

**From:** [REDACTED]  
**Subject:** FW: YOU'RE INVITED TO ARUBA | Small Group Press Trip 2025  
**Date:** Wednesday, February 5, 2025 12:40:02 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)

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Hi [REDACTED] –

Please see below for our **General Group Press Trip pitch** for Aruba Tourism Authority that was sent to 13 journalists today, 2/5.

Thanks!

[REDACTED]

[REDACTED] [REDACTED]

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**From:** [REDACTED]  
**Sent:** Wednesday, February 5, 2025 1:35 PM  
**To:** [REDACTED]  
**Subject:** YOU'RE INVITED TO ARUBA | Small Group Press Trip 2025

Hi [REDACTED]

Reaching out to invite you on a small group press trip to experience the One Happy Island of **Aruba**.

We've curated four distinct trips throughout the year, each focused on a unique theme that showcases the special qualities that make Aruba one of the top destinations in the world:

- **Culture | Beyond the Beach (Thursday, 4/3 - Monday, 4/7):**  
Dive into the vibrant experiences Aruba has to offer beyond its award-winning beaches. With centuries of rich history and over 100 nationalities calling it home, the One Happy Island is filled with authentic local experiences waiting to be explored.
- **Wellness | Restart, Refresh and Rejuvenate (Thursday, 6/19 - Monday, 6/23):**  
Recharge your mind, body, and soul on the One Happy Island. Discover mindful activities, curated wellness experiences, and the natural qualities that combine to create the lasting feeling of rejuvenation visitors feel long after returning home (also known as the Aruba Effect).
- **Mindful Travel | Embrace a Slow Pace and The Aruba Promise (Thursday, 7/24 - Monday, 7/28):**  
Embark on a journey of becoming a guest of the island and living the spirit of *Masha*

*Danki* – getting a personal look at how travelers, like your readers, can show respect for the land, animals and people that call Aruba home. From national park tours to kayaking amongst mangroves, you will experience what it means to prioritize meaningful experiences and traveling mindfully.

- **Culinary | Food Tour of Aruba (Thursday, 10/9 - Monday, 10/13):**

Aruba’s vibrant culinary scene is a reflection of the blend of over 100 nationalities that call the island home. On this trip, you’ll savor the fascinating flavor fusions that make the Aruban cuisine so unique.

**Please let me know ASAP if you’re interested in attending** any of the trips listed above. Once you confirm, I will send you a form to fill out so we can reserve your spot and start arranging your travel.

Let me know if you have any questions - 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 Nicolas and more!



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