

JULY

CARIBBEAN ISLAND OF THE MONTH

2024

ARUBA



CLASSIC
*Vacations*TM

CONTENTS

<u>Featured Aruba Offers</u>	05
<u>Travel Advisor Bundle</u>	06
<u>Win a 3-Night Stay with Barceló Aruba</u>	07
<u>Welcome to Aruba</u>	08
<u>Why Aruba?</u>	09
<u>Things to Do in Aruba</u>	10
<u>Aruban Culture</u>	11
<u>Unite Two Happy Hearts</u>	12
<u>Say I Do in Paradise</u>	13
<u>Featured Partners</u>	14
<u>The Ritz-Carlton, Aruba</u>	16
<u>Aruba Marriott Resort & Stellaris Casino</u>	18
<u>Barceló Aruba</u>	20
<u>Renaissance Wind Creek Aruba</u>	22
<u>Explore Our Other Preferred Partners</u>	24
<u>Royalty Rewards</u>	26
<u>Contact Us to Start Booking Aruba</u>	28

WELCOME

Dear Travel Advisor,

We are happy to present our July *Caribbean Island of the Month*: Aruba. Our Island of the Month campaign is designed to give you the resources you need to sell our preferred partners in this destination.

Aruba stands out to luxury travelers with its year-round perfect weather, ensuring sunny skies and warm temperatures ideal for beach lounging and outdoor activities. The island's exclusivity is enhanced by its array of high-end resorts, each offering personalized services, private beach access, and exquisite dining options curated by world-renowned chefs. Aruba's unique blend of Caribbean charm and Dutch heritage provides a rich cultural experience, from vibrant local festivals to sophisticated art galleries. Additionally, the island's commitment to sustainability and eco-friendly luxury ensures a guilt-free indulgence in paradise.

Explore our Travel Advisor Bundle - offering an informative client LookBook, a customizable flyer, and ready-made posts for your favorite social platforms. This portfolio will leave an unforgettable impression, fostering lasting memories and solidifying your relationships with clients. We look forward to a great month. Happy selling!

Sincerely,

CLASSIC
Vacations[™]



J U L Y 2 0 2 4

ARUBA

F E A T U R E D O F F E R S

Aruba stands out to luxury travelers with its year-round perfect weather, ensuring sunny skies and warm temperatures ideal for beach lounging and outdoor activities. Additionally, the island's commitment to sustainability and eco-friendly luxury ensures a guilt-free indulgence in paradise.





FEATURED OFFERS

Book now through 07/31/2024. Travel window varies by resort.

THE RITZ-CARLTON, ARUBA

★★★★★

- Best available rate
- \$90 resort fee per room, per night before taxes will be paid direct upon arrival for amenities
- Access to spa accommodations, including steam room and sauna
- Non-motorized watersports
- Travel at any time

Ocean View King Room

5 Nights from \$1,489 per person

+ \$90 mandatory resort fee per night

BARCELÓ ARUBA

★★★★★

Exclusive to Classic Vacations

- Up to 36% savings on rate
- Meals, snacks, & unlimited drinks
- 7 restaurants, 6 bars - including a disco with bar
- Kids Club for ages 4-12
- TW: 07/01/24 - 12/22/24

Deluxe Room

5 Nights from \$1,879 per person

ARUBA MARRIOTT RESORT AND STELLARIS CASINO

★★★★★

- Best available rate
- \$65 resort fee per room, per night before taxes will be paid direct upon arrival for amenities
- One hour of non-motorized watersports per day
- Travel at any time

Premium Ocean View Room

5 Nights from \$1,289 per person

+ \$65 mandatory resort fee per night

RENAISSANCE WIND CREEK ARUBA

★★★★★

- \$100 Resort Credit
- Access to Renaissance Island to see the flamingos
- Best available rate
- Non-motorized watersports
- TW: 07/01/24 - 04/20/25*

Resort Room

5 Nights from \$1,149 per person

\$65 resort fee included in rate

CLASSIC
Vacations™

*Blackout dates may apply. Offers are valid on new bookings only. Offers are subject to availability at the time of booking and may be changed or discontinued at any time without notice. Blackout dates, minimum night stays, and minimum stay requirements are subject to change. Seasonal surcharges, resort fees (if any), and other restrictions may also apply. Offers are not valid for Group Travel. Some booking and travel dates may vary. Other promotions and departure dates are available which may result in a different rate and/or hotel inclusion. The customer is responsible for hotel taxes and fees on the free night offers, where applicable. For those properties where Classic Vacations has access to dynamic pricing rates, those rates will likely fluctuate from time to time based on market conditions and other factors beyond Classic Vacations control. Classic Vacations CST# 2079429-20.

TRAVEL ADVISOR BUNDLE

Welcome to the bundle made with you in mind. Access the tools and resources to help you sell Aruba during the month of June. We've created content for you to share with your clients along with educational opportunities for your growth.

[DOWNLOAD CUSTOMIZABLE FLYER](#)

Open in Adobe Acrobat. Customize. Send.

[VIEW CONSUMER LOOKBOOK](#)

View and send to your clients.

INCENTIVE FOR YOU

Our Preferred Partner, Barceló Aruba, is offering YOU a special incentive this month! Be the travel advisor with the highest sales for the resort in July and win a 3-Night Stay with Barceló Aruba.

Booking Window

07/01/24 - 07/31/24

Travel Window

07/01/24 - 12/22/24

Prize Details

Certificate will be good for travel from March 2025 - December 2025. Some blackout dates may apply based on availability.

Join us for our webinar to learn about more about the island from the Aruba Tourism Authority. You'll also get updates from our featured partners: The Ritz-Carlton, Aruba; Aruba Marriott Resort & Stellaris Casino; Barcelo Aruba; and Renaissance Wind Creek Aruba.

[REGISTER FOR THE WEBINAR](#)

Can't make it? Register to receive the recording.

welcome to
ARUBA



WHY ARUBA?

First of all, there's the people. Everyone you meet on One happy island lives up to the name. You'll be greeted with smiles and open arms wherever you go in Aruba. So get ready to feel the love. Second, Aruba is home to the most sunny days in the Caribbean. So if bad weather doesn't fit into your schedule, you've found the right place. And then there's the Aruba Effect - an overwhelming sense of warmth and happiness you'll feel all across the island. These are just a few reasons to visit Aruba. Keep exploring the island and you're sure to discover a lot more.



EASE

With over 100 direct flights from Boston and other major cities, traveling there is nice and convenient.

CONVENIENCE

The locals speak four languages and have more sunny days than any other Caribbean island.

DISCOVERY

Aruba is small, safe, and modern, so you can make the entire island your playground.





THINGS TO DO IN ARUBA

At 70 square miles of paradise, Aruba is an island filled with unforgettable experiences. If relaxation is your speed, look no further than our world-class beaches. The stretches of soft, white sand and crystal blue water make Aruba the ideal place to relax.

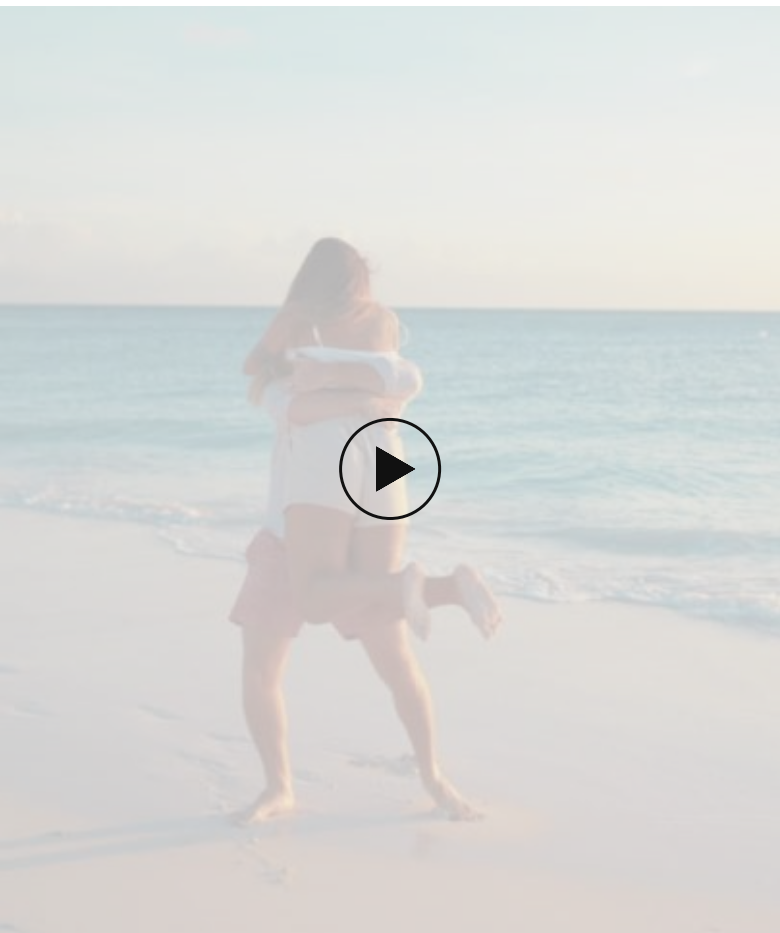


Venture beyond our shores and you'll discover even more. A sea full of life and shipwrecks. Pastel streets lined with shows, shopping, and vibrant nightlife. An authentic, inviting culture filled with the friendliest locals on earth. There's no shortage of fun things to do in Aruba, it's just a matter of finding which ones fit your vibe.



BEACHES & COVES

No matter what kind of beach lover you are, Aruba has just the right amount of sand, sunshine, and water to send you home with a happy afterglow that never fades. Snorkel the colorful reefs and clear waters of Mangel Halto, take a dip on Palm Beach, or go where the vibe takes you. And if you're looking for a beach experience you'll never want to forget, head to Eagle Beach, voted #2 Best of the Best Beach in the Caribbean in TripAdvisor's 2024 Travelers' Choice Awards.



ARUBAN CULTURE

You'll find traces of Aruba's history and culture on cave walls, pastel facades, and the faces of the happy people.

Visit San Nicolas, the cultural capital of Aruba. You will be amazed by the artistic beauty. Artists from all over the world as well as the local talents participated in the Aruba Art Fair. They left their marks behind on the walls and buildings surrounding the Main Street of San Nicolas. San Nicolas is around 30 mins drive from Oranjestad at the south-east end of the island and buses run several times an hour. A morning seeing the street-art could happily be combined with lunch at the popular Charlie's Bar, and a relaxing afternoon on Baby Beach. Experience the beautiful artwork for yourself, get inspired, or snap some selfies!

Explore our fascinating and diverse heritage with a visit to one of Aruba's many museums. Aruba's storied past and generations of immigrants from all over the world have contributed to Aruba's lively heritage, much of which is preserved or documented in our many museums. Whether you're a history buff, or you want to learn a little bit more about your favorite Caribbean island, we recommend you visit the museums in Aruba. Each Aruba museum captures a different part of our history and teaches a different lesson for the future. Visit them all!



UNITE TWO HAPPY HEARTS

Getting married in Aruba is the ideal way to unite two happy hearts. Whether you dream of finding a small and intimate spot, or want to exchange vows outside, with our sparkling blue sea as your witness, there are Aruba wedding venues—and on-island wedding planners—perfect for you.

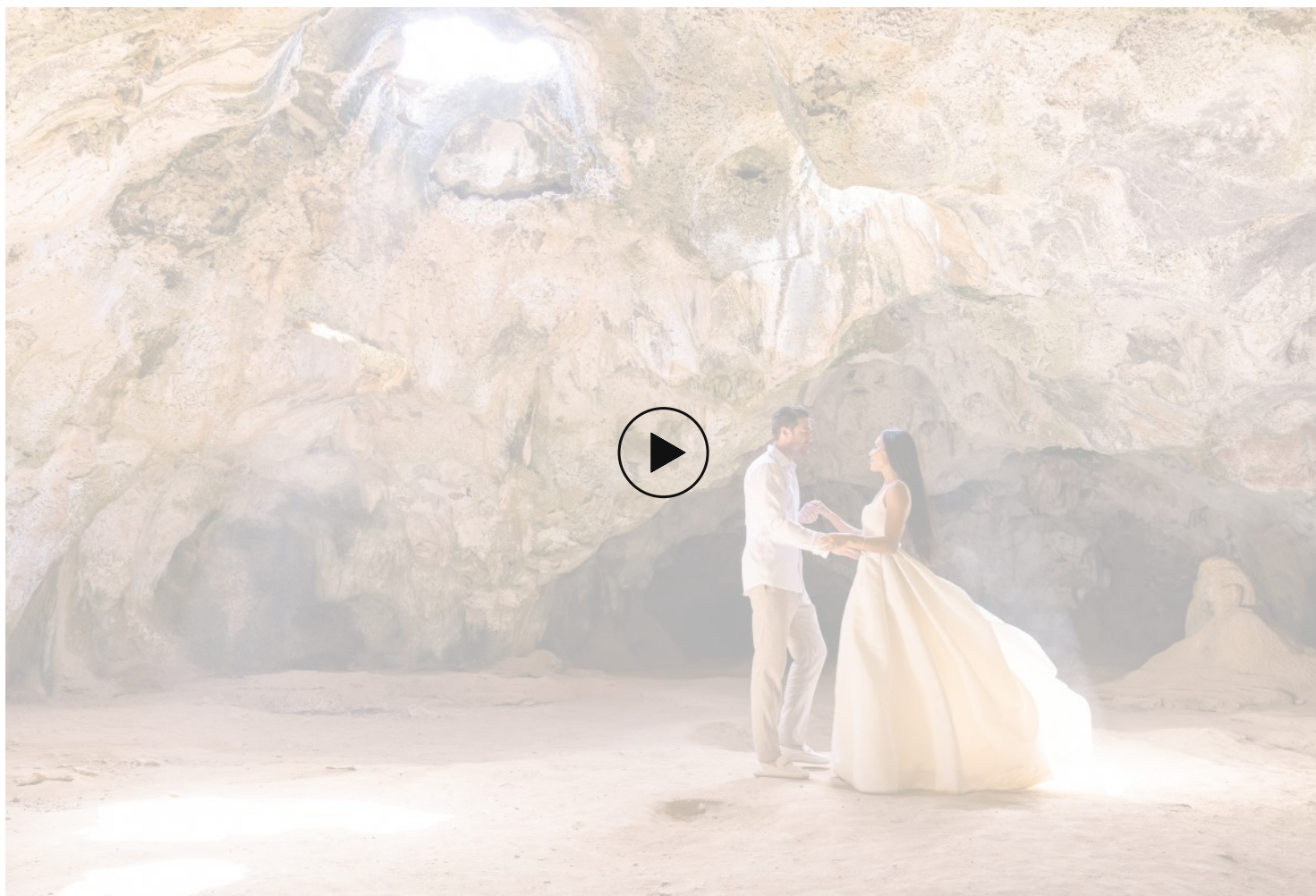
SO MANY WAYS TO MAKE IT YOURS

Aruba offers an array of accommodations, including all-inclusive resorts, private villas, exclusive adults only options. The island is a paradise for food lovers with its diverse culinary scene, while outdoor enthusiast can enjoy a variety of activities against the backdrop of Aruba's renowned crystal-clear waters and pristine white sandy beaches. Create your perfect day exactly as you envision it.

WELCOME TO ALL

The island is one of the most welcoming, LGBTQ+ friendly destinations in the Caribbean. All couples can celebrate their love in Aruba with a wedding celebration or a honeymoon.





SAY I DO IN PARADISE

Groups by Classic presents our exclusive *Say I Do In Paradise* campaign in Aruba.

The **WEDDING COUPLE** can earn up to **\$1,000 USD** credit toward their Destination Wedding Airfare! If you would like to qualify, you can book a Destination Wedding in Aruba by December 31, 2024, and have 75 room nights materialized.

View details and customize the Say I Do Flyer

[DOWNLOAD SAY I DO FLYER](#)

explore our

FEATURED P

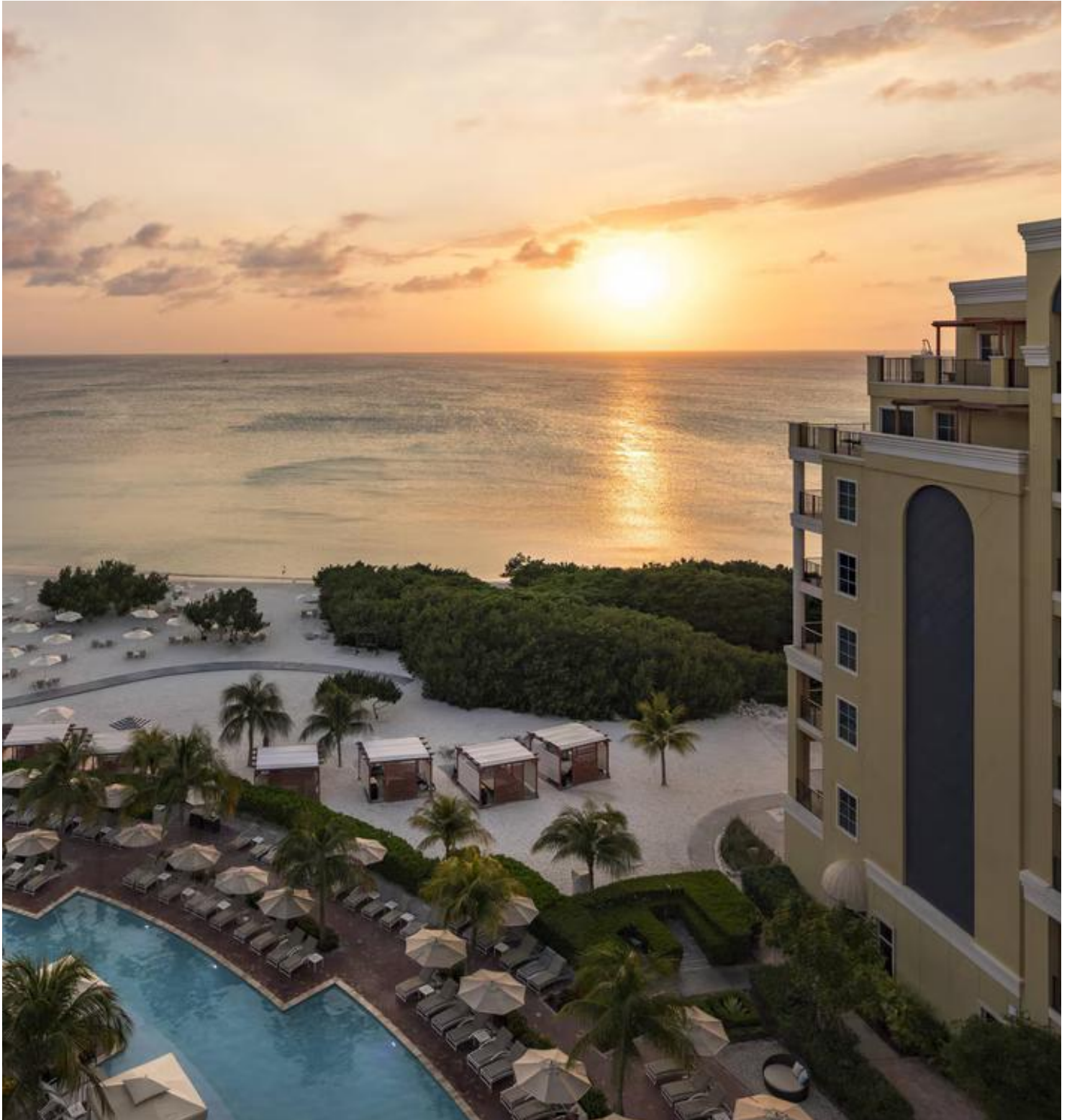


PARTNERS



THE RITZ-CARLTON, ARUBA

★★★★★



PERCHED ON PALM BEACH

Perched along the soft sands of Palm Beach, The Ritz-Carlton, Aruba embodies the rich spirit of this beautiful Caribbean Island. This Aruba beachfront resort features 320 spacious luxury guest rooms, including 55 suites with a private balcony overlooking the Caribbean Sea. Our Aruba resort features two swimming pools, a collection of five dining options, a luxurious 13-treatment room spa, a state-of-the-art fitness center and a 24-hour casino.

This five-star resort was designed to allow guests to easily explore the island, and to enjoy the hotel grounds endlessly. Amenities are both comforting and indulgent, and all reflect the spirit, richness and charm of the island.

THE RITZ-CARLTON CLUB® LEVEL

The Ritz-Carlton Club Level redefines the luxury hotel experience; combining intimacy, comfort, and exclusivity with personalized service and attention to detail that are the hallmarks of The Ritz-Carlton. This oasis is often referred to as a hotel within a hotel, where a dedicated Club Concierge team attends to individual needs in a well-appointed lounge environment.

[BOOK THIS PROPERTY](#)



ARUBA MARRIOTT RESORT & STELLARIS CASINO

★★★★



ESCAPE TO PARADISE

Welcome to the enchanting Aruba Marriott Resort & Stellaris Casino! Nestled along the stunning Caribbean sands of Palm Beach, our elegant family hotel offers spacious accommodations and exceptional resort amenities.

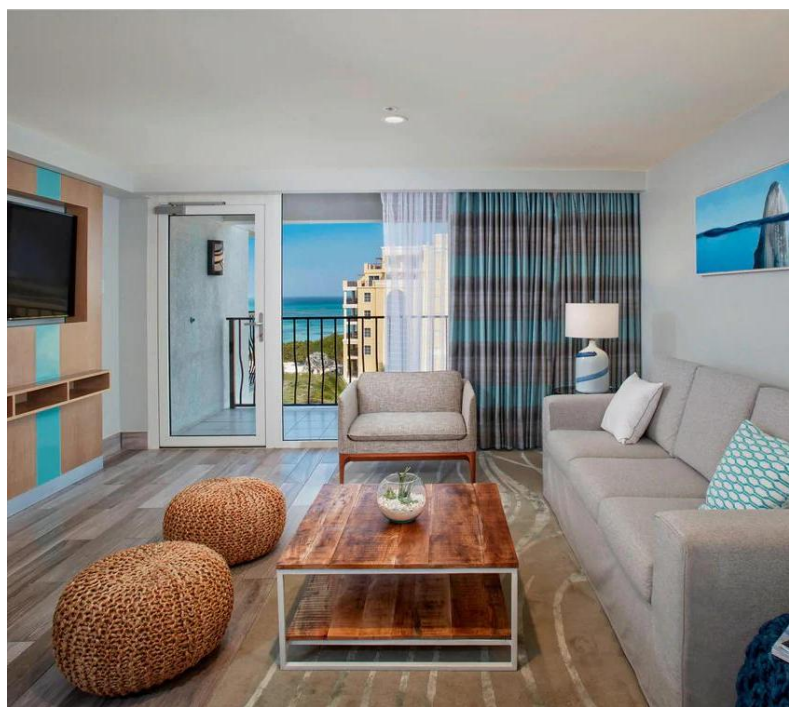
Experience the thrill of our 24-hour Stellaris Casino or enjoy a serene ocean swim. Relax under private cabanas at our H2Oasis adults-only pool, or rejuvenate at our full-service spa. Savor dining at Ruth's Chris Steak House, Mercát, or a beachfront dinner at Atardi. Unwind in rooms with plush bedding, private balconies, and breathtaking views. Ideal for events, we offer over 10,450 square feet of modern venue space.

When visiting paradise, choose from nine different types of spacious rooms with views of picturesque palm beach or our tranquil pools and gardens.

TRADEWINDS CLUB

Immerse in the exclusivity of an adults-only hotel within a hotel with lavish perks such as access to the Tradewinds Club with five complimentary servings of food & beverage throughout the day, a private check-in experience, a dedicated concierge, and a reserved beach area just to mention a few.

[BOOK THIS PROPERTY](#)



BARCELÓ ARUBA

★★★★



AN ESCAPE WHERE EVERYTHING'S INCLUDED

Barceló Aruba hotel transports guests to a unique, seafront experience, on the Caribbean island of Aruba. Discover the Barceló Aruba hotel in Palm Beach, a privileged location with calm waters and white sand.

Guests can watch truly idyllic sunrises and sunsets from its 373 rooms, which all feature a balcony or terrace. The wonderful Barceló Aruba resort, in Palm Beach, is home to the Royal Level Barceló Aruba, a boutique hotel that offers a luxurious and sophisticated experience, with unique and exclusive services. A true paradise!

ALL-INCLUSIVE VACATIONS

This is a beautiful all-inclusive family resort in Aruba. The rich and assorted dining choices of its 7 restaurants and 3 bars will satisfy the most demanding palates with international cuisine, buffet, à la carte service, and appetizers. This resort offers the opportunity to enjoy maximum relaxation, either with a refreshing swim in its spectacular pool or basking in the Caribbean sun.

[BOOK THIS PROPERTY](#)



RENAISSANCE WIND CREEK ARUBA RESORT

★★★★



FIND YOUR PURE BLISS

In the heart of Oranjestad, Aruba, Renaissance Wind Creek Aruba Resort's breathtaking views of the Caribbean Sea provide an exceptional setting for an unforgettable getaway.

Whether you choose our adults-only Renaissance Marina Hotel or the secluded Renaissance Ocean Suites, your well-being is our top priority, and we look forward to providing activities for you to safely explore Oranjestad and nearby Renaissance Island and the Wind Creek Casino.

In minutes, the hotel's water taxi brings you to our 40-acre private island where flamingos roam freely and relaxing treatments await at Spa Cove. Our 24-hour Wind Creek casino is a high-energy way to test your luck. And, with the vast array of restaurants and bars that serve everything from handcrafted cocktails to authentic steaks, the perfect dining experience isn't far away.

Home to some of Aruba's most stunning private beaches, Renaissance Island exists as a true tropical oasis. Whether you're pampering yourself at Spa Cove, watching flamingos roam, or simply basking in the warm Aruban sun, Renaissance Island is sure to inspire a story worth sharing. This retreat is available exclusively to guests of Renaissance Wind Creek Aruba Resort.

[BOOK THIS PROPERTY](#)



explore our other

PREFERRED PARTNERS



Hyatt Regency Aruba Resort and Casino



Bucuti & Tara Beach Resort | Adults Only







VERIFY YOUR ROYALTY
REWARDS POINTS HERE

[VIEW ROYALTY REWARDS FLYER](#)

THE CLASSIC VACATIONS MISSION STATEMENT

To help Travel Advisors deliver outstanding experiences through highly personalized service, trusted partnerships, and curated products, so they can create and retain loyal customers for life.

THE CLASSIC WAY

Classic Vacations™ is a full-service resource for Travel Advisors, providing product expertise and superb customer care. Whether discovering a destination's natural beauty, architectural marvels, delicious cuisine, indulgent spas, great golf, or local culture, Classic makes it easy for Advisors to coordinate the myriad of details that make an unforgettable vacation, including competitive first-class airfares, exceptional resorts and villas, exciting tours, and outstanding ground services.

CLASSIC DESTINATIONS LAUNCH DATES

1978	1996	1998	1999	2006	2007	2011	2012	2013	2017	2019	2022
Hawaii	Europe	Caribbean & Bermuda	Mexico	The Islands of Tahiti	Fiji	Costa Rica	Canada	Maldives, Seychelles, Dubai & Abu Dhabi	Southeast Asia	Japan & USA	SKI by Classic

AWARDS

2022

Best FIT Tour Operator, Europe, Travel Age West Wave Award

2021

Best Tour Operator Overall Virtual Experiences/Events, Travel Weekly

2017

Wholesale Partner of the Year, ASTA

2017

Destinations and Experiences Partner of the Year, Virtuoso

2008, 2010-2015

Best FIT / Custom Tour Operator, Virtuoso

2015

Best Customer Service, MAST

Best Reservations Department, MAST

2013

Land-Based Supplier of the Year, NACTA

UNPARALLELED PRODUCTS AND SERVICES

From the best rooms to one-of-a-kind suites including the best all-inclusive properties, Classic Vacations gives Travel Advisors the confidence to book even their most discerning customers. Our property policies include the best room in the category booked and VIP attention. With Classic Concierge*, Classic Assist, and our unmatched customer service, Travel Advisors have the inside advantage in every destination we serve.

INDUSTRY AFFILIATIONS

- ✓ AMERICAN EXPRESS
- ✓ SIGNATURE TRAVEL NETWORK
- ✓ CHARTER MEMBER OF ASTA TOUR OPERATOR PROTECTION PROGRAM
- ✓ CONSORTIA X
- ✓ TRAVEL LEADERS
- ✓ MEMBER OF THE USTOA "ONE MILLION DOLLAR" PROTECTION PROGRAM
- ✓ ENSEMBLE, US & CANADA
- ✓ TRAVELSAVERS/NEST
- ✓ MAST
- ✓ VIRTUOSO

WAYS TO CONNECT WITH US

CALL US

1.800.221.3949

Or your preferred number

CALL-BACK

Call your preferred number and while on hold, accept the prompt for the CV call-back.

SATURDAY HOURS

Now Open Saturdays from 7 am to 1 pm PST

Call 1.800.221.3949

CV4U

Work with a team of agents available via email for FIT bookings. An annual commitment of \$100,000 is required. Contact your BDM for more information

ADS DESK

This FIT dedicated desk provides you an exclusive reservation agent. Email requests with phone consult as needed. \$200,000 annual commitment required. Contact your BDM for more information.

EUROPE4U

Connect via email with an experienced team of Europe travel sales specialists dedicated to helping you book your client's European getaway. Access the Europe4U Request Form [HERE](#). Submit your Europe booking request Agent will respond within 2-4 business hours of submission!

WWW.CLASSICVACATIONS.COM

*Terms & Conditions Apply

JULY

CARIBBEAN ISLAND OF THE MONTH

2024

CONTACT US

1.800.221.3949



CLASSIC
*Vacations*TM