

## Decision Fatigue When Traveling? That's Where All-Inclusives Come In

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### Elevated All Inclusive Experience



DIVI & TAMARIJN ARUBA ALL INCLUSIVES

Divi & Tamarijn Aruba are sister resorts that target that upscale all-inclusive market. “We have a high repeat visitor rate in part because our properties are continuing to add elevated elements,” says Tabitha Fecunda, Marketing Manager. She notes that occupancy rates tend to be around 90 percent throughout the year.

“More than 85% of the Divi hotel has been renovated as of December,” says Fecunda. They added more room categories including two-bedrooms suites which are proving to be popular with families. All-inclusives have to be constantly renovating and elevating their product, because the demand calls for it.

Dining is an important area for travelers. Between the two resorts there are seven different restaurants for dinner. “If you stay for a week, you don’t have to eat at the same place twice,” says Fecunda.



Club Margot at Tamarijn and Red Parrot at Divi, are the fancier, more elevated restaurants that offer signature dishes with a sunset view. The Red Parrot is a fan favorite and the resort is responding by building a rooftop bar above the restaurant, so more people can enjoy the view before or after dinner. Club Margot is one of the newest restaurants and it has a piano player that starts early and later in the night a DJ takes over for a hip vibe. There are also different types of seating capacity: high tables, low tables, and big booths for families.

“Besides the restaurants, we are known for our mixologists which are specialized,” says Fecunda. For example, at Papparazzi, the Italian restaurant, people will often come to the bar, even if they are having dinner elsewhere just to sample the cocktails and mocktails.”

Both resorts have their own pizza bar, where you can get drinks and snacks (like pizza and sandwiches) until 1am.



Sunset pool  
DIVI & TAMARIJN ARUBA ALL INCLUSIVES

The sunset pool is also a new addition. It was built at the same time as Club Margo, so people can stay in the water and still experience views of the sun going down.

Late last year, the Barista coffee bar opened. In addition to specialty coffee and tea drinks, there are snacks and baked goods including different types of flavored croissants.



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One of the highlights at the resort is the bike and snorkel excursion offered every Monday, Wednesday and Friday. The guides know exactly where to find the sea turtles for the snorkeling part of the tour and often swimmers have multiple sightings. E-bikes are another upgrade. The properties used to have regular bicycles for the tour, but due to demand and popularity of e-bikes, the tour was upgraded to include the newest model. The tour is so popular—and it's included in the all-inclusive rate—that each tour books up quickly and there is often a wait list.

Guests can also take out e-bikes, free of charge, during the day. It's an easy way to get to the downtown area or ride around the island along the beachside. People can take out the bikes starting at 9am and can have them until 3pm.

There's also a kids club; live shows and entertainment every night; tennis courts and an expansive gym.

“It costs to stay with us, but you get what you pay for. We work on having an elevated experience. At the Mexican restaurant we have a Mexican chef. Our general manager is very into high level service, high level cleaning, and high level cuisine,” says Fecunda.

They've also developed an app to make things easier for guests. Says Fecunda: "You can sign up for activities either at the activity center or via the app. You can book yoga, dance classes and excursions via the app, which makes it easier for guests to plan their stay. You can make all dining reservations via the app to make the experience simple and easy." Which is what an all-inclusive is all about.