

# The Advisor

By Aruba Tourist Channel

ARUBA'S  
WEEKLY  
FREE  
NEWSPAPER

SEPT. 25 - OCT. 2, 2024

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A.T.A. & AHATA KICK OFF MAJOR CONFERENCE: ARUBA GLOBAL TRAVEL CONFERENCE



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The Advisor



## WORLD TOURISM DAY AND THE 7TH ANNIVERSARY OF ARUBA TOURIST CHANNEL: A CELEBRATION OF PEACE AND TOURISM

On World Tourism Day 2024, themed "Tourism and Peace," we celebrate not only the power of tourism as an economic engine but also its vital role as a catalyst for fostering peace and understanding among nations and cultures. This year also marks the 7th anniversary of Aruba Tourist Channel, dedicated to promoting Aruba's unique experiences and rich culture.

Tourism plays a crucial role in advancing social justice, human rights, and sustainable development. It provides a platform for dialogue and collaboration, stimulating not just economic growth but also the potential

for social transformation toward a culture of peace. The strong connection between tourism and peace emphasizes the need for awareness of social responsibility on both the supplier and consumer sides.

The celebration of World Tourism Day 2024 offers an opportunity to explore the impact of tourism on conflict resolution and reconciliation. Aruba Tourist Channel, with its focus on innovative and creative entrepreneurship in the tourism sector, is poised to support young talent and invest in their future. The fresh perspectives and energy of these youth are essential for the ongoing evolution of tourism as a force for good.

By bringing together stakeholders from various sectors and disciplines, this event aims to generate innovative ideas and strategies that harness the transformative power of tourism to build bridges and promote peaceful dialogue. Together, we can embrace the role of tourism as an instrument for peace and celebrate the 7th anniversary of Aruba Tourist Channel, underscoring Aruba's commitment to global peace efforts.

Let us strive for a world where tourism is not only a source of economic growth but also a bridge to understanding and harmony among cultures.

## PROGRAM SEP 25



6:30-7:00 pm Touch of Steel

7:10-7:40 pm Historical Show

8:00-9:00 pm Impak

9:00-10:00 pm Groove Masters

10:00 pm Closing



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## *Aruba Tourist Channel: 7 Years of Innovation and Impact in Aruba's Tourism Industry*

As we commemorate the 7th anniversary of Aruba Tourist Channel, I'm filled with immense pride and gratitude for the journey we've embarked upon. Our channel, launched in 2018, was born from the vision of showcasing Aruba's beauty in a way that was immersive, informative, and accessible to travelers worldwide. Over the past seven years, our channel has grown beyond just being a television platform—it's become a beacon for Aruba's tourism industry, reaching 4.2 million users monthly and providing rich, diverse content across multiple platforms.

What makes this milestone even more significant is that it coincides with World Tourism Day on September 27th, a day dedicated to celebrating the transformative power of travel and its positive impact on societies. For us at Aruba Tourist Channel, this anniversary isn't just a reflection on our growth but also a celebration of the power of tourism to connect cultures, support local communities, and drive economies.

From the very beginning, our mission has been to enhance the visitor experience by offering comprehensive insight into Aruba's culture, history, and hidden gems. As Aruba's first and only dedicated tourism channel, we knew that we had the responsibility to not only entertain but also to educate and enrich the traveler's journey. This approach has allowed us to build meaningful partnerships within the local tourism sector, creating content that resonates deeply with both our international audience and the businesses that call Aruba home.

Our platform's reach has steadily expanded—what started as a TV channel has evolved into a full-fledged multimedia ecosystem. Today, our website, social media platforms, and The Advisor (our printed and email-distributed newspaper) serve as critical touchpoints for millions of tourists and industry professionals. The Advisor, now in its second year, offers a curated look at local happenings, dining options, events, and promotions, allowing travelers to make the most of their stay.

Reflecting on the past seven years, I can confidently say that Aruba Tourist Channel has stayed true to its founding principles of innovation, engagement, and community building. We have embraced technology and taken strategic steps forward, including the launch of the Aruba Travel Guide in our third year, which has revolutionized how visitors book tours, rentals, and accommodations. We're also preparing to take another leap with the integration of AI technology—our new platform will offer tourists real-time answers to their travel questions, taking convenience to new heights.

But none of this would have been possible without the continued support of our partners, viewers, and team members. As we look forward to the future, our commitment remains unwavering. We will continue to innovate, expand, and refine our offerings to ensure that Aruba remains a top-tier destination for travelers around the world. The next chapter of Aruba Tourist Channel promises even more exciting developments as we work toward making the travel experience seamless, informed, and unforgettable.

Thank you for being a part of this journey with us. We are excited to keep sharing Aruba's beauty and culture with the world—one story at a time. Here's to many more years of growth, collaboration, and tourism excellence.

Sincerely,  
Ishwar Daryanani  
CEO, Aruba Tourist Channel



**Ronella Croes CEO**  
ARUBA TOURISM AUTHORITY

Dear Visitor,

## Welcome to the One Happy Island,

or as we say in Papiamentu, Bon bini! On behalf of the Aruba Tourism Authority, we thank you for choosing Aruba as your vacation destination. We take pride in the remarkable tourism recovery our island has experienced over the past two years, made possible by the dedication of local stakeholders, our community, and wonderful visitors like you.

As a destination, we are committed to the High-Value, Low-Impact tourism model, focusing on the economic contribution of the tourism sector, enhancing the quality of visitor experiences, and ensuring environmental protection and conservation. We strive to uphold the safety and security that our visitors have come to expect.

On this World Tourism Day, we invite you to immerse yourself in the vibrant spirit of Aruba. Experience our rich culture and history through a delightful fusion of local and multicultural cuisine, captivating music, and stunning art. This day is a heartfelt invitation to explore our heritage and celebrate the diverse traditions that make Aruba truly special.

As you enjoy your time in Aruba, you'll be enchanted by the rhythms of our music, inspired by the colors of our art, and delighted by the flavors of our cuisine. Meet passionate locals eager to share their stories, talents, and love for our island.

Embrace the magic of World Tourism Day and let yourself be carried away by the joy and energy of our celebrations. Thank you for joining us in this celebration of culture, community, and the spirit of Aruba.

Warm regards,

Ronella Croes  
CEO, Aruba Tourism Authority

Dear Guests,

## On this World Tourism Day,

it is my pleasure to join the global community in celebrating the profound impact tourism has on our society, economy, and environment. Aruba, our one Happy Island, is a true paradise—a place rich in natural beauty and cultural heritage. It is our shared responsibility to ensure that these precious gifts are preserved for generations to come.

Tourism is more than an economic driver for Aruba; it is a bridge that connects us to the world, fosters understanding, and promotes peace. As we welcome visitors from across the globe, we are reminded of the importance of sustainable tourism practices that not only honor our environment but also celebrate our unique heritage.

Sustainable tourism is at the heart of Aruba's development strategy. We are committed to providing experiences that both enrich our visitors and respect our local communities and ecosystems. From eco-friendly accommodations to the promotion of cultural heritage sites, our focus is on ensuring that tourism contributes positively to the well-being of our people and the protection of our environment. This is a responsibility we all share—government, businesses, and visitors alike—by adopting practices that reduce environmental impact and encourage meaningful cultural exchanges.

Looking ahead, Aruba reaffirms its commitment to making tourism a force for good. Together, we can preserve our pristine landscapes, celebrate our vibrant traditions, and protect the cultural expressions that make Aruba such a special destination. By embracing sustainable tourism, we not only safeguard our island for future generations but also enhance the quality of life for all who call Aruba home.

On this World Tourism Day, let us celebrate our achievements, reflect on our challenges, and renew our dedication to a tourism industry that benefits everyone.

Excellency,

Mr. Danguillaume P. Oduber



**Mr. Danguillaume Oduber**  
MINISTER OF TOURISM, ARUBA



## Aruba: A Popular Destination for Returning Guests

**Aruba continues to be a popular destination for guests who return regularly. The island is known for its high number of visitors, with 53.6% of these guests being Baby Boomers who primarily stay in timeshares. Generations such as Millennials and Gen X prefer hotels with the European Plan. Aruba attracts 50.7% of guests with an annual income of \$100,000 or more, with 35.1% of them opting for a hotel with the European Plan. 'Word-of-Mouth' remains a strong influence, as 70.1% of guests seek advice from family and friends. Despite their loyalty, 64.5% are still looking for variety in other destinations but also return regularly to Aruba. Even Millennials express a desire to return regularly to a country like Aruba. Overall, these guests tend to spend more on entertainment and excursions, but those staying in hotels with the European Plan are more willing to invest in gastronomy and luxury experiences. Ultimately, 72.8% of our visitors plan to vacation at a beach or water location within the next 12 months, with 46.3% likely to combine this with a 'guided tour.'**

The Aruba Tourism Authority (A.T.A.) emphasizes improving and maintaining efforts to achieve the mentioned balance according to the High Value-Low Impact model, which consists of four pillars: 'Quality of Life for Residents,' 'Quality of Experience for Visitors,' 'Protection and Preservation of Nature & Environment,' and 'Economic Contribution to Our Island.' The focus is on attracting visitors who want to invest more but also on

visitors who are aware of and appreciate and protect our culture, nature, land, water, people, and economy.

### STATISTICS ON THE TOURISM INDUSTRY UPDATE: POSITIVE GROWTH IN STAY-OVER VISITS OF 17.5% IN AUGUST 2024 COMPARED TO AUGUST 2023

Looking at the demand, it is evident that airlines will continue to expand capacity, allowing us to capture that demand. In August 2024, Aruba received a total of 126,058 stayover guests, representing a growth of 17.4% compared to August 2023, when it received 107,403 stayover guests.

### MARKETS AND ACCOMMODATION CATEGORIES

In August 2024, 77.7% of the total stayover guests in Aruba came from North America, 5.6% from Europe, 13.7% from Latin America, and 2.9% from other parts of the world.

Regarding accommodation types: in August 2024, 25.5% of guests stayed in hotels with the European Plan, 16.5% in All-Inclusive hotels, 26.4% in timeshares, and 31.6% in other types of accommodations, also known as short-term vacation rentals.

### SHORT-TERM VACATION RENTALS (STVR)

A.T.A. has access to a platform where the number of houses, apartments, and villas used as vacation rentals can be viewed, along with the average price per night, occupancy rate, and an estimate of the income generated by these rentals. In 2023, A.T.A. updated its inventory of existing condominiums and those currently under development, as well as the updated list of lodging options that are not hotels but are

available for tourists staying in Aruba for a short time.

Comparing August 2024 with August 2023, the average occupancy rate of these accommodations rose by 8.1 percentage points, from an average of 46.5% in August 2023 to an average of 54.6% in August 2024.

In terms of income, comparing August 2023 with August 2024, the category generated a revenue growth of 19.4%.

### 2024 (Year to Date)

By August 2024, Aruba had received a total of 987,186 stayover guests, marking a growth of 17.5% compared to August 2023, when 839,990 guests were recorded. To date, 80.7% of the guests are from North America, 4.6% from Europe, 12.2% from Latin America, and 2.4% from other parts of the world.

Visit [www.ata.aw](http://www.ata.aw) every month for A.T.A.'s 'Statistical Monthly Report.'

### ABOUT THE ARUBA TOURISM AUTHORITY (A.T.A.)

Since January 1, 2011, the Aruba Tourism Authority has operated as a 'Sui Generis' entity. It is an independent organization within the public sphere. The Aruba Tourism Authority functions as a 'Destination Marketing and Management Organization (DMMO)' and is responsible for uniting tourism interests among local and international stakeholders. A.T.A. places significant emphasis on the "High Value-Low Impact" model, which aims to balance increasing the economic value for the guest, positioning Aruba as a desirable and sustainable destination, and enhancing Aruba's role as a leading development desti-

nation. The goal is to maintain efforts in line with this balance and to increase revenue through the quality of tourism

rather than the quantity of visitors received. The carrying capacity continues to receive attention from A.T.A.



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- Plasma Jet (removal of moles, warts, skin imperfections)
- Dermalroller (scalp microneedling for hair growth)
- Hyaluronidase (dissolving unwanted hyaluronic acid fillers)
- Laser Therapy (treatment for fungal nail infections)
- PRP Therapy (skin and hair rejuvenation)
- PDRN Therapy (deep skin regeneration)

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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

# Aruba Tourism Authority Reaffirms Commitment to the Cultural and Creative Industries

*'With support at Go Cultura Foundation's CreActivo Conference'*

The Aruba Tourism Authority (A.T.A.) is reaffirming its commitment to the growth and empowerment of Aruba's Cultural and Creative Industries by supporting the CreActivo Conference. This highlights the vital role that the sector plays in Aruba's identity and in diversifying its tourism offerings.

As the organization responsible for the main pillar of the economy, A.T.A. recognizes that, beyond tourism, the cultural and creative industries are crucial to the country. "The Cultural and Creative Industries are essential to our national identity and provide an opportunity to diversify the destination and to our visitors," said Derchlien Dijkhoff, Senior Product Specialist at A.T.A. A.T.A. is committed



ted to supporting the industry by building a solid foundation that will allow it to grow, create a positive impact on the community, and share Aruba's cultural richness with visitors.

A.T.A. emphasizes that its collaboration with Go Cultura Foundation is much more than just a partnership; it is a strategic effort to grow and strengthen the Cultural and Creative Industries, something A.T.A. has

been focusing on for several years. Over time, A.T.A. has worked with initiatives like the Aruba Art Fair, Brazil Day Celebrations, SMAC for supporting Carnival, the Aruban Museums Foundation for organizing the weekly Bonbini Festival, and with local artists for projects like the beautification of Roger's Steps through mosaic art, among many other examples. These events and projects reaffirm A.T.A.'s commitment to

this industry and enrich Aruba's cultural landscape, providing a platform for local artists and their creativity to shine. The shared goal between A.T.A. and Go Cultura Foundation is to formalize and develop the Cultural and Creative sector, contributing to Aruba's sustainable development.

A.T.A. is dedicated to empowering the cultural and creative sectors through education and

by creating an integrated, data-driven strategy. This focus will guide the industry's sustainable development and ensure that every step is based on solid evidence.

The CreActivo conference provides a valuable opportunity for artists, innovators, and leaders in the industry to further develop their unique talents and skills. An invitation is extended to all artists, creators, innovators, and visionaries to attend CreActivo, where they can share and connect through talent, creativity, skills, and creative perspectives. Visit [www.gocultura.org](http://www.gocultura.org) for more information about the conference, which will take place on October 8 and 9.

A.T.A. will continue to offer ongoing support and collaboration to the industry, contributing to a stronger and more vibrant Aruba.

# 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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The Advisor



# 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



## Island Fest Aruba: A Celebration of Culture and Community

**Aruba's vibrant Island Fest returns to the streets of San Nicolas on September 25, 2024, promising an immersive experience of the island's rich culture, music, food, and local artistry. Held on the last Wednesday of each month, this event is part of a year-round series that positions San Nicolas as the cultural heart of the island. With its colorful street art, this district becomes the perfect backdrop for a lively celebration of everything that makes Aruba special.**

### What to Expect at Island Fest

At its core, Island Fest is a celebration of Aruba's unique heritage, and the event's program reflects this diversity. Visitors can look forward to a lineup of live musical performances that span genres like tumba, calypso, and other traditional rhythms, alongside modern tunes. Performers such as Tipico Tradicional Musical, HoneyPot, and Buleria have graced the stage in previous editions, creating an atmosphere of festivity and inclusivity.

In addition to music, the festival showcases local and international gastronomy. Food stalls featuring more than 15 vendors offer an extensive variety of Aruban delicacies, from keshi yena (stuffed cheese) to fresh seafood, and a selection of

sweets. For food lovers, Island Fest offers a chance to taste the best of the island in one place. Whether you are craving traditional Aruban dishes or something with a global twist, there is something for everyone. Arts, Crafts, and Folklore

A significant aspect of Island Fest is its dedication to promoting local craftsmanship and artistry. Artisans display handmade crafts, souvenirs, and art, allowing visitors to take home a piece of Aruba's creative spirit. Folkloric performances are also a staple of the festival, offering a glimpse into Aruba's cultural history through dance, costume, and storytelling. These performances add a colorful and historical dimension to the celebration, making it not just a fun event but also an educational one.

### San Nicolas: The Cultural Hub of Aruba

San Nicolas, often referred to as Aruba's cultural capital, has been instrumental in the success of Island Fest. Known for its vibrant murals and art scene, the district serves as the perfect host for a festival that aims to bring locals and tourists together. The initiative, supported by the Ministry of Tourism, was designed to create a new attraction that could drive more visitors to the area and support local businesses.

Minister of Tourism Dangui

Oduber has expressed pride in how Island Fest has developed into a must-attend event on the island's cultural calendar. His vision for the festival was to elevate its quality and make it a celebration of Aruba's traditions, providing a space where everyone can enjoy a family-friendly night out in a relaxed, yet festive atmosphere.

### A Family-Friendly Experience

One of the festival's main appeals is its welcoming environment for families. The event is free to attend and offers something for all age groups, from live entertainment to activities for children. The open-air setup allows guests to explore the festival's many stands, interact with vendors, and immerse themselves in the local culture. Whether you are visiting Aruba for the first time or a lifelong resident, Island Fest provides a genuine connection to the island's traditions and warm hospitality.





## Groove Masters



## Impak



## Touch of Steel

# SAN NICOLAAS: A Gem in Aruba's History and Culture

*San Nicolaas, often referred to as Aruba's "Sunrise City," holds a unique charm and rich history on the island's southeastern tip. Here are some key facts about this vibrant town:*

### 1. Industrial Roots

San Nicolaas became significant due to the oil refinery established by the Lago Oil & Transport Company in the 1920s. The refinery attracted workers from all over the Caribbean, Latin America, and Europe, giving the town its diverse cultural roots. Although the refinery has closed, the legacy of San Nicolaas as an industrial hub remains.

### 2. Cultural Melting Pot

This town is home to a diverse mix of cultures, reflected in the food, music, and languages spoken. The population consists of descendants from nations

like Trinidad, Venezuela, and the British Caribbean, creating a cosmopolitan feel. English, Papiamentu, Spanish, and Dutch are commonly spoken here.

### 3. Street Art Capital

In recent years, San Nicolaas has gained a reputation for its vibrant street art. Murals adorn many of the town's buildings, showcasing the creativity of local and international artists.

### 4. Aruba Art Fair

The Aruba Art Fair plays a crucial role in San Nicolaas's transformation into a cultural hotspot. This annual event brings together artists, galleries, and art enthusiasts from across the region and beyond, celebrating visual arts through exhibitions, workshops, and performances. The fair not only highlights the talents of Aruban artists but also fosters a sense of community and cultural exchange.

### 5. The Museum of Industry

To honor its past, San Nicolaas opened the Museum of Industry. Housed in a former water tower, this museum highlights the town's pivotal role in Aruba's industrial development, covering everything from the gold rush to the oil refinery era.

### 6. Beautiful Beaches

Though San Nicolaas is often associated with industry, it also boasts beautiful beaches, like Baby Beach and Rodgers Beach. These calm, clear waters are ideal for families, swimming, and snorkeling, making San Nicolaas a hidden treasure for nature lovers.

### 7. The Heart of Aruba's Carnival

San Nicolaas is known as the birthplace of Aruba's Carnival, a vibrant celebration with music, dance, and elaborate costumes. The annual Grand Parade takes over the town streets, attracting visitors from all over the island and beyond.

### 8. Historical Buildings and Landmarks

San Nicolaas is home to several historical landmarks, such as the iconic Nicolaas Store, which dates back to the early 1900s. The town's architecture tells the story of its colonial past and its evolution as a cultural hub.

San Nicolaas continues to evolve while maintaining its rich historical and cultural identity, offering a mix of industrial heritage, vibrant arts, and natural beauty that sets it apart from the more tourist-centric parts of Aruba.



## Hotels Activities &amp; Happy Hour!

## Hotels Activities &amp; 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 &amp; 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



# A.T.A. AND AHATA REFLECT ON A PRODUCTIVE WEEK AT THE ARUBA GLOBAL TRAVEL CONFERENCE

*“We are grateful to everyone who made this week a success for our tourism.”*

We are pleased to announce that the Aruba Global Travel Conference 2024 was a resounding success. The conference, which took place on our island from September 17 to 20, culminated in a special celebration on Renaissance Island. This second Aruba Global Travel Conference (AGTC) brought together a total of 67 participants from North America, Canada, Latin America (Colombia, Brazil, Argentina, Chile, Peru, Ecuador, and Paraguay), and Europe (the Netherlands, Italy, and Germany). In addition to this, many other partners, including various hotels, were also present. A total of 103 people visited Aruba during this week. This is the second time A.T.A. has combined the key markets for our island—North America, Latin America, and Europe—into a single week. For decades, each market has been addressed separately through its own conference on the island. Many changes are happening in the world of tourism, and A.T.A. launched a ‘global’ conference last year where all regions were represented.

Throughout the week, participants and partners from the tourism world enjoyed productive exchanges. The program began on Monday evening with an opening ceremony, followed by keynote presentations on Tuesday morning during the Aruba Global Travel Conference. A.T.A. focused on strengthening collaboration among tourism leaders and shared the future of Aruba’s tourism industry and its evolution, aimed at introducing even more actions that align with the concepts of “Responsible Tourism” and “Regenerative Tourism.”

Among other topics, attention was given to “The Aruba Effect”—the evolution of the promotion layer and international communication strategy for Aruba. A.T.A. will continue to base its strategy on attracting high-value visitors. The goal is to stabilize the growth of ‘stay-overs’ so as to direct and shift the focus towards attracting a proportionally higher number of visitors who not only fit the desired economic profile but also value “Responsible Tourism,” which contributes to our economy, respects our culture and environment, and protects our island, Aruba. Stabilization will be a gradual process, reaching a point of no further growth. “Protect It” will become an integral part of the



strategy.

The program continued with a Tourist Marketplace that took place on Tuesday for the Latin American market and Wednesday for the North American and European markets. During this interactive event, participants met with local tourism executives. The Tourist Marketplace featured participation from more than 35 local partners, including hotels, tour companies, and other tourism operators. Each partner had the opportunity to schedule 20 appointments per day with international executives, allowing them to explore business opportunities and establish lasting relationships.

In addition to the scheduled meetings, international invitees enjoyed various experiences around our island and participated in site inspections at different properties. This way, they were equipped with information about future developments and tourism products in Aruba.

The response to the second edition of the Aruba Global Travel Conference has been overwhelmingly positive, both among local stakeholders and international participants, including several individuals who visited Aruba for the first time. A.T.A. is optimistic that this week has served as an important platform to help our island achieve its goals, create new opportunities, and enrich our tourism markets.

An immense word of gratitude goes to the A.T.A. team, who worked successfully to realize a productive week, and to all the local partners who contributed to making this week a great

**ABOUT THE ARUBA TOURISM AUTHORITY (A.T.A.)**  
Since January 1, 2011, the

Aruba Tourism Authority has operated as a ‘Sui Generis’ entity. It is an independent organization within the public

sphere. The Aruba Tourism Authority functions as a ‘Destination Marketing and Management Organization (DMMO)’ and is responsible for uniting tourism interests among local and international stakeholders. A.T.A. places significant emphasis on the “High Value-Low Impact” model, focusing on improving and maintaining efforts to achieve balance across four pillars: ‘Quality of Life for Residents,’ ‘Quality of Experience for Visitors,’ ‘Protection and Preservation of Nature & Environment,’ and ‘Economic Contribution to Our Island.’ The focus is on attracting visitors who will invest more (quality over quantity, considering that carrying capacity continues to receive attention from A.T.A.), increasing the economic value of visitors, positioning Aruba as a desirable and sustainable country, and establishing Aruba as a leader in development as a destination.



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.

# A.T.A. and AAA Present Key Airport Updates to International Partners

Aruba Tourism Authority (A.T.A.) received over 67 representatives from companies selling Aruba ("Tour Operators") and international airlines to provide an update on Aruba and our tourism industry. This important moment served as an essential platform to strengthen collaboration and ensure that partners are informed about the future developments of our island. Key figures from North America, Canada, Latin America (Colombia, Brazil, Argentina, Chile, Peru, Ecuador, and Paraguay), and Europe (the Netherlands, Italy, and Germany) attended the event. A total of 103 people are currently in Aruba for this occasion, which includes representatives from our hotels, established abroad, as well as different members of the A.T.A. team and some international press.

During the event at the Aruba Airport Authority (AAA), the CEO of A.T.A., Ronella Croes, had the honor of welcoming all present. Ms. Croes highlighted



the importance of providing an update on the Gateway 2030 project to tour operators and international airlines, emphasizing its direct impact on their clients' travel experience. With the expansion of capacity and significant improvements to airport infrastructure, guests can expect a better process that will contribute to a positive experience.

The evening continued with a presentation by the Chief Revenue Development & Communications Officer and Interim

Management Team Member of AAA, Ms. Barbara Brown, who presented Phase 1 of the Gateway 2030 project. She emphasized the future of the airport, sharing information about the new check-in area for passengers traveling to the United States, a program that will begin operations in early 2025 and will eventually include all other countries, as well as the latest technology in the baggage handling system.

"The Gateway 2030 project is a significant investment that

will redefine hospitality and comfort for our passengers. We are committed to elevating the experience and operational ef-

iciency for travelers, making Aruba a first-class travel destination," commented Ms. Barbara Brown. This transformative initiative reflects the airport's dedication to providing a seamless travel experience for all visitors.

This event highlighted Aruba's ongoing commitment to innovation and sustainability, ensuring that guests continue to enjoy a hassle-free travel experience. For tour operators, airlines, and representatives from the international press present, this information adds value that will help them promote Aruba more effectively on a global scale while supporting sustainable tourism practices.

## Eterna Aesthetics: Where Beauty and Wellness Meet Science with Dr. Mila Fernandes-Ponson

Eterna Aesthetics is a premier destination for those seeking advanced beauty and wellness treatments. Under the leadership of Dr. Mila Fernandes-Ponson, a renowned medical professional from Aruba, the clinic offers a blend of cutting-edge technology and personalized care to help clients achieve their aesthetic goals. Dr. Fernandes-Ponson brings a unique perspective, combining her extensive medical training with her experience in the beauty world, including her participation in the Miss Universe Aruba competition.

Her background in biology from Campbell University and medical studies in Costa Rica have equipped her with a deep understanding of aesthetic and regenerative medicine. At Eter-

na Aesthetics, this expertise is reflected in a variety of treatments aimed at rejuvenating the skin, contouring the face, and promoting overall wellness. From wrinkle-smoothing injectables to treatments designed to restore lost facial volume and address common skin conditions, each procedure is crafted to deliver natural, long-lasting results.

Beyond beauty, Eterna Aesthetics also addresses wellness concerns like hair thinning and skin pigmentation issues. Using innovative therapies such as PRP and exosome treatments, the clinic promotes both skin and hair regeneration. For those looking for non-surgical fat reduction or more defined facial contours, Eterna offers solutions that are minimally invasive yet highly effective.

Dr. Fernandes-Ponson's com-



mitment to personalized care ensures that every treatment plan is tailored to the individual needs of her clients, making Eterna Aesthetics a trusted name in beauty and wellness. With a focus on natural, lasting results, the clinic continues to blend science and aesthetics, helping clients look and feel their best.

Reach out to Eterna Aesthetics today to discover the right treatment for your beauty and wellness journey!

## IMPORTANT NUMBERS

Police Central .....	100
Fire Deapertment .....	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

### — MORTUARIALS —

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



## A.T.A. Commits to the Seroe Colorado Master Plan

**‘Creating a Lasting Impact for Both Residents and Visitors’**

Aruba continues to make significant progress with the development of the Seroe Colorado Master Plan, launched in 2020. This initiative aims to enhance Aruba’s tourism product while creating a lasting impact for

both residents and visitors.

The Aruba Tourism Authority (A.T.A.) plays a central role in the Master Plan as part of its responsibility to improve the country’s tourism offerings. The ambitious goals of the plan have already shown positive results. Phase 1 included im-

provements such as a field for baseball and new asphalt roads leading to Baby Beach. Additionally, in 2021, A.T.A. contributed to the renovation of the steps at Rodgers Beach, which were later embellished with mosaic art depicting marine life in the area.

In April 2022, A.T.A., as an integral member of the Infrastructure Commission, oversaw notable progress with the development of a new parking lot at Baby Beach, complemented by a protective wall for sea turtles and the renovation of the Baby Beach steps. The focus now shifts to the next phase at Rodgers Beach, part of the ongoing Master Plan. A.T.A.’s total investment in these projects, funded by tourism-generated revenue, amounts to 3.64 million florins, demonstrating its commitment to enhancing and strengthening Aruba’s tourism product—a national priority.

museums are key examples of A.T.A.’s commitment to positioning San Nicolas as a unique city in Aruba. Since 2012, A.T.A. has proudly operated a “Visitor Information Center” in San Nicolas, which has received numerous compliments for its exceptional service.

All these initiatives illustrate efforts to beautify and enhance Aruba’s offerings, while keeping the community at the forefront and preserving nature. These actions also strengthen the bond between locals and visitors.

These key aspects contribute to sustainable tourism management. With all the investments mentioned and the development projects focused on improving the tourism product, A.T.A. ensures that they follow the principles of “Building it with nature in mind” and “Build it for the Locals, and the Visitors will come.”

A.T.A. expresses gratitude to the Government of Aruba, the Ministry of Tourism, DOW, DIP, DNM, and ACF for their support and collaboration.

Additionally, A.T.A. strongly believes in the cultural and artistic heart of San Nicolas. The uniqueness of San Nicolas must be preserved and protected, with investments made where necessary to enhance its charm.

A.T.A.’s involvement in events like the Aruba Art Fair, the creation of murals, and support for local artists highlights the deep connection between Aruba’s cultural efforts and tourism. Events such as Island Fest and investments in various

## A.T.A. Presents the Second “Eco-Conscious” Session



**‘Topic: “Aruba Promise” and the “Code of Conduct” for Visitors’**

The Aruba Tourism Authority (A.T.A.) has launched the second session under the “Eco-Conscious” series aimed at local tourism industry partners. This session, led by Marisol Sanchez, Communications Manager at A.T.A., and representatives from the international agency Zeno Group—Stephanie Casanova, SVP Consumer Communications; Amelia Brandt, Senior VP - Purpose & Impact; and Sherwin Francies, Senior Account Executive – Consumer—focused on the new strategy surrounding the “Aruba Promise” program. The session outlined a “Code of Conduct” designed for visitors during

their stay in Aruba.

In May 2024, A.T.A. held the first “Eco-Conscious” session, emphasizing global trends like the “Slow Travel Tourism” movement and the “Positive Impact Tourism” approach, which focuses on creating a positive impact on the destination. Following the initial session, A.T.A. has worked extensively to begin implementing new and existing action plans.

During the second session, A.T.A. shared updates to the “Aruba Promise” program, which includes the associated “Code of Conduct.” Visitors are asked to commit and sign a pledge that outlines their responsibility to behave in ways that help protect Aruba’s key as-

sets and improve the island. Globally, there is a growing trend toward attracting visitors who are more responsible and mindful of their impact on destinations, ensuring they leave the country better than they found it. For A.T.A., this is crucial. Developing Aruba according to sustainable practices requires that visitors also act as responsible and respectful guests.

With the updated “Aruba Promise” and “Code of Conduct,” A.T.A. aims to raise awareness of the pledge and encourage visitors to enjoy the destination while adhering to respectful and responsible behavior. These efforts align with A.T.A.’s ongoing work, and local partners are also moving in this direction.

To achieve these goals, A.T.A. is implementing an extended communication plan that involves the local community, partners, education, engagement, and participation, with the goal of aligning the organization, the community, and local partners toward a mutual direction.

A.T.A. expresses gratitude to the local partners who attended the second session and looks forward to their participation in future sessions.



**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. & AHATA kick off major conference: Aruba Global Travel Conference

**A.T.A., in partnership with AHATA, has launched the highly anticipated Aruba Global Travel Conference, a pivotal moment for our tourism industry that emphasizes the importance of collaboration and innovation. This landmark event will see the attendance of more than 67 representatives from companies dedicated to promoting Aruba, including esteemed tour operators and international airlines, all gathering to receive essential updates about Aruba and its dynamic tourism sector.**

Key figures from major markets across North and Latin America and Europe will be present, including influential stakeholders from the United States, Canada, and Latin America—specifically Colombia, Brazil, Argentina, Chile, Peru, Ecuador, and Paraguay—as well as key representatives from European markets such as the Netherlands, Italy, and Germany. The participation of these significant markets

highlights the critical role they play in Aruba's tourism landscape, and their collective presence at this conference underscores the importance of unity in driving the industry forward. In total, 103 individuals will be traveling to Aruba for this event, including representatives from our overseas hotels, various members of the A.T.A. team, and select international press. Local partners will also join the discussions, as A.T.A. will engage with them to provide a comprehensive overview of Aruba's current landscape and future developments, while expressing gratitude for their ongoing trust and vital partnerships that bolster Aruba's tourism industry.

Throughout the week, participants and partners within the tourism sector will have ample opportunities to engage in meaningful dialogue and exchange ideas in a collaborative environment. This year, A.T.A. will unveil the latest updates and strategic direction for tourism on the island, in alignment with their multi-year plan. Additionally, attendees will receive an overview of "The Aruba Effect," an innovative international communication strategy designed to elevate Aruba's profile in the global tourism market. This presentation will introduce a new promotional layer and emphasize the commitment to responsible and sustainable tourism practices, all aimed at continuing to attract "High

Value" visitors who appreciate and contribute positively to the island's economy.

The program will feature a Tourism Marketplace, providing a platform for participants—including hotels, airlines, tour companies, and other local tourism operators—to connect, explore business opportunities, and foster enduring relationships with international executives. This marketplace will serve as a hub for networking and collaboration, further strengthening Aruba's position as a leading tourist destination.

In addition to the scheduled meetings, international guests will partake in a variety of "Low-Impact" experiences

throughout the island, engaging in "site inspections" at various tourist properties. These immersive activities are designed to ensure a lasting positive impression of the island while equipping international companies with valuable insights into Aruba's tourism offerings and the future trajectory of a more responsible and sustainable tourism industry.

A.T.A. anticipates a week rich in educational opportunities, where both new and existing relationships with local and international partners will be solidified. The organization is optimistic that this conference will serve as a significant platform to help Aruba achieve its ambitious goals, create new opportunities, and enrich our tourism markets in alignment with the desired strategic direction. It is expected that the tourism world will shine brightly this week as collective efforts are made to ensure our partners have a memorable and productive stay in Aruba!



**Discover the Caribbean's Hidden Gems with Divi Divi Air**

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

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

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

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

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

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

**🌟 Aruba, Curacao, and Bonaire - Your Dream Vacation Awaits**

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

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*Share The Experience*



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

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# WORLD TOURISM DAY

# 2024

# RUBA



**EXPERIENCE THE EXTRAORDINARY  
PEOPLE | SAFETY | CULTURE**

**"On World Tourism Day, we reaffirm our  
commitment to sustainable tourism.  
We pledge to preserve our island's  
natural beauty and cultural heritage for  
future generations, while enhancing the  
quality of life for all who call  
Aruba home."**

**Minister of Tourism & Public Health  
Dangui Oduber**



[idoaruba.live](http://idoaruba.live)



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!**



# The Advisor

By Aruba Tourist Channel

## 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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YOUR PURCHASE OF \$125  
Bring this ad and claim your discount in store.



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