

From: [REDACTED]
Subject: RE: 96% of Travelers Say Their Vacations Should Help, Not Harm
Date: Tuesday, September 23, 2025 10:36:08 AM
Attachments: [For ATA IP Press Release.pdf](#)
[image001.png](#)
[image002.png](#)

Hi [REDACTED],

Following up here with the [press release](#) that went live this morning at 9AM ET attached.

Thanks,

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: Tuesday, September 23, 2025 9:59 AM
To: [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
Subject: RE: 96% of Travelers Say Their Vacations Should Help, Not Harm

[REDACTED],

I will review and file.

Thank you,

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
Subject: FW: 96% of Travelers Say Their Vacations Should Help, Not Harm

Hi [REDACTED],

Please see below for our widespread IP/Climate Week pitch for Aruba. This pitch was sent out today,

9/23 to 120 journalists.

Let us know if you have any questions!

Thanks,

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: Tuesday, September 23, 2025 9:33 AM
To: [REDACTED]
Subject: 96% of Travelers Say Their Vacations Should Help, Not Harm

Hi [REDACTED],

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

Today, the Aruba Tourism Authority (A.T.A.) released its new **Responsible Tourism Impact Report**, 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](#).

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.

Visit www.aruba.com/ImpactReport to learn more, as well as [press release](#) and assets [HERE](#).

Best,

[REDACTED]



For more information on Aruba's Commitment to Responsible Tourism, the Aruba Promise, and full study insights: aruba.com/ImpactReport

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Global Study Reveals: Travelers Demand Responsible Tourism, But 77% Say They Lack Guidance

Aruba study shows travelers across generations are ready to act, but want destinations, industry partners and communities to show them how.

ORANJESTAD, Aruba, September 23, 2025 – Today, Aruba released its *Responsible Tourism Impact Report*, a new global study revealing that 96% of travelers believe Responsible Tourism is important, and 80% say tourism is about more than minimizing impact — it should actively improve the lives of locals.

Yet while 73% of travelers say they want to learn how to make a positive impact, only 23% feel they've been shown how — highlighting a clear gap between intention and action, and an opportunity for destinations, industry partners, and communities to step up and provide clearer guidance.

Aruba's [Responsible Tourism Impact Report](#) explores how travelers define Responsible Tourism, the steps they're willing to take to support local communities and protect destinations, and the guidance they need to make a positive impact. The global study surveyed thousands of international travelers across seven markets to understand generational differences and identify signals shaping the future of travel.

"Responsible Tourism is no longer optional — it's become the minimum standard travelers expect," said Ronella Croes, CEO of the Aruba Tourism Authority. "This research shows that travelers are ready, but they need clearer ways to act on their values. Now is the moment for leadership. Aruba is committed to moving from insight to action — from guest guidelines to on-island education — to ensure every trip supports our communities and protects what makes Aruba the One Happy Island."

Key Findings from Aruba's Responsible Tourism Impact Report

- **Responsible Tourism is Now the Baseline**
Ninety-six percent of global travelers say Responsible Tourism matters and 80% believe tourism should actively uplift the people and places they visit. This shift signals Responsible Tourism is no longer a niche expectation, but the new standard.
- **Travelers Are Ready – the Industry Needs to Close the Gap**
While 97% of travelers are willing to engage in at least one action to help protect and support destinations and communities, and 73% of travelers want to learn how to make a positive impact, only 23% feel they've been shown how. This gap highlights a critical role for destinations and industry leaders to guide and empower travelers.
- **From Climate to Culture: What Guides Traveler Decisions**
Seventy-four percent of travelers recognize rising seas and extreme weather as threats to island destinations, with 89% wanting leaders to prioritize protecting wildlife and 87%

wanting them to prioritize ecosystems. Travelers increasingly view protecting islands like Aruba as a global responsibility, not just a local challenge.

- **Generations United by Purpose, Divided by Approach**

Boomers are leading on footprint reduction, with 74% willing to cut back on resource use such as water and energy, and 61% preferring community-based stays. Gen Z is driving advocacy and sharing, with 39% willing to volunteer or support local causes and another 39% ready to promote Responsible Tourism through policy advocacy or social media.

- **Luxury is Being Redefined**

Thirty-four percent of high-end travelers now define luxury through impact, expecting premium amenities alongside environmental certifications and unique cultural experiences.

- **Authenticity Drives Choice**

Natural beauty (66%), locally owned businesses (65%), and cultural immersion (59%) are the top factors driving destination selection. Travelers want authentic, community-rooted experiences.

Aruba Tourism Authority in Action

The Aruba Tourism Authority initiated a strategic shift in 2025, moving toward Responsible Tourism to better balance prosperity with preservation. As part of that journey, A.T.A. has set a long-term goal to transition to Regenerative Tourism by 2035 – creating net-positive effects for Aruba’s ecosystems and people by restoring biodiversity, uplifting communities, and strengthening cultural identity. While this is a long-term journey, key actions to date include:

- **The Aruba Promise:** A pledge inviting travelers to see themselves not just as visitors, but as guests of Aruba — embracing a slower pace, considering their footprint, and showing gratitude for the island’s people, culture, and natural beauty. By committing to the Promise, guests help protect biodiversity and ensure Aruba remains the One Happy Island for generations to come.
- **Guest Guidelines:** To help guests uphold the Aruba Promise, A.T.A. created eight simple steps — from packing reef-safe sunscreen and reusable water bottles, to supporting local businesses, conserving resources, and respecting wildlife.
- **Initial Steps on Climate Action** A.T.A. has committed to electrifying its fleet by 2030, is exploring renewable energy for its operations, and continues to expand guest education.
- **Collective Efforts On-Island:** Through its partnership with the [Aruba Conservation Foundation](#), A.T.A. supports restoration projects and nature-based solutions to protect biodiversity and strengthen the island’s resilience.

Survey Methodology

In partnership with Zeno Group, A.T.A. fielded an online survey of 7,032 global respondents across the U.S., U.K., Brazil, Canada, Colombia, Australia and Netherlands, that reflect consumers who have traveled internationally in the past year. The overall margin of error for the sample is +/- 1 percentage points at the 95% confidence level.

About Aruba

As one of the most revisited Caribbean destinations, Aruba is home to world-class beaches, a diverse culinary scene, top-rated rejuvenating wellness experiences and award-winning hotels and villas. Better known as the One happy island, Aruba's consistently sunny weather and welcoming hospitality are only parts of what makes the island so special. The island leaves travelers with an overwhelming sense of happiness, sending them off with a glow that never fades – we call it the Aruba Effect. Want to discover more? Visit [Aruba.com](https://www.aruba.com) and follow along on social @arubatourism on [Instagram](#), [Facebook](#) and [X](#).

Contact:

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