

**From:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** FW: Sleepcations Are Trending – Here's Where to Recharge in Aruba  
**Date:** Tuesday, June 30, 2026 12:15:41 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
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[image006.png](#)

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H [REDACTED]

Please see below for our pitch tied to the sleepcations trend, which was sent out today, 6/30, to 57 journalists.

Let us know of any questions!

Thanks,

[REDACTED]

[REDACTED] [REDACTED] [REDACTED]

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**From:** [REDACTED]  
**Sent:** Tuesday, June 30, 2026 1:06 PM  
**To:** [REDACTED]  
**Subject:** Sleepcations Are Trending – Here's Where to Recharge in Aruba

Hi [REDACTED]

Forget jam-packed itineraries, travelers are increasingly planning vacations around one thing: getting better sleep. Sleep tourism continues to gain momentum, with 44% of U.S. travelers saying they'd consider taking a sleep retreat.

Aruba is uniquely positioned for the trend. Thanks to its year-round sunshine, cooling trade winds and collection of wellness-focused resorts, the island offers travelers an easy way to unplug, reset their routines and return home feeling truly rested.

Please find several standout sleepcation experiences across the One Happy Island below, ranging from resorts with dedicated sleep menus and circadian lighting to overwater villas where guests fall asleep to the sound of the ocean. Hi-res images [HERE](#).

Let me know what you think!

[REDACTED]

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|------------------------------|--|
| <b>SLEEPCATIONS IN ARUBA</b> |  |
|                              |  |



**Bucuti & Tara Beach Resort**

*For the sleep optimizer*

Guests can customize their sleep environment before arrival through a dedicated Sleep Menu featuring mattress toppers and pillow preferences, then unwind with a nightly Turndown Tea Service, beachfront yoga, meditation and sound healing. This fall, the adults-only resort will debut redesigned accommodations featuring circadian-rhythm lighting and additional sleep-focused amenities.



**Manchebo Beach Resort & Spa Aruba**

*For wellness seekers*

Known for its wellness offerings, Manchebo pairs beachfront yoga and spa experiences with luxury Saatva mattresses, complimentary therapeutic balms featuring calming lavender and chamomile aromas, and optional in-room aromatherapy diffusers.



**Aruba Ocean Villas**

*For travelers who sleep best in nature*

Set among mangroves on Aruba's southern coast, several overwater villas feature open-air canopy beds positioned directly above the water. Guests drift off to the sounds of gentle waves, rustling mangroves and native birdlife before waking to uninterrupted ocean views.



**JOIA Aruba by Iberostar**

*For travelers seeking a luxury sleep ritual*

Guests can personalize their rest with a Pillow Menu, unwind with a nightly Tea Ritual during turndown service and drift off with the resort's signature pillow and room spray. For added relaxation, Spa Sensations offers hydrotherapy, restorative massages and wellness treatments.

**Boardwalk Boutique Hotel Aruba**

*For a quiet Caribbean escape*



Nestled within a lush tropical garden, Boardwalk's private casitas, hammock-filled outdoor spaces and laid-back atmosphere encourage guests to unplug, embrace a slower pace and recharge away from larger resort crowds.

*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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