

From: [REDACTED]
Subject: FW: Celebrate the Holidays Island-Style on the One Happy Island
Date: Wednesday, October 8, 2025 12:47:19 PM
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Hi [REDACTED],

Sharing our Holiday Travel pitch below that was distributed to 38 journalists today, 10/8.

Let us know if you have any questions!

Thanks,

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This holiday season, trade snow for white sandy beaches and experience the warmth of the One Happy Island – from its sunny skies to joyful spirit and heartfelt traditions.

In Aruba, the holidays come alive with sunshine, spirit, and communal traditions. From welcoming Sinterklaas by sea, to hearing Dande songs echo through the streets, and sharing ayacas and ponche crema at festive tables, the holidays here invite guests to slow down and connect with Aruba’s culture.

From beachfront brunches to family-friendly creative workshops, to live music that blends Caribbean soul with holiday cheer, Aruba’s hotels add their own touch of magic to the season – creating unforgettable moments for travelers of all ages.

Please find images [HERE](#) and more details below on Aruba’s holiday events and hotel celebrations. Let me know if this could be a fit for your any upcoming holiday travel coverage!



Thanks,



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HOLIDAY HOTEL HIGHLIGHTS	
	<p>Hyatt Regency Aruba Resort, Spa & Casino</p> <p>Celebrate the holidays with sunshine, creativity, and island cheer at the Hyatt Regency Aruba. Guests can take part in festive favorites like the Aruba Aloe Scrub Making Workshop, Festive Mixology Class, and Paint & Sip sessions. Daily fun includes gingerbread house decorating, a lively holiday market, and a festive dance workshop. Families can meet Santa on Christmas Day, while wellness lovers unwind with Full Moon Yoga under Aruba's glowing night sky.</p>
	<p>The St. Regis Aruba Resort</p> <p>The St. Regis Resort Aruba is offering festive dining including the lavish White Christmas Brunch at the Astors, the Gilded Age-inspired New Year's Eve Dinner Affair & Countdown Soirée, and rooftop feasts with Chef Akira Back. Guests can enjoy Festive Afternoon Tea, art classes, a Bloody Mary Masterclass, ornament and gingerbread house making, as well as Serendipity at Sunrise yoga to greet the new year with peace and positivity.</p>



[The Ritz-Carlton, Aruba](#)

The Ritz-Carlton invites guests to indulge in curated celebrations filled with elegance and island serenity. From Meet Santa photo experiences and Island Wishes letter-writing kits, to sushi and mixology classes, every moment shines with warmth. Evenings come alive with Live Vocal Evenings, Moonlight Melodies, and the New Year's Eve Feast, capped by sparkling fireworks over Palm Beach.



[Aruba Marriott Resort & Stellaris Casino](#)

Aruba Marriott embraces the holidays with creative events and joyful gatherings for all ages. Highlights include Chocolate Truffle & Rum Tastings, Holiday Afternoon Tea, and Christmas Ornament Decorating for kids. Guests can have breakfast with Santa, savor festive dinners at Mercát, Atardi, and Ruth's Chris, then welcome the new year with fireworks, cocktails, and a midnight celebration across the resort.



[Embassy Suites by Hilton Aruba Resort](#)

Embassy Suites by Hilton Aruba Resort invites guests to celebrate the season island-style with festive dining and family-friendly activities. Highlights include a Thanksgiving dinner with live entertainment and kids' crafts, a Christmas Eve celebration featuring a special menu and tree lighting, and a New Year's Eve dinner followed by a beachfront countdown party with live music and champagne toasts. Guests can also welcome 2026 with a Rise & Shine Yoga session on New Year's Day to start the year refreshed and inspired.

ISLAND EVENTS & SEASONAL CELEBRATIONS



[Aruba's December Spirit](#)

December in Aruba is more than an escape to winter sun – it's a month of heartfelt traditions, vibrant cultural expression, and community connection. Locals celebrate with lights, music, and food that reflect the island's multicultural roots.



Sinterklaas Celebration (Dec 5)

A beloved Dutch-Caribbean tradition filled with parades, sweets, and family fun. The streets come alive with joyful gatherings as Aruba welcomes Sinterklaas and his helpers.



Christmas & Boxing Day Festivities (Dec 26)

White-sand “snow” meets Caribbean sparkle as Aruba glows with lights, Christmas trees, and festive energy. On Boxing Day, locals gather with family for long, laughter-filled lunches and beach picnics. It’s a day for slowing down, savoring local flavors, and celebrating together under the island sun.



Aruba Fashion Week (Dec 11–14)

The island’s signature style event fuses local creativity with international flair. Designers, models, and visitors come together for runway shows that showcase Aruba’s rise as a luxury and lifestyle destination.



Dande Festival & New Year’s Eve

As fireworks (klapchi) burst across the island, the traditional Dande groups go house to house singing blessings for the year ahead – a century-old Aruban custom of joy and renewal that culminates in the annual Dande Festival in Oranjestad.



New Year’s Day on the Beach

After a night of celebration, locals and visitors alike greet the new year with beach brunches, ocean swims, and the radiant first sunrise of the year – pure island joy to start fresh in paradise.

