

# The Advisor

By Aruba Tourist Channel

ARUBA'S  
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NEWSPAPER

Dec. 21, 2024 - Jan 4, 2025

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The Advisor



*As we approach the end of the year,*  
We pause to reflect on a year filled with meaningful moments and shared achievements. It has been a time of connection, growth, and cherished experiences that have brought us closer as a community. Nos ta yena di gratitud pa tur e momentonan cu nos a comparti durante 2024—we are truly filled with gratitude for all the moments we shared during 2024.

This season invites us to celebrate not just the accomplishments but the relationships and connections that make it all possible. We carry the strength of the year gone by into the future, embracing all the opportunities that lie ahead.

Laga 2025 ta un aña di conexion, renovacion, y inspiracion profundo—May 2025 be a year of connection, renewal, and profound inspiration. Let this season be filled with peace, love, and togetherness, where moments of joy remind us of what truly matters.

“Cu e temporada aki ta uno yena di paz y momentonan di union”—May this special time of year bring peace and moments of unity to us all.

On behalf of all of us, we thank you for being part of this journey. Together, we look forward to a new year full of promise and the continued joy of sharing Aruba with the world.

— Ronella Croes, CEO of the Aruba Tourism Authority



Dr. Mayra Croes  
Licensed Aesthetic Physician



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# Season's Greetings from Aruba Tourist Channel



***As the CEO of Aruba Tourist Channel, I am honored to present our continued commitment to delivering the latest developments in technology and innovation. Our mission remains steadfast: to serve as a trusted media partner that enhances the experience of visitors exploring all that Aruba has to offer.***

Reflecting on our journey, Aruba Tourist Channel has evolved from a television platform into a full-fledged multimedia ecosystem. Our reach has grown to encompass our website, social media platforms, and The Advisor—a printed and email-distributed newspaper. The Advisor has become a vital resource for travelers, offering curated insights into local events, dining, and promotions to enrich their experience in Aruba.

This evolution has been driven by our dedication to innovation. The launch of the Aruba Travel Guide in our third year was a pivotal step, transforming how visitors book tours, rentals, and accommodations. Looking ahead, the integration of AI technology promises to elevate the travel experience further by providing tourists with real-time answers to their questions. These advancements underline our commitment to making travel seamless, informed, and enjoyable.

Beyond technology, we take pride in our partnerships with local businesses and tourism stakeholders. These collaborations have allowed us to create authentic, compelling content that showcases Aruba's unique culture, history, and natural beauty. By fostering these connections, we aim to support the local economy while enriching the experiences of our international audience.

As we prepare for 2025, I want to extend my heartfelt gratitude to our viewers, partners, and the dedicated team that makes Aruba Tourist Channel what it is today. Your trust and support drive us to innovate and expand our services, ensuring that Aruba remains a premier destination for travelers worldwide.

On behalf of the entire team at Aruba Tourist Channel and The Advisor, I wish you a joyous holiday season and a prosperous New Year. May your adventures in 2025 be filled with unforgettable memories and enriching experiences. Thank you for choosing us as part of your journey.

Sincerely,  
Ishwar Daryanani  
CEO, Aruba Tourist Channel

# Empowering Transformations: How Adara Aesthetic Medical Center Redefines Beauty and Confidence in Aruba



**In the heart of Aruba lies a sanctuary of beauty and innovation: Adara Aesthetic Medical Center. Since its founding in 2019, this premier destination has been revolutionizing the way people perceive and experience aesthetic treatments. Guided by the visionary leadership of Dr. Mayra L. Croes, Adara has become a beacon of transformation, offering cutting-edge services that enhance not only physical appearance but also self-esteem and confidence.**

## A Vision Beyond Aesthetics

Dr. Croes has built Adara on a foundation of empowerment. Her motto, "Empower to transform," reflects her commitment to providing personalized care that meets each patient's unique needs. With a focus on fostering trust and delivering results, Dr. Croes ensures every client leaves the clinic feeling rejuvenated and confident. This patient-centric approach has played a crucial role in Adara's rapid growth, tripling its patient base within a few short years.

## The Science of Beauty

Adara Aesthetic Medical Center offers a comprehensive range of state-of-the-art treatments. From Botulinum Toxin injections and dermal fillers to Platelet-Rich Plasma (PRP) therapy and PDO Threads, the center's non-invasive techniques are designed to deliver natural, youthful results. The clinic has also embraced innovative technologies, including Opatra® London's advanced skin analysis tools. These devices provide de-

tailed insights into each patient's skin condition, enabling tailored treatment plans that maximize effectiveness.

## Comprehensive Services

Adara Aesthetic Medical Center is celebrated for its extensive array of state-of-the-art treatments tailored to meet diverse needs. Their services include:

- Botulinum Toxin Injections: For reducing fine lines and wrinkles.
- Dermal Fillers: To restore facial volume and contour.
- Platelet-Rich Plasma (PRP) Therapy: Promoting skin rejuvenation using the body's natural growth factors.
- PDO Threads: Non-surgical facelifts for immediate lifting and collagen production.
- Microneedling with PRP: Stimulates collagen production for smoother, younger-looking skin.
- Chemical Peels: Targeting hyperpigmentation, acne scars, and uneven skin tone.
- Laser Treatments: For hair removal, skin tightening, and pigmentation correction.
- Opatra® Dome Facial Skin Analyzer: Advanced skin analysis for personalized care.
- Opatra® Aqua Spectra: Innovative hydrating and cleansing treatments.

Each service is designed with precision and care, ensuring optimal results for every client.

## A Commitment to Excellence

Dr. Croes' dedication to continuous learning ensures that Adara remains at the forefront of aesthetic medicine. Her active participation in international conferences, such as the American Academy of Aesthetic Medicine Congress, underscores her passion for staying updated on the latest industry advancements. This commitment translates directly into the quality of care provided at Adara, where patients benefit from the most advanced and effective treatments available.

Personal Touch, Transformative Results  
Adara's success is deeply rooted in its personalized approach. Dr. Croes and her team go above and beyond to make each client feel valued and understood. The result is not just physical transformation but also a boost in confidence and self-worth. Numerous success stories from satisfied clients attest to the life-changing impact of Adara's treatments.

## Overcoming Challenges, Embracing Growth

Operating in Aruba presents unique challenges, such as access to the latest technologies. Yet, Dr. Croes' resilience and determination have positioned Adara as a trusted name in aesthetic medicine. Looking ahead, the center aims to expand its offerings, collaborate with international experts, and introduce even more advanced techniques, solidifying its reputation as a regional leader.

## A Role Model for Women in Business

As a successful female entrepreneur, Dr. Croes serves as an inspiration to others in her community. Her journey highlights the importance of resilience, visibility, and passion in achieving professional success. Through her work, Dr. Croes not only transforms lives but also empowers others to pursue their dreams.

## A Brighter Future

With its unwavering commitment to innovation, personalized care, and patient empowerment, Adara Aesthetic Medical Center is set to continue its legacy of excellence. Whether for locals or visitors, the clinic offers more than just aesthetic treatments — it provides a pathway to renewed confidence and self-love.

## Contact Information

For appointments and inquiries, Adara Aesthetic Medical Center can be reached at:

Address: Saliña Cerca 9N - Unit 1, Oranjestad, Aruba

Phone: +297 5690291

Email: [info@adaraaruba.com](mailto:info@adaraaruba.com)

Website: [www.adaraaruba.com](http://www.adaraaruba.com)

***In Aruba, Adara isn't just redefining beauty; it's redefining what it means to feel empowered and confident. Under the visionary leadership of Dr. Mayra Croes, the future looks radiant — just like the patients who walk out of Adara Aesthetic Medical Center.***

# A.T.A. Presents the Second Edition of “Voices of Tourism” with International Speaker Trent Shelton

*“An inspiring conference for youth, the voice of the present and future of our tourism industry”*

As a tradition, the Aruba Tourism Authority (A.T.A.) focuses on youth during the month of November through “Voices of Tourism,” an inspiring conference designed to cultivate interest, commitment, and passion among students in the fields of hospitality and other related areas. These students represent the present and future voices of Aruba’s tourism industry and will soon join this vital sector. The program targets students from E.P.B., E.P.I., and some from the University of Aruba, representing a significant portion of the workforce and future leaders of the island’s tourism industry.

A.T.A. believes it is crucial to ensure that students remain motivated and equipped with the knowledge and tools necessary to achieve their goals now and in the future.

Given the success of last year’s conference, international and inspirational speaker Trent Shelton was invited once again to connect with Aruba’s youth during two mornings of conferences at the Renaissance Convention Center. Through his unique approach, Trent guided the audience on how to discover their purpose, inner strength, and peace. His life mission is to help people connect with the best version of themselves by sharing insights from his own experiences. With his global platform, Trent engages audiences through various inspirational talks, podcasts, books, audiobooks, social me-



dia, mental health courses, and mindfulness programs, among other initiatives.

This year’s conference, titled “It All Starts With You,” empowered and equipped students to reflect on their purpose, growth, and personal potential. During the event, some students received copies of the book “Protect Your Peace: Nine Unapologetic Principles for Thriving in a Chaotic World,” authored by Trent Shelton, as well as “It All Starts With You” T-shirts. Additionally, students shared the challenges they face in their daily lives and discussed what they learned during the conference.

The event also featured inspi-

ronella Croes, who shared her personal motivations, her perspective on life and happiness, strategies for staying consistent and motivated, and her final message of encouragement for both personal and professional success.

A.T.A. expresses gratitude to everyone who contributed to the program, including students, teachers, the A.T.A. team, and Trent Shelton’s team. It is an honor to provide this platform for the youth to engage in dialogue, exchange ideas, and express themselves. A.T.A. is immensely proud of the youth who participated with the speaker, making the two conference days truly unforgettable moments.

  
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- **Hyaluronic Acid Fillers**  
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- **Radiesse**  
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- **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)



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# Season's Greetings from Bohemian Restaurant: A Festive Oasis in Aruba



*As the holiday season descends upon Aruba, a magical transformation takes place across the island. Streets are adorned with sparkling lights, the air hums with festive melodies, and a sense of togetherness permeates every corner. Nestled in the vibrant heart of Palm Beach, Bohemian Restaurant emerges as the perfect haven to celebrate this joyous time. Combining a lush, tropical setting with exquisite French-inspired cuisine, Bohemian offers an unparalleled dining experience that captures the spirit of the season.*

## Our Story: From the French Riviera to Aruba's Paradise

Bohemian Restaurant is the culmination of the Nataf family's lifelong passion for creating unforgettable dining experiences. This culinary journey began in the picturesque French Alps during the 1970s, where the Nataf grandparents established a cozy restaurant that quickly became a local favorite. Their expertise and flair led to a second venture on the idyllic island of Porquerolles near St. Tropez, which earned accolades from prestigious guides such as Gault Millau.

Victor Nataf, along with his sons David and Gregory, inherited this rich culinary legacy. Their dream was to blend their French heritage with the vibrant, multicultural tapestry of Aruba. Bohemian Restaurant was born from this vision—a sanctuary that embraces creativity, diversity, and the simple joy of sharing exceptional food in a beautiful setting.

Bohemian's design reflects its eclectic ethos. A secret garden atmosphere is brought to life with lush greenery, soft lighting, and artistic decor. The space invites guests to relax, connect, and indulge their senses.

## A Culinary Celebration: Savor the Season with Us

At Bohemian Restaurant, we believe that

food is the heart of every celebration. Our menu, inspired by French techniques and infused with global flavors, offers something for every taste. Whether you're seeking traditional holiday comfort foods or an adventurous twist on the classics, our chefs have curated a dining experience that delights and inspires.

## Our Festive Menu Highlights

**Starters:** Begin your evening with mouthwatering options like Tuna Tartare, Escargot Provençal, or the delicate French Goat Cheese Salad.

**Main Courses:** Savor our signature Braised Lamb Shank, a Spicy Moroccan Mahi-Mahi Kebab, or indulge in the creamy decadence of our Bohemian Seafood Pasta.

**Desserts:** End on a high note with our Crème Brûlée, Chocolate Lava Cake, or Tiramisu, each crafted to add a touch of sweetness to your celebration.

Pair your meal with a selection from our extensive wine list, featuring hand-picked vintages from around the globe. Our expert staff is on hand to recommend the perfect pairing for every course.

## Holiday Entertainment: Music, Magic, and Merriment

Bohemian is more than just a dining destination; it's a cultural hub where music and artistry come together to create unforgettable evenings. Our lineup of live performances and special events adds a dynamic layer to the holiday experience.

## Weekly Performances

- **Rumba Gitana y Flamenco:** Let the fiery passion of Angela Croes Zanely and Bryan Maduro ignite your Wednesday nights.
- **Sound of Violin:** Every Thursday, Angela enchants diners with her

melodic violin performances.

- **Late Night Bohemian:** Fridays and Saturdays come alive with house music, keeping the energy high into the night.
- **Sanghita & Martin Live:** Lounge vibes take over every Sunday, creating a relaxed yet festive ambiance.
- **Exclusive Holiday Events**
- **Tulum Vibes Electronic Event:** Afro House by Nii Tei, an acclaimed DJ from Miami with roots in Ghana, will set the stage on December 20th.
- **Tulum Vibes:** Join us on December 27th for an evening with Mak Negron, Colombia's celebrated house music producer of the year.
- **Melodic Minds:** On December 28th, enjoy performances by Fadjar from Colombia, Soleil from Philadelphia, and Ramiro from Aruba.

Each event is carefully designed to transport you into a world of rhythm, melody, and celebration.

## Celebrate the Season in Our Tropical Paradise

Bohemian Restaurant's secret garden setting is the perfect backdrop for all your holiday celebrations. Whether it's a romantic dinner for two, a festive family gathering, or a lively evening with friends, our venue offers a unique blend of elegance and warmth.

## Private Events

Looking to host a private celebration? Bohemian offers tailored packages to suit your needs. From intimate dinner parties to larger gatherings, we provide the perfect space, complete with exceptional service and a customizable menu.

## Holiday Spirit with a Local Twist

Our decor captures the magic of the season while honoring Aruba's tropical charm. Twinkling fairy lights, vibrant

poisettias, and handcrafted ornaments set the scene for a holiday experience unlike any other.

## Practical Information

We encourage reservations during this bustling time of year to ensure you don't miss out on the festivities. Contact us using the details below:

Location: J.E. Irausquin Blvd 83, Palm Beach, Aruba.

Phone: (+297) 2808448.

Email: [reservations@bohemianaruba.com](mailto:reservations@bohemianaruba.com).

Website: [bohemianaruba.com](http://bohemianaruba.com).

## Opening Hours:

Monday to Thursday: 5 PM to 12 AM.

Friday & Saturday: 5 PM to 1 AM.

Sunday: 5 PM to 12 AM.

Happy Hour: Daily from 5 PM to 7 PM with special discounts on selected drinks.

## Looking Forward to 2025

As we prepare to ring in the new year, Bohemian Restaurant is already planning exciting events for 2025. From culinary masterclasses to themed dinners, our calendar will be filled with opportunities to indulge, learn, and celebrate.

## From Our Family to Yours: Warm Holiday Wishes

At Bohemian Restaurant, we take pride in being a part of Aruba's vibrant community. This holiday season, we extend our heartfelt gratitude to our loyal patrons and first-time guests alike. Your support and presence inspire us to continue creating magical experiences.

*May your holidays be filled with love, laughter, and delicious moments. Join us at Bohemian to make this season truly unforgettable!*

# 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

# JOIA Aruba by Iberostar: A New Jewel Brings Local Charm and Sustainability to Eagle Beach



**Aruba, December 19, 2024 – Iberostar Hotels & Resorts, the globally recognized Spanish hotel brand, has officially opened JOIA Aruba by Iberostar, its first hotel in Aruba. Located on the pristine shores of Eagle Beach – ranked as the #1 beach in the Caribbean – this five-star resort offers an unparalleled blend of luxury accommodation, sustainability, and a celebration of the island's natural heritage.**

A Commitment to Responsible Tourism  
Iberostar Group's dedication to promoting responsible tourism is central to this new opening. The JOIA Aruba by Iberostar exemplifies the Wave of Change strategy, which focuses on circularity, nature and biodiversity protection, climate action, and destination stewardship. The resort integrates eco-friendly practices and innovative energy solutions throughout its design, setting a new standard for sustainable hospitality.

The hotel's U-shaped architecture is specifically designed to frame the crystal-clear waters of the Caribbean, offering breathtaking ocean views from every guest room. "At our 240-suite resort, we have embraced sustainability at every level, from the use of locally sourced, recyclable materials – including the walls of the building – to the Aruban-inspired design elements that celebrate the island's rich culture," said Arnaud Le Lanchon, General Manager of JOIA Aruba by Iberostar. "With interiors crafted for comfort and resource preservation, and innovative amenities like organic products and energy-efficient airflow systems, we are redefining responsible luxury while eliminating single-use plastics. Worth mentioning, the hotel is open to the local community, who are welcome to taste our restaurants, spa, bars, and the hotel itself," added Le Lanchon.

#### World-Class Amenities

JOIA Aruba by Iberostar offers a wealth of luxury amenities. Guests can enjoy three signature restaurants, each open to the lo-

cal community, featuring:

- An Italian Cuisine Restaurant that evolves from a buffet-style breakfast venue by day.
- Modern Caribbean Cuisine designed to highlight local flavors.
- A Surf and Turf Open-Fire Grill Concept for a unique culinary experience.

Four bars, including a swim-up bar and gastropub, provide varied settings for relaxation and entertainment. Beyond dining, the resort boasts:

- A 10,000-square-foot convention center capable of hosting up to 400 guests.
- A full-service spa and fitness center.
- Two swimming pools with Bali beds.
- Spaces for weddings and events.
- For adventure seekers, the hotel offers nearby access to golf courses, tennis courts, snorkeling excursions, and e-bike services on the boulevard.

#### Environmental Leadership and Commu-

#### nity Involvement

Beyond luxury, JOIA Aruba by Iberostar seeks to be an integral part of Aruba's cultural and natural fabric. The Aula di Lama (Ocean Classroom), an innovative, multifunctional space within the resort, will serve as a collaborative hub for immersive environmental education, fostering awareness and action among schools and the wider community.

The Shoco Sanctuary, established in partnership with Aruba Birdlife Conservation, underscores the resort's commitment to biodiversity. Located at Tierra del Sol Golf Course, the sanctuary has been dedicated to protecting Aruba's national symbol, the Shoco (Aruban Burrowing Owl), since 2019. This initiative supports 20% of the island's Shoco population, ensuring the preservation of this beloved species.

#### About Iberostar Hotels & Resorts

Founded in 1956 and headquartered in Palma de Mallorca, Spain, Iberostar Hotels & Resorts is a family-owned multinational

company with a strong presence in the hospitality and travel industry. The company operates over 100 four- and five-star hotels in 16 countries across Europe, Africa, and the Americas, offering premium accommodations in prime beachfront locations and major tourist capitals.

#### IBEROSTAR GROUP

Iberostar is renowned for its commitment to responsible tourism, focusing on sustainability and environmental stewardship. The company's Wave of Change initiative emphasizes reducing plastic consumption, promoting sustainable fishing, and improving coastal health.

In 2022, Iberostar entered a strategic alliance with InterContinental Hotels Group (IHG), integrating up to 70 hotels under the Iberostar Beachfront Resorts brand. This partnership expanded IHG's global system size by up to 3%, enhancing the reach and visibility of Iberostar's properties worldwide.

The company employs over 28,000 people and serves approximately 8 million customers annually, maintaining a strong reputation for quality service and exceptional guest experiences.

A Milestone for Luxury Hospitality in Aruba  
The opening of JOIA Aruba by Iberostar represents a significant milestone for both Iberostar Hotels & Resorts and the island of Aruba. The resort will celebrate its Grand Opening Ceremony in 2025, unveiling the completion of all amenities and solidifying its position as a leader in sustainable, luxury hospitality in the Caribbean.

By blending responsible tourism with unparalleled luxury and a deep appreciation for local culture and environment, JOIA Aruba by Iberostar promises an unforgettable experience for all who visit.





## 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



# ARUBA WELCOMES CRUISE SHIP CELEBRITY ASCENT

*‘Commemorating the first visit with a plaque exchange’*

Aruba extended a warm welcome to the Celebrity Ascent during its inaugural call at the Oranjestad port. The occasion featured a special onboard plaque exchange ceremony, bringing together the cruise ship’s leadership with local port and tourism representatives.

Present at the ceremony were Monica Bos, Cruise Manager of the Aruba Tourism Authority, Irvin Gil, Nautical Manager of Aruba Ports Authority, and representatives from Port Agency Maduro & Sons. They officially presented Captain Anastasios Kafetzis and his crew with a commemorative plaque, following maritime tradition. This exchange between local officials and the cruise ship’s captain fosters a strong bond and mutual appreciation between Aruba and Celebrity Cruises.

“Our island offers a unique ex-

perience for our guests, and we are delighted to share Aruba’s beauty, culture, and hospitality with those aboard. The visit of the Celebrity Ascent to our island is truly special,” stated Monica Bos.

The Celebrity Ascent, the newest ship in Celebrity Cruises’ Edge Series, provides a luxurious and innovative experience for its passengers. Known for its distinctive design and world-class amenities, the Ascent features accommodations with breathtaking ocean views, a captivating rooftop garden, an expansive deck, and fine dining presented by a Michelin-starred chef. With sustainability at the core of its design, Celebrity Ascent is equipped with eco-friendly technology supporting greener cruising practices.

By welcoming the Celebrity Ascent, Aruba reaffirms its commitment to delivering unforgettable experiences for its guests and strengthens its position as a premier Caribbean destination.



**Seasons Greetings**

**The Advisor**  
By Aruba Tourist Channel

**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 and Brazil Connect: Inaugural GOL Airlines Flight from São Paulo-Guarulhos Airport (GRU)



*‘A significant achievement for both destinations’*

Aruba has become more accessible to Brazilian visitors thanks to the new direct inaugural flight from GOL Airlines, connecting São Paulo-Guarulhos (GRU) to Aruba (AUA).

This milestone was celebrated during a special welcome reception at the Inter GOL Smiles Lounge, attended by GOL Airlines representatives Danilo Barizan, Commercial Director, and Rafael Araujo, Director of Planning; Wieneke Vullings, Consul General of the Netherlands in Brazil; and an Aruba delegation, including Ronella Croes, CEO of Aruba Tourism Authority (A.T.A.), Sanju Luidens, CMO of A.T.A., Jordan Schlipken, Director of A.T.A. LATAM, Andrew Hoo, Director of Immigration of Aruba, and Carlos Barbosa from A.T.A. Brazil. The inaugural flight, G3 7716, symbolizes not only convenience but also strengthens the cultural and economic ties between Brazil and Aruba.

During the ceremony at GRU Airport, Ronella Croes expressed her sincere gratitude to all partners who made this achievement possible. “This is a dream we have nurtured for many years, and today it has be-

come a reality. We are grateful to all guests choosing Aruba as their holiday destination, marking a successful start for this non-stop flight,” Croes stated.

The new direct route reduces travel time between Brazil and Aruba to just six and a half hours, making Aruba the most accessible Caribbean island for Brazilian travelers from São Paulo.

For over 40 years, Aruba has worked to stand out in the region, becoming a popular Caribbean destination for Brazilian visitors. With this flight, A.T.A. anticipates significant growth in the Brazilian market, reinforcing Aruba’s position as the preferred destination for Brazilian tourists.

Aruba continues to strengthen its presence in the Latin American market, with projections to welcome approximately 182,838 visitors from the region by the end of 2024—representing a 39% increase compared to 2023. Thanks to a successful diversification strategy, the Brazilian market has seen an average annual growth of 25% since 2014, surging to 54% over the last three years.

Brazilian visitors are known for having higher spending pat-

terns compared to many other markets. According to the latest Visa credit card study, Brazilian travelers spend an average of \$685 per person per day during their trips to Aruba, ranking them as the third-highest spending market after Chile and the United States. With the Colombian market already established, this new route between São Paulo and Aruba will further boost Aruba’s market share in Latin America, increasing from 8% of total visitors in 2014 to an estimated 14% in 2024. These high-spending visitors will continue to strengthen Aruba’s economy.

The new GOL Airlines connection is part of a broader expansion in Latin American aviation. By 2025, a total of 305,000 seats will be available for flights between Aruba and the region. This accomplishment reflects Aruba’s commitment to making the island increasingly accessible to high-spending travelers from Latin America.

Special thanks to the Ministry of Tourism, Aruba Airport Authority (AAA), and the Aruba Tourism Authority (A.T.A.) team for making this flight a reality. With open arms, Aruba welcomes its Brazilian visitors with a heartfelt Bem-vindo (Bonbini).

## IMPORTANT NUMBERS

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

### —POLICE OFFICES—

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

### —Oranjestad—

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

### — San Nicolaas—

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

### — PHARMACY—

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

### — MORTUARIUMS —

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

### — NONPROFIT ORGANIZATION —

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

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

### — HOTELS—

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

# Aruba Tourism Authority Hosts Influential Event in Montreal to Promote “The Aruba Effect”

Last October, Aruba Tourism Authority’s Area Director for North America, Sjeidy Feliciano, alongside Liliana Mancini, Sales Manager for Canada, and Natasha Lee Soy, Sales Manager for NYC, NJ, and Connecticut, brought the essence of Aruba to Montreal. The event targeted Quebec-based travel advisors and influencers, aiming to position Aruba as a top Caribbean destination for 2024.

Held in the penthouse of the

Holland Hotel during Montreal’s picturesque fall season, the gathering offered an immersive experience for guests preparing to escape the impending winter.

Highlighting Aruba’s vibrant culinary scene, the event featured a live cooking demonstration by Chef Matt Boland and his son, Chef Michael Boland. They served authentic Aruban dishes such as fried funchi, pan bati, and fish with mango-papaya salsa, along with mini-stroopwafel parfaits. Guests also learned

about Aruba’s culinary history, including the origins of iconic dishes like keshi yena.

ATA showcased “The Aruba Effect,” focusing on the island’s sunny charm, eco-adventures, cultural attractions, and diverse accommodations, promoting Aruba as a destination that offers more than just beaches and warm weather.

The event strengthened ATA’s ties with Quebec’s travel market, tapping into travelers’ love for tropical beauty and rich cul-



tural experiences. Guests left inspired and eager to recommend Aruba as the ultimate Caribbean escape.

**Rich's Arubian Dish & Caribbean Delight**

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

Reservation Recommended!  
Book now on our website!

**OPEN**

**The Advisor**  
By Aruba Tourist Channel

**DRUNK'S DENIAL**  
— Alcohol Infused Gourmet —

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

# A.T.A. Latin America Successfully Concludes 2025 Planning Meetings



The Aruba Tourism Authority (A.T.A.) Latin America team gathered in Lima from October 14-18 to strategize for 2025. Representatives from Argentina, Brazil, Chile, Colombia, and Peru collaborated with marketing, trade, and PR teams, joined by Marisol Sánchez, A.T.A.'s Global Communications Manager.

Each country highlighted their most successful 2024 initiatives, fostering the exchange of best practices for regional implementation.

The meetings featured creative team-building activities to strengthen collaboration and unity across markets, empha-

sizing the importance of cohesive efforts.

The 2025 strategy focuses on promoting Aruba as a responsible, sustainable, diverse, and high-value destination for Latin American travelers. Key niche markets, including wellness, eco-friendly tourism, romance, and gastronomy, will position Aruba as a Caribbean leader in these areas. Marketing will target conscious and high-profile travelers, highlighting Aruba's authenticity and cultural richness.

Sustainability remains at the core of A.T.A.'s plans, with initiatives to enhance partnerships and showcase experiences reflecting Aruba's unique identity. By prioritizing responsible tourism, A.T.A. aims to maintain its competitive edge while creating lasting emotional connections with Latin American visitors.

These strategies ensure Aruba remains an attractive destination, aligning with A.T.A.'s mission for sustainable tourism growth and reinforcing its appeal in the Latin American market.



## A.T.A. Paraguay: Aruba Honored at FITPAR Tourism Fair

*The Aruba Tourism Authority (A.T.A.) participated in the 19th edition of FITPAR, Paraguay's premier tourism fair, held from October 11 to 13, with over 7,500 attendees.*

A.T.A. received an award recognizing its participation in the event, presented by Rossana Fustagno, Director of FITPAR,

and Mónica Costa Barriocanal, President of ASATUR.

Paraguay represents a high-potential market, particularly in the romance niche. Tourism from this region has been steadily growing, supported by improved regional air connections, further enhancing Aruba's reach and appeal.

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

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

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

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

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

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

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

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

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

Visit our website at [www.flydivi.com](http://www.flydivi.com) to book your unforgettable Caribbean adventure today!

**DIVI DIVI AIR**  
Aruba, Curacao and Bonaire  
DIVI DIVI AIR TAKES YOU THERE

**ARUBA TOURIST CHANNEL**

*Share The Experience*

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

**Aruba**  
ARUBATOURISTCHANNEL.COM

# Feliz dianan di fiesta

Na Aeropuerto di Aruba, nos ta compronde cu e magia di e dianan di fiesta ta pa por ta den compania di esnan cu bo ta stima.

Como bo porta pa momentonan inolvidabel, nos ta orguyoso pa conecta bo cu esnan cu ta importante pa bo.

Feliz dianan di fiesta di parti di Aeropuerto di Aruba.



*Bo gateway pa felicidad*



**THE BEST SHOPPING EXPERIENCE IN ARUBA**



Scan the QR-code to send us your grocery list for pickup or delivery!

**\$10 OFF**  
YOUR PURCHASE OF \$125

Bring this ad and claim your discount in store.

This promotion is not valid in combination with other promotions. Ling & Sons Food Market has the right to terminate this offer at any moment

# Feliz Dia

## DI FIESTA

Nos ta yena di gratitud pa tur e momentonan  
cu nos a comparti durante 2024.

Laga 2025 ta un aña di conexion, renobacion,  
y inspiracion profundo.

Cu e temporada aki ta uno yena di paz  
y momentonan di union.

Un mensahe di



DISFRUTA



DI NOS CANCION  
DI FIN DI AÑA