

**FOR MORE MEDIA INFORMATION:**  
AMANDA RUSSO/LAUREN NOVO  
THE ZIMMERMAN AGENCY  
(850) 668-2222 •  
[ARUBAPR@ZIMMERMAN.COM](mailto:ARUBAPR@ZIMMERMAN.COM)



## **BEAUTIFICATION & SUSTAINABILITY**

With 70 percent of the island's economy dependent on the tourism industry, Aruba is committed to infrastructure and beautification efforts that will improve the quality of life for locals and the travel experience for visitors. The Aruban government is currently investing \$1 billion USD into a complete island refresh.

### **Complete Island Refresh**

The \$1 billion USD investment is heavily focused on the renovation and revitalization of the city center, Oranjestad, and the Reina Beatrix International Airport, as well as the creation of two new cruise terminals offering an array of services and shops selling perfume, Dutch delicacies and more.

The island refresh also includes the development of new private structures such as the Ritz-Carlton coming November 2013. The property promises to bring an unprecedented level of luxury to Aruba, featuring 320 beautifully appointed rooms and suites; four dining outlets; a luxurious, 15-treatment room spa; two swimming pools and a 24-hour casino.

One of Aruba's most significant beautification efforts includes the development of the Caribbean's largest linear park, which will act as a playground and recreational area for locals and visitors to gather and interact. The seven-mile Green Corridor will also expand the island's main roads, spanning from the airport to the community of San Nicolas, where Arubans and visitors alike can enjoy spacious bike paths and beautifully landscaped roads lit up with LED lights.

The government has also implemented a new trolley system that takes passengers through historical Aruba and downtown Oranjestad's commercial center. Trolley stops will incorporate various monuments and historical locations in downtown Oranjestad, as well as local shops. Tourist attraction signs have been incorporated into the trolley's historical monument route that residents and tourists can explore and learn more about Aruba's cultural heritage and historic architecture.

In an effort to remain one of the safest islands in the Caribbean, Aruba's investment also includes newly-hired certified lifeguards who will be placed at key locations throughout the island, as well as an enhanced security program surrounding the Palm Beach area consisting of security cameras and additional lighting at various hotspots.

## **Sustainability**

Aruba has a clear and demonstrable commitment to a sustainable future. Through various partnerships and initiatives, the island is well on its way to becoming the first country in the world 100 percent independent of fossil fuels. Aruba's year-round sunshine and constant trade winds work to its advantage – as more than 5,000 wind and 2,500 solar hours annually provide 20 percent of the island's energy source. Aruba is on track to surpass the 50 percent sustainable energy threshold in less than two years – making the island a clear leader in the region.

### **Cooperation with the Carbon War Room and the New America Foundation**

The Government of Aruba and the Carbon War Room (CWR), a global entrepreneur initiative founded by Sir Richard Branson, have partnered to transition the island to 100 percent renewable energy by 2020. This partnership would make Aruba the world's first sustainable energy economy, with the Carbon War Room and New America Foundation working to both devise and implement an integrated strategy for the economy-wide transition, which has already begun.

As part of Aruba's urban renewal plan, the government and third party businesses are developing strategies to weatherize homes, retrofit commercial buildings and implement smart grid technologies. Following its Sustainable Growth Model, the island is also focusing efforts on agriculture and transportation.

### **Mi Compromiso**

Mi Compromiso (My Commitment) is an educational program designed for every person working in the tourism industry, enhancing product knowledge and focusing on excellence in service, considering sustainable future environment. This investment in Aruba's people is aimed at heightening the level of professionalism and providing consistency in their knowledge of the Aruba product. It explores the most important chapters of Aruba's history and tourism history, expanding awareness and personal development.

### **Agriculture**

Like most Caribbean nations, Aruba imports nearly all its food. With the CWR plan, Aruba is now making efforts to revive Aruba's marginal farming sector while still avoiding water shortages from agriculture production. With the help and guidance from the Aruban government, the Santa Rosa Farmers Market (established in 2011) was established to ensure food security through sustainable methods. The local farmers market offers local and organically grown produce while motivating local farmers and fisherman to produce more consistently. The Santa Rosa Farmers Market also provides a platform for agricultural education and guidance as it pertains to best production practices.

## **Green Energy Research Institute**

As part of its broad initiative to promote the use of renewable energy, Aruba has signed an agreement with TNO, the not-for-profit Dutch organization for applied scientific research, and has established a green tech research center with test and certification facilities. The center will take advantage of the nearly constant supply of sun, wind and waves in conducting testing and research of renewable energy technology. Aruban residents, international students and professionals will have access to educational and training opportunities.

## **Environmental Certifications and Initiatives**

Aruba remains an active participant and industry leader in environmental-related programs – including the Aruba Reef Care Project, the island’s largest volunteer environmental initiative to date, and EarthCheck, the leading benchmarking, certification and environmental management program used by the travel and tourism industry.

### **The Aruba Reef Care Project**

The Aruba Reef Care Project allows locals and tourists to clean up the island’s most popular beaches, dive and snorkel sites. Contributing to the beautification of Aruba, the project also helps raise awareness for clean marine environments. With nearly 60 nations participating worldwide, Aruba’s annual National Coastal Cleanup Day concentrates on the cleanup efforts of coastal areas throughout the island. Organized by the Environmental Committee of the Aruba Hotel and Tourism Association, public and private sectors, residents and tourists alike join forces to clean the beaches of Arikok National Park, California sand dunes, Baby Beach, Boca Grandi, Mangel Halto, Arashi and the open air space between former Bushiri Hotel and the Tamarijn Aruba All-Inclusive Resort.

### **EarthCheck**

Of the 85 hotels in the Caribbean awarded with the EarthCheck seal, 10 percent are located in Aruba, including: Amsterdam Manor Beach Resort, Aruba Beach Club, Bucuti & Tara Beach Resorts, Manchebo Beach Resort & Spa, Costa Linda Beach Resort, La Cabana All Suite Beach Resort & Casino, Playa Linda Beach Resort and the Hyatt Regency Aruba.