



Tierra del Sol
Aruba

Aruban Casual Elegance



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Winners of a 2014 TripAdvisor Certificate of Excellence, Tierra del Sol Resort and Golf offers luxury, relaxation, adventure and romance amidst a tranquil atmosphere. Rugged and picturesque, the tropical setting is a welcoming backdrop ideal for discovery, exploration, and a dream golf experience – the only one of its kind on the island.



Located on Aruba's northwestern tip and offering dramatic views of the north coast and the aquamarine waters of the west coast, Tierra del Sol Resort and Golf is a seductive, secluded escape.

"It's all about casual elegance," General Manager Cisco Quant said. "It's for the person who wants to have a vacation where they can be a world apart and away from crowds, while still being close to everything they could ever ask for. We like to say that Tierra del Sol is the best Aruba has to offer all in one place."

Close to everything Aruba has to offer – from the beach of Arashi and the Historic California Lighthouse – to the International Queen Beatrix Airport and the capital Oranjestad, Tierra del Sol is a master planned community and vacation destination featuring 240 luxury residences ranging from two-bedroom condos to five-bedroom estate homes. Opened in 1995, the property is spread across 600 acres and offers a lifestyle that focuses on making sure guests have a worry-free vacation.

"For the price of a hotel room, a guest can have their own villa, which provides comfort

and privacy and makes them feel at home," Quant said. "It's all contained within a master planning community with access to all of our facilities."

ALL ACCESS ACCOMODATIONS

Characterized by its unspoiled beauty, Tierra del Sol's closeness to pristine white sand beaches is an alluring attribute of Aruba's coastline. With sights and scenery in abundance, the excellence of the accommodations remains a paramount point of differentiation. The four types – from condominiums and villas – to three-bedroom luxury suites



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and estate homes combine the privacy of a fully-equipped and fully-furnished home with the convenience of a hotel that requires guests to only pay for the specific services they require, Tierra allows its guests a unique and opulent opportunity to experience the wonders of Aruban sophistication. Designed with diversity in mind, each accommodation offers its own sense of home comfort.

The two or four attached unit Mediterranean style condominium or apartment all come with fully-equipped kitchens and air conditioning. Perfect for four to six people,

they range between 1450 to 1675 square feet. The villas, or free-standing homes, all come with their own private pools and are perfect for two to six people and range in size between 1500 to 2100 square feet. Defined by its open living plans, high ceilings, spectacular views, transitional-style furnishings, and private patios and balconies, Tierra's newest inventory are luxury; three-bedroom suites that are distinctive in both architecture and interior.

“We have all the latest treatments,” Quant said. “Whether you want to detox, whether you want to feel beautified and refreshed, or



you just want to relax, we have all the amenities.”

THE GUEST EXPERIENCE

More than just your typical resort, the Tierra del Sol has a not-so-secretive special attraction: an 18 hole championship golf course – complete with ocean view. Another major point of differentiation, at 6,811 yards in length, the Robert Trent Jones-designed course is the only one on the island. If the challenge the par 71 course seems too daunting, there is a full length practice range, putting green, chipping area, a clubhouse with gold shop, a restaurant, and a swimming

pool. And even though the panoramic views and spectacular desert scenery keeps guests coming back, Quant realizes that it’s the exceptional service that makes their experience unforgettable.

“It’s all about the guest experience,” he said. “At Tierra del Sol, it’s all about delivering the optimal guest experience – in a friendly, attentive, and casual way, never in a pretentious way.”

A critical juncture during any tropical vacation, food remains a top priority at Tierra del Sol. Blending paradise and perfection, the



splendid, scenic and panoramic views gets your appetite flowing as the staff diligently prepare award winning international cuisine with a Caribbean flavour. Pick your spot and enjoy your meal al fresco on the covered terrace, inside the air-conditioned restaurant, or by the pool, it's your choice.

“We have an outdoor bar area where you can order anything off the menu,” Quant explains. “A lot of people don't want to move, so they have lunch by the pool, and they can sit around the pool and enjoy themselves with their family, their significant other, or their friends.”

CHOSEN LOCATION

As a TripAdvisor Certificate of Excellence Award winner, Tierra del Sol's long standing presence on the island and reputation for being one of Aruba's highest ranked destination has not gone unnoticed. The resort experiences plenty of repeat business, and generates much of their work from referrals and word of mouth. There are some clients who don't even go anywhere else.

“We have guests that have been coming to Tierra del Sol for 20 years, year after year,” Quant said. “That includes individuals, couples, families, and groups travelling together.”



We cultivate that by having a great product and ensuring we're delivering to our standards.”

“When it comes to getaways for their high performers, or their corporate meetings, or corporate retreats, Tierra del Sol is their chosen location time and time again,” he continued. “If they want to have a rewards night or a special banquet night, or they want to reward employees with a round of golf and a dinner, Tierra del Sol is their go-to place on the island.”

But like any hospitality property, it all comes down to the dedication, resourceful and attitude of your staff. From the golf course attendants who are before sunrise to ensure it is properly groomed, to the maintenance, hospitality and spa staff each team member relishes their role.

“We have a loyal and very engaged workforce,” Quant said. “I have a great deal of admiration for our front line employees. They are friendly, warm, hardworking individuals. They make sure all the details are looked af-



ter, and they don't say 'no,'" he says. "They always try to find a way to say 'yes' and accommodate the client."

A robust business, Tierra del Sol's gorgeous surroundings make it an ideal place for a dream wedding or big event. Exuding romance, the resort's dedication to quality and ensuring a worry free, yet memorable, knows no bounds.

"We have one of the finest and most versatile wedding and banquet venues on the island," Quant said. "We have numerous outdoor

spots where we can host groups of as little as 50 people to as many as 1000. And we can host as many as 300 people indoors as well."

A BRIGHT FUTURE

Moving forward, changes are abound at Tierra del Sol. Plans have been revealed to further the development of the property – seeing 400 more homes added to the resort's already expansive 600 acre land. Along with that, ownership is also in the process of selecting a hotel partner, with the aim of building a five-star hotel on the property in





the coming years. The physical landscape is not the only thing getting an upgrade. The company is on the verge of launching a completely refreshed web strategy, which will encompass all their social media efforts, as well as introduce the addition of a new engagement and revenue stream platform.

“Soon, customers will be able to browse, book, and interact online with other guests and our community of employees,” Quant said.

Staying current and relevant in the hospitality industry in Aruba can be an unenviable task. But since 1995, Tierra del Sol has adapted their products and service offerings while staying relevant and current and going above and beyond what people expect. Quant couldn’t be more confident about the days ahead.

“The future has never been brighter for Tierra del Sol,” he said. “Twenty years is a fantastic milestone, and we’ve only just begun.”

Tierra del Sol

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