



TODAY'S FACEBOOK UPDATE: ARUBA IS FIRST CARIBBEAN DESTINATION TO CREATE ONLINE SOCIAL NETWORKING COMMUNITIES WITH NEW FACEBOOK CONNECT APPLICATION

New York, NY - November 12, 2009 - Caribbean destinations are usually equated with perfect [sunny weather](#), sandy beaches and the opportunity to completely disconnect from technology. However, [Aruba](#) has broken free of this norm and built a resource to develop an impressive online community through Aruba.com and the new Facebook Connect application. Aruba, the island of [90,000 friends you haven't met yet](#), is dedicated to building relationships with friends and visitors online through its virtual community. In fact, Aruba is the first Caribbean destination to create this type of online networking community utilizing Facebook Connect and online profiles.

Facebook Connect lets users share information from their [Aruba.com](#) profile with their Facebook profile. The reviews, ratings and updates one posts on [Aruba.com](#) can be transferred to Facebook profiles, creating excitement about Aruba encouraging their network friends to join the unique online community on Aruba.com. Facebook Connect allows Facebook users to read their friends' first-hand feedback, learn about Aruba's offerings and provides details about attractions and hotels.

"Adding the Facebook Connect application to [Aruba.com](#) heightens the effectiveness of our social networking activities, as new community of past visitors can share their first-hand experiences with the click of a button," says Myrna Jansen, Director of Aruba Tourism Authority. "Friends are a major component of our marketing and advertising campaigns, so connecting with Facebook friends is a natural way to tout our island of perfect weather, pristine [beaches](#) and 90,000 friends you haven't met yet."

Aruba has been an innovator in using online sources for its visitors; just a few years ago it stepped up as the first provider of an online destination [bridal registry](#) which remains at the top of its game. Additionally, a re-invented website launched in March 2009 that melds social networking with the latest, most comprehensive island information combined with a dynamic commercial booking engine. Facebook Connect is a major step forward in creating a virtual community of friends of Aruba, the island of 90,000 friends you haven't met yet.

To become a friend of Aruba online, visit [www.aruba.com](#) and click the Facebook Connect button on the home page to share information with your personal Facebook profile.

About Aruba

Aruba, the island of 90,000 friends you haven't met yet, is truly an extraordinary experience. Located only two-and-a-half hours by air from Miami and four hours from New York City, the island is ideally situated in 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. Featuring sugary white sand beaches Aruba serves up 28 luxurious hotels/resorts, championship golf courses, sumptuous spas, vibrant casinos, extraordinary international and local cuisine, exclusive shops and boutiques, exciting land and water activities, art galleries and museums, world-famous music festivals and events, clubs and cafes with live music and more. The backdrop of a tropical destination with warm, hospitable people is the perfect place for first-time guests and loyal visitors who return to Aruba at a 60% repeat rate, more than any other Caribbean destination.