOTEL ARUBA

BOARDWALK BOUTIQUE HOTEL TEAM MEMBERS IN THE SPOTLIGHTS



Boardwalk Boutique Hotel's GM Mickael Mesker was featured in a gardening-related article on the online platform of American lifestyle-celebrity and guru Martha Stewart's in April. In the article Mickael shares his passion for gardening and his knowledge on fast-growing climbing plants. Amongst other things Mickael is responsible for the upkeep, maintenance and overall well-being of all flora and fauna on Boardwalk's grounds featuring some of the most eye-catching tropical gardens in Aruba.



In April Marijn Fiolet Cardenas reached a decade of service at Boardwalk Boutique Hotel Aruba. Marijn started her career at Boardwalk in 2016 as a part time Front Desk Agent. As the hotel evolved and expanded, and the number of new positions grew, Marijn embraced new opportunities at Boardwalk. After leaving the Front Desk, she held supervisory positions in Operations and Housekeeping and is currently part of team at The Coco Café, Boardwalk's on-property bar and restaurant. Marijn is proud recipient of the 2024 AHATA Award of Excellence.



A LIFETIME OF IMPACT RECOGNIZED: EWALD BIEMANS AWARDED KNIGHT OF THE ORDER OF ORANGE-NASSAU

Ewald Biemans, founder and owner of [Bucuti & Tara Beach Resort](#), has been honored by the Kingdom of the Netherlands with the distinction of Knight of the Order of Orange-Nassau for his work and dedication to Aruba and the environment. Conferred by His Majesty King Willem-Alexander during the annual King's Day "Ribbon Rain" ceremony, the honor recognizes individuals whose work creates lasting impact through leadership, innovation and service.

For more than five decades, Biemans has helped shape Aruba's tourism industry through a vision grounded in sustainability, exceptional hospitality and community stewardship. In 1987, during a period of economic uncertainty for Aruba, he founded Bucuti Beach Resort, which evolved into one of the Caribbean's most internationally recognized resorts. Guided by the belief that tourism must protect what draws people to a destination, he built a model that has influenced sustainable hospitality worldwide.

Under his leadership, Bucuti & Tara became [the Caribbean's first Certified CarbonNeutral® hotel](#) in 2018. In 2020, the

United Nations recognized the resort with its Global Climate Action Award, the first and only hotel to receive the distinction, declaring Bucuti & Tara's sustainability program "highly replicable and scalable," encouraging hotels worldwide to emulate it. Biemans has long shared sustainability solutions at global forums including COP26 and COP28.

Beyond world class-defining hospitality, his commitment to Aruba is reflected through decades of environmental and community initiatives, including being a founding member of Parke Nacional Arikok, sea turtle conservation, island cleanups, Stimami Sterilisami pet spay/neuter nonprofit and The Bucuti Tara - GMC Nature Preserve.

His legacy continues through Bucuti & Tara's values-driven approach to romance, wellness and sustainability, while helping elevate Aruba's standing as a global leader in meaningful travel. "I believe each one of us can change the world right where we are standing," shares Biemans. "This recognition affirms that belief and I am deeply grateful to have earned the distinction of Knight of the Order of Orange-Nassau."



WHERE ROMANCE LEADS, THE WORLD FOLLOWS AS BUCUTI & TARA JOINS TRAVEL + LEISURE 2026 T+L 500

Bucuti & Tara Beach Resort, Aruba's premier adults-only resort for couples, has been named to Travel + Leisure's prestigious 2026 T+L 500 award list, recognizing the world's most exceptional hotels as selected by its global readership. Bucuti & Tara is also the only resort in Aruba to earn a place on this year's list, proudly representing the island on the global stage. At Bucuti & Tara, romance, wellness and sustainability come together to create deeply personal experiences for couples. Along the powder-white shores of Eagle Beach, guests enjoy quiet sunrise walks, private beachfront palapas and candlelit dinners by the sea, all within an intimate atmosphere designed exclusively for connection and relaxation.

"We are deeply grateful to Travel + Leisure and to our guests around the world whose experiences made this recognition possible," said Crescenzia Biemans, Managing Director of Bucuti & Tara Beach Resort. "Being named to the 2026 T+L 500 reflects the care our team brings to every detail and the meaningful connection guests feel when they are here on Eagle Beach."

The T+L 500 is based on Travel + Leisure's annual World's Best Awards, one of travel's most respected reader-voted recognitions. Bucuti & Tara's inclusion reinforces its standing among the Caribbean's leading luxury resorts and its continued appeal to discerning travelers worldwide.

Nestled on 14 beachfront acres with just 104 rooms and suites, the resort offers a peaceful, uncrowded experience tailored for couples. Personalized concierge service, [romantic beach dining](#) at Elements Restaurant and thoughtful touches for honeymoons and anniversaries define each stay. In Oct. 2025, the resort expanded its culinary offerings with [Terra by Jeremy Ford](#), bringing a Michelin-star and Michelin Green-star philosophy to an exclusive dinner-club setting.

Romance, wellness and sustainability define the resort experience, where exceptional hospitality and a daily commitment to people, place and planet help preserve Aruba for future generations.



GUESTS JOIN CONSERVATION EFFORTS ACROSS ARUBA, REINFORCING BUCUTI & TARA'S COMMITMENT TO SUSTAINABILITY BEYOND EARTH DAY

Bucuti & Tara Beach Resort concluded an impactful [Earth Week 2026](#), transforming Earth Day into a multi-day celebration of sustainability, wellness and community connection while reinforcing that meaningful voluntourism opportunities are available to guests year round.

Held April 20–25, the week reflected the resort's long-standing leadership in sustainable hospitality, following its continued Travelife Gold recertification, a distinction Bucuti & Tara has maintained since 2011. As the Caribbean's first and only Certified CarbonNeutral® hotel and one of the world's most eco-certified resorts, sustainability remains deeply woven into every guest experience.

The highlight of Earth Week took place on Earth Day, April 22, when Bucuti & Tara joined the Aruba Hotel and Tourism Association's island-wide coastal cleanup initiative. Along the resort's stretch of Eagle Beach, 104 participants, including guests, associates, students and community volunteers, came together to help protect Aruba's coastline. Together, they collected dozens of bags of debris and more than 130 kilograms of waste, reinforcing the power of collective action.

The resort's efforts also extended inland to [The Bucuti Tara – GMC Nature Preserve](#), where guests and volunteers participated in cleanup and restoration activities supporting Aruba's biodiversity and long-term environmental resilience.

Throughout the week, guests connected with sustainability through immersive experiences including a sustainable wine tasting, zero-waste mocktail class, cacao ceremony and an outdoor screening of *Turning the Tide*, a documentary highlighting Aruba's conservation efforts.

While Earth Week serves as a special annual celebration, Bucuti & Tara emphasizes that [voluntourism](#) is part of the resort's everyday philosophy. Guests are invited year round to participate in beach cleanups, nature preserve restoration and other sustainability initiatives, creating opportunities to travel with purpose and leave Aruba better than they found it.

By blending romance, wellness and environmental stewardship, Bucuti & Tara continues to demonstrate how meaningful travel experiences can create a lasting positive impact for both guests and the island community.

EMBASSY SUITES BY HILTON ARUBA RESORT



EMBASSY SUITES BY HILTON ARUBA RESORT INTRODUCES BEACHSIDE DINING SERVICES

As part of its continued efforts to enhance the overall guest experience, Embassy Suites by Hilton Aruba Resort has introduced a new beach food and beverage service, bringing a casual lunch experience directly to guests relaxing on the resort's beach. The service spans 34 beach palapas and is available daily from 11:00 AM to 5:30 PM, with dedicated team members providing attentive service, from order taking to seamless delivery from Splash Pool Bar & Grill.

The offering features a relaxed, comfort-driven menu including pizzas, burgers, wings, empanadas, and a variety of refreshing beverages, from soft drinks and juices to canned cocktails and local beers, all designed for easy, laid-back enjoyment by the water.

Guests can currently order from physical menus available at each palapa, with plans to introduce QR code ordering in the near future. This upcoming enhancement will allow guests to browse the menu, place orders, and have food and drinks delivered straight to their palapa, further streamlining the beachside experience.

The new service builds on the resort's broader approach to thoughtful, value-driven inclusions that enhance every stay. Guests enjoy the signature Embassy Suites offerings such as a complimentary made-to-order breakfast each morning and a nightly evening reception with cocktails and light bites, creating a social and welcoming atmosphere from day to night. Beyond dining, the resort offers a range of complimentary activities, including yoga, Pilates, and bike rentals, allowing guests to explore and unwind at their own pace.



HOLIDAY INN RESORT ARUBA BEACH RESORT & CASINO

WINE & FOOD WEEK 2026 – CHEF PASSPORT SERIES FEATURING CHEF ALDWIN DONATA IN HOUSTON, TEXAS

We are proud to be part of Wine & Food Week 2026, taking place June 1–7 in Houston, Texas. The event brings together chefs from around the world, with a Chef's Competition featuring over 400 participants.

Representing Aruba, Chef Aldwin Donata will collaborate with a local pastry chef to create dishes that showcase the island's flavors on an international stage.

Chef Donata of Holiday Inn Resort Aruba brings over 17 years of global experience, blending classic techniques with Caribbean influences. His dishes reflect both creativity and a strong connection to his roots.

As the competition unfolds, we invite you to follow along and cheer him on, sharing a true taste of Aruba.



SOCCER SEASON ACROSS THE RESORT

From June 11 through July 31, guests can enjoy the excitement of soccer season at Holiday Inn Resort Aruba, with live match screenings daily from 11:00 AM to midnight across all bars.

Whether it's lunch or drinks with friends, the atmosphere is all about good times and shared moments. Guests can enjoy Michelob Ultra beer bucket specials, with every purchase giving a chance to win weekly prizes.

A perfect way to enjoy great games, cold beers, and a relaxed island vibe.

FATHER'S DAY CELEBRATION BREAKFAST

This Father's Day, Corals Restaurant invites families to enjoy a special morning together. On Sunday, June 21, the Celebration Breakfast brings together good food, live music, and meaningful family moments.

Guests can enjoy an extended breakfast selection with live entertainment in a relaxed setting, along with keepsake photos and a few fun surprises for dads. The experience continues into the day with a special draft beer.

It's a simple and warm way to celebrate Father's Day together. Spaces are limited, and reservations are recommended.





DINING, THOUGHTFULLY ELEVATED

A more refined culinary journey awaits at Hyatt Regency Aruba. An expanded food and beverage experience is unfolding across the resort's destination dining, sushi offerings, open kitchen restaurants, relaxed beachfront fare, and signature bars, offering new ways to savor each moment and connect with the island. Explore what's new at hyattregencyaruba.com.

ROOTED IN CARE FOR OUR COMMUNITY

In April, Hyatt Regency Aruba colleagues celebrated Earth Week by giving back through a cleanup at Saliña Bubali and a week of shared learning. Seventeen colleagues came together to collect 10 bags of litter, supporting our community and island while caring for people so they can be their best, today and for generations to come. To learn about World of Care at Hyatt, please visit hyatt.com

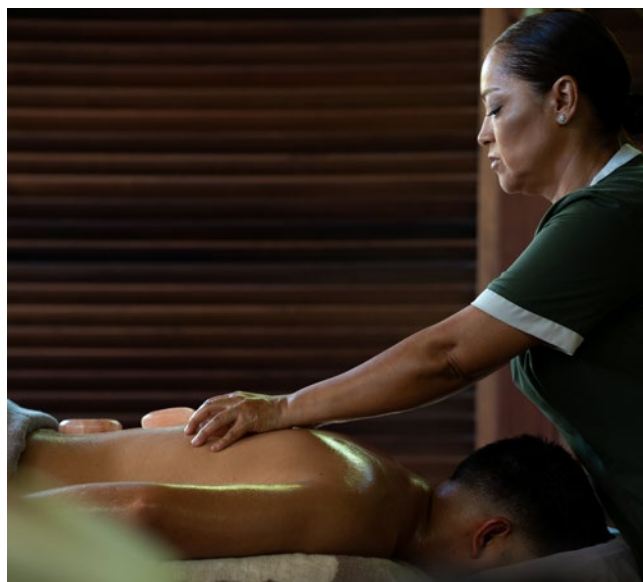


A FATHER'S DAY DONE RIGHT

This Father's Day, give Dad exactly what he wants. Start with lagoon-side seafood at Ruinas, fire-grilled steaks from Piccolo's open kitchen, or ocean-view sushi and a bold cocktail ritual at ShinSen, then deal him in for a night at the casino. Reserve at hyattregencyaruba.com

THE POWER OF PAUSE, JUST FOR DAD

This Father's Day, give Dad the gift of true restoration. Whether it's the immersive Welnamis experience, a revitalizing men's facial, or simply time to pause and reset, ZoiA Spa offers purpose-driven moments designed for lasting well-being. Learn more at zoiaspaaruba.com



LA CABANA BEACH RESORT AND CASINO

CELEBRATING MOTHER'S DAY

La Cabana proudly celebrated the incredible mothers of our organization during our Mother's Day Breakfast, a heartfelt event filled with appreciation, connection, and joy. Associates gathered to enjoy a delicious breakfast thoughtfully prepared by our talented Culinary Team, setting the perfect tone for a morning dedicated to celebrating our moms.

The highlight of the event was the election of Mother of the Year 2026, an honor proudly awarded to Jeanette Brooks. Jeanette was recognized for her unwavering dedication, strength, compassion, and the inspiration she brings both as a mother and as a colleague. Her commitment to family and work, truly reflects the values we cherish at La Cabana. We congratulate Jeanette on this well-deserved recognition and thank her for being a role model to so many.

Throughout the celebration, raffle prizes were handed out to our mothers, adding excitement and smiles to the morning. As a special token of appreciation, each mom also received a rose, symbolizing our gratitude and admiration for all that they do.

The atmosphere was beautifully enhanced by live music from Jerrino Bass, whose performance added warmth, rhythm, and joy, making the celebration even more memorable.

A heartfelt thank you to our Social Committee and HR Team for organizing such a meaningful and well-executed event. From the thoughtful details to the warm ambiance and engaging program, your teamwork truly brought this celebration to life.

At La Cabana, we are proud to honor the women who give so much—at home, at work, and beyond. We Celebrate YOU.

CELEBRATING OUR 1ST QUARTER STARS

We proudly came together to celebrate our Q1 stars during a special celebration luncheon filled with appreciation and pride. Today we honored the dedication, teamwork, and excellence that make La Cabana shine.

Associates of the Month

- January: Romeo Francis – Engineering
- February: Dwayne Ras – Loss Prevention
- March: Kisairis Gomez – Human Resources

Supervisor of the Quarter

- Desiree Henriquez – Owner Services

Team of the Quarter

- Housekeeping

Each of you truly represents the HEART of our organization through your commitment, passion, and teamwork. Congratulations to all our winners, and heartfelt gratitude to every associate who continues to give their best every day.



MANCHEBO BEACH RESORT & SPA



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

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

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



MANCHEBO BEACH RESORT & SPA RECEIVES GREEN KEY CERTIFICATION

Manchebo Beach Resort and Spa is proud to announce that the resort has officially received the internationally recognized Green Key Certification, a prestigious achievement that highlights its continued dedication to sustainable tourism, environmental responsibility, and mindful hospitality in Aruba. The Green Key Certification recognizes the resort's commitment to reducing its environmental impact through responsible energy and water usage, waste reduction initiatives, eco-friendly operational practices, and ongoing environmental education for both staff and guests.



MANCHEBO BEACH RESORT & SPA



MANCHEBO BEACH RESORT & SPA INTRODUCES NEW BABYMOON EXPERIENCE

At the intimate boutique resort & spa, wellness has always been at the heart of the guest experience. This season, the beachfront retreat is pleased to introduce its newest offering: the Babymoon Package, thoughtfully created for expecting parents seeking a moment of calm, connection, and rest before welcoming their little one.

Set along the tranquil shores of majestic Eagle Beach, the new package invites parents to slow down and embrace this meaningful chapter together through a collection of wellness-focused experiences. Highlights include a prenatal massage designed for comfort and relaxation, a private sound healing meditation session, and a mini beach maternity photoshoot to capture the journey into parenthood.

Upon arrival, guests are welcomed with alcohol free sparkling wine to mark the occasion, along with a special keepsake for their future little one.

With its peaceful atmosphere, daily complimentary yoga and Pilates classes, and the open-air Spa del Sol overlooking the turquoise waters of Eagle Beach, Manchebo continues to create space for life's most meaningful moments, now embracing the beauty of new beginnings.



RADISSON BLU ARUBA



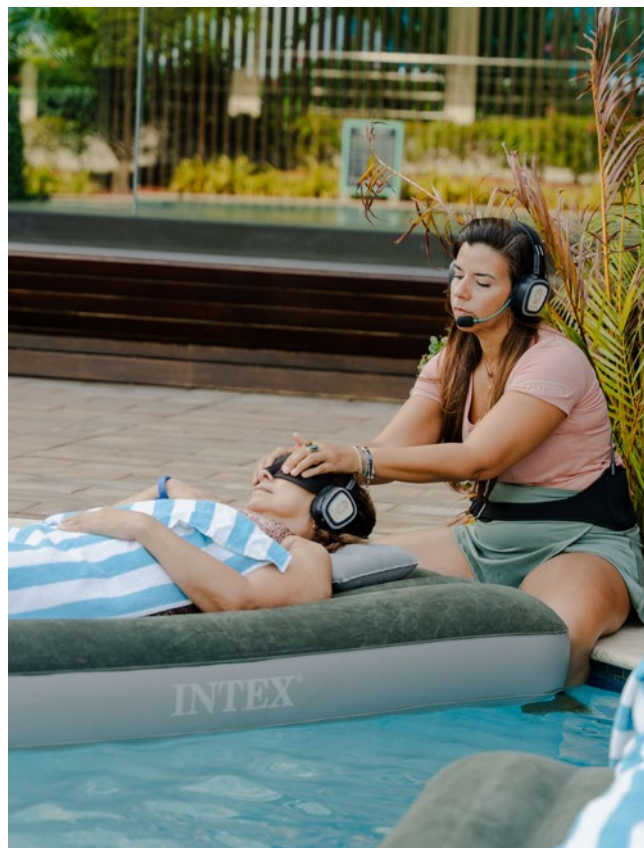
BLU TAP CIDER INTRODUCES DAILY CURATED CIDER FLIGHT EXPERIENCE

Through its partnership with Blu Tap Cider, Radisson Blu Aruba continues to expand its food and beverage experiences with fresh and social concepts designed around connection and discovery.

Blu Tap Cider recently launched a new daily curated cider flight experience designed for guests seeking a relaxed yet elevated tasting journey.

Available daily, the experience features a tasting flight of four carefully selected cider varieties paired with imported European cheeses and complementary bites chosen to enhance each flavor profile. Throughout the tasting, guests are guided through each cider selection, offering insight into the flavor notes, characteristics, and craftsmanship behind every pour.

Offered at \$33 per person, the cider flight blends casual social interaction with elevated culinary touches, creating a distinctive tasting experience not commonly found within the Caribbean market.



MOTHER'S DAY EXPERIENCES AT RADISSON BLU ARUBA

Radisson Blu Aruba celebrated Mother's Day through a collection of thoughtfully curated wellness and lifestyle experiences designed to inspire meaningful moments of connection, relaxation, and togetherness for guests visiting the resort.

As part of the celebration, the resort hosted its "Mom & Me" Paint & Sip experience at the Yoga Cabana, where mothers and their loved ones enjoyed an evening of guided painting, champagne, and light bites in a relaxed and social setting surrounded by the resort's tropical atmosphere.

In collaboration with Natura, Radisson Blu Aruba also presented a special Mother's Day edition of its wellness-focused Garden Flow experience. The activation combined mindfulness practices, guided meditation, soothing melodies, and nourishing bites within an intimate garden setting designed to encourage reconnection and relaxation.

The Mother's Day programming further included a special Floating Ritual experience in partnership with Natura, featuring immersive sound healing, aromatherapy, floral tea rituals, and floating bed relaxation sessions curated to inspire meaningful shared moments between mothers and their loved ones.

To further enhance the guest experience throughout the holiday weekend, mothers arriving at the resort were welcomed with roses and champagne at check-in, adding a thoughtful and celebratory touch to their island getaway.

Through these curated activations, Radisson Blu Aruba continued to reinforce its focus on innovative wellness experiences and experience-led hospitality, offering guests memorable moments inspired by relaxation, connection, and the island lifestyle.



LABOR DAY APPRECIATION AT TRYP BY WYNDHAM ARUBA

At TRYP by Wyndham Aruba, our employees are at the heart of everything we do.

In celebration of Labor Day, management proudly recognized and appreciated the dedication, passion, and hard work of every team member who helps create an exceptional experience for our guests and visitors every day.

Employees enjoyed a delicious breakfast prepared by Gerella's Healthy Smoothies. Each team member received a special appreciation gift. A heartfelt thank you to our incredible staff for their commitment and service.

At TRYP by Wyndham Aruba, not only are our guests a priority, but our employees are too.



TRYP MOTHER'S DAY CELEBRATION

TRYP by Wyndham Aruba proudly celebrated and recognized all the hardworking mothers on the team with a special Mother's Day gathering dedicated to appreciation, relaxation, and togetherness.

The mothers were treated to a delicious lunch at Gianni's Restaurant, where they enjoyed an afternoon filled with laughter, bonding, and memorable moments away from the day-to-day workload and stress.

To make the celebration even more special, the hotel organized surprise raffles and thoughtful gifts for each mother as a token of gratitude for their dedication both at work and at home.

Sebastian, the hotel's General Manager, quote; "Let the fun begin and please have fun and enjoy!"

At TRYP by Wyndham Aruba, celebrating and valuing employees remains an important part of the hotel's culture.





This Earth Day, the Aruba Conservation Foundation (ACF) invited the community of Aruba and beyond to pause and reflect on a simple yet urgent message: nature is speaking, are we truly listening?

With the launch of the *Naturalesa ta Papia* (Nature is Speaking) campaign, ACF brought audiences closer to Aruba's natural world, to admire its beauty, better understand and protect it. The campaign aims to inspire a shift from passive appreciation to active responsibility.

The campaign video unfolded in three acts. It began by immersing viewers in Aruba's landscapes and species, revealing details often overlooked. It then addressed the growing pressures on these ecosystems, including human impact. In its final act, it offered a message of hope, highlighting

the collective responsibility of a community working together to protect, preserve, and restore nature.

Filmed entirely in Aruba over two months, the production followed strict conservation guidelines. All footage was captured from a respectful distance and under expert guidance to ensure minimal disturbance to wildlife and habitats.

As Aruba's natural areas continue to face increasing pressure, the campaign underscored the importance of everyday choices, from respecting boundaries to reducing environmental impact. ACF emphasized that safeguarding Aruba's natural heritage requires collective action. *Naturalesa ta Papia* served as a call to listen with intention and to act.

Watch video here: www.youtube.com/watch?v=fldtd0FvHZ0



ARUBA WINE AND DINE HOSPITALITY GROUP



THE HEART OF HOSPITALITY: CELEBRATING FIVE YEARS OF TEAM DEDICATION

At Aruba Wine and Dine, hospitality goes beyond serving exceptional food and creating memorable experiences, it is rooted in the people who bring these moments to life every day. This year, the company proudly celebrated a group of dedicated team members who reached the milestone of five years within the organization, recognizing their loyalty, passion, and contribution to its success. Team members from different restaurants were honored for their journey within the company. Over the past five years, they have not only grown professionally, but have also helped shape the identity and culture of their venues. Their commitment, energy, and consistency have played a key role in delivering the level of hospitality Aruba Wine and Dine is known for. Within the organization, celebrating milestones such as a five-year anniversary is an important tradition. It reflects a deep appreciation for long-term dedication in an industry where people are at the core of every guest experience. It offers an opportunity to recognize the individuals who contribute behind the scenes and on the floor, ensuring that every guest feels welcomed and valued. Each milestone was marked with a personal moment of recognition, where colleagues and management came together to celebrate achievements, share memories, and look ahead to the future. It is these shared experiences that strengthen the team and create a sense of belonging across all locations. As Aruba Wine and Dine continues to grow, the company remains committed to investing in its people and fostering an environment where individuals can build lasting careers. Recognizing milestones is not only about celebrating the past, but also about reinforcing a culture of appreciation, growth, and connection. By honoring these five-year anniversaries, Aruba Wine and Dine highlights a simple yet powerful belief: when people feel valued, they create experiences that truly stand out.



DE PALM TOURS



DE PALM TOURS SETS THE STANDARD FOR SUSTAINABLE TOURISM IN ARUBA

As Aruba's largest and most experienced tour operator, with over 65 years of history on the island, every experience we offer is designed not only to showcase Aruba but to help protect it for future generations.

This commitment is reflected in our achievement of Global Sustainable Tourism Council (GSTC) certification, positioning us as the first and only tour operator in the Caribbean and Latin America to meet this globally recognized standard. Together with seven consecutive EarthCheck certifications and a second Gold recertification, these milestones reflect years of measurable progress and accountability.

Our approach is driven by action. From a 1 MW solar array powering De Palm Island to a LEED-designed Operations Center, we continuously invest in solutions that reduce our environmental footprint. This commitment is also reflected in our experiences, with Palm Pleasure sailing up to 70% by wind and Atlantis Submarines operating on 100% battery-powered

technology.

Beyond our operations, this same commitment extends into the community. Through The Giving Palm and our Green Team, team members actively lead beach cleanups, recycling initiatives, and educational programs.

Looking ahead, De Palm Tours continues to expand its role in environmental education and conservation. The upcoming Coral Academy in 2026 marks a major step forward, positioning the company at the forefront of marine education and long-term reef protection in Aruba, further reinforcing our leadership in sustainable tourism.

Sustainability is not a single achievement. It is a continuous journey shaped by innovation, responsibility, and the people behind it. At De Palm Tours, it is a promise we live every day. For more information on our commitments, please visit: depalm.com/our-commitment.



DE PALM TOURS



INSPIRING THE NEXT GENERATION: DE PALM TOURS AT EPI'S MEET THE INDUSTRY WEEK

Investing in the next generation of hospitality professionals is essential to the future of Aruba's tourism industry, and De Palm Tours is proud to contribute to that mission.

As part of EPI's "Meet the Industry Week," our colleague Recela Smith visited the school to engage directly with first-year THB (Travel Hospitality Basis) students, offering valuable insights into the dynamic world of tourism.

During the session, students were introduced to the full scope of De Palm Tours' operations, showcasing how integrated tourism experiences are delivered across land, sea, and destination management services. The presentation highlighted our company's diverse portfolio, including off-road Jeep Safaris and UTV adventures, catamaran sail and snorkel tours, the Atlantis Submarine experience, Fortunata, and De Palm Island.

Beyond showcasing products, the focus was on sharing real industry knowledge. Students gained a deeper understanding of how tourism operations function, the importance of guest experience, and the wide range of career paths available within the sector.

This initiative, which brings together approximately 80 students per day, bridges the gap between education and industry by providing firsthand exposure to real-world operations. For De Palm Tours, it is an opportunity to inspire, guide, and support the future workforce of Aruba's most important economic pillar. To close the session on a high note, students also had the chance to participate in a raffle. Prizes included three unforgettable experiences: two tickets for Atlantis Submarines Aruba, Sunset Sail, and De Palm Island.

Through continued collaboration with educational institutions like EPI, De Palm Tours reinforces its commitment not only to delivering exceptional guest experiences, but also to developing the talent that will shape Aruba's tourism industry for years to come.



VITRINE GLOBAL



ARUBA INTENSIFIES STRATEGIC PRESENCE IN THE BRAZILIAN MARKET

The Aruba Tourism Authority (ATA) strengthened its operations in Brazil this April with an agenda led by Jordan Schlipken Croes, Director for Latin America, and Carlos Barbosa, Director in Brazil. Accompanied by the Vitrine Global teams (responsible for trade actions) and the PR team, the executives took advantage of the strategic WTM Latin America trade show to strengthen ties with the national market.

The schedule included participation in the International Media Marketplace (IMM), where the group met with more than 20 journalists and influencers. In addition to a strong presence at WTM, the team conducted trade interviews and key external meetings, such as a visit to the GOL Linhas Aéreas headquarters.

Through this joint mobilization of leadership and local agencies, Aruba's focus remains on strengthening relationships with strategic partners and ensuring that the "One Happy Island" continues to be a priority for both the sales sector and travelers in 2026.



Aruba

**PRODUCT
UPDATE**

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