

From: [REDACTED]
Subject: FW: How to Do Good While Traveling | Voluntourism Continues to Trend in Travel
Date: Thursday, May 23, 2024 9:11:05 AM
Attachments: [image001.png](#)

Hi [REDACTED],

Please see below for the team's Voluntourism pitch for Aruba. This pitch was sent out today, 5/23 to 38 journalists.

Let us know if you have any questions!

Thanks,

[REDACTED]

[REDACTED] [REDACTED]

From: [REDACTED]
Sent: Thursday, May 23, 2024 10:09 AM
To: [REDACTED]
Subject: How to Do Good While Traveling | Voluntourism Continues to Trend in Travel

Hi [REDACTED],

Voluntourism has become one of the fastest growing trends in the travel industry as more than [10 million travelers](#) have volunteered to make a difference in the community they're visiting.

To help the local community and keep the picturesque white sandy beaches of [Aruba](#) clean, several hotels and on island organizations offer volunteer opportunities for travelers to create more meaningful travel.

Please find below a full list of voluntourism opportunities on the One happy island for guests to partake in for their next impactful adventure.

Is this a fit for any upcoming stories?

Thanks for considering!

[REDACTED]

This material is distributed by Zeno Group, Inc. on behalf of Aruba Tourism Authority. Additional information is available at the Department of Justice, Washington, DC.

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Embassy Suites by Hilton Aruba Resort

When guests choose to book a meeting, event, or wedding at Embassy Suites by Hilton Aruba Resort, they are not just booking a venue—they are presented with the opportunity to donate to one of three impactful organizations:

- **Casa Cuna:** This organization provides a safe haven for children aged 0 to 8 who have experienced neglect, abuse, or other difficult circumstances.
- **Luna Foundation:** Committed to improving the lives of Aruba's street dogs and strays, Luna Foundation offers shelter, medical care, and adoption services to these beloved animals.
- **Ban Uni Man Pa Cria Nos Muchanan:** This organization ensures that disadvantaged children in Aruba receive a nutritious breakfast to start their day right.

Boardwalk Boutique Hotel Aruba

Boardwalk Boutique Hotel Aruba encourages guests to participate in their [Do-Good Program](#) that's intended to inspire guests to contribute to the local community and environment in Aruba. Initiatives include:

- **Walk ,Adopt or Transport a Stray:** Guests can help facilitate the adoption of stray dogs by [signing up](#) as a flight volunteer or adopting them themselves!
- **Beach Cleanup:** The hotel hosts a #Boardwalkbucketchallenge where guests are encouraged to take a bucket from the hotel's bucket station and fill it up with trash on the beach. Then, guests are asked to take a picture of their bucket and share it on social media using #Boardwalkbucketchallenge and return it to the hotel staff to recycle.

Bucuti & Tara Beach Resort, Aruba

Bucuti & Tara Beach Resort, Aruba features a variety of voluntourism opportunities, including.

- **Monthly Beach Clean-up:** Each month, Bucuti & Tara's guests are invited to team up with Bucuti Associates for its traditional beach clean-up. The volunteer initiative brings together participants for a focused cause of keeping the beach pristine and free of debris that can negatively impact endangered Leatherback sea turtles, flora and fauna on land, and marine life just off the coast.
- **The Bucuti Tara - GMC Nature Preserve:** [The Bucuti Tara - GMC Nature Preserve](#) is a protected 30-acre stretch in the heart of busy Noord where guests are invited to join resort staff, the island's reforestation non-profit Ban Lanta y Planta and community members help with the plantings and work towards reforestation of the area. To date, more than 700 trees have been planted here.
- **Pack for a Purpose:** Bucuti & Tara is a long-serving, proud member of the global initiative, [Pack for a Purpose](#). Guests are invited to use a small amount of space in their luggage to pack supplies needed by the local community project Bucuti & Tara supports with this initiative, a local children's home that provides safety, comfort and material needs such as clothes, school supplies, games and toys for children who are not able to live with family.

Renaissance Wind Creek Aruba Resort's 6th Annual Long Table Aruba

Known as "the only meal worth \$50,000 for Aruba," the 6th Annual Long Table Aruba is set to take place on Sunday, June 9th. This prestigious event features the beloved 1,000-foot-long table accommodating 1,000 guests.

Since its inception in 2017, Long Table Aruba has raised over **\$285,000 for Aruba-based charities**, establishing itself as the premier charitable event for Wind Creek operations in Aruba.

Tickets to the event are already sold out but everyone can still [vote](#) until May 31 on which of the 10 selected local charities will be the beneficiary of the event's proceeds.

Hyatt Regency Aruba

On World Ocean's Day (June 8), [Hyatt Regency Aruba](#) is encouraging all guests to participate in their annual World Ocean's Day Hike & Beach Cleanup as it rolls out quarterly beach cleanups along the beautiful coastline of Palm Beach.

Aruba Volunteers

Visitors can get to know the locals, make Aruba a better place and just have some fun all at the same time with [Aruba Volunteers](#). The organization has several opportunities, so visitors can match what they care about, where they can have a good experience, or learn something new.

[Arubavolunteers.org](#) features a full list of upcoming volunteer opportunities throughout the One happy island.



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