

**From:** [REDACTED]  
**Subject:** FW: World Oceans Day: Aruba Survey Reveals Deep Travel Awareness of Ocean Conservation  
**Date:** Tuesday, June 2, 2026 2:12:29 PM  
**Attachments:** [image001.png](#)

---

Hi [REDACTED],

Please see below for our World Oceans Day pitch, which was sent out today, 6/2, to 20 journalists.

Let us know of any questions!

Thanks,

[REDACTED]

[REDACTED] [REDACTED]

---

**From:** [REDACTED]  
**Sent:** Tuesday, June 2, 2026 2:58 PM  
**To:** [REDACTED]  
**Subject:** World Oceans Day: Aruba Survey Reveals Deep Travel Awareness of Ocean Conservation

Hi [REDACTED],

Knowing you've previously highlighted sustainable travel in coverage, wanted to see if the following would be of interest. As World Oceans Day approaches, travelers appear to be placing greater importance on ocean conservation and the long-term health of the destinations they visit. Aruba, which actively protects its marine and coastal ecosystems through initiatives led by the [Aruba Conservation Foundation](#), has a unique perspective on this growing shift.

Research from [Aruba's Responsible Tourism Impact Report](#) suggests travelers are increasingly aware of what's at stake: **74% believe rising seas and extreme weather threaten island destinations, while 71% say coral reef loss is affecting coastal tourism.** The findings highlight growing recognition that environmental protection and tourism are interconnected, reflecting conservation efforts in Aruba such as ACF's Turning the Tide initiative, which restores mangroves and coral reefs with support from strategic partner Aruba Tourism Authority.

For destinations like Aruba, where the ocean is at the heart of the visitor experience, these findings highlight a growing awareness that protecting our oceans helps preserve the destinations travelers return to year after year.

The full report can be found [HERE](#).

Please let me know if you have any questions about the findings and if this could be a fit for any upcoming coverage you're working on.

Thanks,



*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.*



**FEARLESS PURSUIT OF THE UNEXPECTED**

2025 PRWeek Best Place to Work  
2025 PRovoke Purpose-Driven PR Agency of the Year  
2024 PRWeek US Outstanding Large Agency