

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** FW: Immerse in Nature's Wonders | Unforgettable Natural Phenomena Sites for Your Next Travel Adventure  
**Date:** Wednesday, February 12, 2025 9:03:17 AM  
**Attachments:** [image003.png](#)  
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Hi [REDACTED],

Please see below for the team's Natural Landmarks pitch for Aruba. This pitch was sent out today, 2/12 to 41 journalists.

Let us know if you have any questions!

Thanks,

[REDACTED]

[REDACTED]

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**From:** [REDACTED]  
[REDACTED], 2025 10:00 AM  
**To:** [REDACTED]  
**Subject:** Immerse in Nature's Wonders | Unforgettable Natural Phenomena Sites for Your Next Travel Adventure

H [REDACTED]

As travelers continue to seek authentic experiences, there is a growing passion for natural phenomena - a strong desire to be surrounded by nature.

[Aruba](#) is home to a wide array of stunning and unique natural landmarks. From the striking limestone formations in Arikok National Park to the breathtaking natural pools hidden along the rugged coastline, Aruba's landscape offers a remarkable blend of adventure, serenity, and natural beauty.





Some of the island's hotels and resorts offer guests the opportunity to experience these natural wonders in unforgettable ways, providing an immersive travel experience like no other.

Is this a fit for coverage? You'll find images linked [HERE](#) and more details below. Please don't hesitate to reach out if you have any questions!

Best,

[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.*

<b>Natural Landmarks</b>	
	<p><b>Fonteín and Quadirikiri Cave</b></p> <p>Located in Arikok National Park, the Fonteín and Quadirikiri Caves are two of Aruba's most famous limestone caves, showcasing the island's rich geological and cultural history. Fonteín Cave is known for its ancient Arawak petroglyphs, while Quadirikiri Cave features stunning chambers illuminated by natural skylights.</p>
	<p><b>Ayo Rock Formation</b></p> <p>Once a sacred site for the island's indigenous Arawak people, the formation features ancient petroglyphs carved into its surfaces. Visitors can explore winding trails that weave through the towering rocks of this massive boulder cluster, which rises dramatically from the otherwise flat landscape.</p>
	<p><b>Arikok National Park</b></p> <p>Nearly 20% of Aruba is designated as a National Park, preserving its diverse wildlife, plant life, and natural wonders. This protected area features unique attractions and cultural heritage sites, including spectacular caves, ancient Indian rock drawings, striking land formations of lava, quartz diorite, and limestone, as well as guided nature walks through dry riverbeds leading to secluded bays like Moro, Boca Prins, and Dos Playa.</p>
	<p><b>Conchi (Natural Pool)</b></p> <p>Guests can trek through the rocky ravines on horseback or hike rocky terrain to discover one of Aruba's hidden gems, the Natural Pool. Known in Papiamentu as Conchi, this shell-shaped pool is surrounded by a large barrier of lava rocks that greet crashing waves from the Caribbean Sea.</p>
	<p><b>Hooiberg</b></p> <p>Enjoy panoramic views of the One happy island from the tallest mountain in Aruba. During the 540-foot</p>



hike, you may encounter wild goats, parakeets, and colorful lizards.

**Hotel Experiences Offerings**



**[Aruba Marriott Resort & Stellaris Casino](#)**

More Than Just a Run: The running map is not just about exercise—it's about experiencing Aruba in a way that engages all the senses. The sound of the ocean, the feel of the warm sun on your skin, the sight of stunning landscapes, and the fresh, salty breeze all combine to create an immersive adventure. Whether you choose to challenge yourself with a fast-paced run or take it slow to fully soak in the surroundings, the journey to the California Lighthouse is one that will stay with you long after you've returned to the Aruba Marriott Resort



**[Bucuti & Tara Beach Resort](#)**

GMC Nature Preserve is a 32-acre park that was gifted to Aruba's future generations in part by Bucuti & Tara in 2022. [The Bucuti Tara - GMC Nature Preserve](#) is a haven of serenity in the heart of Aruba's bustling city of Noord. Guests can routinely join resort staff and community members in the reforestation of the park. In 2024, nature trails also began being added and fragile ecosystems are being reawakened. Guests seeking this hands-on experience also enjoy learning that the preserve doubles as a carbon sink and at full reforestation, it will draw down approximately 375 tCO2 annually from the atmosphere — providing even cleaner air for all.

**[Boardwalk Boutique Hotel Aruba](#)**

Boardwalk introduced its own [Do Good Program](#), meant to educate and inform guests on a variety of causes, projects and organisations that are focused on Aruba's community, wellbeing and environment, in which they can participate as a volunteer while staying and/or vacationing on the island. The program



resonates well with Boardwalk's hotel guests and also generates heartwarming donations during the Holidays.

**ZENO**

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