

The Advisor

By Aruba Tourist Channel

ARUBA'S
WEEKLY
FREE
NEWSPAPER

SEPT. 3 - 10, 2024

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4 ARTTABLE



ARTWEEK 2024
KICKS OFF WITH
ARTTABLE

7 HAPPY HOUR



HOTEL
ACTIVITIES AND
HAPPY HOURS

11 FASHION



SWAY'S
"THREADS"
COLLECTION TO
HEADLINE ART
FASHION

14 MARKETING



A.T.A. LATIN
AMERICA
MARKETING
MEETING



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The Advisor



ACTIVATE: REBEL, MARCH, CHANGE – A BOLD FUSION OF ART, FASHION, AND ACTIVISM IN ARUBA

Aruba's Theme Art Fashion 2024 event, titled "ACTIVATE: Rebel, March, Change," took center stage during Art Week 2024, uniting artists, designers, and activists from around the globe in a powerful display of creativity and social consciousness. This year's theme challenged participants to rebel against injustice, march for equity, and embrace the power of collective change through art and fashion.

Held in the vibrant city of San Nicolas, the event featured a series of fashion shows and art installations that were not just visually stunning but also rich with

meaning. Each collection was a statement piece, reflecting the urgent need for societal change and the role of art in driving that transformation. Designers from Aruba, Curacao, Sint Maarten, The Netherlands, and other regions showcased works that defied norms and celebrated the courage to fight for a better future.

The event was a testament to Aruba's growing reputation as a cultural hub, emphasizing the island's commitment to fostering dialogue around social justice, sustainability, and ethical practices in the creative industries. Participants and attendees alike were inspired to use their voices and talents to advocate for a more just and equitable world.

In Summary:

Event: Theme Art Fashion 2024
Theme: ACTIVATE: Rebel, March, Change
Location: San Nicolas, Aruba
Focus: Activism through Art and Fashion, Social Justice, Sustainability
Highlights: Fashion shows, Art Installations, Global Designer Participation
Objective: Inspire change, celebrate progress, and promote ethical creative practices.
This initiative not only elevated Aruba's cultural scene but also positioned the island as a leader in the global conversation about the intersection of creativity and social change.

ACTIVATE REBEL | MARCH | CHANGE | ARUBA ART FAIR | ARTWEEK ARUBA
06.07.08 SEPTEMBER 2024

CAPTURE CREATIVITY AT THE ARUBA ART FAIR

DAILY PASS 15 \$
WEEKEND PASS 20 \$
DAILY PASS + TRANSPORT 60 \$

SEPTEMBER 6.7.8
DOORS OPEN AT 7PM

SCAN ME!

Elite Eagle Aruba RESORT ARUBA ARTISA The One To Poshed M ICA

Rich's Aruban Dish
A Caribbean Delight

IS NOT JUST A MEAL!
IT'S AN EXPERIENCE!

Reservation Recommended!
Book now on our website!

OPEN



Tito Bolivar - Director
ARTWEEK ARUBA 2024

Dear Art Enthusiasts,

As the founder, organizer, and curator of Artweek Aruba, I am filled with immense joy and pride as we welcome you to this year's celebration in the vibrant heart of San Nicolas. Each year, our team witnesses the incredible growth of art and community in this dynamic space, and it is a profound honor to share this evolution with you.

Artweek Aruba is more than just an event; it's a manifestation of our collective passion and creativity. This festival has blossomed under the Caribbean sun, weaving together the talents of over 100 artists, designers, and craftspeople. Together, we transform the streets of San Nicolas into a living canvas, brimming with color, life, and inspiration.

This year, we have curated an array of events designed to captivate and engage. From the thought-provoking dialogues of Art Talks to the mesmerizing displays at the Art Fashion runway, and the vibrant exhibitions of the Aruba Art Fair, each moment is crafted to celebrate and ignite the artistic spirit within all of us.

We are thrilled to share this magnificent event with you. Your presence not only enriches our celebration but also fuels the ongoing transformation of San Nicolas into a premier cultural destination. Join us as we unleash creativity and foster connections that span across borders and generations.

Thank you for being a part of this extraordinary journey. Let's continue to nurture and expand the vibrant world of art in Aruba together.

Warm regards,

Tito Bolivar
Director Artweek Aruba 2024

See you there!
Team Artweek Aruba 2024

Art Meets Fashion!

Aruba Art Week is just around the corner, bringing with it the most fashionable time of the year: Art Fashion 2024. Get ready for a spectacular showcase of outstanding creations, top-notch designers, diverse catwalks, and a runway show that will be etched in our memories. I invite you to fully embrace the magic of Art Fashion and let the incredible talents inspire you.

Fashion is more than just fabric; it's a powerful form of self-expression that can light up a room and unify communities. Seven years ago, we gave birth to Art Fashion, and I've had the privilege of growing alongside it—first as a model for six years, and now as the project leader of this extraordinary event. This year, I'm thrilled to share an unforgettable show with you, one that will evoke a range of emotions and showcase the most stunning looks.

In Art Fashion 2024, we're creating an incredible synergy between models, make-up artists, designers, vendors, sponsors, and, of course, you—the audience who will witness our vision come to life. For many aspiring models who have yet to step into the industry, this event offers a priceless opportunity to gain experience for their future careers. We believe that all bodies are runway bodies, and we celebrate diversity by giving everyone the stage they deserve.

Fashion has evolved, and so has the Art Fashion Show. What you can expect is an inspiring event filled with beautiful souls radiating the vibrant energy of the island. Let's make this year's show an unforgettable celebration of art, fashion, and community!

Tracey Nicolaas - Project Leader
Art Fashion 2024



Tracey Nicolaas - Project Leader
ART FASHION 2024



Ronella Croes CEO
ARUBA TOURISM AUTHORITY

Welcome to Artweek 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 Artweek 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

It is with great pride and excitement that I invite you to experience the vibrant and artistic heart of Aruba, right here in the "Dushi" capital of San Nicolas. From September 2nd to 9th, our beloved city will transform into a living canvas for Art Week—a celebration that perfectly encapsulates the rich cultural tapestry of our island.

San Nicolas, known for its stunning murals and thriving arts community, offers more than just a visual feast. It is a place where creativity flourishes and where the soul of Aruba can be felt in every brushstroke, every dish, and every heartfelt interaction. During Art Week, you will have the unique opportunity to meet and engage with our talented local artists, whose works tell the stories of our people and our heritage. You'll also be able to indulge in the diverse and flavorful gastronomy that makes our island so special.

Whether you are an art enthusiast, a culinary explorer, or simply looking for a new adventure, San Nicolas has something extraordinary to offer. Come immerse yourself in the vibrant energy of Art Week and discover why San Nicolas is truly the cultural heartbeat of Aruba.

We look forward to welcoming you to this unforgettable celebration of art, food, and creativity.

Warm regards,

Danguillaume Oduber
Minister of Tourism and Public Health



Mr. Danguillaume Oduber
MINISTER OF TOURISM, ARUBA

ARTWEEK 2024 Kicks Off with ARTTABLE: A Night of Art Under the Stars



ARTWEEK 2024 is set to launch with an extraordinary event, ARTTABLE, where art lovers and enthusiasts will gather for a night of creativity, inspiration, and community. This one-of-a-kind event will take place outdoors under the stars, bringing together 100 participants who will be guided by some of Aruba's most esteemed artists in creating their own masterpieces.

ARTTABLE is more than just an art class—it's an immersive experience that combines creativity, culinary delights, and a sense of community. The event promises to be a highlight of ARTWEEK 2024, offering attendees the chance to connect

with fellow art lovers and share an unforgettable evening.

Event Details:

Date: September 20, 2024

Time: 7:00 PM - 10:00 PM

Location: Plaza Daniel Leo, Oranjestad, Aruba

What to Expect at ARTTABLE:

Create Your Own Masterpiece: Under the guidance of Aruba's top artists, including Peter van den Heuvel, Elvis Tromp, Erika Moran, Lucia Solis, Omaira Silva, Jean Cherouny, and Alejandra Vallejo, participants will be able to create their own paintings. Whether you're a seasoned artist or a beginner, this event welcomes all skill levels.

Delicious Bites and Fine Wine: Attendees will enjoy a selection

of gourmet bites from Oneil's Restaurant, paired with exquisite wines, ensuring the evening is a feast for all the senses.

Complimentary Entrance to Aruba Art Fair: As an added bonus, each ARTTABLE ticket includes complimentary entrance to the 7th edition of the Aruba Art Fair, which will showcase an array of stunning artworks from both local and international artists.

A Shared Experience: Attendees can secure their seats to ensure they sit with friends and family, making it a perfect evening for creating memories together.

Tickets for ARTTABLE are priced at USD 60 and are expected to sell out quickly. This price includes all art materials, food, wine, and the exclusive entrance to the Aruba Art Fair.

How to Attend:

Purchase Tickets: Visit the official ARTWEEK Aruba website at artweekaruba.com to secure your spot.

Location: The event will be held at Plaza Daniel Leo, providing a picturesque setting in the heart of Oranjestad.

Don't miss this unique opportunity to start ARTWEEK 2024 on a creative high note. Join us at ARTTABLE for an evening of art, bites, wine, and the joy of creating under the beautiful Aruban sky.

For more information and to book your tickets, visit artweekaruba.com.



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

Akemi Nakamura at Aruba Art Week 2024

Akemi Nakamura is currently in Aruba to participate in the highly anticipated Art Week Aruba 2024, which is running from September 2nd to 8th in San Nicolás. This event transforms the town into the artistic heart of the Caribbean, drawing creatives from around the world. Nakamura will be a key figure in the "Art Fashion" event on September 4th, where she, alongside other designers, will present her fashion creations that blend artistic rebellion with cultural heritage.

Art Week Aruba is a vibrant celebration of creativity, featuring over 100 artists across various disciplines, including murals, installations, and live performances. Nakamura's participation highlights her growing influence in the art and fashion world, especially in events that emphasize cultural fusion and artistic expression.

SEPT 04 2024 | 7PM | SAN NICOLAS

ACTIVATE

REBEL | MARCH | CHANGE

Fashion with a cause

MEET OUR DESIGNER

AKEMI NAKAMURA

PURCHASE TICKETS AT
WWW.ARTWEEKARUBA.COM

L'ORÉAL **Marriott** HOTELS & RESORTS **ARTWEEK** ARTISIA

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.



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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

Rosie Woods

Rosie Woods is a renowned street and mural artist based in London, known for her ethereal, flowing forms that often blur the lines between realism and abstraction. Her work is characterized by vibrant, hyper-realistic textures that create a sense of movement and depth, making her murals stand out in urban landscapes around the world. Raised in London, Rosie has spent the last decade creating large-scale murals that have been featured in prestigious international art festivals and recognized in numerous publications.

Rosie's art is deeply inspired by the intersection of physical and spiritual experiences, often exploring the complexities of the human mind through her dynamic, billowing designs. She has worked with major brands like Nike, Red Bull, and Amazon, bringing her uni-

que artistic vision to a wide range of commercial and public art projects. In addition to her murals, Rosie also engages in community projects, exhibitions, and workshops, further cementing her influence in the street art scene.

Currently, Rosie splits her time between the UK and Australia, continuing to expand her artistic reach across the globe. Her work can be seen on buildings, buses, and even in augmented reality installations, showcasing her versatility and innovative approach to art.



Niels van Swaemen and Kaspar van Leek

Studio Giftig is a renowned Dutch street art duo consisting of Niels van Swaemen and Kaspar van Leek. The pair met in 2007 and decided to collaborate, blending their individual artistic talents to create a distinctive style that merges photorealism with surreal and illustrative elements. Their work is celebrated for its detailed and emotive portraits, often capturing strong, expressive characters that convey deep narratives.

Artistic Journey and Style:

Initially trained as graphic designers, Niels and Kaspar transitioned into the street art scene where they found more creative freedom. Their murals are known for their powerful visual impact, using a combination of sharp realism and imaginative elements that invite viewers into a world where reality and fantasy coexist. One of their signature approaches involves photographing their own models to ensure the exact expressions and lighting they want to capture, adding a unique, personal touch to their murals.

Notable Achievements:

Studio Giftig has gained significant recognition in the art world, winning several awards including the "People's Favorite" at the Street Art Awards. Their murals can be seen on large canvases across Europe, including in places like the STRAAT Museum in Amsterdam, where their work "Close to You" became one of the largest canvases ever displayed at the venue. The duo's work often explores deep emotional themes, making it both visually stunning and thought-provoking.

Akemi Nakamura

Akemi Nakamura is a model and designer with a rich cultural background, being of Japanese and Colombian descent. She is known for her distinctive blend of these cultures in her fashion and artistic endeavors. Nakamura has gained a significant following on social media, where she shares her work and lifestyle, garnering attention for her unique style and artistic collaborations. Her career in modeling and design has taken her across various international platforms, where she consistently showcases her creative fusion of East

Asian and Latin American influences.

Nakamura is not just a model but also an artist and designer, which has led her to be involved in various fashion and art events globally. Her work often reflects a blend of traditional Japanese aesthetics with modern fashion, making her a standout figure in the industry.



Clayten Mogen and Clint Gosepa

Clayten Mogen and Clint Gosepa are the creative forces behind the groundbreaking fashion line Sway. Both hailing from the beautiful island of Curaçao, they have redefined fashion with their daring and innovative designs. Despite having no formal education in fashion, Clayten and Clint have carved a path to success through their sheer passion, creativity, and determination.

Early Life and Inspiration:

Growing up in Curaçao, a place brimming with cultural richness and natural beauty, Clayten and Clint were surrounded by an environment that nurtured their artistic inclinations. Clayten developed a love for art and craftsmanship from a young age, often experimenting with various materials to create unique pieces. Meanwhile, Clint was captivated

by the intricate patterns and vibrant textiles native to their island, teaching himself the skills of sewing and garment construction. Together, they began exploring their shared passion for fashion, drawing inspiration from the diverse cultural heritage and the vivid environment of Curaçao.

The Birth of Sway:

In 2015, the duo decided to bring their creative vision to life, launching the fashion line Sway. Their brand quickly gained attention for its unique blend of traditional Caribbean elements with modern design. Each piece in their collection is a celebration of their roots, characterized by bold colors, striking patterns, and innovative silhouettes that challenge the conventional fashion norms.

Achievements and Recognition:

Despite their unconventional entry into the fashion world, Clayten and Clint have garnered widespread acclaim. Sway's debut collection received enthusiastic praise, capturing the hearts of fashion enthusiasts both locally and internationally. The duo's fearless approach to design and their commitment to sustainability have set them apart in the competitive fashion industry. Their work showcases the beauty and creativity of Curaçao on a global stage, resonating with a diverse audience.

Collection: "Threads"

Concept: "Threads" is a revolutionary collection that embodies the spirit of breaking free from conventional confines. It celebrates individuality and the freedom to forge one's own path, encouraging wearers to redefine norms and embrace their unique identi-

ties.

Design: The collection features unconventional silhouettes, bold patterns, and innovative fabric manipulation. Asymmetrical cuts and unexpected textures challenge traditional fashion rules, offering a mix of flowing and structured pieces that symbolize the balance between freedom and self-structure.

Palette: "Threads" employs a daring color palette, blending vivid hues with muted tones to reflect the diverse spectrum of human expression. Rich jewel tones, vibrant neons, and deep neutrals create a dynamic interplay, mirroring life's unpredictability.

Materials: The collection champions sustainability, using eco-friendly fabrics such as organic cotton, recycled polyester, and



biodegradable textiles. This commitment to sustainability is central to Sway's vision of a future where fashion is both innovative and environmentally conscious.

Details: Intricate hand-stitched embroidery, avant-garde embellishments, and unconventional closures add depth to each piece, emphasizing the beauty found in the unexpected.

Audience: "Threads" is designed for the bold and fearless, those who view fashion as a form of rebellion and a canvas for creativity. It appeals to non-conformists ready to make a statement that is uniquely their own.



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





Sway's "Threads" Collection to Headline Art Fashion at Aruba Art Week 2024

Aruba Art Week 2024 is set to be a spectacular event with the acclaimed Curaçaoan design duo Clayten Mogen and Clint Gosepa, the creative minds behind the fashion line Sway, taking the spotlight. The duo will debut their latest collection, "Threads," as part of the highly anticipated Art Fashion show during the week-long celebration of art and culture.

Running from September 2nd to 8th, Aruba Art Week transforms San Nicolás into the Caribbean's artistic epicenter, drawing creatives from around the globe. This year's Art Fashion show, scheduled for September 4th, will feature Sway's "Threads" collection, which exemplifies the duo's innovative

approach to fashion, blending traditional Caribbean elements with modern design.

The "Threads" collection is a bold statement of individuality and creativity, featuring unconventional silhouettes, vibrant patterns, and sustainable materials. Clayten and Clint's participation in Art Fashion underscores their growing influence in the fashion industry, especially in events that celebrate the fusion of art and style.

In addition to the fashion show, Sway's presence at Aruba Art Week highlights their commitment to cultural expression and sustainability, offering attendees a unique opportunity to experience their visionary work firsthand.



ARUBA STRENGTHENS TIES WITH ARGENTINA THROUGH STRATEGIC VISIT TO MENDOZA

Aruba Expands Its Presence in the Argentinian Market with Media and Industry Engagement

Aruba recently reinforced its presence in the Argentinian market by hosting a focused event in Mendoza, aimed at engaging key media in the tourism and lifestyle sectors. The event featured Pablo Rodríguez, Chief Happiness Officer of Solvera, who, along with his team, updated attendees on Aruba's latest developments and highlighted the island's key attractions, including its promise of 360 days of sunshine and the convenience of being just a 10-hour flight from major Argentinian cities.

During the visit, the Aruba Tourism Authority (A.T.A.) and Solvera teams also held strategic meetings with tour operators and airlines to further strengthen partnerships and enhance travel connectivity. Solvera, which has represented Aruba for the past decade, continues to play a crucial role in promoting the island as a top destination for Argentinian travelers. This visit to Mendoza underscores the ongoing efforts to deepen Aruba's influence in Argentina, ensuring that the "Happy Island" remains a preferred choice for Argentinian tourists seeking both relaxation and adventure.



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 Tourism Authority Hosts Immersive Cooking Class for Top-Level Agents

Aruba's Culinary Heritage Takes Center Stage in Educational Event for Tourism Professionals

The Aruba Tourism Authority (ATA) recently organized a dynamic and immersive cooking class aimed at educating its new top-level agents about the island's rich culinary heritage. The event, which was part of an ongoing initiative to enhance the knowledge and cultural understanding of those responsible for promoting Aruba as a premier travel destination, was met with enthusiastic participation and left a profound impact on attendees.

An Exploration of Aruba's Culinary Richness

The cooking class provided a deep dive into the diverse and vibrant world of Caribbean cuisine, with a special focus on the unique flavors and ingredients that define Aruba's gastronomic identity. Participants were introduced to a variety of local ingredients, such as fresh seafood, tropical fruits, and

spices that are integral to traditional Aruban dishes. The hands-on nature of the event allowed the agents to actively engage in the cooking process, from prepping ingredients to perfecting the final presentation of each dish.

Through this culinary exploration, the agents not only learned about the techniques and traditions that have shaped Aruba's cuisine but also gained insights into the cultural significance of food in the island's history and everyday life. This comprehensive approach to learning helped deepen their appreciation for Aruba's culinary landscape, reinforcing the importance of local culture in the broader context of tourism promotion.

Interactive Learning Enhances Engagement

One of the standout features of the cooking class was its interactive format. Unlike traditional classroom-based learning, this event encouraged agents to roll up their sleeves and participate directly in the culinary process.

Under the guidance of skilled local chefs, participants were able to try their hand at preparing some of Aruba's signature dishes. This approach not only made the learning experience more enjoyable but also ensured that the lessons were more relatable and memorable.

The interactive nature of the event was particularly effective in fostering a strong connection between the agents and the material presented. By engaging in practical, hands-on activities, participants were able to internalize the information more effectively, which will undoubtedly aid them in their efforts to promote Aruba as a destination rich in cultural and culinary appeal.

Cultural Connections and Tourism Promotion

In addition to the culinary skills acquired, the cooking class also served as a vital tool for deepening the agents' understanding of Aruba's tourism offerings. By integrating the island's culinary heritage



with broader insights into its cultural and historical attractions, the event provided a holistic overview of what makes Aruba a unique and desirable destination.

This cultural connection is crucial for tourism professionals who need to communicate the island's distinct appeal to potential visitors. Understanding the deep-rooted traditions that shape Aruban cuisine allows these agents to tell a more compelling story about the island, one that goes beyond sun, sea, and sand to highlight the

rich cultural experiences awaiting tourists.

A Lasting Impact on Tourism Promotion

Overall, the cooking class was a resounding success, serving as an exceptional platform for agents to explore Aruba in a fun, engaging, and educational manner. The event reinforced the importance of interactive experiences in tourism education, particularly in helping agents connect more deeply with the destinations they represent.

ARTWEEK | ACTIVATE
A R U B A | REBEL | MARCH | CHANGE

THANK YOU !

Thank you for your support as we prepare for ArtWeek 2024! From September 2nd to 8th, we will unite to celebrate the vibrant world of art and culture. Your continued enthusiasm and support are what make this event possible. We can't wait to share this incredible week with you and create lasting memories together.

See you there!

IMPORTANT NUMBERS

<p>Police Central 100 Fire Deapement 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</p> <p style="text-align: center;">—POLICE OFFICES—</p> <p>Oranjestad 527 3140 Noord 527 3200 San Nicolaas 527 3000 Santa Cruz 527 2900 Beach Police 586 3003</p> <p style="text-align: center;">—Oranjestad—</p> <p>Ambulance 582-1234 BGD Oranjestad 527-2782 Veterinaire Clinic 582-1720 Animal Shelter 582-1623</p> <p style="text-align: center;">— San Nicolaas—</p> <p>Ambulance 584-5050 Centro Medico 524-8833 BGD San Nicolaas 527-2782 Serlimar 584-5080</p> <p style="text-align: center;">— PHARMACY—</p> <p>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</p>	<p style="text-align: center;">— MORTUARIALS —</p> <p>Ad Patres 584-2299 Aurora 588-6699 Olive Tree San Nicolaas 584-8888 Royal Funeral Home 582-0000</p> <p style="text-align: center;">— NONPROFIT ORGANIZATION —</p> <p>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</p> <p>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</p> <p style="text-align: center;">— HOTELS —</p> <p>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</p>
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Aruba Unveils Sustainable Swimwear Collection 'Aruba' by Bohío Playa

A Celebration of Culture and Sustainability in Fashion

Aruba, the One Happy Island, has partnered with the renowned Colombian brand Bohío Playa to launch the 'Aruba' summer collection—a sustainable swimwear line inspired by the island's rich culture and iconic landscapes. This collaboration marks a significant step in promoting environmentally conscious fashion, aligning perfectly with Aruba's commitment to sustainability and responsible tourism.

A Role Model in Sustainable Fashion

Bohío Playa has earned a reputation as a leader in sustainable fashion, and this partnership underscores the shared vision of both brands. The manufacturing process behind Bohío Playa's garments is designed to minimize environmental impact. Notably, many of the pieces in the 'Aruba' collection are crafted from materials that include 50% recycled PET bottles and 50% recycled cotton, making it a fully ecological brand. This initiative highlights a milestone in the fashion industry, as it emphasizes the importance of recycling and the innovative use of materials that would otherwise contribute to environmental waste.

A Collection Inspired by Aruba's Vibrancy



The 'Aruba' by Bohío Playa collection is more than just swimwear; it's a celebration of Aruba's beauty and vibrant spirit. Each design within the collection draws inspiration from the island's stunning beaches,

crystal-clear waters, and lively cultural heritage. The versatility of Bohío Playa's garments perfectly encapsulates the island's happy and adaptable lifestyle, offering pieces that are not only stylish but also functional.

The collection includes a variety of swimwear options that transition seamlessly from beachwear to casual attire, allowing wearers to move effortlessly from a day in the sun to an evening out. This dual functionality ensures that the pieces are as practical as they are fashionable, making them ideal for any activity on the island.

A Commitment to Environmental Protection

This collaboration between Aruba and Bohío Playa is a testament to their joint commitment to environmental protection and sustainable fashion. By using recycled materials and promoting eco-friendly practices, the 'Aruba' collection reaffirms the importance of responsible fashion choices in today's world.

The collection's launch is a call to action for consumers to embrace sustainability in their

fashion choices. With its emphasis on eco-friendly materials and designs inspired by the natural beauty of Aruba, the 'Aruba' by Bohío Playa collection encourages everyone to participate in the movement toward a more sustainable future.

Now Available to the Public

The 'Aruba' by Bohío Playa collection is now available, inviting fashion enthusiasts and environmentally conscious consumers alike to experience the fusion of style, culture, and sustainability. This collection not only reflects the island's commitment to protecting its natural resources but also offers a chic and comfortable way to enjoy all that Aruba has to offer. Whether lounging on the beach or exploring the island's vibrant culture, the 'Aruba' collection provides the perfect blend of fashion and function, ensuring that you can do it all in style.

Aruba Hosts Colombian Press Trip in Partnership with Wingo to Showcase Island's Charm

Aruba and Wingo Collaborate to Highlight Direct Air Routes and Island Attractions

Aruba recently hosted an engaging press trip in collaboration with Wingo airline, welcoming journalists from Colombia's leading media outlets, including Revista Semana, La República, El Tiempo, and Valora Analitik. The trip offered these esteemed journalists a firsthand experience of Aruba's breathtaking beauty, rich culture, and warm hospitality.

The dual purpose of this initiative was to promote Aruba as a top Caribbean destination while highlighting the convenient direct flights Wingo offers from Colombian cities such as Bogotá, Medellín, and, seasonally, Cali. These routes provide



an easy and direct connection for Colombian travelers eager to explore all that Aruba has to offer.

Throughout the week, the journalists immersed themselves in the Aruban experience, enjoying tours that showcased the island's turquoise beaches, historic landmarks, vibrant nightlife, and delicious local cuisine. This comprehensive exploration allowed the media

representatives to capture an authentic and captivating portrayal of Aruba for their Colombian audiences.

This partnership between Aruba and Wingo not only aims to attract more Colombian tourists but also to strengthen the bonds between the two destinations, positioning Aruba as a preferred travel destination for Colombians and other Latin American travelers.



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. Latin America Marketing Meeting Highlights Strategic Growth and Market Diversification

Latin American Market Sees Significant Growth in 2024, Future Focus on Long-Haul Markets

The Aruba Tourism Authority (A.T.A.) recently held its first-semester results meeting in Aruba, bringing together more than 60 stakeholders and partners to discuss the progress and future strategy of the Latin America marketing team. The meeting highlighted impressive growth in the Latin American market and outlined a focused strategy for the remainder of 2024 and beyond.

Strategic Shift Toward Long-Haul Markets

One of the key takeaways from the meeting was the A.T.A. Latin America team's strategic focus on long-haul markets, particularly Argentina, Chile, and Brazil. The strategy aims to capitalize on the potential of these markets by increasing arrivals by 28% compared to 2023 by the end of the year. This shift in focus comes with a simultaneous plan to reduce demand in closer markets such as Colombia.



Remarkable Market Growth in 2024

As of June 2024, the Latin American market has seen a significant increase of 59% compared to 2023. This growth can be attributed to several factors, including an increase in flight

availability. Latam Airlines, for instance, increased its weekly flights from 3 to 4 and plans to add a fifth weekly flight in October, connecting Chile and Peru with Aruba. Additionally, a new flight route from Medellin has further strengthened connections with long-haul markets like Argentina and Chile.

In June, the A.T.A. and Aruba Airport Authority (AAA) announced a new direct flight from São Paulo, Brazil, to Aruba. This 6.5-hour flight will operate three times weekly for most of the year. The Brazilian market, known for its high spending power—with Brazilian visitors spending an average of \$843 per cardholder per trip (according to a 2023 Visa study)—and average stays of 6.3 nights, is expected to grow by 40% in 2025.

Key Achievements Year-to-Date

The meeting also highlighted several other significant achievements for the year-to-date (YTD) as of June 2024:

Digital Success: Sessions on Aruba.com have increased by 161% compared to key performance indicators (KPIs).

Lead Generation: Through major initiatives, A.T.A. Latin America generated 33,260 leads for its partners.

Public Relations Impact: The PR value has seen a 25% increase compared to 2023.

Global Reach: The Blue Lizard Effect campaign reached 37.5 million people globally and made 144.4 million impressions.

Trade Engagement: A.T.A. Latin America actively participated in the region's main fairs and tradeshows, impacting 70,813 agents and partners through various commercial actions.

Future Focus: Quality and Diversification

Looking ahead to the rest of 2024, A.T.A. Latin America plans to continue its diversification strategy with an emphasis on attracting high-quality visitors. The focus will remain on long-haul markets, aligning with the broader goal of enhancing the overall value and impact of tourism in Aruba.

This meeting underscored the A.T.A.'s commitment to strategically positioning Aruba as a premier destination for Latin American travelers, leveraging both digital innovation and strategic partnerships to drive sustained growth and success in the region.

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

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CODE OF CONDUCT

PARKING

- Park in designated areas (especially in the city center).
- Do not park on sidewalks.
- Always lock your car and do not leave valuables behind.



Minister of Tourism & Public Health
Dangui Oduber

COME VISIT THE "DUSHI" CAPITAL OF SAN NICOLAS

As Minister of Tourism, I warmly invite you to join us in the vibrant art city of San Nicolas from September 2-9 for an unforgettable Art Week. Explore the stunning murals, meet talented local artists, and savor the rich flavors of our local gastronomy. Come experience the cultural heartbeat of Aruba in San Nicolas: where art, food, and creativity come together!



Minister of Tourism & Public Health
Dangui Oduber



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The Advisor
By Aruba Tourist Channel

ARTWEEK
A R U B A

Looking for the perfect way to cherish your memories? Book a Mini Session with us today! Whether it's a family gathering, couple's shoot, or a solo portrait, our professional photography service offers stunning, high-quality images in a quick and convenient session. Let us help you freeze time and create keepsakes that last forever. Limited spots available, book your **Mini Session now!**

Prime Investment Opportunity in Downtown Oranjestad, Aruba!



We are thrilled to offer a prime building for sale in the heart of Oranjestad, located on the bustling Caya G.F. Betico Croes (Caya Grandi).

This property is available for \$1 million and comes with a comprehensive strategy plan for increasing sales traffic by over 40% within a year!

Why Invest?

- **Prime Location:** Between the airport and high-rise hotels, ensuring high visibility and foot traffic.
- **Versatile Use:** Ideal for mixed-use development – retail/restaurant on the ground floor and modern apartments above.
- **Government Incentives:** Aligns with Aruba's Urban Design Vision Plan for a well-connected, accessible city.

Key Features:

- Family-friendly atmosphere
- Potential for hybrid shopping implementation
- Entertainment options to attract both tourists and locals

Don't miss out on this unique opportunity to invest in a property with immense potential for growth and profitability.

Contact us today at +297-5666192 to learn more or to schedule a visit!



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