



ARUBA PRODUCT UPDATE

July 2008

RESORTS & APARTMENTS:

- **Cunucu Arubiano** is Aruba's newest ECO Lodge (and boutique) resort, consisting of free standing casita's, each designed to reflect the old-Aruban and Dutch-influenced architecture of early 19th century family dwellings, with classic modern-day amenities. It is located close to the Santa Lucia hill in the locality of some of Aruba's most beautiful and popular attractions such as the Ayo Rock Formations, Donkey Sanctuary, Andicuri Coconut Grove, and the Baby Natural Bridge. A soft opening is scheduled for late August. For more information please call (297) 594-4491, fax (297) 585-1582 and/or visit www.cunucuarubiano.com .
- **The Renaissance Aruba Resort & Casino** scored 89 percent in Freeman Group's comprehensive on-site review - three percentage points higher than its record 2006 evaluation and the highest of any resort on the island. FreemanGroup, a well-respected international consultancy specializing in hospitality/travel industry service standards, bases its yearly report on a detailed two-night inspection of the resort's entire property, including rooms, housekeeping, food and beverage and leisure activities. The resort's consistency in all 1,200 standards that Freeman Group examines led to the island's highest ranking. For more information about Renaissance Aruba Resort and Casino, visit <http://www.renaissancecaribbeanmediacenter.com> or call (297) 583-6000.
- **Havana Dance** made its debut at the Crystal Theatre, Renaissance Aruba Resort & Casino on July 24th. The new Havana Dance crew features 12 female ballerinas, four male dancers, two singers and three acrobats presenting a 90 minute show from Monday through Saturday at 9.00pm. Tickets are available at the theatre box office for \$49 for adults and US\$25 children under 12. A special dinner and show package is also available in conjunction with the L.G. Smith's Steak & Chop House for \$89 per person. For more information please call (297) 586-3000 ext. 6115 between 9.00am and 5.00pm, after 5.00pm ext. 6357.
- The Georgia Chapter of Meeting Professionals International (MPI) selected **The Westin Aruba Resort** as the host hotel for the **Annual Summer Educational Alliance (SEA) 2008**. The conference will take place September 4 - 6 and will have about 200 participants.

AIRPORT & AIRLINES:

- After years of dedicated efforts spearheaded by the Aruba Tourism Authority aided by its tourism partners AHATA and AAA, Aruba will become **COPA Airlines'** newest Caribbean destination as of Monday December 15, 2008. COPA will launch 4 weekly flights (Monday, Thursday, Friday and Saturdays) using an Embraer E190 with a seating capacity of 94 passengers of which 10 in business class and 84 in economy class. Flights will be between Panama City, Panama and Aruba connecting to over 40 destinations in the Americas.
- The Management of **Tiara Air** recently announced that Mr. Mirto Granadillo, Aruba Tourism Authority's former Director for Latin America, joined the Tiara Air team as the new Director for their Tiara Air office based in Caracas, Venezuela. According to Mr. Camilo Muyale, Commercial Sales and Marketing Director for the airline, "Tiara Air is extremely satisfied to have been able to recruit an experienced, well-respected and very qualified executive to spearhead Tiara Air's expansion in Venezuela and later South America.
- **Delta Airlines**, a long time valued partner of Aruba, will add a second daily flight from Atlanta to Aruba as of December 20, 2008. The flight will depart from Atlanta at 3:30pm, arrive in Aruba at 8:30pm, overnight in Aruba and depart at 9:40am to Atlanta. Equipment used is a Boeing 737 aircraft with a seating capacity of 16 first class and 144 coach class seats.
- **The Aruba Airport Authority** announced that the numbers for first half of 2008 show double digit growth vs. 2007, marking its seventh consecutive quarter results growth for both Percentage Traffic Growth and Revenue Generating Passengers (RGP). All main tourism markets based on RGP results showed a positive growth compared with the second quarter 2007 with the exception of the Netherlands Antilles. "The results for 2008 have exceeded our expectations so far and we continue to work in maintaining with our airline partners" expressed Peter Steinmetz, Managing Director Aruba Airport Authority N.V.
- **Aruba's Queen Beatrix International Airport** came in an honorably second place in the Skytrax' **World Airport Awards - Best Airports Regional Winner Category for Latin America** as per the Aruba Airport Authority N.V. (AAA). Mexico City, Mexico placed first and third place went to San Jose, Costa Rica. The World Airport Awards™ are based on the results from 8.2 million questionnaires completed by airline passengers in 2007/8, covering more than 190 airports worldwide. Passenger interviews include a detailed appraisal for more than 40 categories of product and service quality.

ARTS & CULTURE:

- “**Touch of Glass**” is Marian Abath’s latest exposition at the Access Art Gallery. This exhibition runs from July 2nd to August 15th 2008 and the collection will be on view (and available for purchase) at the gallery from 10:00am to 8:00 pm from Monday to Saturday. Works by other artists including Ursula Kunst, Alfonso de Windt, Eef van Der Straten, Elisa Le Juez, and Jean Girigori will also be on exhibit. The Access Art gallery is located on Caya G.F. Betico Croes 16-18, Oranjestad, Aruba. For more information please call (297) 588-7837 or email: accessart@setarnet.aw
- Toyota Art Gallery 168 announces the solo exhibition titled “Between Heaven & Earth” by Danilo Geerman. The exhibition will run from August 16 to September 6, 2008. The Toyota Art Gallery 168 is open Tuesday to Saturday from 2 to 6pm. For more information please call: (297) 738 0168; 965 5668, 740 4829.
- The second edition of the **Caribbean Sea Jazz Festival** will be held on September 5th and 6th on the grounds of Cas di Cultura. Following last year’s success, this year the festival will also feature an art exposition in the Expo Hall of Cas di Cultura and F&B stands on the festival site. The national artists include Roy Croes, Eddy Samson, Nel Scholten, Ivan Quandus and Reload, just to name a few. Among the international artists are Paoli Mejias, Reno Steba, Yuri Honing Wired Paradise, Moon Baker and The Ploctones. Tickets are available \$45, p/d/p/d. For updates and the latest news please visit www.caribbeanseajazz.com.

GENERAL:

- Palm/Eagle Beach ranked # 10 on Tripadvisor.com’s “**Top 25 Latin America/Caribbean Destinations 2008**” list. These awards honor select places that have earned their distinction from those who know them best “millions of real travelers”. Winners were determined by a combination of travelers’ favorite places and overall popularity on the TripAdvisor site. For more information on the top 25 list: <http://cdn.tripadvisor.com/pdfs/tca/TCDestinationsAwards2008-v2.pdf>.
- A brand new **Intermezzo Spa** just opened at the **Brickell Bay Beach Club** offering two beautifully appointed treatment rooms, one for rejuvenating and invigorating body treatments, especially for couple’s massage and the other rooms is dedicated for pedicures and manicures, between cool dips in the resort tropical pool. The Brickell Bay changed into a boutique hotel with all the contemporary conveniences found in large branded hotels. For more information please contact the Intermezzo Spa at the Brickell Bay Resort at 297-5860900 or (297) 594-0802 or www.arubaspa.com.

###

August 15, 2008