

**From:** [REDACTED]  
**Subject:** FW: New Year, New Travel Priorities: Eco-Friendly Aruba Hotels  
**Date:** Wednesday, December 17, 2025 2:13:45 PM  
**Attachments:** [image006.png](#)

Hi [REDACTED],

Please see below for our eco-friendly hotels pitch which was sent out today, 12/17, to 21 journalists.

Let us know of any questions!

Thanks,

[REDACTED]

[REDACTED]

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**From:** [REDACTED]  
**Sent:** Wednesday, December 17, 2025 3:01 PM  
**To:** [REDACTED]  
**Subject:** New Year, New Travel Priorities: Eco-Friendly Aruba Hotels

Hi [REDACTED],

As travelers consider their New Year's resolutions, it's clear that traveling more sustainably is rising to the top for many. With [recent reports](#) sharing that 96% of global travelers feel Responsible Tourism is important, hotel options that help guests turn that feeling into action will rise to the top in 2026.

Aruba is a leading option for travelers who prioritize traveling mindfully by blending sustainability with culture, community, and authentic experiences through initiatives like the [Aruba Promise](#) and a variety of hotels on the One Happy Island that lead the way in sustainability.

Please find below, a collection of hotels with impactful sustainability practices, as well as related imagery [HERE](#). Is this a fit for any stories you are working on in the new year?

Best,

[REDACTED]

ECO-FRIENDLY HOTELS IN ARUBA	
<a href="#">Bucuti &amp; Tara Beach Resort</a>	
	The Caribbean's first carbon-neutral hotel, Bucuti & Tara



Beach Resort affords guests ample opportunity to enjoy an environmentally friendly stay. Not only are the resort's operations aligned with the United Nations Sustainable Development Goals (SDGs), but they also offer sustainability-themed excursions, including visits to the [GMC nature preserve](#) owned and managed by the hotel, where guests can help plant trees and contribute to the park's restoration.

**[Boardwalk Boutique Hotel Aruba](#)**



At the Boardwalk Boutique Hotel, the [Do-Good program](#) invites guests to give back to the planet during their time on the One Happy Island. The program highlights 10 ways guests can give back to the community, including sustainability initiatives such as composting,

donating unopened food items, a beach cleanup challenge, a recycling program, and more.

Boardwalk's sustainable initiatives, such as fully powering guest suites with solar panels, have earned it the [People's Choice Award](#) of the 2024 Regenerative Travel Impact Awards

[JOIA Aruba by Iberostar](#)



The brand new JOIA Aruba by Iberostar on Eagle Beach implemented a variety of [eco-conscious practices](#) upon opening, including:

- Sourcing seafood from sustainable fisheries
- Protecting the island's wildlife, including preserving a sanctuary for the Shoco owl on their Tierra del Sol golf course
- Reducing

impact by implementing a circular system for resources that extends the life of materials and minimizes waste

**Embassy Suites by Hilton Aruba Resort**



At Embassy Suites Aruba, energy efficiency, water conservation, and participating in the net-zero economy are a priority, creating significant energy and waste savings for the property. Additionally, the hotel encourages guests to enjoy sustainable recreation such as birdwatching at the neighboring Bubali Bird Sanctuary.

**Radisson Blu Aruba**



The LEED-certified Radisson Blu Aruba focuses heavily on conservation by limiting water use through low-flow fixtures, implementing energy-efficient lighting, offering

	green amenities like refillable shampoo/soap dispensers, and informing guests through experiences like sustainability garden tours.
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Additional information is available at the Department of Justice, Washington, DC.*

