

The Advisor

By Aruba Tourist Channel

ARUBA'S
WEEKLY
FREE
NEWSPAPER

AUG. 26 - SEPT. 1, 2024

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4 TRAVEL



ARUBA WELCOMES NEW DIRECT ROUTE FROM MEDELLIN WITH AVIANCA

7 HAPPY HOUR



HOTEL ACTIVITIES AND HAPPY HOURS

11 CULINARY



ARUBA TOURISM AUTHORITY PRESENTS AUTENTICO

14 WEDDING



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ARUBA UNVEILS EXCITING NEW DEVELOPMENTS FOR 2024: A BOOST FOR TOURISM

Oranjestad, Aruba – August 2024: Aruba is set to elevate its status as a premier Caribbean destination with a series of major developments aimed at enhancing the visitor experience in 2024. As the island continues to see a surge in international arrivals, which have increased by 20% in the first half of 2024, the Aruba Tourism Authority (ATA) has announced several new projects that promise to draw even more visitors to the island's shores.

Among the most anticipated openings is the St. Regis Palm Beach Aruba Resort, slated to debut at the end of 2024. This luxurious property will feature 220 rooms and top-tier amenities, including fine dining, a

world-class spa, and a sprawling pool area. The resort's prime location on Palm Beach, one of Aruba's most iconic beaches, positions it as a new jewel in Aruba's hospitality crown.

Another significant addition to Aruba's hotel landscape is the JOIA Aruba by Iberostar, a five-star, adults-only, all-inclusive resort set to open in December 2024. Located on Eagle Beach, this resort will offer 240 upscale suites, multiple dining venues, and an array of leisure options, further diversifying the island's luxury accommodations.

These developments are part of Aruba's broader strategy to enhance the visitor experience with not only new accommodations but also cultural and technological advancements. The

island is also celebrating the 70th anniversary of its vibrant Carnival in 2024, promising an even more spectacular celebration that will draw both locals and tourists.

Additionally, Aruba is set to introduce the Aruba Happy One Pass in March 2024, a digital travel credential system designed to streamline entry processes for visitors, making travel to and from the island more convenient.

These initiatives reflect Aruba's commitment to maintaining its reputation as a leading destination in the Caribbean, offering an unmatched combination of luxury, culture, and cutting-edge travel conveniences



PROGRAM
AUG 28

- 6:30-7:00 pm Tipico Tradicion Musical
- 7:10-7:40 pm Historical Show
- 8:00-9:00 pm Honey Pot
- 9:00-10:00 pm Buleria
- 10:00 pm Closing







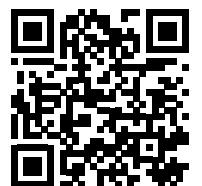
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Aruba

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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 Welcomes New Direct Route from Medellin with Avianca

Oranjestad, Aruba – August 2024: Aruba has strengthened its connectivity with South America through the inauguration of a new direct flight route between Medellin, Colombia, and Aruba, operated by Avianca Airlines. This seasonal route, which began operations on June 3, 2024, will offer four weekly flights, providing over 2,800 seats per week on Airbus A320 aircraft with a capacity of 180 passengers.

This new route is set to significantly boost travel between Aruba and key South American markets, including Argentina, Chile, and Peru, by providing more direct and convenient access. Colombia has long been a crucial market for Aruba, with Medellin ranking as the third-largest city for passenger departures to the island in Latin

America and the second within Colombia.

The inauguration event took place at the VIP lounge of Queen Beatrix International Airport, attended by both local and international press, including journalists from Colombia, Argentina, and Chile. These journalists spent five days exploring Aruba's attractions, capturing the island's appeal to encourage more Latin American travelers to take advantage of this new direct flight.

Tickets for the Medellin-Aruba route are already available for purchase through Avianca's mobile application, website, and travel agencies, making it easier than ever for travelers from Latin America to experience the beauty and hospitality of Aruba.

Argentinian Brands Portsaid and System Showcase Summer Campaigns on Aruba's Beaches

Oranjestad, Aruba – August 2024: The stunning beaches of Aruba have once again become the backdrop for high-fashion campaigns, this time for the renowned Argentinian brands Portsaid and System. These brands chose Aruba's paradisiacal settings to highlight their summer collections, blending the island's natural beauty with their fashion-forward designs.

Portsaid, a brand dedicated to exceeding the expectations of modern women, focused its campaign on three key concepts: feelings, attitude, and sustainability. The campaign particularly emphasized the Ohnest line, which represents Portsaid's commitment to environmental consciousness. For four days, a team of professional photographers, stylists, and models worked across various breathtaking locations on the island to create visuals that evoke the dream of an ideal summer. The team, including photographers Agustín Gómez and stylists like Marina Rulli, captured the essence of Aruba's landscapes, enhancing the appeal of Portsaid's latest collection.



The campaign wasn't just about fashion photography; it also involved producing content for Mother's Day promotions, e-commerce, and video shoots that will resonate across multiple platforms. The end result is a collection that not only showcases stylish, sustainable fashion but also encapsulates the magical moments that Aruba's scenery offers.

System, another iconic Argentinian brand known for its relaxed, weekend-style clothing, also utilized Aruba's picturesque locations for its summer

campaign. Featuring light textures, denim, and casual jackets, System highlighted the youthful and fresh spirit of the island. The campaign was further elevated by the inclusion of Aruban model Kiara Arends, who embodied the laid-back yet vibrant atmosphere that the "One Happy Island" is known for.

Both campaigns demonstrate how Aruba continues to attract international fashion brands, solidifying its reputation as a premier location for capturing the essence of summer fashion.



Aruba Strengthens Its Presence in Chile with Strategic Visit

Oranjestad, Aruba – August 2024: In a strategic effort to bolster Aruba's presence in the Chilean tourism market, Jordan Schlipken, the Director of the Aruba Tourism Authority (A.T.A.) for Latin America, conducted a significant visit to Chile from March 11 to 15, 2024. This visit was pivotal in reinforcing existing partnerships and exploring new avenues for collaboration to attract more Chilean travelers to the "One Happy Island."

During his visit, Schlipken held crucial meetings with representatives from major airlines, including Copa Airlines and LATAM Airlines, as well as leading tour operators such as Expan Tours, Panamericana, Kuality, Via Club, and Travel Club. These discussions centered around strengthening alliances and im-

proving connectivity between Chile and Aruba, with the aim of making Aruba an even more accessible and attractive destination for Chilean tourists.

In addition to these meetings, Schlipken engaged with prominent Chilean media outlets, including Revista Panorama, LADEVI, and Pasaporte sin Destino. Through these interviews, he highlighted Aruba's key attractions, recent developments, and the island's unique appeal, further solidifying Aruba's position as a top travel destination in the Chilean market.

This visit underscores Aruba's commitment to expanding its reach in Latin America, with a particular focus on Chile, as the island nation seeks to increase its share of Chilean visitors through enhanced connectivity and targeted marketing efforts.

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.

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✦ Aruba, Curacao, and Bonaire - Your Dream Vacation Awaits

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

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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

Capittana and Aruba Team Up to Launch 'One Happy Island' Swimwear Collection

In an exciting collaboration, Capittana, the renowned Peruvian swimwear brand, has partnered with the Aruba Tourism Authority to launch the exclusive "One Happy Island" swimwear collection. This new line was unveiled as part of a special campaign celebrating Bikini Day, featuring a vibrant photo shoot set against the stunning backdrops of Aruba's pristine beaches and colorful architecture.

The "One Happy Island" collection is inspired by the natural beauty and culture of Aruba, incorporating elements such as turquoise shades, palm tree motifs, and pastel tones. Each piece is meticulously crafted with intricate crochet details, reflecting Capittana's commitment to combining luxury with sustainability. The brand has ensured that all garments in this collection are produced using eco-friendly practices,

aligning with both Aruba's and Capittana's dedication to environmental responsibility.

To highlight the launch, prominent influencers Briana Botto and Pía Requejo showcased the collection, bringing global attention to the collaboration. The swimwear line not only represents a fusion of fashion and sustainability but also reinforces Aruba's image as a destination synonymous with beauty, relaxation, and eco-conscious travel.

This partnership marks another milestone in Aruba's ongoing efforts to position itself as a top-tier tourist destination while promoting sustainable tourism practices. The "One Happy Island" collection is now available for purchase, offering fashion enthusiasts and beachgoers a chance to embrace the spirit of Aruba wherever they are



A.T.A. Celebrates Six Employee Anniversaries During 'You Anniversary' Event in North America

Oranjestad, Aruba – August 2024: The Aruba Tourism Authority (A.T.A.) recently hosted its biannual 'You Anniversary' event in North America, celebrating the dedication and achievements of six long-standing employees. This event, held in June 2024, recognized those who have contributed 5, 10, 20, and even 25 years of service to the organization, underscoring their significant impact on Aruba's tourism industry.

During this night of celebration, the A.T.A. organized a visit to its U.S. office, where employees participated in team-building sessions, discussions on current and future strategies, and a special evening event. The gathering provided an opportunity to honor the invaluable contributions of the employees who have played a pivotal role in representing Aruba and ensuring the success of various projects.

In their speeches, Ronella Croes, CEO of A.T.A., and

Sjeidy Dijkhoff-Feliciano, Area Director of North America, expressed their deep gratitude to the honorees, highlighting their continuous support and commitment. The event was also attended by Sanju Luidens-Daryanani, CMO of A.T.A., Shadey Figaroa, HR Manager, and Raul Piar, HR Executive, who all contributed to making the evening a memorable one.

The employees recognized during the event included:

Natasha Lee Soy – Sales Manager New York (5 years)
 Ayerim Maduro Lacle – Marketing Manager North America (10 years)
 Cherrylusha Bidgood Flanegin – (10 years)
 Dalila Santiago – Management Assistant North America (20 years)
 Kim Riddle – Business Development Manager U.S. region (25 years)
 Marie Iervolino – Management Assistant of A.T.A. North America (25 years)
 Ronella Croes emphasized that this celebration not only marks



the years of service but also acknowledges the resilience, merit, and achievements of each individual in the organization. She noted that A.T.A. continues to evolve in line with international trends, always prioritizing the well-being of the Aruban community and the environment.

The event underscored the

significant contributions these employees have made towards maintaining Aruba's popularity as a leading destination in the North American market. Their efforts have been crucial in ensuring that visitors experience the 'Aruba Effect'—a lasting impression of relaxation and happiness that they carry with them long after their visit.

A.T.A. is proud of the 95 combined years of service celebrated during this event and looks forward to continued success in the future, driven by the dedication of its outstanding team. The organization extends its heartfelt congratulations and gratitude to the six honorees for their tremendous achievements and contributions to Aruba's tourism success.

GOL Announces Aruba as New Exclusive International Destination

Oranjestad, Aruba – August 2024: In an exciting development for Aruba's tourism industry, GOL Linhas Aéreas, Brazil's largest airline, has announced the addition of Aruba (AUA) as a new international destination. Starting in December 2024, GOL will operate non-stop flights from São Paulo/Guarulhos (GRU) to Aruba, with up to three weekly frequencies during the peak summer season. Flights will depart on Mondays, Wednesdays, and Saturdays, offering Brazilian travelers a direct connection to one of the Caribbean's most sought-after destinations.

This new service marks a significant advancement in Aruba's accessibility from Brazil, a market that has consistently shown strong interest in the island's year-round warm climate, pristine beaches, and a wide array of recreational activities. The flights will be operated using Boeing 737 MAX 8 aircraft, which can accommodate 176 passengers in an international



configuration. Notably, Brazilian citizens traveling to Aruba for up to 90 days will not require a visa but must present an international certificate of vaccination against yellow fever.

Ronella Croes, CEO of the Aruba Tourism Authority, ex-

pressed her enthusiasm about the partnership, stating, "Aruba has been present in the Brazilian market since 1985 and has maintained a consistent presence despite various challenges. The introduction of direct flights with GOL is a significant milestone, and we anticipate an

approximate 50% increase in Brazilian visitors by 2025 compared to 2023 projections."

Mateus Pongeluppi, Vice President of Strategy at GOL, highlighted that this new route aligns with the airline's international expansion strategy,

aimed at strengthening connections within the region and contributing to the growth of tourism and business travel. The announcement was also welcomed by Aruba's Minister of Tourism and Public Health, Danguillaume Oduber, who emphasized the positive impact this new connection will have on Aruba's tourism industry.

Jo-Anne Meaux-Arends, Executive of Aviation Business Development at Aruba Airport, added that the new route will not only bring more Brazilian visitors to Aruba but also enhance connections with other key destinations such as Buenos Aires, Argentina.

With the launch of this new route, Aruba is poised to reinforce its status as a premier tourist destination in the Caribbean. The collaboration with GOL Linhas Aéreas is expected to open new opportunities for cultural and economic exchange, significantly boosting both tourism and business flows between Aruba and Brazil.



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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



Buleria



Honeypot



Tipico

Islandfest Aruba to Celebrate Culture and Community in August 2024

ORANJESTAD – Islandfest Aruba is set to return with its highly anticipated second edition on August 28, 2024, from 6:30 to 10:00 p.m. in San Nicolas, often regarded as the cultural heart of Aruba. This vibrant festival promises an immersive experience that celebrates the island's rich heritage, culture, and community spirit.

The event is designed to offer both tourists and locals an authentic glimpse into Aruba's diverse cultural landscape. Attendees can look forward to a variety of activities and attractions:

- **Cultural Performances:** The festival will feature traditional Aruban dances, historical reenactments, and other performances that bring the island's history to life. These acts will showcase the cul-

tural evolution of Aruba and emphasize the pride Arubans have in their heritage. • **Culinary Delights:** Food lovers will have the opportunity to sample a wide array of local and international cuisine. Street vendors and food stalls will offer everything from traditional Aruban dishes to modern culinary creations, ensuring that there's something for every palate. • **Live Music:** The streets of San Nicolas will be filled with the sounds of local bands, including performances from Tradition Musical, Honeypot, and Buleria. The musical lineup will cover a broad spectrum of genres, reflecting Aruba's multicultural influences, from traditional tumba and calypso to modern reggae and salsa. • **Arts and Crafts:** Visitors can explore stalls featuring handcrafted items, local artworks, and unique souvenirs. This is a great op-

portunity to support local artisans and take home a piece of Aruban culture. • **Community Spirit:** The festival is not just an event but a communal celebration where locals and visitors can mingle, share stories, and experience the warmth and hospitality that Aruba is known for. The event fosters a sense of unity and belonging, making it a memorable experience for everyone involved.

Entrance to Islandfest Aruba is free, and all transactions will be cash-only. The festival not only highlights Aruba's cultural diversity but also serves as a platform to connect tourism with the island's cultural heritage, offering visitors a true taste of what makes Aruba the "One Happy Island."

This event is a key part of

Aruba's tourism strategy, which aims to attract visitors who are curious about the island's history, culture, and way of life. With its rich program of activities and performances, Islandfest Aruba 2024 is poised to be an unforgettable celebration of the island's vibrant spirit.



Rich's Arubian Dish: A Culinary Gem in Aruba



Nestled in the lively Palm Beach area of Aruba, Rich's Arubian Dish & Caribbean Delight has quickly established itself as a must-visit culinary destination for those seeking an authentic taste of Caribbean and Latin American cuisine. This family-owned restaurant, strategically located along the bustling L.G. Smith Boulevard, stands out not only for its rich and diverse menu but also for the warm, welcoming atmosphere it provides to all its guests.

A Culinary Journey Through the Caribbean

Rich's Arubian Dish takes pride in offering a menu that is a true reflection of Caribbean diversity, featuring dishes that span from the Dominican Republic to Aruba itself. The restaurant's culinary philosophy revolves around the use of fresh, locally sourced ingredients, ensuring that each dish is packed with authentic flavors. Signature dishes like the Sanchocho Dominicano, a hearty Dominican stew made with a mix of meats and vegetables, and Granny's Oxtail, a tender and flavorful oxtail dish served with rice and vegetables, are prime examples of the restaurant's commitment to tradition.

For seafood enthusiasts, Rich's Arubian Dish offers an array of delectable options. The Garlic Butter Baked Salmon is a favorite among diners, featuring a perfectly cooked salmon steak broiled with butter and wine. The Rich's Pescado al Vapor is another standout, showcasing a perfectly steamed fish draped in a savory sauce, which highlights the restaurant's dedication to culinary excellence.

The menu doesn't stop at traditional Caribbean fare; it also incorporates influences from Latin American cuisine. Dishes like Lomito Saltado, a Peruvian-

style beef stir fry, and Caribbean Curry Butter Chicken, which combines Caribbean spices with the richness of butter chicken, reflect the restaurant's innovative approach to blending regional flavors.

A Versatile Venue for Every Occasion

Rich's Arubian Dish is more than just a place to eat; it is a space designed for relaxation and celebration. The restaurant's ambiance is casual yet vibrant, making it a perfect spot for a variety of occasions. Whether you're enjoying a quiet dinner with family or hosting a larger gathering, the restaurant's indoor and outdoor seating areas can accommodate your needs. The outdoor dining area is particularly charming, with murals depicting scenes of Aruba's local life, which adds a unique touch to the dining experience.

The restaurant is also well-equipped to

handle private events, from business dinners to wedding rehearsals and birthday parties. Rich's Arubian Dish offers tailored catering services, ensuring that every event is as memorable as the food itself. The versatility of the venue, combined with its excellent service, makes it a popular choice for both locals and visitors looking to celebrate special moments in a setting that feels both personal and festive.

Hospitality at Its Finest

At the heart of Rich's Arubian Dish is a dedication to hospitality. The restaurant operates Monday through Saturday, from 5:00 PM to 11:00 PM, providing a perfect evening retreat for those looking to unwind after a day of exploring Aruba. The staff is known for their warm and attentive service, making every guest feel like a part of the family. The casual dress code and relaxed atmosphere further contribute

to the restaurant's inviting vibe, ensuring that diners can enjoy their meal in comfort.

Rich's Arubian Dish also caters to a wide range of dietary needs, including gluten-free options, ensuring that everyone can enjoy the rich and diverse flavors the restaurant has to offer. The menu's flexibility and the staff's willingness to accommodate special requests highlight the restaurant's commitment to inclusivity and customer satisfaction.

An Essential Dining Experience in Aruba

Rich's Arubian Dish & Caribbean Delight is more than just a restaurant—it is a celebration of Caribbean culture and cuisine. From the moment you step inside, you are greeted by the vibrant colors and aromas that define the Caribbean culinary experience. The restaurant's dedication to authenticity, combined with its innovative approach to regional flavors, makes it a standout choice for anyone looking to explore the true taste of the Caribbean in Aruba.

Whether you're a local or a tourist, a visit to Rich's Arubian Dish is sure to be an unforgettable experience. The combination of traditional dishes, a welcoming atmosphere, and exceptional service ensures that every meal is a celebration of the rich culinary heritage of the Caribbean.

In summary, Rich's Arubian Dish & Caribbean Delight is not just about food—it's about creating memories, one delicious meal at a time. With its authentic flavors, versatile venue, and warm hospitality, it truly embodies the spirit of Aruba and the Caribbean, making it a must-visit destination for anyone seeking a genuine culinary experience on the island.





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 Tourism Authority Presents Autentico Aruba Culinary Festival 2024



Ticket Information
 Tickets for the festival will soon be available on the official website, www.autenticofestival.com. Two types of tickets will be offered:

Weekend Pass: Priced at AWG 54, this pass includes a credit of AWG 30, which can be used for food and drinks during the event.

Day Pass: Available for AWG 36, this pass includes a credit of AWG 20, which can be used on the day of the event.

Both passes come with a reusable cup, and include access to the Bartender's Brawl and Iron Chef competitions. Any unused credits will be donated to charity, adding a philanthropic element to the festival.

To stay updated on the latest festival news, follow the Autentico Aruba Culinary Festival on Facebook, Instagram, and www.autenticofestival.com.

From October 7 to 13, 2024, the local community and visitors to the island will have the opportunity to enjoy the Autentico Aruba Culinary Festival, a celebration of the island's rich culinary heritage and diversity. Hosted by the Aruba Tourism Authority, this festival focuses on the exceptional culinary talent found on the island, offering a unique chance to explore Aruba's gastronomic offerings, discover new restaurants, and appreciate the high quality of its cuisine.

With over 100 nationalities represented on the island, this event is more than just a food festival; it's a celebration of Aruba's cultural diversity and communal identity. The festival will serve as a platform for the culinary sector to showcase their products, increase local support, and connect restaurants with culinary students from EPB and EPI. Furthermore, it aims to position Aruba as an international culinary destination, inspiring the next generation to join the vibrant local culinary industry.

Festival Layout
 The Autentico Aruba Culinary Festival is divided into two main parts:

Authentico Restaurant Week: This event will take place from Monday, October 7 to Friday, October 11. Participating restaurants across the island will present special menus, unique offers, and culinary events, all listed on the festival's official website. It's an ideal time for both locals and visitors to explore new dining experiences and revisit beloved establishments.

Wilhelminastraat Culinary Festival: Scheduled for the weekend of October 12 and 13, this street festival will take place in the historic Wilhelminastraat in downtown Oranjestad. The area will be transformed into a bustling hub where attendees can enjoy a wide variety of food and drinks from numerous booths representing the island's top culinary establishments. The festival will also feature local entertainment, including live music and performances, adding to the festive atmosphere.

Highlight Events
 Two standout competitions will be held during the Wilhelminastraat Culinary Festival:

Bartender's Brawl: On Saturday, October 12, the sixth edition of this popular event will take place. Eight bartenders will compete to create the most original and inventive cocktails, representing Aruba's top liquor brands.

Iron Chef Aruba: On Sunday, October 13, three of Aruba's top chefs will battle it out in the third edition of this event. Each chef, assisted by culinary students from EPB and EPI, will prepare a three-course meal, with the winner receiving the prestigious Iron Chef title. The top three chefs will also earn trips to the USA to further their culinary education.

Throughout the festival, visitors can sample dishes from various restaurants at special prices, enjoy local musical talents, and relax in designated areas along the festival route. The Wilhelminastraat will be closed to traffic, allowing for a pedestrian-friendly experience that invites attendees to fully immerse themselves in the festivities.



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.



Aruba Triumphs at The Meeting Show UK with a Strong Market Presence and Strategic Insights

Oranjestad, Aruba – August 2024: The Aruba Convention Bureau (ACB) marked a significant milestone in its efforts to penetrate the UK market with its triumphant participation at The Meeting Show in London. This event, held in late June 2024, provided Aruba with a unique platform to explore the UK market, strengthen networks, and enhance brand visibility, all of which were achieved with resounding success.

Aruba's booth, designed to embody the island's spirit of "One Happy Island," was a standout at the event. Themed around the vibrant elements of beach life, carnival festivities, and Aruba's rich natural beauty, the booth attracted substantial attention from event planners, corporate buyers, and industry professionals. The design not only captured the essence of Aruba but also effectively communicated the island's offerings as a premier destination for meetings, incentives, conferences, and exhibitions (MICE).

The ACB was supported by key partners including ECO DMS, De Palm DMC, Aruba Marriott

Resort & Stellaris Casino, and Hilton Aruba Caribbean Resort. Together, they represented Aruba's robust hospitality and tourism infrastructure, which is well-suited to accommodate high-profile international events. The collaboration showcased how the island's top resorts and service providers are ready to cater to the needs of UK-based clients looking for unique and inspiring venues.

One of the most promising outcomes of Aruba's participation was the overwhelming interest generated among attendees. The ACB reported over 100 badge scans, indicating significant engagement and potential leads. The high level of interest was particularly encouraging given that the UK is a relatively new market for Aruba. Despite this, the substantial number of walk-ins and inquiries at the booth demonstrated a strong appetite for Aruba as a destination among UK planners and corporate clients.

Beyond the immediate success at the event, the ACB is now focused on leveraging the insights and connections gained to develop a comprehensive market entry strategy for the UK. This

strategy will aim to capitalize on the momentum generated at The Meeting Show, ensuring sustained growth and deeper penetration into this promising market.

Ronella Croes, CEO of the Aruba Tourism Authority, expressed her optimism about the future prospects in the UK market, stating, "Our participation at The Meeting Show has provided us with invaluable insights and connections. We are excited about the potential this market holds for Aruba, and we are committed to building on this success to establish Aruba as a top choice for UK-based meetings and events."

Looking forward, the ACB plans to continue its efforts in the UK by maintaining strong relationships with the contacts made at the event, conducting follow-up activities, and possibly organizing familiarization trips for key UK planners to experience Aruba firsthand. The goal is to create a lasting impression of Aruba's unique value proposition—its unparalleled natural beauty, top-notch facilities, and the warm, welcoming spirit of its people

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 Deapartment	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
Vetenary	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

Aruba Tourism Authority Hosts 2nd Edition Beach Clean-Up as Part of the Aruba Limpi Campaign

Oranjestad, Aruba – August 2024: The Aruba Tourism Authority (A.T.A.) is spearheading the 2nd Edition Beach Clean-Up, a key event in the ongoing Aruba Limpi Campaign, aimed at preserving the island's pristine coastline and raising environmental awareness among locals and visitors. This significant initiative is set to take place on July 28, 2024, at Rincon Beach from 6:45 AM to 9:00 AM.

The Aruba Limpi Campaign, an extension of the A.T.A.'s broader environmental efforts, focuses on uniting the community in maintaining the beauty and cleanliness of Aruba's natural landscapes. The campaign reflects the island's commitment to sustainability and its dedication to providing a clean, welcoming environment for both

residents and tourists.

Participants in the beach clean-up will work under the guidance of the A.T.A. team, who will ensure that the cleanup is conducted in an environmentally sensitive manner, particularly by protecting sensitive areas like the Terns' nesting sites near the dunes. The event promises to be a collective effort involving local residents, tourists, and environmental enthusiasts who share a common goal: to safeguard Aruba's natural beauty.

In addition to the physical cleanup, the campaign serves as a platform for broader environmental education and engagement, emphasizing the importance of sustainable practices. The A.T.A.'s initiative is part of a larger vision to enhance the quality of life on the island



while also enriching the visitor experience by maintaining a clean and healthy environment.

The Aruba Limpi Campaign also includes a series of other

activities throughout the year, encouraging continuous community involvement. These efforts highlight the importance of environmental stewardship as a key pillar of Aruba's tou-

rism industry, reinforcing the message that a clean island is not only vital for the environment but also crucial for sustaining the island's tourism appeal.

A.T.A. Hosts the First Caribbean 'Relaxathon' Competition



Oranjestad, Aruba – August 2024: The Aruba Tourism Authority (A.T.A.) recently hosted the Caribbean's inaugural Relaxathon competition on the stunning shores of Eagle Beach. This unique event brought together 100 participants from around the world to compete in the ultimate challenge—relaxation. The Relaxathon, a first-of-its-kind event in the Caribbean, aimed to showcase Aruba's unmatched ability to offer visitors the ultimate in relaxation and rejuvenation.

The competition, which took place on June 13, 2024, was co-hosted by professional snowboarder, skateboarder,

and five-time Olympian Shaun White. Known for his high-energy sports, White expressed his enthusiasm for this novel competition, highlighting the contrast between his usual adrenaline-filled endeavors and the tranquil setting of Aruba's beaches.

Participants competed to see who could relax the most, with the top three "relaxers" awarded impressive prizes. The gold medal winner received "The Ultimate Aruba Vacation," featuring round-trip flights to Aruba, a luxurious four-night stay, a gourmet dinner, and a relaxing massage. The silver and bronze medalists were also treated to luxurious experiences on the island, including hotel stays, fine dining, spa treat-

ments, and more.

The Relaxathon was not just a competition but also a major promotional event for Aruba, capturing widespread media attention. Coverage of the event appeared in prominent outlets such as People Magazine, NBC Sports, Bleacher Report, and Snowboarder, further boosting Aruba's profile as a top travel destination.

The event is part of a broader initiative by the A.T.A. to promote "The Aruba Effect," the sense of deep relaxation and happiness that visitors experience on the island, which they carry with them long after their trip ends



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

A.T.A.: Local Children Enjoy an Unforgettable Day Aboard the Carnival Celebration ‘A Pleasant Day of Exploration and Education’

A total of 60 local children experienced an unforgettable day aboard the Carnival Celebration, a modern and sophisticated cruise ship operated by Carnival Cruise Lines. It was a very special day, especially considering that for some of the children, it was their first time boarding a cruise ship. The event began with welcoming words from Mr. Marc Figueroa, CEO of Aruba Ports Authority (APA), who warmly greeted the children. He also expressed gratitude to Carnival Cruise Lines on behalf of the Government of Aruba, Aruba Tourism Authority (A.T.A.), and Aruba Ports Authority (APA). The CEO of A.T.A. joined the event as well and shared his thoughts with the children and executives. Representatives from the Ministry of Tourism and Public Health were also present, along with other executives from A.T.A. and APA.



After the welcoming remarks, the children were given a four-hour tour of the Carnival Celebration, allowing them to explore everything the ship had to offer, from the spacious decks to the various activities and luxurious locations.

During midday, the children enjoyed a wide variety of delicious food, which included a special treat they had all been eagerly awaiting—ice cream.

The activity aboard the Carnival Celebration was part of the “Buki di Pret” program, a vo-

lunteer organization dedicated to organizing various annual projects for our local children. Each year, they produce a booklet filled with fun activities and special offers during the summer vacation. The goal of Buki di Pret is to ensure that all children in Aruba can partici-

te in accessible and enjoyable activities.

In collaboration with Carnival Cruise Lines, the Government of Aruba, Aruba Tourism Authority (A.T.A.), and Aruba Ports Authority (APA), they succeeded in giving the children a day full of wonderful experiences and discovery. Additionally, we would like to thank Pelican Adventures for helping to facilitate transportation for the children to the cruise ship.

The event brought a lot of joy and big smiles to the faces of our children. This reinforces the commitment of Aruba Tourism Authority (A.T.A.), Aruba Ports Authority (APA), and Carnival Cruise Lines to give back to the local community as part of their Corporate Social Responsibility. It was undoubtedly a day filled with adventure, learning, joy, and, of course, plenty of ice cream, leaving an unforgettable mark on all who participated.

A.T.A.: Local and International Couples Renew Their Wedding Vows During ‘Aruba I Do 2024’

‘Transforming from the Largest Event in the Caribbean to the Most Memorable’

August 2024 marks a significant evolution for the iconic ‘Aruba I Do’ event. After five successful editions on Eagle Beach, the event has now been redefined as the most memorable vow renewal in the Caribbean. This new transition, aligned with the High Value – Low Impact principle, prioritizes the island’s ecosystem and serves as an example of adherence to new regulations concerning events on Aruba’s beaches. This year, the event moved from Eagle Beach to a more historic location, the Fort Zoutman Historical Museum. The museum offered a more intimate and memorable atmosphere for the seventy-five local and international couples who participated this year.

This year marked the sixth edition of ‘Aruba I Do’, held in one of Aruba’s oldest and



most iconic buildings, located in the heart of Oranjestad. In a romantic and nostalgic setting, the couples were given the opportunity to relive the most important moment in their married lives.

The event took place in Oranjestad, coinciding with the celebration of the city’s 200th an-

niversary on August 24. As the couples renewed their marital commitments under the Caribbean skies, they could feel the rich sentiment of Aruba’s history.

It is worth mentioning that since its launch in 2019, ‘Aruba I Do’ has become one of the most anticipated events for

couples from all over the world, as well as for local couples. In 2023, the event attracted a record 350 couples, positioning it as the largest vow renewal event in the Caribbean.

With the significant and new changes, the event provided a more private and memorable experience, offering seventy-

five couples from different countries the opportunity to renew their vows. These included couples from the United States, Canada, Argentina, Colombia, Chile, Italy, the United Kingdom, and Aruba. Among the couples were some from the LGBTQ+ community, reflecting the diversity and inclusion of the ‘Aruba I Do’ community. This group also included five influencer couples with a combined total of 805K followers on international social platforms. Additionally, coverage of ‘Aruba I Do’ will soon be seen on various international channels such as Despegar Chile, Colombia, Argentina, Mexico, and Brazil, Decolar, The Travelization from Italy, content creators from the United States, and more. This provides further momentum and exposure on international platforms to achieve the goal of attracting desired visitors.

Oranjestad Celebrates 200 Years: A Bicentennial Journey Through History, Culture, and Progress

Oranjestad, Aruba – On August 24, 2024, the picturesque capital of Aruba, Oranjestad, reached a significant milestone as it celebrated its 200th anniversary. This bicentennial marks two centuries of transformation from a modest colonial outpost to a thriving modern city that serves as the beating heart of Aruba's economic, cultural, and political life. The celebration on August 24 was the centerpiece of a year-long series of events, providing an opportunity not only to reflect on Oranjestad's storied past but

also to envision its future as a leader in sustainable development and cultural preservation.

Historical Roots: From Settlement to Capital
Oranjestad's story began in 1824 when it was officially established as a settlement. Its founding coincided with the discovery of gold on the island, which sparked interest from the Dutch colonial government. Named after the Dutch royal family, the House of Orange-Nassau, Oranjestad was strategically positioned to serve as a center of commerce and governance on the island.

The city quickly became the administrative capital of Aruba, growing in importance as it oversaw the island's economic activities.

The city's architecture remains a testament to its colonial past. The vibrant pastel-colored buildings with their ornate gables, typical of Dutch colonial design, create a charming atmosphere that blends European elegance with Caribbean vibrancy. These structures, many of which have been meticulously preserved, offer a glimpse into Oranjestad's historical journey. Landmarks like Fort Zoutman, built in 1798 and one of the

oldest structures on the island, and the Willem III Tower, with its iconic clock, stand as enduring symbols of the city's rich heritage.

Cultural Significance: A Melting Pot of Influences

Oranjestad is not just the political and economic center of Aruba; it is also a cultural melting pot. The city's population is a blend of various ethnic groups, including descendants of the Arawak people, Africans, Europeans, and Asians, each contributing to the rich cultural fabric of the city. This diversity is reflected in the city's vibrant traditions, languages, and festivals.

Throughout its history, Oranjestad has been a place where different cultures coexist harmoniously. The influence of the Arawak people, the island's first inhabitants, is still evident in local art and folklore. African influences are seen in the music, particularly in the rhythmic beats of tumba and calypso, which are staples of Aruban festivals. Spanish and Dutch influences are apparent in the language, with Papiamentu, the local Creole language, being a mix of Spanish, Portuguese, Dutch, and African languages.

The bicentennial celebration on August 24 paid tribute to this cultural diversity. A series of events, including parades, music festivals, and food fairs, highlighted the traditions of the different communities that call Oranjestad home. The Grand Parade, which was one of the most anticipated events, featured performances by local dancers and musicians, showcasing traditional Aruban costumes and dances.

Economic Evolution: From Gold to Tourism

Oranjestad's economic evolution is a testament to its resilience and adaptability. The city's economy was initially driven by the gold rush in the 19th century, which attracted settlers and merchants from across the Caribbean and Europe. As gold deposits dwindled, the city's focus shifted to other industries, including aloe cultivation and oil refining.

The mid-20th century marked a new era for Oranjestad as it emerged as a premier tourist destination. The city's deep-

water harbor, which was initially developed to support the oil industry, became a gateway for cruise ships, bringing thousands of visitors to Aruba's shores. Today, tourism is the lifeblood of Oranjestad's economy, with the city's bustling downtown area filled with luxury shops, restaurants, and entertainment venues catering to both locals and tourists.

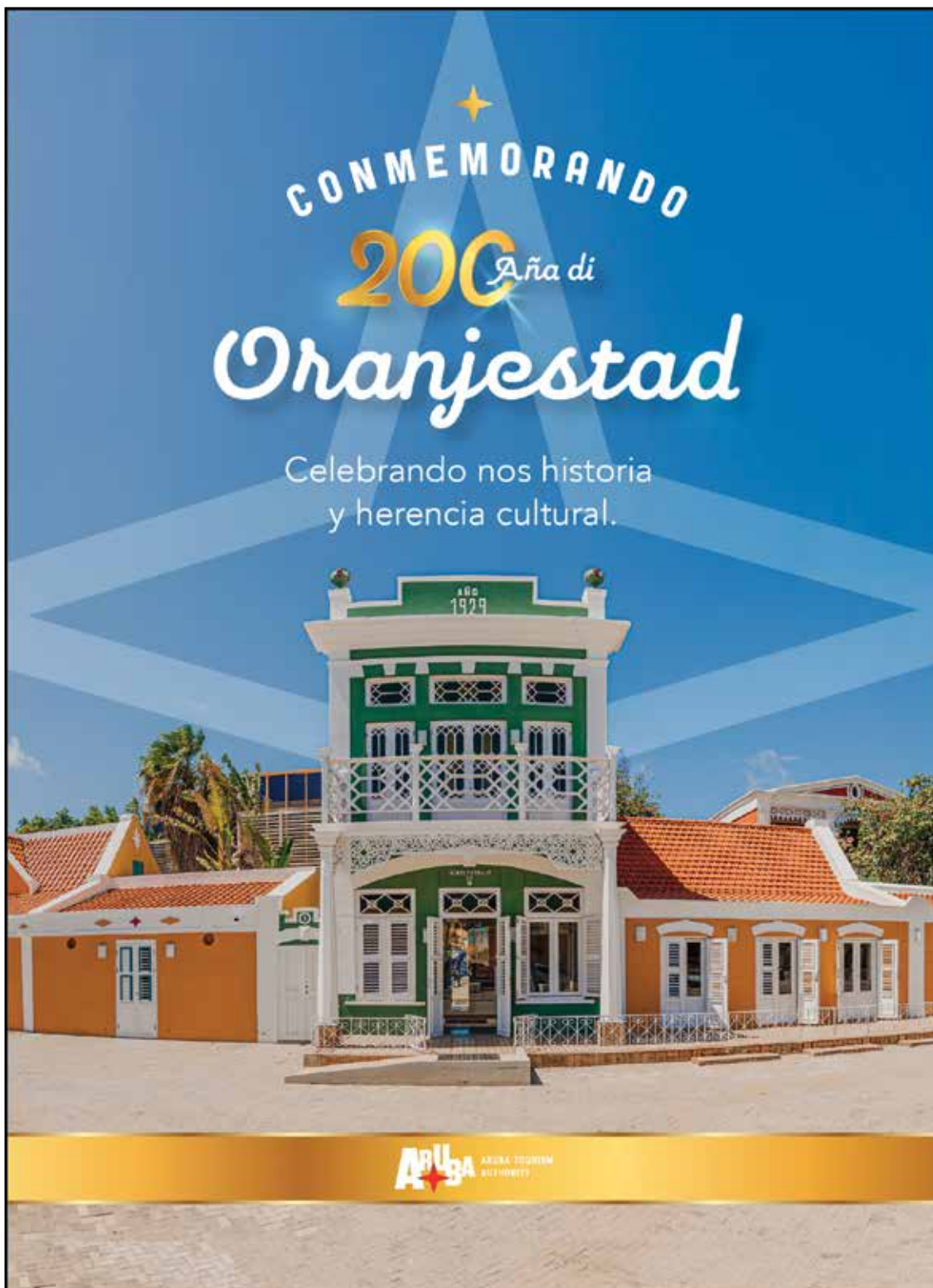
The 200th anniversary is also a time to reflect on the importance of sustainable tourism. With the increase in global awareness of environmental issues, Oranjestad is committed to preserving its natural beauty and cultural heritage while continuing to welcome visitors. The city has launched several green initiatives aimed at reducing its carbon footprint, promoting renewable energy, and protecting its coastal ecosystems.

Education and Legacy: Learning from the Past, Shaping the Future

A key component of the bicentennial celebrations is education. The city has organized a series of educational programs aimed at both residents and visitors, focusing on Oranjestad's history, culture, and environment. These programs include workshops, lectures, and guided tours that delve into the city's past and explore its role in the broader context of Caribbean history.

The Aruba National Library and several local museums have collaborated to create a special bicentennial exhibition. This exhibition features rare artifacts, historical documents, and photographs that chronicle Oranjestad's development over the past two centuries. Special attention is given to the stories of the people who have shaped the city, from its indigenous inhabitants to the immigrants who have contributed to its growth.

In schools, a new curriculum has been introduced that focuses on local history and the significance of Oranjestad's 200-year journey. This initiative aims to instill a sense of pride in young Arubans and ensure that the legacy of the city is passed down to future generations.



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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.

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