

The Advisor

By Aruba Tourist Channel

ARUBA'S
WEEKLY
FREE
NEWSPAPER

OCT. 8 - 15, 2024

info@arubatc.com • ArubaTouristChannel.com

4 CRUISE

ARUBA HIGHLIGHTS COMMITMENT TO THE CRUISE INDUSTRY DURING SEATRADE CRUISE MED 2024



7 HAPPY HOUR

HOTEL ACTIVITIES AND HAPPY HOURS



11 RECOGNITION

A.T.A. RECOGNIZES THREE EXCEPTIONAL INDIVIDUALS IN THE TOURISM INDUSTRY



14 MARKETING

A.T.A.: ARUBA TO HOST 'DESTINATION CARIBBEAN 2025'



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The Advisor



AUTENTICO ARUBA CULINARY FESTIVAL 2024: A FEAST OF FLAVORS AND CULTURE

From October 7 to October 13, 2024, Aruba invites food lovers to experience its culinary prowess at the Autentico Aruba Culinary Festival. This highly anticipated event, organized by the Aruba Tourism Authority, aims to celebrate the island's diverse food culture while spotlighting the talents of local chefs, restaurateurs, and culinary students. The festival not only promises a culinary journey through Aruba's best flavors but also fosters cultural exchange, reflecting the island's rich heritage influenced by over 100 nationalities.

Festival Highlights
Restaurant Week (October 7-11)
Aruba's top restaurants will take part in this five-day event, offering specially curated menus and limited-time promotions. Each participating restaurant will showcase both local and international dishes, allowing attendees to explore

new flavors while discovering hidden culinary gems across the island.

Wilhelminastraat Culinary Festival (October 12-13)
The festival culminates in the bustling streets of Wilhelminastraat, downtown Oranjestad, where a street food fair will be held over the weekend. Visitors can savor various dishes from food booths representing local restaurants, with music and cultural performances adding to the festive atmosphere.

The event will also feature two exciting culinary competitions:

Bartender's Brawl (October 12): This competition will see eight bartenders creating unique cocktails, with the winner crowned the island's best mixologist.

Iron Chef Aruba (October 13): Three local chefs will go head-to-head in an intense cook-off, assisted by students from EPB and EPI culinary

schools. The competition aims to foster young talent while offering a thrilling live show for spectators.

Cultural and Culinary Significance
The Autentico Aruba Culinary Festival is more than just a food event. It reflects the island's multicultural identity, celebrating the blend of influences that have shaped Aruba's cuisine. With more than 100 nationalities calling Aruba home, the festival highlights the island's diverse culinary traditions, from Caribbean flavors to international specialties.

Additionally, the festival serves as a platform for local culinary students, who will have the opportunity to work alongside established chefs, gaining valuable experience. This initiative positions Aruba as a premier culinary destination, offering both locals and tourists a chance to enjoy top-notch cuisine while also supporting the next generation of culinary talent.

AUTENTICO
Aruba Culinary Festival

TICKETS NOW AVAILABLE AT SUPER FOOD PLAZA

12-13 OCT

THE PAVILION AT WILHELMINA STRAAT STARTS AT 5.30 PM

Weekend Pass **54AWG** INCLUDES 30 AWG. IN F&B CREDIT

DAY PASS **36AWG** INCLUDES 20 AWG. IN F&B CREDIT

Initiative of: **ARUBA** ARUBA TOURISM AUTHORITY

Rich's Arubian Dish
A Caribbean Delight

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

Reservation Recommended!
Book now on our website!

OPEN



Battle of the Chefs: A Culinary Show-down in Paradise

Welcome to Iron Chef Aruba, where culinary creativity and island flavors take center stage! In this thrilling competition, three renowned chefs will go head-to-head, crafting a stunning three-course menu to impress both your palate and our esteemed judges. The chefs will be joined by local culinary students, working side by side with these masters, gaining invaluable experience and showcasing their passion for the culinary arts.

The event will feature three commercial kitchens and a stocked pantry, with chefs tasked to prepare three courses: an appetizer, main course, and dessert. Each course must include mystery basket ingredients. The winner will win a culinary trip for 2 to NYC. Come and watch as Chef Juan Ludeña, Chef Moises Ramirez, and Chef Jeanclaude Werleman compete to become Aruba's next Iron Chef.

The Iron Chef competition will take place live at The Autentico Pavilion on Sunday, October 13th. Three chefs, selected from an open application process, will compete after a preliminary

round held in late August featuring culinary students from local trade schools. Four judges (three local and one guest) will evaluate the competition.

Autentico Local Students Competition
To elevate the on-island culinary scene, the Autentico Culinary Festival is also creating learning opportunities for local culinary, hospitality and, tourism students. During the Autentico Iron Chef competition, winners of the Autentico Local Students Competition will have a prominent role; they'll be supporting the professional chefs on stage!

Congratulations to the following students!

- Michael Padron • Kahlil Mullers
- Shandon Helder • Jayden Heyden
- Dylan Cardona • Annie Ortega

Join the Autentico Pavilion on October 13th to see them in action on stage and show your support.

Don't miss out on this unique opportunity to taste the world!

Stay updated with the latest festival news and exclusive offers by subscribing to our event newsletter. Be the first to know about special events, guest chefs, and delicious surprises!

AUTENTICO Iron Chef



Chef Jeanclaude Werleman

A graduate of both EPB' and EPI's culinary arts programs while also completing internships at a variety of restaurant concepts on the island. After finishing his studies, he joined Chef Urvin Croes, a former Iron Chef Aruba title holder, and his culinary team at The Kitchen Table by White and White Modern Cuisine, gaining valuable overall kitchen experience. But it was working in pastry that excited Jeanclaude, leading him to The Ritz-Carlton, Aruba to work as a pastry cook for two years. He then rejoined Chef Urvin at his new restaurant, Infini, as pastry cook, and was promoted to pastry chef after a year. Chef Jeanclaude is now honored to expand his skill set once again, being named Chef de Cuisine at Infini last year. The chef feels that his in-depth experience in pastry helped hone his artistry in plating, a standout feature of the seasonal dishes prepared at Infini. We look forward to seeing his culinary artistry come to life on the main stage during the Iron Chef 2024 competition at Authentic Aruba Culinary Festival this October 13.



Chef Juan Ludeña

Born in Lima, Peru and raised in Aruba, Chef Juan Ludeña melds the flair of European culinary techniques and excellence with the color and spice of the Caribbean. The chef laid the groundwork for his career studying culinary arts at Roc Eindhoven School in the Netherlands and serving internships in bistros in both the Netherlands and Belgium. The chef notably worked under the mentorship of Chef Jermain de Rozario, owner of Michelin-starred De Rozario. Several years later, Chef Juan returned to his homeland of Aruba, eager to be a driving force in elevating the island's culinary landscape, obtaining a diverse career trajectory with experience in trendy beach cuisine and fine dining restaurants. He enthusiastically embraces the farm to table movement and developed his own menus for his current position as executive chef at both Papillon Restaurant and the recently opened Bistrot L'Avenue. The chef also conceived numerous seasonal chef's table menus for The Secret Garden Aruba and Papillon. As a leader in hospitality, he is an endearing personality and nurtures a warm and collaborative team spirit among the colleagues of his two kitchen brigades. Be sure to attend Autentico Aruba Culinary Festival where Chef Juan will take the stage to showcase his wide breadth of culinary skills while competing for the title of Iron Chef Aruba 2024.



Chef Moises Ramirez

A proud graduate of the culinary arts program at EPI school in Aruba in 2014. His passion for cooking was ignited from a spark to a flame during his internship at local restaurant Screaming Eagle, under the guidance of one of Aruba's top chefs, Erwin Husken. Upon graduation, Chef Moises was delighted with the opportunity to work with Aruba's first Iron Chef winner, Urvin Croes, assisting with the opening of Croes' The Kitchen Table by White. In 2015, Moises had the rare opportunity to work under the supervision of Chef François Geurds of Michelin two-starred FG Restaurant in the Netherlands. His hard work and discipline helped open the door for future Arubans to work under Chef François' tutelage. Moises went on to gain more experience under another Michelin two-star recipient, Chef Sidney Schutte, at Librije Zusje (now the Spectrum) at the Waldorf Astoria Amsterdam. After three years there, Moises earned the title of Sous Chef. In 2021, Chef Moises returned home to work with Aruba's second Iron Chef, Teddy Bouroncle of Lima Bistro, where he currently serves as Sous Chef for this popular Peruvian restaurant. You can see Chef Moises in action live on the main stage during the Iron Chef Aruba competition at Autentico Aruba Culinary Festival on Sunday, October 13.



Ronella Croes CEO
ARUBA TOURISM AUTHORITY

Welcome to Autentico Aruba Culinary Festival, an extraordinary celebration of Aruba's rich and diverse culinary heritage. As you indulge in the flavors of our island, you will experience the heart and soul of our community. This festival not only highlights the creativity and talent of our local chefs but also showcases the unique blend of cultures that have shaped Aruba's cuisine over the centuries.

For the Aruba Tourism Authority (A.T.A.), this event represents more than just delicious food; it's a reflection of our commitment to preserving Aruba's authenticity and sustainable practices while sharing the island's natural beauty and culinary traditions with guests like you. The festival is a reminder of how important it is to embrace the essence of our culture while ensuring that our tourism industry remains a positive force for our local economy and environment.

Join us in celebrating not only the incredible flavors but also the meaningful connections made around each table. From cuisine- to traditional bites with a modern twist—and, of course, delightful desserts that capture the sweet essence of Aruba—Autentico Aruba Culinary Festival is a taste of the island's vibrant spirit, and we are excited to share it with you. Bon bini! Welcome! Warm regards,

Ronella Croes
CEO, Aruba Tourism Authority

Dear Guests,

As we come together to celebrate the Autentico Aruba Culinary Festival,

I am delighted to extend a warm welcome to all who have gathered to experience the very best of our island's rich culinary traditions. This festival is a testament to Aruba's unique blend of cultures and flavors, embodying the spirit of hospitality that makes our island such a beloved destination.


Aruba's gastronomy is more than just delicious food; it's a reflection of our diverse heritage and our deep connection to the land and sea. With over 100 nationalities represented on the island, our culinary scene tells a story of community, culture, and history—bringing together the old and the new, the traditional and the innovative.

At this event, we not only celebrate our talented chefs and the vibrant culinary community but also reaffirm our commitment to sustainable practices. As Aruba continues to grow as a premier tourism destination, sustainability remains at the heart of our efforts. From supporting local farmers to promoting eco-friendly dining experiences, we are dedicated to ensuring that the flavors you enjoy today can be savored for generations to come.

I encourage each of you to explore the diverse offerings of this festival and immerse yourselves in the vibrant culinary heritage of our island. May this event serve as a reminder of the power of food to bring people together, foster understanding, and celebrate our shared humanity.

Enjoy the flavors, the culture, and the warmth of our one happy island!

Excellency,



Mr. Danguillaume P. Oduber



Mr. Danguillaume Oduber
MINISTER OF TOURISM, ARUBA

A.T.A. PRESENTS SECOND ECO-CONSCIOUS SESSION

Topic: "Aruba Promise" and the "Code of Conduct" Directed at Visitors

The Aruba Tourism Authority (A.T.A.) presented the second session under its "Eco-Conscious" series, targeting partners in the local tourism industry. This session was led by Marisol Sanchez, Communications Manager of A.T.A., along with representatives from the international agency Zeno Group, who carried out a detailed investigation in collaboration with A.T.A. The Zeno Group team included Stephanie Casanova, SVP Consumer Communications, Amelia Brandt, Senior Vice President - Purpose & Impact, and Sherwin Francies, Senior Account Executive - Consumer. Together, they shared the new strategy for the "Aruba Promise" program, which is directed towards visitors and outlines a 'Code of Conduct' expected during their stay.



In May 2024, A.T.A. launched the first "Eco-Conscious" session with local partners, highlighting global trends such as the "Slow Travel Tourism" movement and "Positive Impact Tourism," both of which emphasize the importance of making a positive impact on destinations. Following that session,

A.T.A. continued working diligently to implement action plans for both new and existing programs.

During this second session, A.T.A. provided updates to the "Aruba Promise" program, particularly its "Code of Conduct." Visitors are now being asked to commit and sign a promise outlining responsi-

ble behavior, which protects what is important to Aruba and helps improve the island in ways that align with local values. Globally, there is a rising trend in attracting more responsible, sustainable travelers who aim to leave a destination better than they found it. This trend is vital for A.T.A. as it strives to develop Aruba in line

with sustainable practices, encouraging visitors to be respectful and responsible guests.

Through the updated "Aruba Promise" and "Code of Conduct," A.T.A. aims to raise awareness of this pledge and urge visitors to enjoy the destination while acting responsibly. These initiatives are a key part of A.T.A.'s ongoing efforts. During the session, it was emphasized that local partners are also aligned with this vision.

A.T.A. is rolling out a broader communication plan involving the local community, partners, and educational institutions, fostering commitment and participation toward a shared goal. A.T.A. expressed gratitude to all the local partners who participated in the second session and looks forward to their continued engagement in future sessions.



Aruba Highlights Commitment to the Cruise Industry During Seatrade Cruise Med 2024

With the presence of Aruba Tourism Authority (A.T.A.) and Aruba Ports Authority (APA)

Aruba Tourism Authority (A.T.A.) and Aruba Ports Authority (APA) proudly participated in Seatrade Cruise Med 2024, held in Málaga, Spain, in September. Aruba, along with other Caribbean destinations, joined forces in a standout booth that attracted a lot of attention at the 'Caribbean Village' exhibit, establishing a strong presence and highlighting everything the cruise industry in the region has to offer.

Seatrade Cruise Med, an annual event, is a leading confe-

rence and trade show. It brings together thousands of international stakeholders from various cruise lines, ports, destinations, and service providers in the global cruise industry. This year's edition in Málaga featured an extensive program of conferences, exhibitions, and workshops, focusing on key industry topics such as sustainability, innovation and technology, and improving the guest experience. The event was held alongside 'Cruise Days Málaga', further amplifying its importance and emphasizing the city's role as a major cruise hub in the Mediterranean area.

With continued participation in Seatrade Cruise Med, Aruba re-

mains part of a prestigious platform that strengthens its ties with the cruise industry. The event offers a space to meet with cruise lines and key stakeholders, focusing on collaboration and future opportunities for Aruba to become a leading cruise destination in the Caribbean.

Aruba was well represented by Monica Bos, Cruise Manager of A.T.A., Marc Figaroa, CEO of APA, and Mario Arends, Commercial Manager of APA. Their collaborative efforts emphasized Aruba's commitment to strengthening relationships and connections with global partners in the cruise industry.

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by DR MILA PONSON



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- Radiesse (biostimulator for wrinkles, facial contouring)
- Sculptra (injectable for volume and collagen stimulation)
- Androgenetic Alopecia Treatments (PRP, microneedling, medications)
- Melasma Treatments (MMP, PRP, PDRN, Dermapen, creams)
- Exosome Therapy (skin regeneration, hair growth)
- Belkyra (Kybella) (fat reduction under the chin)
- Dermapen (microneedling for skin texture, scars, wrinkles)
- LED Therapy (for wrinkles, acne, skin tone)
- Plasma Jet (removal of moles, warts, skin imperfections)
- Dermaroller (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)

Contact Us Today!

Visit us in beautiful Noord, Aruba.

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Email: contact@eternabydrmila.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

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 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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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

OFFICIAL **VENDOR**



Papillon Restaurant **12-13 OCT**
THE PAVILION AT WILHELMINA STRAAT
STARTING AT 5:30 PM

OFFICIAL **VENDOR**



Gelatissimo **12-13 OCT**
THE PAVILION AT WILHELMINA STRAAT
STARTING AT 5:30 PM

OFFICIAL **VENDOR**



Infini by Urvin Croes **12-13 OCT**
THE PAVILION AT WILHELMINA STRAAT
STARTING AT 5:30 PM

OFFICIAL **VENDOR**



T2pan **12-13 OCT**
THE PAVILION AT WILHELMINA STRAAT
STARTING AT 5:30 PM

OFFICIAL **VENDOR**



Que Pasa Restaurant & Winebar **12-13 OCT**
THE PAVILION AT WILHELMINA STRAAT
STARTING AT 5:30 PM

OFFICIAL **VENDOR**



Lima Bistro **12-13 OCT**
THE PAVILION AT WILHELMINA STRAAT
STARTING AT 5:30 PM

OFFICIAL **VENDOR**



Restaurant Anno 1877 **12-13 OCT**
THE PAVILION AT WILHELMINA STRAAT
STARTING AT 5:30 PM

OFFICIAL **VENDOR**



Djiespie's Place **12-13 OCT**
THE PAVILION AT WILHELMINA STRAAT
STARTING AT 5:30 PM

OFFICIAL **VENDOR**



Cookout Aruba **12-13 OCT**
THE PAVILION AT WILHELMINA STRAAT
STARTING AT 5:30 PM

AUTEN TICO

Aruba Culinary Fest

Ticket Information
Festivalgoers can purchase Weekend Passes for AWG 54 (includes AWG 30 food and drink credit) or Day Passes for AWG 36 (includes AWG 20 credit). These passes grant access to the Bartender's Brawl and Iron Chef Aruba competitions. Any unused credits will be donated to a local charity, adding a feel-good factor to this culinary celebration.

OFFICIAL **VENDOR**



Ever Restaurant **12-13 OCT**
THE PAVILION AT WILHELMINA STRAAT STARTING AT 5:30 PM

OFFICIAL **VENDOR**



MarCo Canteen **12-13 OCT**
THE PAVILION AT WILHELMINA STRAAT STARTING AT 5:30 PM

OFFICIAL **VENDOR**



El Gaucho **12-13 OCT**
THE PAVILION AT WILHELMINA STRAAT STARTING AT 5:30 PM

OFFICIAL **VENDOR**



Taste My Aruba **12-13 OCT**
THE PAVILION AT WILHELMINA STRAAT STARTING AT 5:30 PM

OFFICIAL **VENDOR**



Cupcake Garden **12-13 OCT**
THE PAVILION AT WILHELMINA STRAAT STARTING AT 5:30 PM

OFFICIAL **VENDOR**



Caya House **12-13 OCT**
THE PAVILION AT WILHELMINA STRAAT STARTING AT 5:30 PM

OFFICIAL **VENDOR**



Passions on the beach **12-13 OCT**
THE PAVILION AT WILHELMINA STRAAT STARTING AT 5:30 PM

OFFICIAL **VENDOR**



Bistro de Suikertuin **12-13 OCT**
THE PAVILION AT WILHELMINA STRAAT STARTING AT 5:30 PM

OFFICIAL **VENDOR**



Gianni's Ristorante Italiano **12-13 OCT**
THE PAVILION AT WILHELMINA STRAAT STARTING AT 5:30 PM

OFFICIAL **VENDOR**



L'Avenue Belgium Bistro **12-13 OCT**
THE PAVILION AT WILHELMINA STRAAT STARTING AT 5:30 PM

OFFICIAL **VENDOR**



Olivia Restaurant **12-13 OCT**
THE PAVILION AT WILHELMINA STRAAT STARTING AT 5:30 PM

OFFICIAL **VENDOR**



GGbakery **12-13 OCT**
THE PAVILION AT WILHELMINA STRAAT STARTING AT 5:30 PM

OFFICIAL **VENDOR**



Po-Ké Ono **12-13 OCT**
THE PAVILION AT WILHELMINA STRAAT STARTING AT 5:30 PM

For more details and to purchase tickets, visit the official website or follow the event on social media platforms like Facebook and Instagram.

This festival is not only a treat for foodies but also a unique way to immerse oneself in the local culture, making it a must-attend event for anyone visiting or living in Aruba.



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 trunkilo 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 trunkilo 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. RECOGNIZES THREE EXCEPTIONAL INDIVIDUALS IN THE TOURISM INDUSTRY

During the World Tourism Day 2024 conference, the Aruba Tourism Authority (A.T.A.) launched an inspiring initiative called the "Nominate Your Local Vacation Hero" campaign, aimed at recognizing exceptional locals who significantly enhance the tourism experience on the island. This campaign sought to engage visitors in a meaningful way by inviting them to share their stories about locals who went above and beyond to make their stay memorable. The campaign aligns with the broader theme of celebrating the unique culture and warmth of Aruban hospitality.

As part of the campaign, A.T.A. received an impressive 102 nominations from guests who had experienced the kindness, generosity, and hospitality of local individuals during their vacations. The nomination process encouraged visitors to reflect on their interactions and highlight the people who had a profound impact on their experiences. Each nomination was accompanied by a short video, allowing guests to share personal anecdotes that showcased the unique contributions of these local heroes.

After thorough evaluations, the awards were presented to three deserving individuals: Terrence Huntington, a bartender recognized for his outstanding service and friendly demeanor; Erwin Williams, a bellman celebrated for his kindness and willingness to help guests; and Garvin Ras, also a bellman, acknowledged for his commitment to ensuring guests had an unforgettable experience.

Each recipient expressed gratitude for the unexpected recognition, reflecting on how rewarding it is to be acknowledged for their hard work and



dedication to making visitors feel welcome.

The "Nominate Your Local Vacation Hero" campaign serves not only to celebrate individual contributions but also to emphasize the collective spirit of Aruban hospitality that resonates with visitors long after their vacations have ended. A.T.A.'s initiative highlights how personal connections and heartfelt interactions are integral to the overall tourism experience, contributing to Aruba's reputation

as a warm and inviting destination.

Through this campaign, A.T.A. continues to honor the outstanding individuals who play a vital role in making Aruba feel like a home away from home for travelers from around the world. This recognition underscores the importance of local engagement in the tourism sector, showcasing how the island's culture and hospitality create lasting memories





Taste the Flavors of Aruba at Bohemian Aruba!
 Featured Dishes: Barracuda Ceviche • Octopus Croquette • Djampaw and Barracuda Croquette








Reservations recommended!
Book now on our website.

Aruba Tourism Authority (A.T.A.) Shares Results of the 'Local Sentiment Survey'

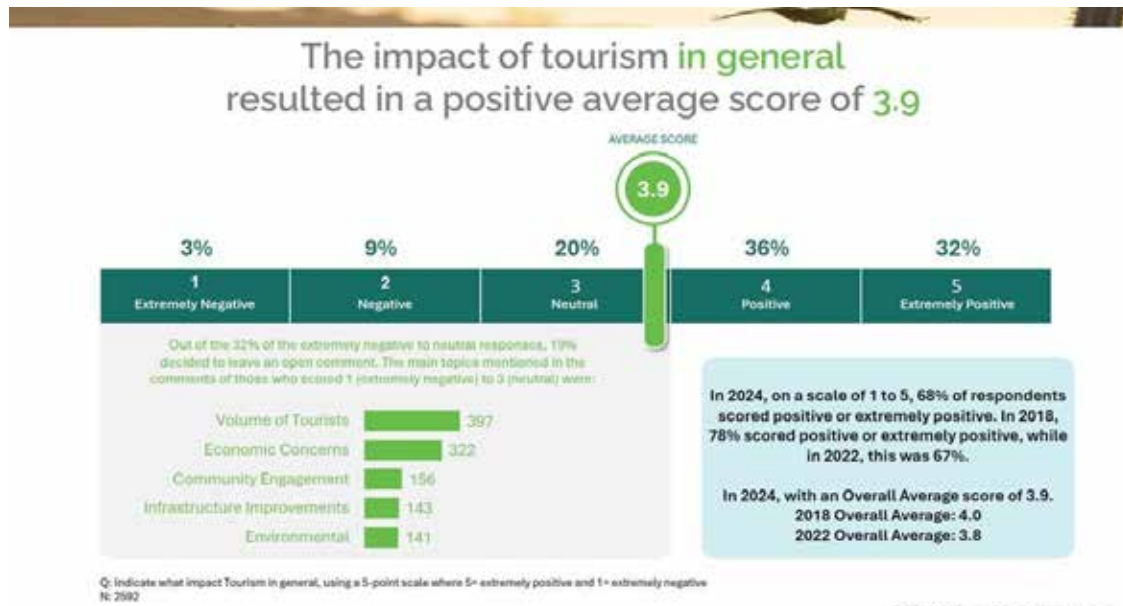
Recognizing the Need to Evolve and Enter the Next Era of Tourism

The Aruba Tourism Authority (A.T.A.) remains committed to measuring and understanding the sentiments of the local community regarding tourism. The first data collection took place in 2018 during the celebration of Flag and Anthem Day, with visits to various community centers around the island, aiming to repeat this research every two years.

In 2020, the survey could not be completed due to the COVID-19 pandemic. Afterward, A.T.A. proposed reevaluating the community's sentiment to identify any changes caused by the pandemic. In May 2022, with the assistance of students from the University of Aruba, A.T.A. employed a comprehensive method to collect feedback, using both online surveys and face-to-face interviews with members of the community.

In 2024, data collection began in early March, with surveys conducted on March 1, 2, and 17 at Plaza Betico Croes during the Cultural Event and on National Anthem and Flag Day, March 18, in various community centers including San Nicolaas, Savaneta, Brazil, Santa Cruz, Piedra Plat, as well as at Royal Aruba Aloe and the Archaeological Museum. An online survey was also available via Qualtrics, accessible through a URL link and QR code shared across local media, A.T.A.'s social media platforms, and promoted through various means. A.T.A. also reached out to employees of local businesses, and students from the University of Aruba and Colegio E.P.I. The last day for participants to complete the survey was April 15, 2024.

In 2024, A.T.A. decided to conduct an independent review of the methodology used for the Local Sentiment Survey. This review, carried out by MGM Source, focused on various aspects including the applied methodology, survey questions, sample size and target market, the survey collection process, data entry process, and the quality of the results, confidence level, and effectiveness. A.T.A. also introduced a thematic analysis to segment all collected comments into key



topics. Now that these aspects have been completed, A.T.A. is sharing the results.

A total of 3,583 surveys were collected, of which 2,053 were online surveys and 1,530 were face-to-face interviews. After accounting for incomplete responses, the final number stood at 2,592 surveys. Based on Aruba's population of 107,566 (Central Bureau of Statistics 2023), the collected surveys carry a 95% confidence level with a 5% margin of error. According to MGM Source's review, the number of surveys collected (2,592) gives a confidence level of 99% with a 2.5% margin of error, surpassing the minimum required level.

A.T.A. is taking proactive steps to redefine its tourism model through 'Responsible Tourism' and eventually 'Regenerative Tourism'. Actions will focus on positioning Aruba as a leader in responsible and sustainable tourism practices for future generations. Several changes have already been shared, and efforts to continue communicating these will follow.

It is important to note that while Aruba remains one of the top destinations in the Caribbean with high demand and strong positioning, the island is at a crossroads. There is a global shift in tourism sentiment, recognizing the negative impacts of excessive tourism on host communities and natural environments. Aruba is not immune to this global trend.

Results

The results indicate that a significant number of survey participants recognize tourism as a key industry and the engine

of Aruba's economy. 68% of the survey respondents expressed satisfaction with the tourism industry. Among those working directly in the hospitality sector, this figure rises to 75%.

On a scale of 1 to 5, 68% of respondents rated tourism with a score of 4 (positive) to 5 (extremely positive), reflecting a generally favorable impact with an average score of 3.9. On the other hand, among the 32% of participants who rated tourism as extremely negative to neutral, 19% provided additional comments.

The comments were segmented into key topics. The most mentioned topics were: the volume of tourists on the island, economic repercussions (relating to jobs, housing prices, and the distribution of profits not reaching the local population), limited community involvement with a focus on tourists, the need to improve infrastructure, and concerns for the environment and nature.

Another question asked participants to indicate their main concerns. They expressed issues such as access to affordable housing, pressure on infrastructure, insufficient direct benefits from tourism revenue, and environmental damage.

The survey collected feedback from a varied age group, categorized by generation: Gen Z (aged 18 to 27, with 12% participation), Millennials (aged 28 to 43, with 35% participation), Gen X (aged 44 to 59, with 35% participation), and Baby Boomers (aged 60 and over, with 18% participation).

The district-based distribution shows that 32% of respon-

dents were from the Paradera/Santa Cruz district, 27% from Noord/Tanki Leendert, 22% from Oranjestad, and 19% from

Savaneta/San Nicolaas. A notable 82% of respondents were employed at the time of completing the survey, and 70% were aged between 28 and 59. Approximately 68% of respondents were parents, with an average of two children. Education levels varied, with 47% holding a Bachelor's degree or higher.

For more detailed insights, visit www.ata.aw/knowledge-base to read the full results of the Local Sentiment Survey.

A.T.A. extends its gratitude to the local community, businesses, and students who participated in this survey. It underscores that managing tourism is a collective responsibility, not just that of A.T.A. alone.

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 |

— MORTUARIUMS —

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

— NONPROFIT ORGANIZATION —

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

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

— HOTELS —

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



Aruba Tourism Authority Celebrates World Tourism Day 2024 with Focus on Tourism's New Evolution

During CEO Ronella Croes' Speech to Local Partners

During the World Tourism Day Conference, Ronella Croes, CEO of the Aruba Tourism Authority (A.T.A.), emphasized strengthening collaboration between tourism leaders and focusing on the future and evolution of Aruba's tourism industry. This evolution is aligned with the concepts of "Responsible Tourism" and "Regenerative Tourism." These concepts were also highlighted in the speech of the Minister of Tourism and Public Health, Mr. Danguillaume Oduber.

Croes expressed her gratitude for the ongoing success of Aruba's tourism industry and the global recognition Aruba has received as one of the premier destinations in the Caribbean. However, alongside the celebration of success, she acknowledged the challenges facing the industry.

"We stand at a crossroads. While celebrating success, we recognize the murmurs of change. We hear the concerns," Croes remarked in her speech.

Looking ahead, A.T.A.'s commitment to the future is clear: evolving towards a tourism model that generates positive net effects and enhances the regenerative capacity of society

and ecosystems. This transition brings great responsibility, as it will impact not only the economic sustainability of Aruba but also the balance between the needs of the local community, the guest experience, and the protection of the environment. The focus on a High Value-Low Impact model will guide this transformation.

When discussing Responsible Tourism, Croes emphasized creating a better place to live and visit. Sustainable tourism will ensure that the industry thrives infinitely, without degrading the environment or local culture. However, the ultimate goal goes further—to achieve Regenerative Tourism, where Aruba seeks to improve and restore its destination.

Much like other global destinations such as Mallorca, Barcelona, and Venice, which face the challenge of overtourism, Aruba has taken concrete steps but needs more proactive measures. According to Jeremy Sampson, CEO of the Travel Foundation, "Destination Management and Marketing Organizations (DMMOs) like A.T.A. need to shift their approach from strategies that encourage more tourism to those that focus on balance."

A.T.A. is leading this collective effort alongside local partners, continuously evaluating its

strategies to ensure a sustainable future for Aruba. The new strategy will focus on mitigating the negative impacts of increased visitor numbers. The goal is not to grow without limits but to gradually stabilize the number of guests. A.T.A. will shift its focus towards attracting high-value visitors who align with Aruba's principles of Responsible Tourism, respecting the environment and culture, and contributing significantly to the economy.

This new strategy will strike a balance, focusing on having guests who fit Aruba's vision. The aim is to promote behavioral change at every stage of the visitor's journey, as well as to elevate Aruba's international brand positioning.

As Aruba embarks on this new path, Croes reminded all present that this is a collective responsibility to protect the tourism industry. "A Happy Aruba to Live In is a Happy Aruba to Visit" is a shared duty, and A.T.A. is honored to lead the way, providing all the tools and support necessary for this critical evolution.

"Let's work together to preserve the qualities that make Aruba not only an excellent tourist destination but also a better place to live," Croes concluded with her inspiring final words.



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.: Aruba to Host 'Destination Caribbean 2025' Conference by Northstar Meetings Group

An Opportunity to Promote Aruba Among Group Sales Leaders

The Aruba Tourism Authority (A.T.A.) is proud to announce that Aruba will host the 'Destination Caribbean 2025' conference in collaboration with Northstar Meetings Group. This reliable partner is a leader among corporate event organizers, planners, and incentive program professionals. In 2024, A.T.A. deepened its collaboration by attending three important events hosted by Northstar, including SMU International, Incentive Live, and Destination Caribbean.

The 'Destination Caribbean' conference is considered the premier event for meeting and incentive professionals organizing and booking group business in the Caribbean. The event connects high-level buyers with the region's leading destinations, including various hotels, resorts, cruise lines, and tourism organizations. It



will feature in-person meetings, providing opportunities to connect, gain insights from industry experts, and build valuable relationships.

During the 'Destination Caribbean 2024' conference at Atlantis in the Bahamas, local representatives Dana Pederson, NASH Sales Director, Jerusha Rasmijn, Director of the Aruba

Convention Bureau (ACB) at A.T.A., and Luisa Arcila, ACB Coordinator, organized a special event with the Northstar team to officially announce that our beloved island will host the 2025 conference. The announcement was celebrated with Aruba-themed decorations, capturing the vibrant spirit of our island. Unique attractions of Aruba were showcased,

an update on the product was provided, and valuable partners were introduced. Special touches, including Aruba Ariba drinks, a Calypso band, and personalized VIP giveaways featuring passport holders and boarding passes with the Aruba brand, added an unforgettable flair.

The 'Destination Caribbean

2025' conference represents a significant opportunity for Aruba to welcome high-level professionals, allowing them to personally experience "The Aruba Effect" while showcasing the future development of a more responsible and sustainable tourism industry. Additionally, this conference will serve to directly connect local partners with influential professionals in the industry.

The 'Destination Caribbean' conference will take place in September 2025 at the Hilton Aruba Caribbean Resort & Casino.

A.T.A. expresses gratitude to valuable partners, including Hilton, Embassy Suites, Joia-Iberostar, Barcelo, ECO, and De Palm DMC, for their support in making this conference a success. We look forward to continued successful collaboration with Northstar Meetings Group to create an unforgettable event and welcome leaders in the MICE industry to 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.

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Initiative of:



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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