



ACT AHOY!

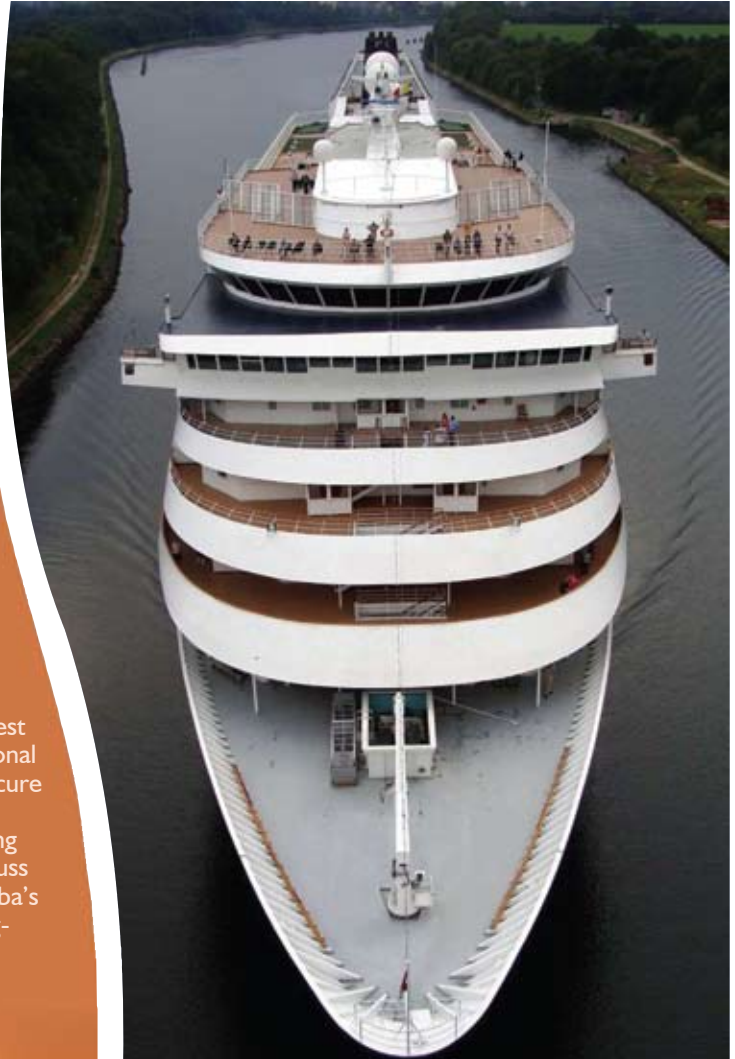
JULY 2010

Positive First Meeting Among Cruise Partners

The Aruba Cruise Tourism organized a one day work-session in the Emerald Room at the Aruba Radisson Resort & Casino, industry partners present included; the Aruba Ports Authority N.V., the Ministry of Tourism, Transportation and Labor, and S.E.L. Maduro & Sons. (the island's largest ship agent) to discuss Aruba's position as a cruise destination in the Southern Caribbean, Aruba as a cruise product and incentives for cruise ships to visit Aruba from May-September.

Mrs. Tamara Waldron-Director Aruba Cruise Tourism, Mr. Alfonso Boekhoudt-Director Aruba Ports Authority N.V., Mrs. Myrn Jansen-Senior Tourism Advisor/Ministry of Tourism, Transportation and Labor, Mr. Hans van Esveld-Managing Director of SEL Maduro & Sons and Mr. Graceo Dunlock -Shipping Manager of SEL Maduro & Sons made a list of recommendations to be presented to the Minister of Tourism, Transportation and Labor, Mr. Otmar Oduber. Key suggestions included Aruba's role as part of the Southern Caribbean cruise market, weaknesses in the market, the existing opportunities for Aruba, and the best approach to succeeding in the attempt to attract additional cruise calls to the Southern Caribbean region and to secure year-round cruise activity.

All those present agreed that a meeting like this was long overdue and agreed to meet on a monthly basis to discuss and work on strategies to guarantee the success of Aruba's cruise industry on a short-term, medium-term and long-term basis. Other stakeholders will be invited to attend meetings to address their specific wants and needs.



Join Our CREW INCENTIVE PROGRAM 2010/2011

According to a study commissioned by the FCCA (Florida Caribbean Cruise Association) in 2009 cruise ship crew members spent nearly US\$289 million US dollars in Caribbean destinations visited by their member lines. In order to increase crew expenditure in Aruba we have created a Crew Incentive Program. Merchants who participate in the program will provide visiting crew members with a discount when presenting their crew-ID when purchasing an item. Participants will be listed on our website: www.ArubaByCruise.com. A listing of names will be formally announced in a press release to the cruise-lines via FCCA, and will also receive a sticker which will identify them as a crew incentive merchant. For additional information on how to participate and preliminary list of participating merchants please visit us at: <http://www.arubabycruise.com/crewspecials.html>

Aruba Cruise Tourism invites retailers to...

Have a Piece of the Cake



Join our **CREW INCENTIVE PROGRAM** 2010/2011

For information on how to participate contact us at
Tel: **583-3648** or e-mail: info@arubabycruise.com

ArubaByCruise.com



Port and Waterfront Development Discussed During RU Conference

Port and Waterfront Development was also discussed during the week-long Renobacion Urbano conference, which was held with the support of the Royal Netherlands Embassy and in partnership with the American Planning Association (APA) at the Seaport Conference Center.

The workshops focused on three areas: the cruise area and port; the downtown; and the Rancho neighborhood. The charge of the group is to develop illustrative concepts that are socially and economically sustainable and lead to an improved "Product Aruba" for both locals and tourists alike. The outcomes of Renobacion Urbano will be compiled in a report prepared by the American Planning Association and presented to Aruba's Minister of Infrastructure, Integration, and Environment, Mr. O.B. Sevinger.

Source: http://miami.the-netherlands.org/News/Press_Releases/Renobacion_Urbano_Conference

FCCA Auction Bidders Can Win One perfect weekend on One Perfect Island

Aruba will participate in the FCCA Foundation Online Auction. Aruba Cruise Tourism together with partners, Aruba Renaissance Resort & Casino, De Palm Tours and L.G. Smith's Steak & Chop House, are reaching out to the foundation by providing a weekend stay for two (2) at the Renaissance Aruba Resort & Casino, dinner for two (2) at the acclaimed L.G. Smith's Steak and Chop House, Island Tour for two (2) and Sunset Cruise for two (2) with De Palm Tours.

Aruba's contribution will provide assistance in fulfilling the foundation's humanitarian goals throughout the Caribbean and Latin America, like the Holiday Gift Project. Partners will receive publicity through the project itself and in Florida Caribbean Cruise Association's 4th quarter edition of Cruising.

Aruba Among 22 Holland America Holiday Cruises in 2010

Holland America Line is offering 22 warm-weather holiday cruises this year. The holiday voyages will depart between Dec. 17 and Dec. 31 aboard seven ships — Westerdam, Maasdam, Eurodam, Nieuw Amsterdam, Ryndam, Prinsendam and Noordam. Thirteen Caribbean cruises sail from Fort Lauderdale and Tampa. Itineraries will explore the Southern Caribbean as well. Seven-day cruise will stop, in among others, Aruba, Curacao and Half Moon Cay.



Aruba Only Island in Region to Use Waste Separation for Cruise Ship Waste Recycling

Ecotech Aruba introduced their new waste separation services in May. During this month alone a total of 70 tons of cruise ship waste was processed. The material is collected from the ships in special containers and transported back to their plant.

Ecotech's Waste Separation Plant at Barcadera uses the latest equipment and technology available to process these recyclable materials and prepare them for shipment to secondary material markets worldwide. This 'source separation system' utilizes containers designated to separate cartons, paper and aluminum cans where they are later compacted to fit into the "seatainer " for shipping. Benefits of this process includes: diversion of valuable resources from the waste; space utilization and efficiency; contributing to the "Greening of Aruba".



Meet Our Team

ACT's youngest member, Jonathan Boekhoudt, just recently became a Dad to baby Matthew. When not welcoming visitors at our information booth at the terminal or keeping busy with his new daddy duties, Jonathan (Pachi) can be found catching waves at Dos Playa. Congratulations to Jonathan and Kim on their new arrival.



Jonathan Boekhoudt

ACT Mailbox

"We did the ostrich farm tour as part of the Princess shore excursion. It was a good tour and our last stop of the day. The guide at the farm was very knowledgeable. There was only a handful of us who opted to feed the 1 year ostrich. We didn't have to pay anything to do this. I enjoyed it. We were only at the farm for about 40 minutes or so."

"Tweedy" Vancouver,BC

NEWSLETTER

To receive our newsletter, please send an e-mail to info@arubabycruise.com or sign up via our newly designed website, www.ArubaByCruise.com