

From: [REDACTED]
Subject: FW: Aruba Tourism Authority Launches New Campaign to Encourage Responsible Tourism
Date: Friday, May 2, 2025 2:17:19 PM
Attachments: [image001.png](#)

Hi [REDACTED],

Happy Friday! Forwarding a pitch that was distributed on behalf of the ATA yesterday. This was sent to 20 journalists.

Best,
[REDACTED]

[REDACTED] 4

From: [REDACTED]
Sent: Thursday, May 1, 2025 2:22 PM
To: [REDACTED]
Subject: Aruba Tourism Authority Launches New Campaign to Encourage Responsible Tourism

Hi [REDACTED]

Reaching out to share that the Aruba Tourism Authority announced a new national marketing campaign today.

The A.T.A., along with its creative agency, Deep Focus, launched "[When You Love Aruba, It Loves You Back](#)," aimed at encouraging guests to help contribute to protecting and preserving the One Happy Island for generations to come. The campaign flips the script on traditional travel marketing, reimagining tourism not as a transaction, but a reciprocal relationship.

Running nationally through the end of the year across streaming platforms, social media, display, and out-of-home ads, the campaign encourages guests of the island to embrace responsible tourism by respecting the culture, people, and natural ecosystem.

Please see the anthem film [HERE](#) and more assets [HERE](#). Is this a fit for your coverage?

Guests to Aruba are encouraged to make the [Aruba Promise](#), a commitment to help protect the One Happy Island for generations by following a handful of guest guidelines.

Let me know if any questions you have.

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.

