

From: [REDACTED]
Subject: FW: Where to Go in 2026 | Aruba's Must-Visit Highlights for the Year Ahead
Date: Wednesday, December 17, 2025 4:21:50 PM
Attachments: [image001.png](#)
[image002.png](#)
[image006.png](#)

Hi [REDACTED]

Please see below for our Where to Go in 2026 pitch outlining exciting events in Aruba in 2026 which was sent out on 12/10, to 27 journalists.

Let us know of any questions!

Thanks,

[REDACTED]

[REDACTED]

[REDACTED]

Sent: Wednesday, December 10, 2025 3:42 PM

To: [REDACTED]

Subject: Where to Go in 2026 | Aruba's Must-Visit Highlights for the Year Ahead

Hi [REDACTED],

Are you working on any Where to Go pieces leading into the new year? If so, I wanted to reach out and make sure [Aruba](#) is on your radar!

As travelers seek deeper connections with the destinations they visit in 2026, the One Happy Island is the perfect fit, offering a warm blend of local culture, beautiful beaches, an evolving culinary scene and a full calendar of meaningful island experiences.

Below are a few can't-miss events coming up in 2026, as well as hotel upgrades headlined by [The Westerly, Hilton Aruba Caribbean Resort & Casino's](#) new oceanfront tower opening in early 2026.





Is this a fit for any upcoming coverage? Please let me know if you'd like more details or have any questions on any of the below. Images can be found [HERE](#).



Best,

[REDACTED]

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Immersive Cultural Events	
	<p style="text-align: center;">Aruba's Torch Parade: January</p> <p>The Torch Parade marks the official start of Aruba's Carnival season, lighting up the streets of Oranjestad with music, color, and glowing torches. First organized by the island's oldest social club, the Tivoli Club, and now led by SMAC, this beloved nighttime celebration kicks off at 8 p.m. and sets the pace for the vibrant weeks of festivities that follow.</p>
	<p style="text-align: center;">National Anthem and Flag Day: March</p> <p>Arubans proudly celebrate their "Status Aparte" each year on Flag & Anthem Day, a national holiday filled with cultural pride and tradition. The centerpiece of the celebration is an impressive folkloric production at Plaza Betico Croes in Oranjestad, accompanied by island-wide events highlighting local gastronomy, music, sports, and family-friendly activities. It's a vibrant day that showcases Aruba's heritage and community spirit.</p>
	<p style="text-align: center;">Aruba Art Fair</p> <p>Each September, Art takes center stage in the Cultural capital of Aruba when the Aruba Art Fair returns to San Nicolas, filling the streets with a vibrant celebration of the island's creative spirit, where attendees can watch artists bring new murals to life, enjoy live performances can watch artists bring new murals to life, enjoy live performances.</p>
Hotel Developments	
	<p style="text-align: center;">The Westerly at Hilton Aruba Caribbean Resort - January 2026</p> <p>Opening in early 2026, The Westerly will be the new oceanfront tower at Hilton Aruba Caribbean Resort & Casino. Located on Palm Beach, it will offer 161 oversized rooms and suites — including adults-only swim-up options and ocean-view balconies. Guests will enjoy private check-in, dedicated concierge service, enhanced wellness amenities, and priority access to premium beach and pool areas, including the adults-only rooftop, Terrace on 10.</p>
	<p style="text-align: center;">Aruba Marriott Resort & Stellaris Casino Room Renovations - January 2026</p> <p>The Aruba Marriott Resort & Stellaris Casino has unveiled a major renovation, refreshing all 414 guest rooms and suites with a contemporary coastal design featuring light, beach-inspired palettes,</p>



modern furnishings and upgraded bathrooms. The project also expanded amenities at Mandara Spa, marking a new chapter for the hotel.

