

ARUBA PRODUCT UPDATE

TRADE EDITION

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

OCTOBER 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 OCTOBER 2021

AWARDS & RECOGNITION

EWALD BIEMANS OF BUCUTI & TARA TO BE HONORED AT THE UNITED NATIONS CLIMATE CONFERENCE 'COP26' IN GLASGOW, SCOTLAND



More than 100 political world leaders, Queen Elizabeth and tens of thousands of negotiators, government representatives, businesses and citizens will be in attendance at COP26 for 12 days of climate discussions and negotiations, deemed the world's most significant summit to date on climate change. Being the only hotel certified Carbon Neutral in the Caribbean, and with a replicable model believed to have the potential for significant impact due to the large number of hospitality businesses around the globe, the UN awarded the coveted Climate Action Award to Aruba's Bucuti & Tara Beach Resort in 2020. Ewald Biemans has therefore been invited to present his success to the conference attendees and will be honored during a ceremony on November 9th at COP26, Glasgow, UK.

BUCUTI & TARA BEACH RESORT HONORED BY TRAVEL + LEISURE WITH 2021 WORLD'S BEST AWARD



Travel is back and readers of the prestigious media outlet Travel + Leisure has declared Bucuti & Tara Beach Resort as one of the finest vacation experiences. Announced September 8, Bucuti & Tara is featured on the coveted list of [Travel + Leisure's 2021 Top 25 Resort Hotels in the Caribbean, Bermuda, and the Bahamas](#). Bucuti & Tara is the only Aruba hotel to receive this honor. Joining in the awards, Aruba itself was ranked No. 3 on [The Top 25 Islands in the Caribbean, Bermuda, and the Bahamas](#) and No. 18 on [The Top 25 Islands in the World](#). The annual World's Best Awards celebrate the greatest islands, hotels, airlines and more, all voted on by the readers. Participants could cast their votes earlier in the year and could vote on places they traveled to over the past three years both pre-pandemic and during it. "We are once again honored by and grateful for Travel + Leisure magazine and all of the voters who selected Bucuti & Tara to be a 2021 World's Best Award winner," shares Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort.

AGENTS TOURING THE BUCUTI & TARA GENEROUSLY BRING FIVE BACKPACKS OF SUPPLIES FOR IMELDAHOF



The Aruba Tourism Authority organized a familiarization visit for high producing agents following their Aruba Certified Travel Agents certification from the Southeastern region of the USA. Their five-day visit enhances their ability to promote and sell Aruba for their clients. Invited for dinner at Elements at the Bucuti & Tara Beach Resort as part of their educational program in Aruba, staff, and management were delighted to receive five backpacks filled with supplies and gifts for the **Pack for a Purpose program**, benefiting Children's home Imeldahof. Bucuti & Tara Beach Resort is a proud member of Pack for a Purpose since August 2015 and averages 423 kilos of donated items annually, brought by guests and in this case, visiting travel agents in their suitcases. "Our hearts are full of gratitude for the generosity of these visiting agents for their contribution to the Pack for a Purpose program. At Bucuti & Tara Beach Resort, we are merely facilitators of this great initiative", says Crescenzia Biemans, local PR manager of the Bucuti & Tara Beach Resort.

CAFÉ THE PLAZA CELEBRATED ITS 30TH ANNIVERSARY



In the year 1991, when the first GSM cell phone was made in Finland, Bryan Adams was prominent in the hit parades with 'Everything I do' and Aruba was becoming an increasingly popular vacation destination, Café the Plaza located at the Renaissance Marketplace was founded by two Dutch adventurers: Harry Koeman and the late Hans Nooter (2012). Their concept of a Dutch café was an instant hit and the many events at Café the Plaza have become famous over the years: 'paalzitten', Euro and World Cups football, 'haringhappen' and many more. So, from October 4th till 6th, Café the Plaza celebrated its 30th anniversary with amazing deals! Every guest received a special treat and received a 30% discount on all food and beverages during the entire day. That's value! Congratulations to all guests, staff and fans of this amazing Dutch Café-Restaurant!



RESORTS

BUCUTI & TARA, PARKE ARIKOK, EDUCATIONAL AND SERVICE GROUPS UNITE TO CLEAN ARASHI BEACH FOR WORLD CLEANUP DAY 2021



Aruba was one of 180 countries participating in World Cleanup Day with more than 60 volunteers led by Bucuti & Tara Beach Resort in partnership with Arikok National Park. The leadership of Arikok National Park and Bucuti & Tara Beach Resort invited local educational groups, including the International School of Aruba, the University of Aruba, Fofoti Tours, The Interact group, and guests and staff within Bucuti & Tara to participate in the effort to rid Arashi Beach and surroundings of trash. World Cleanup Day was organized with a goal that crosses borders and defies religious and cultural differences. It is one of the biggest civic movements, uniting countries across the world with the mission to facilitate a cleaner planet. Last year, World Clean Up Day brought together more than 11 million people despite the difficulties of COVID-19. Overall, the event was a resounding success and Bucuti & Tara and Parke Arikok thank all the participants.

CARBON-NEUTRAL, GUILT-FREE VACATION ELEVATED AT BUCUTI & TARA, ARUBA



Bucuti & Tara Beach Resort is helping guests take vacations today that protect the vacations of tomorrow. As the **Caribbean's first and only certified carbon-neutral hotel**, the resort stay is already net-zero and guilt-free. Now with the addition of the world's first Carbon Offset Concierge, guests can elevate their experience by making their entire vacation guilt free by offsetting their travel emissions.

How it works:

Every major airline servicing Aruba offers carbon emissions offset purchases on its website. Guests can certainly select that on their own or have their travel professional do so at the time of booking their air travel. For those guests who prefer to have assistance from the resort, the Carbon Offset Concierge readily handles the request. "Here at Bucuti & Tara Beach Resort, we want to continue helping our guests keep healthy habits portable so that when they are traveling here for a carbon-neutral resort stay, that can begin from the moment they take off until the moment they touch back down thanks to offsetting their travel emissions," shares Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort and noted environmentalist.



HYATT REGENCY ARUBA RESORT SPA & CASINO

MEMBERS SAVE MORE THIS HOLIDAY SEASON

Travel is more rewarding this holiday season when you take advantage of your World of Hyatt membership. Enjoy increased flexibility, save more when booking on [hyatt.com](https://www.hyatt.com), and experience exclusive member benefits. Visit aruba.regency.hyatt.com to book your seasonal getaway to One Happy Island today.

YOGA EXPERIENCES AT HYATT REGENCY ARUBA

Start the day with a rejuvenating flow of yoga stretches and breathing exercises taught by Maria Pucci one of the island's premier instructors at Hyatt Regency Aruba Resort Spa & Casino. Guests of the resort may enjoy a regular session on the beach every Monday, Wednesday or Friday or register for the Saturday Aerial Yoga or monthly Full Moon Yoga. All activities are complimentary and may require reservations.

To learn more please visit hyattbeachservices.com.

AUTUMN AT ZOIA SPA

Treat the mind and body to a tropical delight this fall with Zoia Spa's Island Breeze. Indulge the senses with a pineapple sugar scrub to help exfoliate the skin followed by a soothing back massage and a choice of foot or scalp massage. This outdoor treatment is available for 75 minutes for \$210. Please visit zoiaspaaruba.com to learn more.

LOBSTER AND STEAK DINNER AT RUINAS DEL MAR

Celebrate any and every occasion with a delightful dining experience at Ruinas del Mar, located in Hyatt Regency Aruba Resort Spa & Casino. Inspired by the Gold Mine ruins in the national park, Ruinas del Mar features fresh seafood, steaks and other exceptional cuisine crafted by Hyatt chefs. Stop by this fall for the signature Land and Sea entrée featuring lobster tail, New York Strip steak, sweet potato mash, asparagus and chimichurri sauce.

For reservations, please visit aruba.regency.hyatt.com.

OLIVIER FALCHI NAMED EXECUTIVE CHEF AT THE HILTON



The Hilton Aruba Caribbean Resort & Casino recently announced that international chef Olivier Falchi will be overseeing all culinary operations for the resort as Executive Chef.

The French-born chef brings with him to Aruba a wealth of experience in top-notch restaurants and hotels around the globe. Throughout his career, Falchi had the opportunity to work in a variety of culinary settings, and appreciating local and cultural influences on cuisine. “I worked harder than I ever worked during the pandemic,” he shares with a great sense of accomplishment, “food is a great way of taking care of humanity in times of crisis. You feed people, and you make them happy,” he adds.

The news of Falchi’s versatility and excellent culinary pedigree reached Aruba, as Vasco Baselli, the General Manager of the Hilton Aruba Caribbean Resort & Casino was ready to recruit outstanding new talent, in the wake of former Executive Chef, Matt Boland’s retirement. He was impressed with the credential and with the rare combination of old school and new school knowledge Falchi brings to the development of restaurant menu concepts, catering for large and small events and special innovative celebrations.

ARUBA MARRIOTT RESORT GIVES YOU MORE PARADISE FOR LESS

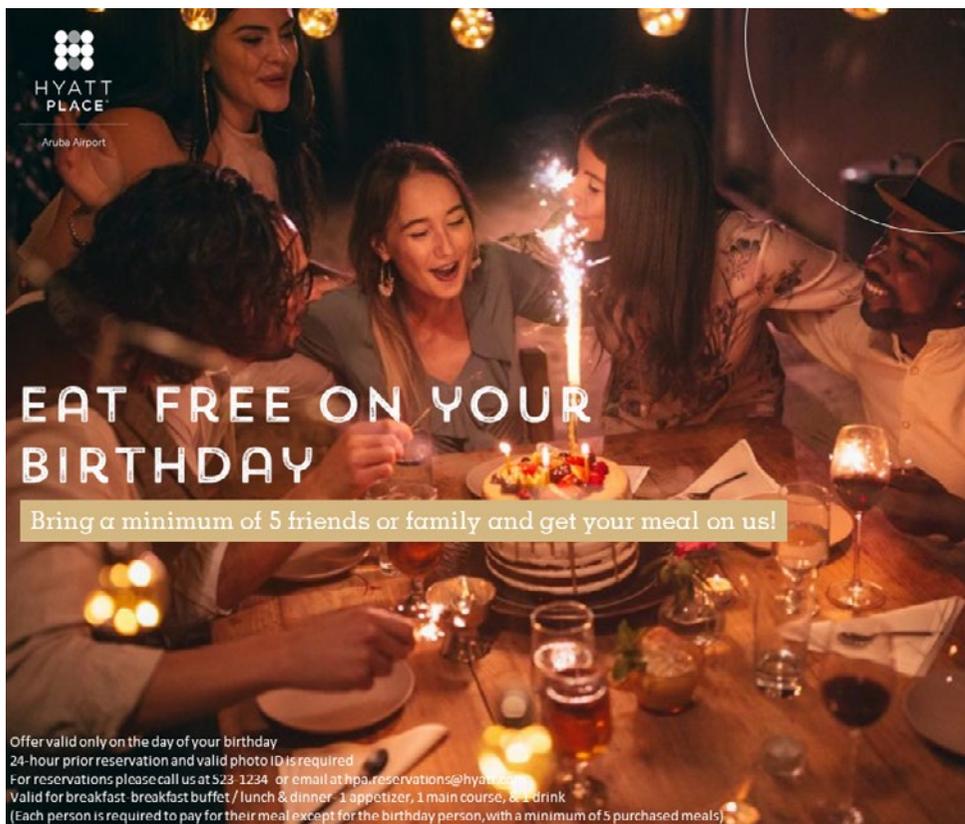


Save more so you can indulge more during your next resort escape to the Aruba Marriott Resort & Stellaris Casino.

Book through January 16, 2022 for stays through December 26, 2021 and January 1, 2022 – March 26, 2022 to enjoy more paradise for up to 20% in savings when booking a getaway to Aruba for four nights or more.

Use promo code D3Q when you book on www.arubamarriott.com to take advantage of this special offer.

YOUR BIRTHDAY IS ALSO A SPECIAL DAY AT HYATT PLACE ARUBA



Have your next birthday breakfast, lunch or dinner at Hyatt Place Aruba with a minimum of 6 people and your meal is on us! Offer is valid on the day of your birthday and parking is completely free for 2 hours. For reservations or more information, please call us at 523-1234 or email us at hpa.reservations@hyatt.com.

PLANNING YOUR HOLIDAY EVENTS? HYATT PLACE ARUBA HAS YOU COVERED



With beautiful venues, delicious holiday menu options, amazing decorations, and entertainment, Hyatt Place Aruba has all that you need to make your event a memorable one! For a tailored proposal, please contact us at 523-1234 or send us an email at hpa.reservations@hyatt.com.
*terms apply



EDUARDO'S ADDS NEW PLATED LUNCH SERVICE TO BOARDWALK HOTEL GUESTS



As of October 1, Boardwalk's exclusive f&b partner Eduardo's Beach Shack, serves plated lunch to guests of the boutique hotel. Lunch is served at the main palapa adjacent to their F&B Shack, in a shaded seating area surrounded by Boardwalk's tropical gardens. The plated service is available from 11:00 am and 2:30 pm. In addition to daily lunch specials, the new lunch menu offers plant-based, vegan and vegetarian lunch options, along with all-time favorites like tuna salad, avocado toast, acai bowl, calamari and a fresh fruit bowl. Combos are available as well, with fries or a salad, and a smoothie or a juice added to the menu item of choice. All lunch items are available 'to go'; the new plated lunch service has an added service charge of 15%. Eduardo's Beach Shack is a local and family-owned small business, serving breakfast and lunch exclusively for hotel guests of Boardwalk Boutique Hotel, as well as a daily happy hour.



RESTAURANTS

THE SEA IS SERVED. CATCH! AT AQUARIUS



Indulge in an endless seafood buffet every Sunday night at Aquarius. Enjoy countless seafood options from hand-made sushi, soup, salads to exquisite fish dishes made with fresh local ingredients. For more information or reservations, please call 5236156.

ACTIVITIES

ARCADE ARUBA BY WIND CREEK IS NOW OPEN! A NEW STATE OF THE ART ENTERTAINMENT CENTER AT THE RENAISSANCE MARKETPLACE



After months of preparation and designing a new concept for the Renaissance Marketplace, the ARCADE ARUBA by Wind Creek is now officially open. The coolest 'hang-out' place for children and teenagers who like gaming. A new state-of-the-art Arcade opened its doors offering many games and activities to entertain all children – young to old – while parents relax and dine at the Renaissance Marketplace. Come & play today to start earning points towards awesome rewards! The arcade is open every day from 12 PM to 12 AM offering drinks and food as well. Make sure to follow Arcade Aruba on Instagram – @arcadearuba to stay up-to-date with the latest news and promotions.



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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 with a copy to content@aruba.com by the 5th of each month for it to be featured in the same month.