



Danielle Kaufman, Quinn & Co., 212.868.1900 x267, dkaufman@quinnandco.com

Aruba Wins Silver Medal for Top Consumer Media Feature Placement at 2008 Hospitality Sales & Marketing Association International's Adrian Awards

Aruba Tourism Authority is Very Proud of Travel Industry Accomplishment

Oranjestad, Aruba – February 11, 2008 – The Aruba Tourism Authority was very pleased with the recent news that its public relations agency of record, Quinn & Co., brought home a silver medal award from the Hospitality Sales & Marketing Association International (HSMIA) 2008 Adrian Awards for their work in promoting the island of Aruba. HSMIA's mission is to be the leading source for sales and marketing information, knowledge, education, business development, and networking for professionals in tourism, travel, and hospitality. The silver award was won in the following category, consumer media, feature placement. The winning media placement was published on February 4, 2007 in the New York Daily News, one of the top five newspapers in the U.S., and was a travel section cover feature story on Aruba, written by journalist, Michael Nassar. Nassar had traveled to Aruba to research the piece in late 2006.

The annual gala dinner was held at the Marriott Marquis in New York City on Monday, January 28, 2008. President and founder of Quinn & Co., Mrs. Florence Quinn and, Carla Caccavale, partner in charge of the travel division and Aruba team member, were present to accept the award in behalf of the destination.

Quinn & Co. has been awarded numerous prizes in the past by HSMIA, including its top honor, the Best of Show award, two years in a row, 2005 and 2006. Additionally, they have been the recipients of five Platinum Awards, 24 Gold Awards, 24 Silver Awards and 23 Bronze Awards over the years. But the highlight came when Florence Quinn was awarded as one of the "Top 25 Most Extraordinary Minds in Hospitality and Travel Sales & Marketing" in 2006.

"The ATA is proud of having Quinn & Co. as a partner in promoting the island," stated Gina Lopez-Gnecco, public relations director for ATA. "They are a dynamic and very creative PR agency who love Aruba and who enjoy an excellent working relationship with top media in the U.S."

The winning article is the direct result of the excellence, perseverance and professionalism of ATA's PR department, with the continued cooperation of the island's the hotels, restaurants, AHATA and the many ATA partners in the tourism industry.

For more information on Aruba, please visit online at www.ARUBA.com or call 1.800.TO.ARUBA.

Aruba, where happiness lives, is truly a vacationer's paradise. Located only two-and-a-half hours by air from Miami and four hours from New York City, the island is ideally situated outside the southern fringes of the hurricane belt and boasts year-round cooling trade winds and perfect weather with average annual temperatures of 82 Fahrenheit and less than 20 inches of rainfall per year. Aruba serves up 27 luxurious hotels/resorts, championship golf courses, sumptuous spas, vibrant casinos, extraordinary international cuisine, exclusive shops and boutiques, exciting land and water activities, unique cultural to-dos, world-famous music festivals and events and more. The backdrop of a pristine tropical escape coupled with the unforgettable hospitality of the islands people keep Aruba's first-time guests delighted and its repeat visitor rate at 40%, the highest of any Caribbean destination. For more information on planning a trip to Aruba, contact the Aruba Tourism Authority at 1-800-TO-ARUBA or visit www.aruba.com.

###



ADRIAN AWARDS

SPONSORED BY THE HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL

SILVER AWARD

PRESENTED TO

Aruba Tourism Authority

Quinn & Co

AGENCY

*Feature Placement Print -
Consumer Newspaper*

CATEGORY

Public Relations 2007

DIVISION

HSMIAI

