

**From:** [REDACTED]  
**Subject:** FW: EMBARGO 9/23: 96% of Travelers Say Their Vacations Should Help, Not Harm  
**Date:** Tuesday, September 16, 2025 1:31:12 PM  
**Attachments:** [image001.png](#)

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Hi [REDACTED],

Please see below for our embargoed IP/Climate Week pitch for Aruba. This pitch was sent out today, 9/16 to 29 journalists.

Let us know if you have any questions!

Thanks,

[REDACTED]

[REDACTED]

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**From:** [REDACTED]  
**Sent:** Tuesday, September 16, 2025 2:20 PM  
**To:** [REDACTED]  
**Subject:** EMBARGO 9/23: 96% of Travelers Say Their Vacations Should Help, Not Harm

Hi [REDACTED],

***THIS NEWS IS UNDER EMBARGO UNTIL TUESDAY, 9/23 AT 9:00AM ET.***

Responsible travel is no longer a niche, it's the baseline.

The Aruba Tourism Authority (A.T.A.) will release its new ***Responsible Tourism Impact Report*** on 9/23, surveying over 7,000 travelers across seven countries. The study reveals how travelers' sustainability expectations are reshaping tourism: *96% of global travelers say Responsible Tourism is important, and they want their trips to uplift people and places —not just avoid harm.*

Key findings include:

- **Natural Beauty Matters:** 66% of travelers prioritize destinations with natural surroundings and landscapes.
- **Support Local:** 65% seek out locally-owned businesses.
- **Cultural Immersion:** 59% value authentic experiences that connect them to local culture.
- **Luxury with Impact:** 34% of luxury travelers say making a positive impact defines luxury today.

Aruba is redefining travel by blending sustainability with culture, community, and authentic experiences through initiatives like the [Aruba Promise](#), [Guest Guidelines](#), and a partnership with the [Aruba Conservation Foundation](#).

We'd be happy to connect you with Ronella Croes, CEO of the A.T.A., to discuss how these insights are shaping Aruba and the global travel industry as well as Tyson Lopez, CEO of the Aruba Conservation Foundation, who can speak to the research and the island's conservation strategy.

Starting 9/23, visit [www.aruba.com/ImpactReport](http://www.aruba.com/ImpactReport) to learn more.

If helpful, I can follow up with the press release, full report and assets. Would you consider sharing the findings once the embargo lifts?

Best,

[REDACTED]

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*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.*

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