

The Advisor

By Aruba Tourist Channel

ARUBA'S
WEEKLY
FREE
NEWSPAPER

JUNE 24 - 29, 2024

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4

TIPS

Authentic Aruba
Culinary Festival



7

HAPPY HOUR

HOTEL
ACTIVITIES AND
HAPPY HOURS



11

SBMF 2024

ARUBA
INTRODUCES \$20
SUSTAINABILITY
FEE



14

ATA & APA

'Word-of-Mouth'
Remains a Key
Recommendation
for Aruba



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ISLAND FESTIVAL ARUBA RETURNS: CELEBRATE CULTURE AND COMMUNITY IN SAN NICOLAS

Aruba's beloved Island Festival is making a grand return, much to the delight of both locals and tourists. This vibrant street festival, held on the last Wednesday of every month in the picturesque streets of San Nicolas, promises an unforgettable experience filled with cultural immersion, delicious food, and lively entertainment.

Event Highlights:

- Cultural Performances: The festival features a variety of performances showcasing Aruba's rich history and diverse culture. From traditional dances to historical reenactments, visitors can expect to be thoroughly entertained while gaining insights into the island's heritage.
- Culinary Delights: Food lovers will find themselves in paradise

with a wide array of local and international cuisine. Street vendors and food stalls offer everything from traditional Aruban dishes to modern culinary twists, ensuring there's something to satisfy every palate.

- Live Music: The streets of San Nicolas come alive with the sounds of local bands and musicians. The festival provides a platform for both emerging talents and established artists to perform, creating an energetic and festive atmosphere.
- Art and Crafts: Visitors can browse through stalls featuring handcrafted items, artworks, and souvenirs. This is a great opportunity to support local artisans and take home a unique piece of Aruba.
- Community Spirit: One of the most charming aspects of the Island Festival is the sense of community it fosters. Locals

and tourists mingle, share stories, and celebrate together, making for a warm and welcoming environment.

The Island Festival is more than just an event; it's a celebration of Aruba's identity and a testament to the island's commitment to preserving and promoting its cultural heritage. Whether you're a first-time visitor or a returning guest, this festival offers a unique and enriching experience that will leave you with lasting memories.

For more information on dates and detailed schedules, visit the official Aruba tourism website www.aruba.com. Don't miss out on this opportunity to experience the heart and soul of Aruba!

ARUBA MEETS IN San Nicolas JUN 26

COME AND EXPERIENCE OUR LOCAL WAY OF LIFE

FREE ENTRY - AUTHENTIC FOOD
SPECTACULAR SHOW - LIVE BANDS

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Aruba

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Ronella Croes CEO
ARUBA TOURISM AUTHORITY

Welcome to Island Fest Aruba, where the vibrant spirit of our island comes to life! Immerse yourself in an unforgettable celebration of Aruba’s rich culture and history through a delightful fusion of local and multicultural cuisine, captivating music, and stunning art. An event that combines the traditional and the contemporary. Experience the essence of “Zjeito,” our unique way of life, as you connect with the warmth and hospitality of the Aruban people.

This festival is more than just an event; it’s a heartfelt invitation to explore our heritage, relish in our diverse traditions, and discover why Aruba is known as ‘One Happy Island.’ Join us in this joyous meeting place where tourists and locals celebrate life, culture, and community.

As you explore the festival, you will find yourself enchanted by the rhythms of our music, inspired by the colors of our art, and delighted by the flavors of our cuisine. This event will give you the perfect opportunity to meet people who are passionate about sharing their stories, their talents, and their love for Aruba. And most importantly, you will feel the warmth and hospitality that make our island truly special.

I invite you to fully embrace the magic of Island Fest Aruba. Let yourself be carried away by the joy and energy of our celebrations, and take home with you a piece of The Aruba Effect. Thank you for joining us in this celebration of culture, community, and the spirit of Aruba.

Ronella Croes
CEO, Aruba Tourism Authority

Dear Visitors,


Welcome to our beautiful island

As the Minister of Tourism, it is my great pleasure to extend a warm welcome to each of you to the beautiful island of Aruba. Together with my colleagues in the Aruban Government, we are delighted to host you in this paradise known for its pristine beaches, crystal-clear waters, and vibrant culture.

After a long and anticipated wait, we are thrilled to announce the return of the Island Festival to the charming streets of San Nicolaas! Scheduled for the last Wednesday of every month, this much-loved event offers an incredible opportunity for both visitors and locals to dive deep into the rich cultural tapestry of Aruba.

The Island Festival is more than just a celebration; it is an embodiment of our island’s spirit and heritage. Attendees will be treated to an array of attractions that highlight the best of what Aruba has to offer. Savor the flavors of our delectable local cuisine, enjoy refreshing beverages, and dance to the rhythms of live bands that will keep the atmosphere electric. Historical shows will transport you back in time, offering glimpses into Aruba’s storied past, while street activities will fill the air with joyous energy. While you are here for the festival, I encourage you to take this opportunity to explore the rest of our beautiful island. From the rugged landscapes of Arikok National Park to the serene shores of Eagle Beach, there is so much to see and experience. Discover our rich history, vibrant arts scene, and warm hospitality that extends beyond the festival grounds.

We invite you to mark your calendars and join us in San Nicolaas for this lively and engaging festival. Whether you are here for the first time or a frequent visitor, the Island Festival promises to be an unforgettable experience, showcasing the warmth, charm, and hospitality that Aruba is renowned for. Thank you for choosing to spend your time with us. We look forward to celebrating with you and creating lasting memories together. Your Excellency,



Danguillaume Oduber
Minister of Tourism and Public Health



Mr. Danguillaume Oduber
MINISTER OF TOURISM, ARUBA

Aruba Tourism Authority Announces Authentic Aruba Culinary Festival to Take Place in October 2024

Aruba Tourism Authority (A.T.A.) is thrilled to announce a new annual event that will tantalize your taste buds and celebrate our island's cultural diversity under the name: Authentic Aruba Culinary Festival. This exciting festival will take place in October 2024 and will feature various events highlighting the exceptional quality and variety of Aruba's culinary and beverage scene. The event will offer both locals and island visitors a culinary exploration of ethnic traditions and authenticity, featuring delicious dishes and a gastronomic experience at a high level.

Authentic Aruba Culinary Festival will celebrate the vibrant tapestry of culture and exceptional cuisine that Aruba has to offer, alongside different res-

taurants and culinary students from EPB and EPI schools. The event will include its own restaurant week with participation from various dining establishments, culminating in its own Festival: The Wilhelminastraat Pavilion in downtown Oranjestad.

For more information and updates on event details, please visit www.authenticfestival.com.

For further details about the festival, please contact the Authentic organizing team at d.boekhouwer@aruba.com.

Join us and immerse yourself in an unforgettable open-air experience with Authentic Aruba Culinary Festival in October 2024.

About Aruba Tourism Authority (A.T.A.)

Since January 1, 2011, Aruba Tourism Authority has operated as a 'Sui Generis' entity, an independent organization within the public sphere. As a Destination Marketing and Management Organization (DMMO), A.T.A. is responsible for uniting tourist interests between local and international partners. A.T.A. emphasizes the "High Value-Low Impact" model, aiming to balance increasing visitor economic value while positioning Aruba as a desirable and sustainable country, and a leader in development as a tourism destination. The focus remains on maintaining efforts in line with this balance and achieving increased revenue through quality tourism rather than volume. Capacity management continues to receive attention from A.T.A.

Discover the Caribbean's Hidden Gems with Divi Divi Air

Are you ready to embark on a journey to the captivating ABC Islands – Aruba, Curacao, and Bonaire? Dive into the unparalleled beauty of the Caribbean with Divi Divi Air, your premier choice for island-hopping adventures.

Aruba - One Happy Island
With its pristine white-sand beaches, vibrant nightlife, and stunning turquoise waters, Aruba is a tropical paradise waiting to be explored. Fly with Divi Divi Air and immerse yourself in the island's unique blend of Dutch colonial charm and vibrant Caribbean culture.

Curacao - A Colorful Oasis
Experience the magic of Curacao, where the streets are lined with pastel-colored buildings, and the crystal-clear waters beckon you to explore its rich marine life. Travel with Divi Divi Air to uncover the island's fascinating history, lively festivals, and mouthwatering cuisine.

Bonaire - A Diver's Dream
As a world-renowned destination for diving and snorkeling, Bonaire's pristine coral reefs and abundant marine life are a nature lover's dream come true. Let Divi Divi Air transport you to this tranquil haven where you can also experience its unique landscapes and rich wildlife.

Exceptional Service and Unbeatable Convenience
With our friendly crew, comfortable aircraft, and seamless connections, Divi Divi Air ensures an unforgettable journey to these Caribbean gems. Whether you're seeking relaxation, adventure, or a blend of both, we have you covered.

Don't miss out on the opportunity to explore the enchanting ABC islands. Book your flight with Divi Divi Air today and let us take you there in style and comfort.

Aruba, Curacao, and Bonaire - Your Dream Vacation Awaits

Divi Divi Air - Taking You There, One Island at a Time!

Visit our website at www.flydivi.com to book your unforgettable Caribbean adventure today!

DIVI DIVI AIR
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DIVI DIVI AIR TAKES YOU THERE

Aruba

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CODE OF CONDUCT

Beaches & Dunes

- Driving or parking on beaches, dunes and in the ocean is prohibited.
- Please dispose of your trash properly.
- Do not bbq or start a fire on beaches and dunes.
- Avoid use of disposable plastic products on the beach.
- Our Fofoti trees are protected, do not climb on them or damage their branches by hanging items from them.
- Taking any shells or coral from our beaches is strictly prohibited and is punishable by a hefty fine.



To our treasured guests,

Bonbini to Aruba!

We are delighted you chose Aruba as your vacation destination. Whether it's your first visit or you have been here before, Aruba offers a great vacation experience. We look forward to sharing our unique sites and ambiance with you and hope – above all – that you get to know our people and the warm and welcoming hospitality.

AHATA's members encourage you to help us preserve local flora and fauna for future generations and we invite you to support our valiant sustainability efforts while enjoying an array of available activities. Every square mile of Aruba is a gem waiting to be discovered, whether it's the endemic nature on the Northside, the shopping activity of Oranjestad, the charm and Caribbean culture of the San Nicolas art district, or the serene white beaches and crystal-clear turquoise waters.

Our island's culinary offering can please a wide variety of pallets. You can enjoy traditional meals such as goat stew "cabrito stoba," stuffed cheese "keshi yena," or fried fish "pisca hasa cu funchi". The diverse gastronomic scene boasts international dining experiences varying from European to Asian, African, Latin American, and Caribbean flavors.

Through it all, you can delight in a level of hospitality and service that is deeply ingrained in our Aruban culture. We encourage you to get to know our people and form a deeper bond with Aruba and its rich historical background.

Thank you for visiting Aruba. We look forward to welcoming you back again and again!
Warm regards,

Tisa LaSorte
President and CEO
Aruba Hotel & Tourism Association

Aruba Tourism Authority Boosts Sustainability Efforts Amid Record Growth in Tourism

Oranjestad, Aruba – Aruba's tourism sector is witnessing unprecedented growth, with record numbers of visitors flocking to the island last year. In response, the Aruba Tourism Authority (A.T.A.) continues to enhance its "High Value-Low Impact" tourism model, focusing on sustainability and environmental conservation to preserve the island's natural beauty for future generations.

Sustainable Tourism Initiatives

The A.T.A. has long prioritized sustainable tourism, and recent efforts have only intensified this commitment. A major milestone was the launch of the Aruba Conservation Foundation, which now manages nearly 25% of the island and several Marine Protected Areas. These initiatives aim to protect Aruba's rich biodiversity, including vital coral reefs and sea turtle habitats¹⁰source¹¹source.

One of the key projects is the "Stimami Sterilisami" program, which addresses the issue of stray animals on the streets. Additio-



nally, the revival of the Bon Bini Festival provides more cultural events for tourists, enriching their experience while supporting local traditions¹¹source.

Technological Advancements

This year saw the introduction of the "myAruba Assistant," an AI-powered travel advisor available on Aruba.com and WhatsApp. This innovative tool helps tourists plan their trips with tailored recommendations, enhancing their experience while promoting responsible tourism practices¹⁰source.

Community and Environmental

Projects

The A.T.A. has also invested in various community projects, such as providing books for schools and supporting cultural foundations like the Aruba Museum Foundation and Go Cultura Foundation. In sports, the A.T.A. backs the Aruban Olympic Committee, aiding local athletes in representing the island internationally¹⁰source.

In a bid to further embed sustainability into its tourism model, the A.T.A. has developed a "Niche Framework" to support the sustainable development of niche tourism sectors. This includes studies

on carrying capacity, short-term vacation rentals, and luxury cruise lines¹⁰source.

Environmental Conservation Efforts

Aruba has implemented several critical environmental measures, including a ban on single-use plastics and sunscreens containing oxybenzone, which harm coral reefs. The ScubbleBubbles youth scuba diving club has established coral nurseries to aid reef restoration, while the "Turning the Tide" project focuses on coral and mangrove restoration¹¹source¹³source.

Promoting Local Agriculture

The Department of Agriculture, Livestock, and Fishery, known locally as Santa Rosa, has initiated projects like "10,000 Trees for Aruba," aiming to increase local fruit production. The United Farmers Aruba (UFA) cooperative further supports sustainable farming practices on the island¹³source.

Future Developments

Looking ahead, Aruba is set to welcome new luxury accommodations like the St. Regis Palm Beach Resort and JOIA Aruba by Iberostar, enhancing the island's appeal to high-value tourists while adhering to sustainable development principles¹⁰source.

As Aruba continues to thrive as a premier Caribbean destination, the A.T.A.'s focus on sustainability ensures that tourism growth benefits both the environment and the local community. These comprehensive efforts highlight Aruba's commitment to being a leader in sustainable tourism.

Aruba Tourism Authority (A.T.A.) Facilitates Sustainability Course for Tour Operators and WAF Agencies

Aruba Tourism Authority (A.T.A.) recently facilitated a virtual sustainability course aimed at tour operators and WAF agencies as a pioneering step in promoting sustainable tourism in Aruba. This initiative, conducted in collaboration with the Aquila Center for Cruise Excellence, marks Aruba as the first destination to fully participate in such a training program. Both organizations, A.T.A. and Aquila, are proud members of the Florida Caribbean Cruise Association (FCCA).

The course, led by global trainer Ambra Attus from the Aquila Center for Cruise Excellence, is designed to equip participants with the knowledge and tools necessary to practice and enhance visitor excursions and experiences in a sustainable manner. It is important to note that the curriculum aligns with the criteria of the Global Sustainable Tourism Council (GSTC), empowering local stakeholders with the mindset, strategies, and skills focused on providing authentic, impactful, and sustainable experiences for visi-

tors in both the cruise tourism and general tourism sectors, thereby creating unforgettable memories.

Key topics covered during the course included:

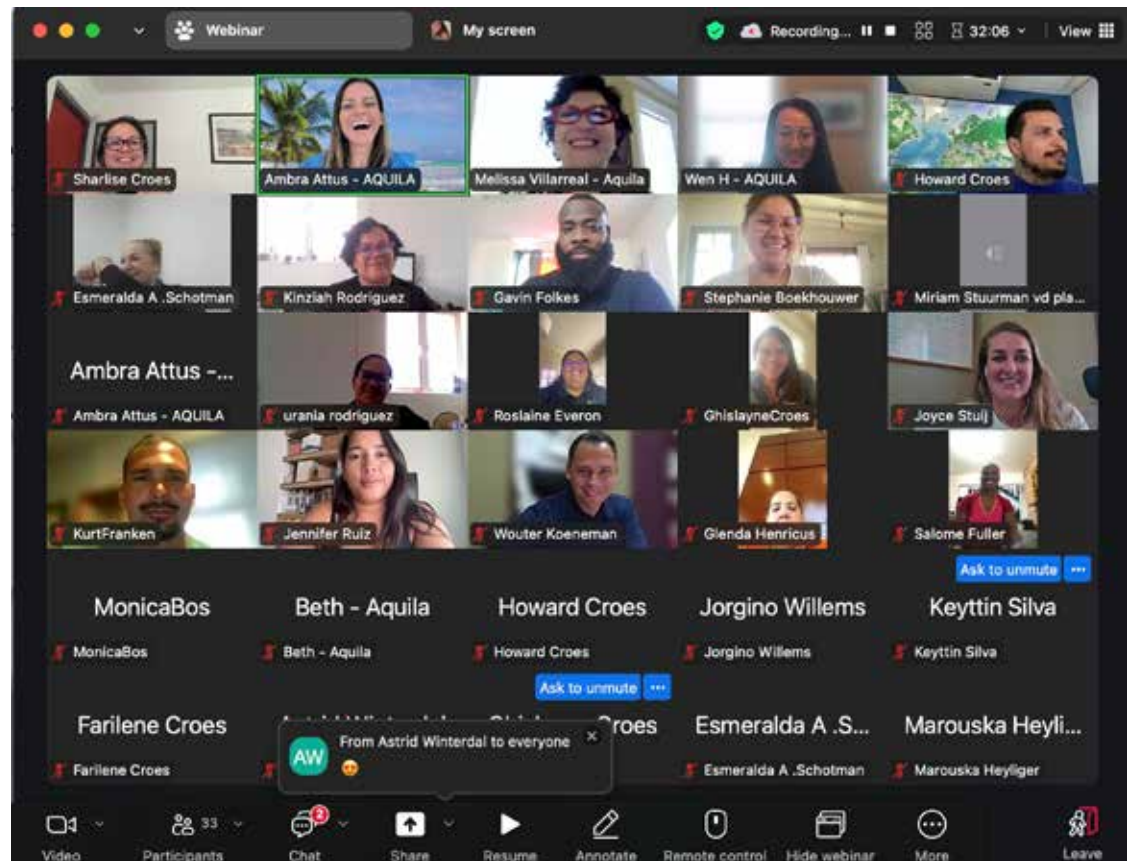
Understanding sustainability issues and their relevance/importance to the tourism industry
Current trends in the cruise industry

The significant role of local stakeholders in ensuring a sustainable destination experience
Guidance and recommendations for creating sustainable visitor experiences

Steps to achieve Global Sustainable Tourism Council (GSTC) certification

As a GSTC member since 2018, trainer Ambra Attus brings extensive experience in travel and tourism. Her passion for sustainable tourism, coupled with her extensive training and coaching experience in sustainability, plays a crucial role in creating purpose-driven experiences for cruise lines in the Caribbean.

More than 40 participants from various tour operators and WAF agencies attended the two-day



virtual sessions, which included interactive examples that facilitated active participation and application of concepts presented during the sessions.

Aruba takes pride in leading

this training initiative in the Caribbean. This course underscores A.T.A.'s commitment to protecting and conserving our environment and natural resources while providing exceptional experiences to visitors.

We are delighted to see how our local partners will implement these sustainable practices in their operations and tour offerings. Congratulations to each of them!

ARUBA TO HOST PAMAC CRUISE SUMMIT 2025

'With the presence of top executives in the industry'

The Ministry of Tourism, Aruba Tourism Authority (A.T.A.), and Aruba Ports Authority (APA) are pleased to announce that Aruba will officially host the PAMAC Cruise Summit 2025, one of the most important and renowned events for the North American and Latin American cruise industry. In 2017, Aruba successfully hosted the PAMAC (Platinum Associate Member Advisory Council) Summit, and is extremely delighted to welcome this prestigious event once again in 2025.

The announcement was made during the current PAMAC event in Montego Bay, Jamaica. CEO of A.T.A. Ronella Croes, CEO of APA Marc Figaroa, along with Patrick Melchioris, Mario Arends, and Monica Bos, presented the information, which included welcome remarks from the Minister of Tourism.

The PAMAC conference is a popular platform, featuring high-level executives in the cruise tourism industry, including

cruise line executives and other industry partners. Organized by the Florida-Caribbean Cruise Association (FCCA), this event is exclusively dedicated to cruise line executives who are considered platinum members of the FCCA. The event offers ideal opportunities for each participating destination to highlight recent developments.

In recent years, Aruba has seen various constructions and renovations, leading to increased popularity and competitiveness as a first-class tourist destination. A key aspect that the PAMAC Cruise Summit 2025 will bring to Aruba is the opportunity to showcase recent developments, activities, and excursions available on the island. Additionally, the conference will focus on important topics such as attracting smaller and more luxurious ships, as well as attracting ships during the off-season.

The goal of this initiative is to improve the experience in Aruba and promote sustainable growth in the cruise industry.

Sustainability remains a central theme in the cruise sector, and this conference will emphasize its importance in aligning Aruba's strategies with the global cruise industry.

A typical PAMAC Cruise Summit lasts two to three days and includes a variety of activities such as meetings, functions, and excursions. The initial days are dedicated to facilitating interaction between cruise executives, local partners, and government representatives. This interaction is considered crucial before cruise executives meet with the platinum members.

Aruba's role as the host of the PAMAC Cruise Summit 2025 is a testament to its commitment to excellence in the tourism industry. The Ministry of Tourism, Aruba Tourism Authority (A.T.A.), and Aruba Ports Authority (APA) are eagerly anticipating this opportunity to highlight all that Aruba has to offer, including elevated offerings and the strengthening of strong relationships with cruise



line executives.

About Aruba Tourism Authority (A.T.A.)

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strong emphasis on the "High Value-Low Impact" model, which aims for a balance between increasing the economic value of visitors, positioning Aruba as a desirable and sustainable destination, and leading in destination development. The goal is to maintain efforts in line with this balance, achieving increased revenue through quality tourism rather than volume, with A.T.A. continuously focusing on carrying capacity.



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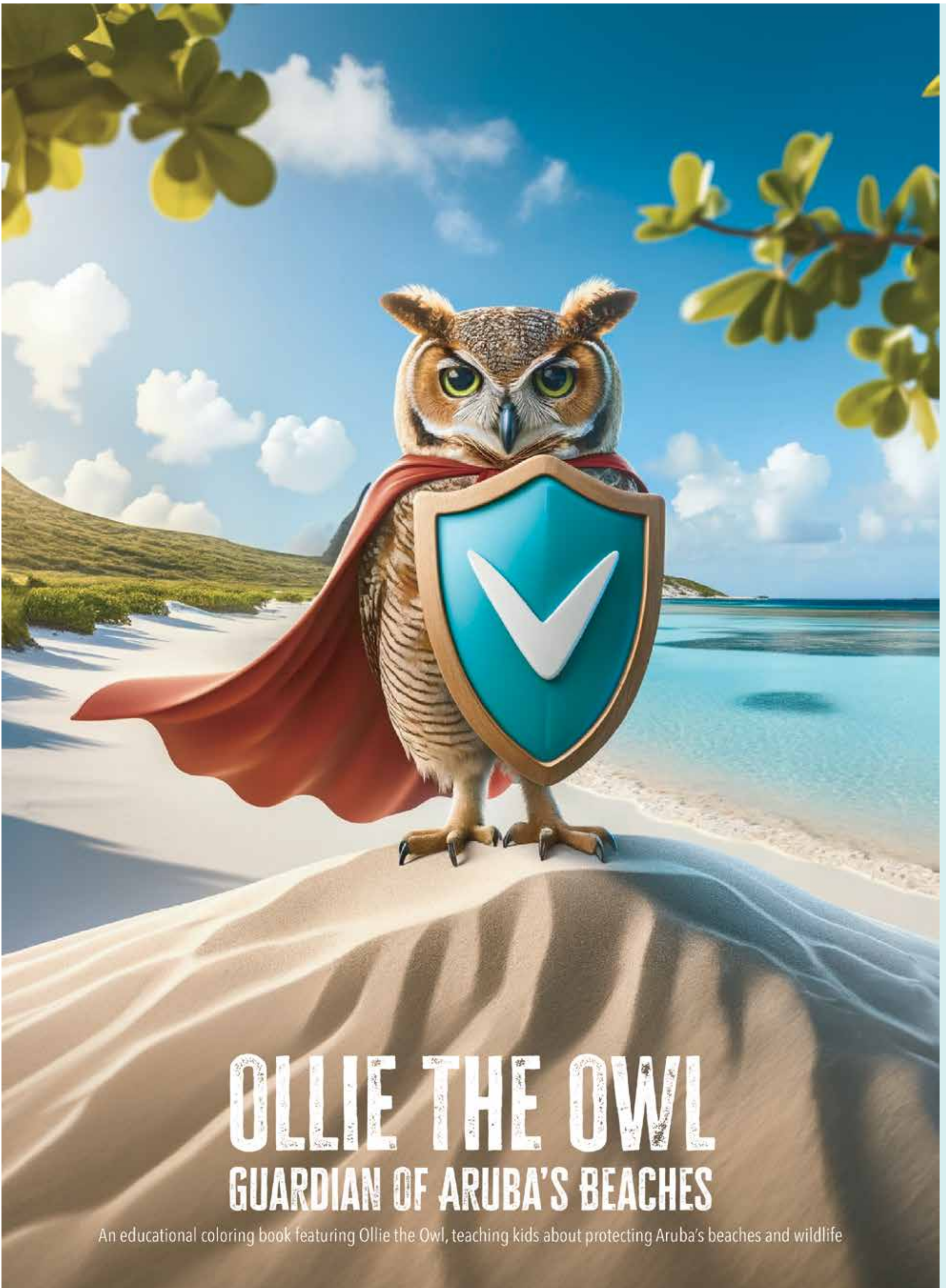


Aruba

Hotels Activities & Happy Hour!

Hotels Activities & Happy Hour!

- 1** AMSTERDAM MANOR (HORIZONS LOUNGE)
Happy Hour: Monday – Sunday | 5:00pm – 7:00pm
 Happy Hour special: 2 for 1
 Thursday 'IN' – Manager's cocktail party 5:30pm- 6:30pm 2x for 1 & free hors d'oeuvres
- 2** ARUBA BEACH CLUB (RICARDO'S RESTAURANT & BAR)
Happy Hour: Every day 12:00pm – 1:00pm | 4:00pm – 6:00pm | 9:00pm – 10:00pm
 HH special: Daily Cocktail (Main Bar all prem drinks 2 for 1)
 Live bands: Sun - Wilmer | Mon-Thu - Sharp Steel Pan | Tue-Fri - Cesar Olarte
- 3** ARUBA MARRIOTT RESORT (MAIN POOL AND ADULT POOL)
Happy Hour: Every day 12:00pm – 1:00pm | 3:00pm – 5:00pm
 Happy Hour special 2 for \$19
 Bingo: (Pool-side) Everyday 2:00pm
 Bingo: (Casino) Wednesdays 9:00pm | Thursdays 10:00am, 11:00am, 12:00pm | Fridays 7:00pm | Sundays 3:00pm
- 4** ARUBA'S LIFE VACATION RESIDENCE
Happy Hour: Every day 5:00pm – 6:00pm
 Happy Hour special: 2 for 1
- 5** CARIBBEAN PALM VILLAGE
Happy Hour: Every day 12:00pm – 1:00pm | 4:00pm – 6:00pm
 Happy Hour special: 2 for 1
- 6** CASA DEL MAR (MATTHEWS RESTAURANT)
Happy Hour: Every day 12:00pm – 1:00pm | 4:00pm – 6:00pm | 9:00pm – 10:00pm
 HH special: 2 for 1 | Bingo: 2:00pm – 3:00pm
 Monday Live music 4pm – 6pm
- 7** COURTYARD BY MARRIOTT
Happy Hour: Every day 6:00pm – 7:00pm
 Happy Hour special: 2 for 1
- 8** DIVI ARUBA PHOENIX
Happy Hour: Every day 5:00pm – 6:00pm at pure beach.
 HAPPY HOUR special: 2 for 1
- 9** COSTA LINDA BEACH RESORT (WATER'S EDGE RESTAURANT & BAR)
Water's Edge Restaurant & Bar:
HAPPY HOUR: Every day 12:00pm – 1:00pm | 4:00pm – 6:00pm | 9:00pm – 10:00pm
 Happy Hour special: Drinks 2 for 1
 Entertainment schedule:
 Nightly Live Entertainment 7 Days A Week | MONDAY 6:30pm – 8:30pm - Angela Flores – Violinist | TUESDAY 6:30pm – 8:30pm - Jean Paul – Saxophonist | WEDNESDAY 6:30pm – 8:30pm – Eddie Kroon – Singer 9:00pm – 11:00pm – Karaoke Happy Hour. THURSDAY 6:30pm – 8:30pm – Marrybell Maduro - Singer | FRIDAY 7:00pm – 9:00pm – Ricky Thomas – Guitarist | SATURDAY 6:30pm – 8:30pm - Angela Flores – Violinist | SUNDAY 6:30pm – 8:30pm – Marrybell Maduro - Singer
- 10** RENAISSANCE MARINA & OCEAN SUITES
Happy Hour: Every day (Lounge midnight grill) 12:00am – 1:00am
 Happy Hour special: 2 for 1
 MONDAY 5:30pm – 10:30pm – Fresco – "That's Amore – Live Entertainment | TUESDAY 6:00pm- 10:00pm – Blue Bar – Korean BBQ | WEDNESDAY 7:00pm – Renaissance Private Island – four course menu | THURSDAY 6:00pm – 10pm – Renaissance Ocean Suites Beach – BBQ | FRIDAY 5:30pm – L.G. Smith Steak & Chop House – Live DJ – Oysters and succulent meats prepared tableside | SATURDAY 6:00pm – Blue Bar – "Konichi Wow" Sushi Night | SUNDAY 3:30pm – 4:30pm – Blue Bar – Mixology Class (participants can sign up at Blue Bar) 5:30pm – 10:30pm – Aquarius Restaurant – Catch! Seafood buffet.
 Opening hours bar & restaurants: LG Smith's Steak & Chop House Dinner 6:00pm - 11:00pm | Mangrove Beach Bar & Fish Shack Fish Shack 11:30-3:30pm | Bar 9:00am - 6:00pm | Papagayo Bar & Grill Bar 9:00am-6:00pm Breakfast 8:30am-11:00am | Lunch 11:30am - 5:00pm Dinner Wed. 6:30pm-9:30pm | Blue Open daily 10:00am - 12:00am Happy hour 4:30pm-6:00pm | Aquarius Breakfast 7:00am-11:00am Lunch 12:00pm-3:30pm - Dinner 5:30pm-11:00pm | Fresco Breakfast 7:00am-11:30am | Dinner 5:30pm-10:30pm | Sole Open daily 10:00am-11:00pm | Happy hour 4:30pm - 6:00pm | The Lounge Open daily 11:00pm-LATE | Happy hour 12:00am-1:00am
- 11** RENAISSANCE OCEAN SUITES
Happy Hour: Every day 4:30pm – 6:00pm
 Happy Hour special: 2 for 1
 Bingo: Mon – Thursday & Sunday 2:00pm – 3:00pm
- 12** TALK OF THE TOWN
Happy Hour: Mon-Friday 3:00pm – 5:00pm
 HH special: 2 for 1 | Bucket deal Balashi/Chill



OLLIE THE OWL GUARDIAN OF ARUBA'S BEACHES

An educational coloring book featuring Ollie the Owl, teaching kids about protecting Aruba's beaches and wildlife

Join Ollie the Owl on Social Media: Inspiring the Next Generation to Love and Protect Nature

Oranjestad, Aruba – Quantum Quorum Media N.V. is proud to announce the launch of the official social media pages for “Ollie the Owl: Guardian of Aruba’s Beaches,” an engaging and educational coloring book designed to teach children about environmental conservation and the importance of protecting natural habitats.

Ollie the Owl has quickly become a beloved character among families, educators, and environmental enthusiasts. Through his adventures, Ollie helps children understand the significance of safeguarding Aruba’s beau-

tiful beaches and diverse wildlife. Now, with the launch of our social media pages, we aim to expand Ollie’s reach and impact even further.

Join Ollie on Facebook (scan the QR code)

By following Ollie’s social media page, parents, educators, and children can engage with a variety of exciting content, including:

Fun Coloring Contests: Participate in regular coloring contests and showcase your artistic talents.

Educational Content: Learn valuable tips and information about environmental conservation and how you

can make a difference.

Exclusive Updates: Stay informed about the latest news, events, and activities related to Ollie the Owl and Quantum Quorum Media.

Community Engagement: Connect with a community of like-minded individuals who are passionate about nature and its protection.

Why This Matters:

Environmental education is crucial in fostering a sense of responsibility and stewardship in the next generation. By teaching children to love and protect nature, we can ensure a brighter, more sustainable future for our planet. Ollie the Owl serves as a relatable and engaging figure to

convey these important messages in a fun and accessible way.

“We believe that through Ollie’s story, we can inspire young minds to appreciate the beauty of our natural world and understand their role in protecting it,” said Ishwar Daryanani, CEO at Quantum Quorum Media N.V. “Our social media platforms are a fantastic way to reach out to families and educators, providing them with the tools and inspiration they need to nurture a love for nature in children.”



Aruba

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Hotels Activities & Happy Hour!

Hotels Activities & Happy Hour!

13 DIVI & TAMARIJN

Entertainment schedule DIVI:

MONDAY 9:00pm – 11:00pm – Divi -Live reggae Band | TUESDAY 8:10pm – Divi – Fire Limbo Show | 9:00pm – 11:00pm – Divi -Live band of the week | WEDNESDAY 9:00pm – 11:00pm – Divi -Live band entertainment | THURSDAY 7:30pm – Divi – Movie night around the pool | 9:00pm – 11:00pm – Divi -Live band entertainment | FRIDAY 9:00pm – 11:00pm – Divi -Live band of the week | SATURDAY 9:00pm – 11:00pm – Divi -2.0 Blue Boulevard Entertainment | SUNDAY 8:45pm – 11:00pm – Divi – Invited DJ “Ettrick”

Entertainment schedule TAMARIJN:

MONDAY | 8:45pm – Tamarijn – Energy Fusion show, by Popcorn Dancers | 9:00pm – 11:00pm – Tamarijn – DJ Music | TUESDAY 9:00pm – 11:00pm – Tamarijn – DJ Music | WEDNESDAY 8:00pm – Tamarijn - Synchronize Swimming Show | 9:00pm – 11:00pm – Tamarijn – DJ Music | THURSDAY 9:00pm – 11:00pm – Tamarijn – Karaoke party with Giovanni Trim | FRIDAY 8:45pm – Tamarijn – Carnival extravaganza show by Cocorico in Motion | 9:00pm – 11:00pm – Tamarijn – DJ Music | SATURDAY 6:30pm – 8:30pm – Tamarijn – Mariachi Perla di Aruba | 8:30pm – Tamarijn - Aruba Folkloric Dance Show | 9:00pm – 11:00pm – Tamarijn – DJ Music | SUNDAY 8:10pm – Tamarijn – The Pirates Treasure Quest show by Ritmo Cubano II | Live music | 9:00pm – 11:00pm – Tamarijn – Live entertainment by Amy Sorinio

14 EAGLE ARUBA RESORT**Happy Hour: Every day 3:00pm-4:00pm | 9:00pm-10:00pm**

Bingo: Mon, Wed, Sat 1:00pm

15 HILTON ARUBA CARIBBEAN RESORT & CASINO**Happy Hour: 3:00pm – 5:00pm CASTAWAYS BAR**

Live Music on Tuesday, Friday and Sunday's | 5:00pm – 6:00pm MIRA SOLO BAR | 7:00pm – 10:00pm MIRA SOLO BAR Live Music | 3:00pm - 5:00pm CASTAWAYS BAR - Tuesday, Friday and Sunday's | 7:00pm - 10:00pm SOLO BAR – Everyday

16 HOLIDAY INN**Happy Hour: Every day 3:00pm – 5:00pm**

HH special: 2 for 1 on house-brand cocktails, house wines & house beers.

Extended Breakfast on Sundays.

Da Vinci: Early Bird | Every day 5:30pm - 6:30pm | Special: Get a complimentary bottle of wine with the order of one main course.

Sea Breeze | Early Bird | Every day 5:30pm - 6:30pm | Special: 20% discount on all items from the Sea Breeze Dinner Menu | Bingo: Ocean Pool | Tuesday & Saturday 2:00pm

Activities: Aqua aerobics Monday and Saturday 1:00pm | Pool volleyball Tuesday 2:00pm | Invisible Bottle Hunt Wednesday 2:00pm and Friday 3:00pm | Cornhole Tuesday and Thursday 2:00pm | Balloon Toss Monday, Wednesday and Friday 1:00pm | Mini golf Monday and Thursday 2:00pm | Tennis clinic Monday to Saturday 10:00am | Pilates Tuesday and Thursday 8:00am | Yoga Wednesday and Friday 8:00am

17 HYATT PLACE ARUBA AIRPORT**Happy Hour: All day**

Happy Hour special: Monday \$5 Mojito | Tuesday \$5 Sangria | Wednesday \$6 Moscato - Wines per glass | Thursday \$50 Gentlemen's night – a choice of 4 bourbon inspired cocktails from a menu with a dozen wings. Afterwards, drinks \$11 each plus \$1 wings for the rest of the night. Friday \$85 Beer and Grill for max 4 people – Bucket of beer with a mixed platter.

18 MANCHEBO BEACH RESORT**Happy Hour: 5:00pm – 7:00pm**

HAPPY HOUR special: 2 for 1

19 MARRIOTT'S ARUBA SURF CLUB**Happy Hour: Flip Flop beach bar Live DJ Sessions every Saturday 2:00 – 6:00pm**

Happy Hour special: 2 All mix drinks \$19 Standard Cocktails | 2 All mix drinks \$28 Premium Cocktails.

Bingo: 1:00pm | Every Saturday 3:00 – 6:00pm

21 HYATT REGENCY ARUBA**HAPPY HOUR: Every day 5:30pm – 6:30pm – Palms bar | 6:30pm – 7:30pm – Alfresco bar**

Happy Hour special: Drinks 2 for 1 | Wine happy hour

Bingo: Every day 2:00pm – Family pool

Activities:

MONDAY 7:30am – Big Palapa - Yoga session | 8:30am – Events Lawn at Trankilo pool – Pilates fusion | 4:30pm – Palms beach bar – Mixology course (registration required max. 8 persons)

TUESDAY 7:30am – Big Palapa - Energy Healing and stretching techniques (registration required) | 8:30am – Tennis Clinic (registration required max. 4 persons) | 10:30am - Family - Waterslide Race | 3:00pm – Pool area - Pool time cool down, round of refreshments passed around pool areas | 4:30pm – Palms restaurant - Cooking with chef (registration required max. 8 persons)

WEDNESDAY 7:30am – Big Palapa - Yoga session | 8:30am – Events Lawn at Trankilo pool – Pilates fusion | 10:30am - Towel hut- Shuffle Board Contest | 4:30pm – Palms beach bar – Mixology course (registration required max. 8 persons)

THURSDAY 7:30am – Big Palapa – Self-awareness meditation (registration required) | 8:30am – Tennis Clinic (registration required) | 3:00pm – Pool area - Pool time cool down, round of refreshments passed around pool areas | 4:30pm – Palms restaurant - Cooking with chef (registration required max. 8 persons) | 6:00pm – 7:00pm – Palms Bar – Sunset Sip Wine Tasting

FRIDAY 7:30am – Big Palapa - Energy Healing and stretching techniques (registration required) | 10:30am - family pool - waterslide Race | 3:00pm – lobby area - community market | 4:30pm – lobby area - Painting Class

SATURDAY 7:30am – Big Palapa – Aerial Yoga Cocooning Experience (registration required) | 10:30am - Towel Hut - Shuffle Board Contest
SUNDAY 8:00pm - Full Moon Yoga (registration required)

22 LA CABANA BEACH RESORT & CASINO

HAPPY HOUR: Every day at Pata Pata Bar 2:00pm – 3:00pm - Happy Hour on Frozen Daiquiris and Piña Colada | 3:00pm – 4:00pm Happy Hour on Balashi, Balashi Chill, Magic Mango and Magic Orange | 4:00pm – 6:00pm Happy Hour on all Beers, Selected Cocktails, Selected Frozen Specials, House Wines and Select Liquor Brands | 10:00pm – 11:00pm Happy Hour on all Beers, Selected Cocktails, Selected Frozen Specials, House Wines and Select Liquor Brands

Happy Hour special: Drinks 2 for 1

Bingo: 2:00pm - 3:00pm

Entertainment schedule

MONDAY 3:30pm – 6:30pm - Pata Pata Bar - Bar Music | 9:00pm – 11pm – Pata Pata Bar - Dj Alvin Caribbean Night | 6:30pm – 9:30pm – Las Ramblas Restaurant - Ernesto Ferro, Guitar

TUESDAY 3:30pm – 6:30pm – Pata Pata Bar - NBO Band Live | 6:30pm – 9:30pm – Las Ramblas Restaurant - Ernesto Ferro, Guitar

WEDNESDAY 3:30pm – 6:30pm – Pata Pata Bar - Dj Alvin | 6:30pm – 9:30pm – Las Ramblas Restaurant - Ernesto Ferro, Guitar

THURSDAY 3:30pm – 6:30pm – Pata Pata Bar - Equator Band Live | 6:30pm – 9:30pm – Las Ramblas Restaurant - Ernesto Ferro, Guitar | 9:00pm – 11:00pm – Pata Pata Bar - Dj Alvin

FRIDAY 3:30pm – 6:30pm – Pata Pata Bar - Smiley Band Live | 6:30pm – 9:30pm – Las Ramblas Restaurant - Ernesto Ferro, Guitar

SATURDAY 3:30pm – 6:30pm – Pata Pata Bar – Equator Band Live | 6:30pm – 9:30pm – Las Ramblas Restaurant - Ernesto Ferro, Guitar | 9:00pm – 11:00pm – Pata Pata Bar - Dj Alvin

SUNDAY 3:30pm – 6:30pm – Pata Pata Bar - NBO Live

20 RADISSON BLU

Winesdays at Acqua Breeze Pool Bar: 4PM-7PM | Wednesday is Dollars to Florin - on all wine bottles from our Winesday Menu. With live performance by local artist Amy Sorinio.

SANGRIA FRIDAYS: 11AM-8PM Enjoy our homemade sangria Red or White Sangria.

Based on our F&B Manager Leonie's Grandmothers Recipe.

SATURDAYS WITH AMY: 4PM-7PM Live performance by local artist Amy Sorinio at Acqua Breeze Pool Bar. Happy Hour from 5PM - 7PM.

BEER SUNDAYS: 11AM-8PM | Balashi & Chill beer draft at Acqua Breeze Pool Bar, with DJ entertainment from 3PM - 7PM



ARUBA INTRODUCES \$20 SUSTAINABILITY FEE FOR AIR TRAVELERS TO PRESERVE NATURAL BEAUTY

ORANJESTAD, Aruba – June 24, 2024 – Starting July 1, 2024, all visitors arriving in Aruba by air will be required to pay a \$20 Sustainability Fee. This new initiative is part of the island's comprehensive strategy to fund and enhance sustainability projects aimed at preserving Aruba's renowned natural beauty and resources.

A Commitment to Sustainability
The introduction of the Sustainability Fee underscores Aruba's commitment to maintaining its pristine environment. The revenue generated from this fee will be allocated to a variety of environmental and conservation projects, ensu-



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Reservations recommended!
Book now on our website.

Experience the unique charm of Bohemian Restaurant, where French flair meets bohemian magic. Located at Barceló Resort, enjoy a laid-back atmosphere with global music and stylish waiters.
Hip, stylish, and delicious.

ring that Aruba's landscapes, beaches, and ecosystems remain unspoiled for future generations. The projects will include beach clean-ups, coral reef preservation, renewable energy initiatives, and other environmentally focused programs.

Exemptions to the Fee

The Aruban government has outlined several exemptions to the Sustainability Fee to accommodate specific groups:

Residents of Aruba: Individuals who reside on the island are exempt from the fee.

Children under 8 years old: Young children will not be subject to the fee, recognizing the financial burden on families.
Repeat visitors within the same calendar year: Tourists who return to Aruba within the same year will not be charged the fee again, encouraging repeat tourism.

Aruban students studying abroad: Students who have resided on the island within the past 8 years are also exempt, reflecting their strong ties to the local community.

Implementation Through the ED Card Platform

The fee will be seamlessly integrated into the existing online Embarkation & Disembarkation (ED) Card platform. Travelers will pay the fee when they complete their ED Card, a mandatory process for entering Aruba. This user-friendly

platform can be accessed at edcardaruba.aw, where visitors can find more detailed information about the fee and the exemption criteria.

Support and Information

For further information regarding the Sustainability Fee and its implementation, visitors are encouraged to visit the official ED Card website at edcardaruba.aw. This site provides comprehensive details about the fee, the various sustainability projects it will support, and the specific exemptions in place.

A Message from the Government

The Aruban government has expressed its gratitude to visitors for their support and understanding as the island strives to enhance its environmental initiatives. By contributing to the Sustainability Fee, tourists are playing a vital role in safeguarding Aruba's natural heritage and ensuring that the island remains a premier destination for eco-conscious travelers.

Conclusion

As Aruba takes this significant step towards sustainability, the island invites all visitors to join in its efforts to protect and preserve its unique environment. The \$20 Sustainability Fee represents more than just a monetary contribution; it is a pledge to the ongoing preservation of one of the Caribbean's most treasured destinations.



Invitation to the 14th International Regatta

14th International Regatta, scheduled for June 28th, 2024

The 14th International Regatta invites the public to watch the sails unfurl on the Oranjestad waterfront next weekend, featuring races in 14 classes: Optimists, SailQube, F11, Beachcats, Sunfishes, Lasers, Yachts Racing, Yachts Live Aboard Cruisers, Yachts Multihulls, Miniature Boats (30-35-40 inch),

Windsurfers, and Kites.

You are invited to the Regatta's Opening Event at the Regatta Village, Naptali Henriquez Playground Beach, on Friday, June 28th, from 5:00 PM to 9:00 PM, for registration and networking. A cash bar will be available. The opening ceremony of the regatta will take place at 7:00 PM, with sailors, supporters, sponsors, and partners in attendance.

On Saturday, June 29th, All Class Sailing Races will take place from 9:00 AM to 4:00 PM, followed by live music from 5:00 PM to 9:00 PM with the HAERFEN POP ROCK & BLUES Band. Sailors, supporters, and the public are invited.

On Sunday, June 30th, All Class Sailing Races will take place all day from 9:00 AM to 3:00 PM, followed by live music from 5:00 PM to 9:00 PM with The ORIGINALZ Band. Sailors, supporters, and the public are invited.

The regatta award ceremony will take place on Sunday, June 30th: Youth at 5:30 PM; Adults at 6:30 PM.

The vision of the Aruba Regatta Foundation (ARF) is to introduce more people to sailing and connect them more closely to nature and sustainable water-sport experiences. The Regatta aims to reach as many young people as possible and introduce them to the joy of sailing.

In 2023, seventy-five sailors participated in more than forty races during two action-packed days and were awarded 27 trophies, specially designed for the Regatta, made from recycled plastic and repurposed wood. For 2024, the Regatta aims to attract more sailors, boats, and spectators to the Regatta Village, set up west of Surfside Beach, on the beach side of the Naptali Henriquez playground.

Please check out the portal aruba-regatta.org and sign up to receive posts so you can stay informed: <https://aruba-regatta.org> or @arubaregatta

The public is invited to watch the spectacle on the water, have a drink, relax, and be reminded of what life on an island is about.

ARUBA TOURIST CHANNEL

Share The Experience

Every business has a story, every customer will cherish and remember the experience, every experience will pass on as a story for generations.

ARUBA

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DID YOU KNOW?

Travelers to Aruba are no longer required to purchase the Aruba Visitors Insurance. However, it is optional and if you would like to purchase the policy.

We highly recommend each traveler to have travel insurance including COVID-19 coverage.

Please note that all travelers will still be required to complete Aruba's Embarkation/Disembarkation Card prior to arrival, which is the country's digitized customs and immigration process.

IMPORTANT NUMBERS

Police Central	100
Fire Department	911
Police O'stad	102
Police San Nicolaas	104
Police St. Cruz	105
Police Noord	107
Phone for youth support	131
Coastguard	913
Tipline Police	11141
Hospital	527-4000
Veterinary	585-0400
Elmar central	523-7100
Elmar malfunction	523-7147
WEB Aruba	525-4600
SETAR	525-1000
DIGICEL	522-2247

— POLICE OFFICES —

Oranjestad	527 3140
Noord	527 3200
San Nicolaas	527 3000
Santa Cruz	527 2900
Beach Police	586 3003

— Oranjestad —

Ambulance	582-1234
BGD Oranjestad	527-2782
Veterinaire Clinic	582-1720
Animal Shelter	582-1623

— San Nicolaas —

Ambulance	584-5050
Centro Medico	524-8833
BGD San Nicolaas	527-2782
Serlimar	584-5080

— PHARMACY —

4 Centro Medico	584-5794
Aloë	584-4606
Central	585-1965
Dakota	588-7364
Del Pueblo	582-1253
Eagle	640-8443
Kibrahacha	583-4908
Maria	640-8443
Oduber	582-1780
Paradera	588-6638
San Lucas	584-5119
San Nicolaas	584-8186
Santa Anna	586-8181
Santa Cruz	585-8028
Seroe Preto	640-8443
Trupiaal	583-8560

— MORTUARIUMS —

Ad Patres	584-2299
Aurora	588-6699
Olive Tree San Nicolaas	584-8888
Royal Funeral Home	582-0000

— NONPROFIT ORGANIZATION —

Fundacion Anti-Droga Aruba (FADA)	583-2999
Fundacion Respetami	582-4433
Pregnancy? Fundacion	
CIZKA	583-0331
Fundacion Diabetico	593-0507
Arubano	593-4928
Twelve Step Meeting	
AA-NA-AL-ANON-OA	583-8989
Fundacion Amor Pa	568-4739
Prohimo	564-8849
NA Acceptance Group	565-7500
Fundacion Centro	
Ecologico Aruba	562-8984
Bureau Sostenemi (Child abuse)	
	588-1010
Fundacion C.V.A. prevent and care for stroke	567-7004

Sociaal Psychiatric Service (SPS)
24 hour per day available:
522-4249 van 07.30 t/m 16.30 uur
592-4400 van 17.00 t/m 07.00 uur

— HOTELS —

Amsterdam Manor	527-1100
Aruba Beach Club	582-3000
Aruba Marriott Resort	586-9000
Aruba's life	280 0450
Caribbean Palm Village	586-2700
Casa del mar	582-7000
Costa Linda Beach Resort	583-8000
Courtyard by Marriott	586 7700
Divi Aruba Phoenix	586 6066
Divi & Tamarijn All Inclusive	525 5200
Eagle Aruba resort	587 9000
Hilton Aruba	586 6555
Hyatt Place Aruba Airport	523 1234
Hyatt Regency Aruba	586 1234
La Cabana	520 1100
Manchebo Beach resort	582 3444
Marriott's Aruba Surf Club	586 9000
Marriott's Aruba Ocean Club	586 9000
Radisson Blu	+1 (866) 856-9066
Renaissance Ocean Suites	583 6000
Talk of the town	524 3300

Joost Meijs' Farewell Speech: AUA Airport Shines as a Caribbean Jewel

Last week, two fantastic events were organized in the new terminal for "US Departure" at Aruba (AUA) Airport. The first event was dedicated exclusively to the employees of Aruba Airport Authority N.V. (AAA), while the second event was for all stakeholders in the airport and the entire aviation industry. Over 400 guests had the opportunity to bid farewell to the outgoing CEO of AUA Airport, Joost Meijs.

The second event saw the presence of the Governor of Aruba, the Prime Minister, Minister Danguillaume Oduber, members of Parliament, airport authorities, and all partners and stakeholders in the aviation industry.

Both events featured various speeches and presentations on the development of the Gateway 2030 project. Guests enjoyed the exchange of gifts, delicious food, excellent hospitality, and a delightful atmosphere.

"Yes, as promised, it is now time for my final words. I clearly remember the welcome speeches five years ago, given by Prime Minister Wever-Croes, Minister Oduber, and the then Chairman of the Supervisory Board, Marion Kan. All were quite similar in raising the pressure on the AAA team and me to fulfill their wishes: Execute the

Gateway 2030 project in an organized, controlled, and well-managed manner," said Joost Meijs in his farewell speech.

It was fitting that Joost Meijs' farewell took place in the newly delivered terminal, which passengers traveling to the United States will soon start using as part of Phase 1A of the Gateway 2030 project. At the beginning of his tenure as CEO, this became his most important task: implementing the major investment in the airport terminal and the infrastructural part under the name Gateway 2030. The first phase, the new and modern baggage handling system, and the construction of a new check-in area for US flights, is now completed and delivered. This phase involved an investment of over \$140 million and was executed by various local construction companies. The construction of the second phase of Gateway 2030, the "hold room" and "gate areas" to accommodate more aircraft on the ramp, is set to begin in the second half of 2024.

"Today, with the celebration of the delivery of the first phase of Gateway 2030, the entire AAA team has demonstrated that they can execute the Gateway 2030 program. Ladies and gentlemen, to be modest, Aruba Airport has a fantastic team, and thanks to their hard work and enormous commitment, toge-



ther with my management colleagues, the airport has become so successful in implementing the new business strategy," Joost Meijs continued.

Unfortunately, AUA Airport is not yet ready to announce who will take on the role of CEO now. The process is in good hands with the Royal Schiphol Group, the supervisory board, and the Government of Aruba as the owner; all are convinced that soon they will choose the best candidate to fill the CEO position.

At the end of his speech, Joost Meijs thanked the Government of Aruba, the supervisory board, the shareholders, Royal Schiphol Group, and his

colleagues for their trust, assistance, critical comments but above all, for their professional friendship and simply for being his colleagues. "I am convinced that you all will ensure that the airport continues on the right path. Aruba and the airport are a jewel in the Caribbean, and they deserve to keep shining. I will certainly miss you all very much," concluded Joost Meijs.

Joost Meijs, CEO of Aruba Airport Authority N.V. (AAA) since August 2019, is now leaving our island after his five-year term. During his tenure, together

with the management team and employees of AAA, several improvements were achieved in recent years. These include not only the Gateway 2030 project but also the development of AUA Airport to become the most sustainable, secure, and well-prepared airport for the future in South America and the Caribbean. Today, AUA Airport consistently invests in its four strategic pillars: the development of its employees, the quality of its service and airport infrastructure, innovations and new opportunities, sustainability, and social responsibility.

Aruba
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CODE OF CONDUCT

LIFE UNDER WATER

- Do not feed any marine life including fishes and turtles.
- Do not pick up starfish for selfies, they can only breathe under water.
- Use coral friendly sunblock as much as possible in order to protect our marine life.

DRUNK'S DENIAL
— Alcohol Infused Gourmet —

Breakfast- Lunch- Dinner or Anything in Between. Dutch Pancakes, French Crêpes, Alcohol Infuse Cakes, Specialty Coffees, Ice Creams and the best Frozen Yoghurt Bowls & Fruit Smoothies

'Word-of-Mouth' Remains a Key Recommendation for Aruba

As of May 2024, word-of-mouth continues to be one of the top three reasons for choosing Aruba as a travel destination. For many years, word-of-mouth has had a positive impact on tourism in Aruba; visitors often become major promoters of our island based on their experiences. Alongside A.T.A.'s efforts in international marketing to position Aruba as a vacation destination, it is noteworthy that up until May 2024, 18% of our visitors indicated that word-of-mouth was a significant factor in their decision to choose Aruba. This was followed by "reliable weather" (16%) and "family-friendly destination" (25%).

It is essential to recognize the importance of the vacation experience in Aruba. A positive visitor experience results in automatic promotion through word-of-mouth among the visitor's family and friends.

A.T.A. emphasizes the "High Value-Low Impact" model, which balances four pillars: 'Quality of Life for Residents,' 'Quality of Visitor Experience,' 'Protection and Preservation of Nature & Environment,' and 'Economic Contribution of the Tourism Sector.' The goal is to maintain efforts in line with this balance and achieve incre-



ased revenue through the quality of tourism rather than the volume of visitors received. Capacity management continues to receive attention from A.T.A. in various ways.

TOURISM INDUSTRY UPDATE:

VOLUME ("STAYOVER") GROWS BY 19.2% IN MAY 2024 COMPARED TO MAY 2023

In response to demand, airlines are expanding capacity, allowing us to capture this demand. As of May 2024, Aruba received a total of 111,180 stayover visitors, a 16.7% increase compared to May 2023, which saw 95,366 stayover visitors.

AVERAGE SPENDING PATTERNS PER VISITOR IN THE FIRST QUARTER OF 2024

The average spending per VISA credit card holder reached \$666 in 2024. General VISA revenue increased by 19.4% compared to the first quarter of 2023, with a total of \$185 million spent using VISA credit cards during their stay on our island.

MARKETS AND ACCOMMODATION CATEGORIES

In May 2024, 80.2% of stayover visitors to Aruba were from North America, 4.5% from Europe, 12.4% from Latin Ame-

rica, and 2.9% from other parts of the world.

Regarding accommodation categories, in May 2024, 27.1% of visitors stayed in European Plan hotels, 15.5% in All-Inclusive hotels, 24.1% in Timeshares, and 33.3% in other accommodation types, also known as short-term vacation rentals (STVR).

SHORT-TERM VACATION RENTALS

A.T.A. has access to a platform that tracks the number of houses, apartments, and villas used as vacation rentals, their average nightly rates, occupancy, and revenue generation. In

2023, A.T.A. updated the inventory of existing condominiums and those under development, along with a list of non-hotel lodging available for tourists for short-term stays.

Comparing May 2024 to May 2023, the average occupancy rate of these accommodations increased by 9.5 percentage points, from 42.6% in May 2023 to 52.1% in May 2024.

In terms of revenue, comparing May 2023 to May 2024, this category saw a 22.7% increase in revenue.

2024 YEAR TO DATE

Up until May 2024, Aruba received a total of 615,118 stayover visitors, an 18.7% increase compared to May 2023, which saw 518,201 stayover visitors. Regarding market leadership, up until May 2024, 82% of visitors were from North America, 4.7% from Europe, 11.1% from Latin America, and 2.3% from other parts of the world.

Visit www.ata.aw to receive A.T.A.'s 'Statistical Monthly Report' every month. For more information or questions, contact Melanie Kelly at m.kelly@aruba.com.

Aruba Convention Bureau Wins Prestigious "Best CVB/DMO International" Award at Smart Stars Awards 2024

Oranjestad, Aruba – The Aruba Convention Bureau (ACB), operating under the Aruba Tourism Authority (A.T.A.), has proudly received the prestigious "Best CVB/DMO International" award at the Smart Stars Awards 2024. Organized by Smart Meetings Magazine, this accolade underscores ACB's unwavering commitment to promoting Aruba as a premier destination for meetings, incentives, conferences, and exhibitions (MICE).

Recognition by Industry Leaders Smart Meetings, a leading publication in the meetings industry, annually invites industry professionals to nominate and vote based on their experiences with convention bureaus worldwide. The ACB's selection as the winner of the "Best CVB/DMO International" award is a significant honor and a testament to the hard work and dedication of the ACB team. This recognition brings immense pride to the ACB team and highlights their continuous efforts to

improve and promote Aruba on the international stage.

Additional Accolades

In addition to this prestigious award, Aruba has achieved further recognition with two other awards from Smart Meetings:

Aruba Marriott Resort & Stellaris Casino was named the "Best Beach Hotel."

Hilton Aruba Caribbean Resort & Casino received the award for "Best Incentive Hotel."

These accolades further solidify Aruba's reputation as a top destination for both personal and business travel. A.T.A. extends heartfelt congratulations to the Aruba Marriott Resort & Stellaris Casino and the Hilton Aruba Caribbean Resort & Casino for their achievements.

Commitment to Excellence

The award highlights the dedication, passion, and hard work of the ACB team. It is a testament to their efforts to continuously promote Aruba and their commitment to



international recognition. The success of ACB reflects the spirit of its team to expand knowledge, share achievements, and celebrate every milestone reached.

About Aruba Convention Bureau As a part of A.T.A., the Aruba Convention Bureau is dedicated to promoting Aruba as an attrac-

tive destination for organizing meetings, incentive travel, conferences, and exhibitions for international companies. Through strategic partnerships and world-class services, ACB aims to attract and sustain events that contribute to Aruba's economic growth and development.

These recognitions by Smart Meetings Magazine and the ongoing efforts by the ACB and its partners highlight Aruba's growing prominence as a premier destination for MICE tourism, showcasing its ability to offer high-quality experiences and services to visitors from around the world.

JOOST MEIJS: LEADING ARUBA AIRPORT THROUGH UNPRECEDENTED CHALLENGES AND TOWARD A SUSTAINABLE FUTURE

Joost Meijs began his tenure as the CEO of Aruba Airport Authority (AAA) in April 2019, taking over from James Fazio. Meijs, who previously served as CEO of Eindhoven Airport, was appointed to lead the airport through its significant development phase, particularly the Gateway 2030 project, a \$300 million capital investment and construction program aimed at expanding and modernizing the airport.

However, shortly after his appointment, the COVID-19 pandemic struck in 2020, causing unprecedented challenges. The pandemic led to a drastic drop in passenger numbers and revenue, forcing the airport to make significant adjustments to its operations. Despite these

difficulties, Meijs and his team formulated an ambitious corporate strategy in 2021 to transform the airport into one of the most sustainable and forward-looking in South America and the Caribbean.

Under Meijs' leadership, the airport focused on four strategic pillars: employee development, service quality, innovation, and sustainability. These efforts paid off, and by 2024, the airport had fully recovered from the pandemic's impacts, achieving record passenger numbers and financial stability. In 2023, passengers rated their satisfaction with the airport highly, and Aruba Airport became the first in the world to receive the Green Globe certification for its sustainability efforts.

Additionally, Meijs played a key

role in establishing the Dutch Caribbean Cooperation of Airports (DCCA), which aims to improve the quality and safety of airports in the region through collaboration and knowledge sharing. One notable achievement of this initiative was the launch of the first electric plane in Caribbean airspace from Aruba Airport in 2022.

Joost Meijs is set to step down from his role in the summer of 2024. His leadership is credited with not only navigating the airport through the pandemic but also positioning it as a leader in sustainability and customer satisfaction in the region. The Aruba Tourist Channel has expressed its gratitude for his leadership, stating that he was the right man at the right moment in the right place for Aruba



NO ROCK STACKING



> DID YOU KNOW THAT ROCK STACKING IS NOT PART OF THE ARUBAN CULTURE?

It's crucial to respect local customs and environmental guidelines to preserve the natural beauty and ecological balance. Rock stacking can disturb wildlife habitats, contribute to erosion, and disrupt the natural landscape. By avoiding this practice, visitors can help protect the environment and show respect for the local culture. Masha Danki (thank you very much) for spreading awareness!

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FACTS OF ARUBA

Facts of Aruba

ARUBA TEMPERATURE:
In Aruba, the climate is tropical semi-arid, hot all year round: daytime temperatures hover around 30/33 degrees Celsius (86/91 °F) throughout the year; the air is muggy, but the wind tempers the heat. Aruba has more sunny days than any other Caribbean island.

GOLD MINES:
There are two gold mills on island. On the northern coast sits the abandoned Bushiribana gold mill that once processed ore from mines in the nearby hills during Aruba's gold rush of the nineteenth century. The second site, the Balashi Gold Mill, was built at the tip of the Spanish Lagoon. Remnants of this once bustling mill are still visible in the picturesque setting near the narrow canyon of rocks known as Frenchman's Pass. In 1824, gold was finally discovered in Aruba, and eventually, the industry produced more than 3 million pounds of gold.

DRINKING WATER:
Can you drink the water in Aruba? Yes, you can. Since there is no source of freshwater on the island, seawater is distilled in a saltwater desalination plant. The water produced is super pure.

Aruba TravelGuide
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SEARCH

Accommodation
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TAXI SERVICE

TAXI PRICE

High Rise hotels (Azore to Ritz Carlton) & Restaurants - Airport	= \$31
Eagle hotels (Visions by Amsterdam Manor) & Restaurants - Airport	= \$28
Low Rise hotels (Dut Dutch to The Pearl) & Restaurants - Airport	= \$26

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