

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** FW: Whycations in Aruba: Travel with Purpose in 2026  
**Date:** Friday, March 27, 2026 12:39:38 PM  
**Attachments:** [image006.png](#)  
[image007.png](#)  
[image010.png](#)  
[image017.png](#)

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Hi [REDACTED]

Please see below for our Whycations in Aruba pitch, which was sent out today, 3/27, to 24 journalists.

Let us know of any questions!

Thanks,  
Lizzie

[REDACTED] | AAE, Brand | she/her/hers | [REDACTED]

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**From:** [REDACTED]  
**Sent:** Friday, March 27, 2026 1:34 PM  
**To:** [REDACTED]  
**Subject:** Whycations in Aruba: Travel with Purpose in 2026

Hi [REDACTED],

I really enjoyed your coverage in [The Manual](#) detailing the rise of whycations! In 2026, travelers aren't just asking *where* to go – they're asking [why more than ever](#) and prioritizing trips that align with their values, making purpose just as important as place.




A "Whycation" can look different for every traveler, which is exactly where Aruba stands out. Whether someone is seeking meaningful connection, mindful relaxation, or culture-driven experiences, Aruba prides itself on guiding travelers how to travel thoughtfully through the [Aruba Promise](#), making it the ideal destination for a purpose-driven getaway.





Please find a curated selection of hotels and experiences below to support any Whycation on One Happy Island, along with high-res images [HERE](#).

Does this fit any stories you're currently working on?

Thanks,  
Lizzie

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WELLNESS + RELAXATION	
WHERE TO STAY	
	<p style="text-align: center;"><b><u><a href="#">Manchebo Beach Resort &amp; Spa</a></u></b></p> <p>Any traveler seeking rest and relaxation should look no further than Manchebo Beach Resort &amp; Spa. Set along the ocean, the property offers a peaceful setting to fully unwind and recharge in Aruba. They offer a full schedule of complimentary yoga and pilates classes in their open-air beachfront shalas, all designed to promote relaxation, strength, and mindful connection.</p>
	<p style="text-align: center;"><b><u><a href="#">Bucuti and Tara Beach Resort</a></u></b></p> <p>Wellness and purpose are deeply ingrained in Bucuti and Tara Beach Resort’s programming, supported by a comprehensive and highly personalized program. Guests connect with a dedicated Wellness Concierge prior to arrival, ensuring a seamless and intentional experience from the moment they land and enjoy complimentary experiences such as Morning Flow Yoga, Gentle Stretch &amp; Breathe sessions, and guided meditation and breathwork.</p>
	<p style="text-align: center;"><b><u><a href="#">Boardwalk Boutique Hotel</a></u></b></p> <p>The Boardwalk Boutique Hotel feels like a secluded and lush escape that makes it easy for guests to slow down and unwind. Wellness minded guests can enjoy bespoke spa treatments in-room or on their casita patio, unwind on the yoga deck, or stay active with a cozy fitness room and access to coastal paths and nearby water activities on Palm Beach.</p>
POPULAR SPAS + EXPERIENCES	
	<p style="text-align: center;"><b><u><a href="#">Spa del Sol</a></u></b></p> <p>Spa del Sol offers a one-of-a-kind wellness experience with open-air, beachfront cabana treatments surrounded by lush gardens and</p>

	<p>calming ocean breezes. Guests can choose from restorative massages, body scrubs, wraps, and skincare treatments, complemented by a steam room and aloe-based outdoor rituals, all designed to relax the body and rebalance the mind.</p>
	<p><b><a href="#">Spa - The Ritz-Carlton, Aruba</a></b></p> <p>The Ritz-Carlton is a luxurious tropical escape set among Aruba’s finest natural features. The spa incorporates native ingredients like aloe and coffee into its treatments and features a range of amenities, including treatment rooms, locker and changing areas, a nail salon, plunge pools, a steam room, and a relaxation lounge with oxygen seating.</p>
	<p>Meditate with <b><a href="#">Shanti Aruba</a></b></p> <p>With over 20 years of full-time teaching, Shanti is devoted to fostering healing and harmony through her heartfelt, authentic approach. She offers meditation programs, yoga (including prenatal, postnatal, and kids classes), silent retreats, and soul-centered gatherings designed for those seeking something deeper, more meaningful, and truly transformative.</p>
	<p>Floating Meditation at <b><a href="#">The Radisson Blu Aruba</a></b></p> <p>The Raddison Blu Aruba offers wellness programs they created in collaboration with local artists, wellness practitioners, and small businesses, combining local tradition and relaxation. It is the only property to offer floating meditation sessions, a monthly program where guests float gently while guided through breath, sound, and intention.</p>
<p><b>HIDDEN GEM BEACHES</b></p>	
	<p><b><a href="#">Arashi Beach</a></b></p>



Arashi beach is renowned for its excellent snorkeling opportunities and breathtaking sunsets. A quieter beach known to be popular with locals, it features pristine white sands and clear waters that are perfect for swimming and sunbathing.



**Mangel Halto Beach**

Unwind at Mangel Halto, a tucked-away beach surrounded by mangroves and calm, shallow waters known for amazing snorkeling and kayaking. With natural shade and quiet coves, it's the perfect place to slow down, soak in the scenery, and enjoy Aruba's breathtaking natural beauty.

**CULINARY DISCOVERY**





**Terra by Jeremy Ford**


Chef Jeremy Ford's fine dining restaurant in Oranjestad is a must-visit, offering nature-inspired menus, sophisticated cocktails, and a handcrafted dining room. Every detail reflects a seamless blend of Aruban roots and international culinary training, creating an elevated experience that delights all the senses.





**Akira Back at St. Regis**

Michelin-starred Chef Akira Back's signature restaurant at The St. Regis Aruba Resort delivers an unforgettable fine-dining experience with bold Japanese-Korean fusion cuisine, expertly prepared steaks, sushi, and vibrant cocktails in a chic rooftop setting. Each dish reflects Chef Back's global influences and meticulous technique, making it a top choice for memorable evenings and

	<p>elevated island dining.</p>
	<p><b><u><a href="#">Infini by Chef Urvin Croes</a></u></b></p> <p>Infini offers a feast for both the eyes and palate, with stunningly presented dishes bursting with flavor. Chef Urvin Croes crafts each meal using locally sourced ingredients, bringing an authentic Aruban perspective to every bite for a truly immersive culinary experience.</p>
	<p><b><u><a href="#">Old Cunucu House</a></u></b></p> <p>Old Cunucu House offers a relaxed way to experience Aruba's local cuisine, with traditional, home-style dishes that reflect the island's cultural influences. Set in a casual environment, guests can sit outside on the veranda or inside the historic building. This restaurant provides a slow, grounded dining experience centered on local food and warm hospitality that fits naturally into a wellness-focused stay.</p>

<p><b>CULTURAL IMMERSION</b></p>	
<p><b>EXPERIENCES</b></p>	
	<p><b><u><a href="#">Oranjestad Aruba</a></u></b></p> <p>Strolling through Oranjestad offers a colorful glimpse into Aruba's culture, where pastel Dutch-Caribbean architecture, local shops, and historic landmarks line walkable streets. Wander along the waterfront at Renaissance Marina, explore local boutiques on Caya G. F. Betico Croes, and visit landmarks like Fort Zoutman and the National Archaeological Museum Aruba for a deeper sense of the island's history.</p>
	<p><b><u><a href="#">Arikok National Park Aruba</a></u></b></p> <p>The Arikok National Park is a must visit for anyone looking to connect with their</p>

	<p>adventurous side. home to rare priceless gems that are indigenous to our island. Guests can visit caves; Indian rock drawings; and lava, quartz, and limestone land formations. There are also guided nature walks to breathtaking viewpoints and secluded bays like Moro, Boca Prins and Dos Playa.</p>
	<p><a href="#"><u>San Nicolas</u></a></p> <p>Formerly a hub of international workers at the long-closed oil refinery, today it is emerging as Aruba's cultural capital. This resurgence is propelled by its burgeoning arts movement, which began in 2016 when the mural festival attracted 15 of the best muralists from around the world to redefine the city's character through public art. Today, the city is a canvas featuring over 60 murals.</p>

*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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**ZENO** FEARLESS PURSUIT OF THE UNEXPECTED  
2024 PRWeek US Outstanding Large Agency  
2023 PRWeek Purpose Agency of the Year