

From: [REDACTED]
Subject: FW: Aruba by Design: Inside the Most Beautiful Stays
Date: Thursday, February 26, 2026 8:27:57 AM
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Hi [REDACTED],

Please see below for our Hotels as Storytellers pitch, which was sent out today, 2/26 to 25 journalists.

Let us know of any questions!

Thanks,

[REDACTED]

[REDACTED] [REDACTED]

From: [REDACTED]
Sent: Thursday, February 26, 2026 9:25 AM
To: [REDACTED]
Subject: Aruba by Design: Inside the Most Beautiful Stays

Hi [REDACTED],

I saw your piece on design-drive, "shoppable" hotels and so thought you'd be interested in the following. In Aruba, the hotels serve as storytellers for the island, using design to reflect its culture and natural beauty, thoughtfully weaving heritage, sustainability, and community into their architecture and interiors.

From colorful façades at [Boardwalk Boutique Hotel Aruba](#) to the Aruban and Dutch design fusion at the new [JOIA Aruba by Iberostar](#), both boutique and high-rise hotels draw directly from Aruba's landscape and community. The result is a stay that feels connected to the island itself, where design choices celebrate the local history and environment of the island while integrating sustainability-forward elements.

Learn more about Aruba's premier spaces across the island below, and find hi-res images [HERE](#). If there is a property on-island you'd like to delve into, happy to connect you with somebody to learn more about the space.

Thanks,

[REDACTED]

Aruba Hotels Redefining Island Luxury	
	<p style="text-align: center;"><u>Boardwalk Boutique Hotel Aruba</u></p> <p>Boardwalk Boutique Hotel is an adults-only retreat located on a former coconut plantation just steps from Palm Beach, and proudly holds two Michelin Keys. The hotel design feels effortlessly island-chic, blurring indoor-outdoor spaces and bringing Aruba’s barefoot lifestyle to life. Each colorful private casita is uniquely styled as a tropical oasis, offering a private patio with a hammock and BBQ that is perfect for laid back island living.</p>
	<p style="text-align: center;"><u>JOIA Aruba by Iberostar</u></p> <p>JOIA Aruba by Iberostar’s design draws from Aruba’s rich architectural heritage and coastal landscape, blending Dutch-Caribbean influences with sustainability-minded elements.</p> <p>A soft palette of greens, blues and sandy neutrals reflects the surrounding shoreline, while brighter colors, artisanal details and organic textures pay homage to Aruba’s craftsmanship and vernacular design traditions. Signature scale motifs are subtly integrated throughout the resort’s façade and lobby bar, a nod to the blue-toned parrotfish local to the island.</p>
	<p style="text-align: center;"><u>Bucuti & Tara Beach Resort</u></p> <p>Bucuti & Tara Beach Resort is an adults-only haven on Eagle Beach known for its calm, intimate feel. Its design reflects an intentional mix of traditional Aruban cunucu-style architecture and elements brought over by Europeans, such as deeper porches and verandas, and gabled roofs that draw heat up. While the resort’s overall design is contemporary, its use of light, neutral hues alongside accents inspired by Aruba’s natural landscape echoes the bright, locally meaningful colors found in traditional Aruban buildings.</p>
	<p style="text-align: center;"><u>Secrets Baby Beach Aruba</u></p>



At the new, Secrets Baby Beach Aruba, the interiors feel polished and contemporary, with airy spaces, soft coastal tones, and sleek finishes that elevate the entire experience. Its 304 luxury suites lean into that same modern elegance, with ocean views throughout and select rooms offering private plunge pools for a more secluded, design-forward escape.



[Aruba Ocean Villas](#)

Aruba Ocean Villas is an adults-only paradise known for its striking accommodations including romantic thatched-roof beach bungalows to Aruba's only overwater villas. Each space incorporates the surrounding environment through natural textures, warm wood tones, and ocean views to create a serene, design-forward retreat that feels fully immersed in nature. The property also embraces the concept of sustainable development, thoughtfully balancing environmental protection with responsible growth.



[Hyatt Regency Aruba Resort Spa and Casino](#)

The family-friendly Hyatt Regency Aruba Resort Spa and Casino is a beachfront luxury resort on Palm Beach with a vibrant, tropical design. The interiors reflect the island with calming Caribbean colors, handcrafted wood furnishings, and breezy, open spaces. Rooms feel modern and comfortable, many with resort or ocean views, while the pool areas, waterfalls, and lagoon add to the lush, immersive atmosphere.

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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