

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Townsizing Trend: Discover Small Towns, Culture, Community & Connection  
**Date:** Wednesday, June 18, 2025 3:15:59 PM  
**Attachments:** [image002.png](#)  
[image003.png](#)  
[image006.png](#)  
[image008.png](#)  
[image009.png](#)  
[image010.png](#)

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Hi [REDACTED],

Please see below for the team's Townsizing pitch. This pitch was sent out today, 6/18 to 33 journalists.

Let us know if you have any questions!

Thanks,

[REDACTED]

[REDACTED] [REDACTED] [REDACTED]

[REDACTED]

**Subject:** Townsizing Trend: Discover Small Towns, Culture, Community & Connection

Hi [REDACTED]

As travelers seek deeper, slower and more sustainable experiences - **townsizing** is an emerging travel trend - swapping bustling cities for small, culture-rich towns that offer a slower pace and a deeper connection to community.

In Aruba, this isn't just a trend - it's a transformative way to experience the island authentically and responsibly. Here's how travelers can experience a quieter side of the One Happy Island, like a local - through food, art, and community:





- **San Nicolas** – Aruba's cultural capital. Explore colorful street art, vibrant murals, and the heartbeat of the island's artistic community.
- **Savaneta** – A laid-back fishing village with the island's freshest seafood and locally loved dining spots.
- **Paradera** – Aruba's hidden natural gem. Trade the coastline for lush landscapes, cactus forests, and panoramic views most guests miss.

Please see [HERE](#) for hi-res images and below for more examples of Aruba's best spots to townsizing your stay on the island. Would this be a fit for any upcoming stories you're working on?

Best,



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| Small Towns   |  |
|---|--|
|    | <p><b>San Nicolas</b><br/>Formerly a hub of international workers at the long-closed oil refinery, today it is emerging as Aruba's cultural capital. This resurgence is propelled by its burgeoning arts movement, which began in 2016 when the mural festival attracted 15 of the best muralists from around the world to redefine the city's character through public art. Today, the city is a canvas featuring over 60 murals.</p> |
|   | <p><b>Savaneta</b><br/>Tucked along Aruba's southern coast, Savaneta is a quiet fishing village where the ocean sets the rhythm of daily life. It's the go-to destination for dock-to-dish seafood, family-owned eateries, and a genuine glimpse into Aruba's coastal culture. A meal here isn't just dinner, it's a connection to the island's history and its people.</p>  |
|  | <p><b>Paradera</b><br/>Located inland, Paradera offers a different kind of island beauty, lush greenery, desert flora, and panoramic views that few travelers ever see. It's perfect for those seeking serenity and a deeper connection with Aruba's natural landscapes, away from the bustle of the beaches.</p>  |
| Beaches   |  |
|  | <p><b>Arashi Beach</b><br/>A quieter alternative to some of the more crowded spots on the island, Arashi Beach features pristine white sands and clear waters that are perfect for swimming and sunbathing. This hidden gem is renowned for its excellent snorkeling opportunities and breathtaking sunsets.</p>   |
|   | <p><b>Mangel Halto</b></p>   |

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|---|--|
|    | <p>Mangel Halto offers a secluded experience, surrounded by lush mangroves and shallow waters that are ideal for snorkeling. This tranquil getaway is perfect for those looking to escape the hustle and bustle of more tourist-heavy areas.</p>         |
|    | <p><b>Boca Catalina</b><br/>A serene cove famous for its crystal-clear waters and vibrant marine life, making it ideal for snorkeling. The beach's soft sands and calm atmosphere create a perfect setting for relaxation and sunbathing.</p>            |
|   | <p><b>Rodgers Beach</b><br/>Located near the popular Arashi Beach, Rodgers Beach offers a quieter alternative with its picturesque surroundings and gentle waves. The beach is perfect for swimming and enjoying the natural beauty of Aruba.</p>        |
| <p><b>Where to Stay</b></p>   |  |
|  | <p><b>Boardwalk Boutique Hotel</b><br/>A former coconut plantation turned intimate hideaway just minutes from Palm Beach. Locally owned, with colorful casitas and lush gardens, it's rooted in Aruban hospitality and sustainable practices.</p>        |
|  | <p><b>Aruba Ocean Villas</b><br/>Located in Savaneta, these overwater bungalows and beachfront villas offer a tranquil, luxurious experience. It's one of the few places on the island where you can dine, sleep, and relax directly over the water.</p> |

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.

