

From: [REDACTED]
Subject: FW: Why "Grandma Tourism" Is Becoming Travel's Next Big Trend
Date: Wednesday, May 27, 2026 2:12:00 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)
[image008.png](#)

Hi [REDACTED],

Please see below for our pitch tied to Grandma Tourism, which was sent out today, 5/27, to 37 journalists.

Let us know of any questions!

Thanks,

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: Wednesday, May 27, 2026 2:54 PM
To: [REDACTED]
Subject: Why "Grandma Tourism" Is Becoming Travel's Next Big Trend

Hi [REDACTED],

As travelers move away from overscheduled vacations and screen heavy lifestyles, "[grandma tourism](#)" is emerging as a new travel trend centered around slow living, hands-on creativity, and nostalgic experiences. Inspired by the broader rise of "grandmacore," travelers are increasingly seeking activities like ceramics, cooking classes, candle making, and gardening-inspired wellness experiences over traditional sight seeing.

[Aruba](#) is leaning into the shift with a range of immersive, locally rooted experiences across the island - from glass blowing and ceramics workshops to Caribbean cooking classes and aloe scrub-making experiences that encourage travelers to slow down and connect more intentionally with local culture.

Please find related experiences and offerings below, and [HERE](#) for a selection of hi-res images.

Does this fit any upcoming coverage you're working on?

Thank you!



ART CLASSES	
	<p style="text-align: center;"><u>Terrafuse</u></p> <p>Terrafuse, home to the region’s first glass blowing studio, offers immersive workshops in glassblowing, glass bead making and ceramics. Inspired by Aruba’s artistic heritage, guests can create handcrafted pieces while learning foundational techniques rooted in local culture.</p>
	<p style="text-align: center;"><u>Elisa Lejuez Art and Fashion</u></p> <p>Elisa Lejuez Art and Fashion offers private abstract art and mixed media painting workshops for all skill levels. The classes encourage travelers to tap into their creativity through personalized, hands-on artistic experiences.</p>
	<p style="text-align: center;"><u>Sip & Paint Aruba</u></p> <p>Sip & Paint Aruba invites guests to unwind with a relaxed painting experience complete with drinks, snacks and music. Designed for all skill levels, the workshops blend creativity and connection in a laid-back social setting.</p>
	<p style="text-align: center;"><u>Dimondi Candle Making</u></p> <p>Dimondi Candle Making hosts interactive candle-making workshops where guests learn about fragrance blending and the science behind candle making. Participants create their own custom candles to take home as a personalized souvenir.</p>
COOKING & BEAUTY CLASSES	
	<p style="text-align: center;"><u>Hyatt Regency Aruba Resort Spa & Casino</u></p> <p>The Hyatt Regency Aruba Resort offers guided mixology and cooking classes led by the resort’s bartenders and chefs. Guests learn easy-to-follow recipes and techniques through immersive, hands-on culinary experiences.</p>
	<p style="text-align: center;"><u>Chef Kari</u></p>



Chef Kari invites guests into her home for an intimate Caribbean cooking experience rooted in family-style traditions from Aruba and Jamaica. Participants help prepare authentic dishes while learning about Caribbean culinary culture in a communal setting.



[Royal Aruba Aloe](#)

Royal Aruba Aloe's interactive scrub-making workshop teaches guests about Aruba's aloe heritage through a live aloe-cutting demonstration and hands-on skincare experience. Guests create their own custom aloe scrub using recipes developed by the brand's in-house R&D team and can also explore the factory and museum through guided tours.

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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