

From: [REDACTED]
Subject: FW: Where to Go in 2025 | Discover The Can't Miss Events in Aruba
Date: Wednesday, December 4, 2024 11:23:16 AM
Attachments: [image003.png](#)

Hi [REDACTED] –

Please see below for our Where to go in 2025 pitch for Aruba Tourism Authority that was sent to 54 journalists today, 12/4.

Thanks!

[REDACTED]

[REDACTED] [REDACTED]

From: [REDACTED]
Sent: Wednesday, December 4, 2024 12:20 PM
To: [REDACTED]
Subject: Where to Go in 2025 | Discover The Can't Miss Events in Aruba

Hi [REDACTED],

Travelers are prioritizing unique experiences that offer authentic cultural experiences and natural beauty, continuing to [reshape demand going into 2025](#).

[Aruba](#) offers the perfect retreat for all guests alike, whether it's a solo adventure, a romantic escape or a group getaway. With its vibrant local culture, stunning beaches and landscape and year-round events, Aruba blends relaxation with opportunities to explore the One Happy Island's rich heritage.

Please find below a list of can't miss events for 2025, as well as upcoming new hotel openings. Please let me know if you would like more information or if this would be a fit for coverage.

Best,

[REDACTED]

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EVENTS

[Aruba's Carnival: January - March](#)

Aruba's biggest celebration of the year is Carnival, a vibrant festival steeped in Caribbean history to celebrate Aruban culture and traditions. This annual festival is the heartbeat of the island's culture, with dazzling parades, electrifying music, and an atmosphere that brings locals and visitors together in celebration. Rooted in history, Carnival in Aruba is more than a

celebration; it's a cultural journey that reveals the heart of the island's diverse heritage. The celebration officially starts in January, but the best dates are in late February and early March.

Aruba International Half Marathon: March

Aruba will be hosting its 39th Annual Aruba International Half Marathon. This is the island's longest race covering almost its entire span. The starting line is located in San Nicolas, its cultural capital, with participants running all the way to the finish line in Oranjestad. Runners are able to take in the views of the beautiful island as they conquer the 21 kilometers all while visitors and natives cheer them on from the sidelines.

Aruba Hi-Winds: May

The 36th edition of the Aruba Hi-Winds watersports events features exciting activities to put your creative surfing skills to the test, including kitesurfing, junior semi-long course, and kite cross.

Aruba Art Fair: September

International and local art will take center stage on the One happy island when the Aruba Art Fair returns for its 8th year to the burgeoning arts hub of San Nicolas, the culture capital of Aruba. During Aruba's most creative week, the mural-covered streets of San Nicolas are filled with displays of artists from around the world, while the island's artistic spirit is celebrated through various performances, hands-on workshops, and a cultural parade.

HOTEL OPENINGS

JOIA Aruba by Iberostar - January 2025

JOIA Aruba by Iberostar stands out for its seamless blend of luxury and exceptional service. Nestled on Eagle Beach, one of the world's most beautiful beaches in the world, the resort offers 240 elegantly designed suites, many of which include direct pool access or private jacuzzis on the terrace. The resort offers high-end services like concierge and butler options, guaranteeing that visitors experience unparalleled hospitality. Committed to sustainability, the resort integrates eco-friendly practices into its architecture and operations, making it a unique and responsible luxury.

St. Regis Palm Beach Aruba Resort - January 2025

The St. Regis brand will make its highly anticipated debut on the island, with 252 rooms including 52 suites, 5-star amenities and top-class dining, spa, and pool offerings. The resort is located in Aruba's renowned Palm Beach, offering spectacular views of the Caribbean Sea.

Secrets Baby Beach Aruba - June 2025

Secrets Baby Beach Aruba is the first Hyatt Inclusive Collection resort in Aruba. The adults-only hotel is nestled along the serene Baby Beach Bay, just beyond the charming town of San Nicolas. The resort features 304 luxury suites offering majestic ocean views, and limitless dining options at seven restaurants and six bars.

*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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