

From: [REDACTED]
Subject: FW: YOU'RE INVITED TO ARUBA | Small Group Press Trip - Wellness
Date: Wednesday, February 5, 2025 12:41:03 PM
Attachments: [image003.png](#)
[image004.png](#)

Hi [REDACTED]

Please see below for our **Wellness Group Press Trip pitch** for Aruba Tourism Authority that was sent to 14 journalists today, 2/5.

Thanks!

[REDACTED]

[REDACTED] [REDACTED]

From: [REDACTED]
Sent: Wednesday, February 5, 2025 1:12 PM
To: [REDACTED]
Subject: YOU'RE INVITED TO ARUBA | Small Group Press Trip - Wellness

Hi [REDACTED]

I'm reaching out to invite you on a **wellness-themed** small group press trip to the One happy island of **Aruba**, from **Thursday, June 19 - Monday, June 23**.

Experience the One Happy Island's rejuvenation through activities that are low-impact on the mind, body and island. The island's cooling sands, healing waters, mindful activities and curated wellness experiences, make for the perfect escape for travelers looking to recharge their mind, body and soul. Experience the feeling of rejuvenation guests rave about long after returning home - also known as the Aruba Effect.

Potential Itinerary Highlights (*the itinerary isn't final yet, but we are looking to include the following*):

- Aruba Aloe Spa Treatment
- Mindful nature excursions
- Yoga/Meditation Session
- Fulfilling culinary experiences

If you're interested in attending, please let me know ASAP to reserve your spot. I will then send you a form to fill out, so we can start booking your travel.

Looking forward to hearing your thoughts!

Best,



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



More information about Aruba: A Dutch Caribbean island with a diverse mix of cultural influences, Aruba is home to [one of the best beaches](#) in the world, a secluded [natural pool](#) set against the island's Arikok National Park, a vibrant arts scene in San



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