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From: [redacted]
[redacted]@Arubapress
Subject: FW: Black Friday Travel Deals: Save Up to 45% on Aruba Getaways
Date: Wednesday, November 18, 2026 2:09:53 PM
Attachments: image002.png

Hi [redacted],

Please see below for our Holiday Packages (Black Friday, Cyber Monday, Travel Tuesday) pitch, which was sent out today, 11/18, to 45 journalists.

Let us know of any questions!

Thanks,
[redacted]

[redacted]

From: [redacted]
Sent: Wednesday, November 18, 2026 2:58 PM
To: [redacted]
Subject: Black Friday Travel Deals: Save Up to 45% on Aruba Getaways

Hi [redacted],

Are you working on any Black Friday, Cyber Monday or Travel Tuesday deals roundups? If so, I wanted to share a few offers from Aruba that may be a fit!

With interest in Travel Tuesday growing — Google searches increased more than fivefold over a two-year period, according to McKinsey — Aruba is joining the holiday shopping excitement with **limited-time savings of up to 45%.** From beachfront resorts to sunset sails and snorkeling excursions, travelers can take advantage of deals across the One Happy Island to book or gift their next Caribbean escape.

I've included a roundup of the offers below, with accompanying imagery HERE. Please let me know if you need any additional information!

All the best,

[redacted]

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Aruba Holiday Deals at a Glance

Amsterdam Manor Beach Resort

At Amsterdam Manor Beach Resort, travelers who book between November 17 and December 3, 2026, can enjoy 40% off non-refundable room rates or 35% off rates with refundability subject to the applicable cancellation policy. Both offers include a complimentary welcome drink per person and require a minimum four-night stay. Valid for travel from November 17, 2026, through December 30, 2027. Visit Amsterdam Manor's website to book.

Aruba Marriott Resort & Stellaris Casino

Travelers can enjoy up to 25% off accommodations plus a $100 resort credit per stay at Aruba Marriott Resort & Stellaris Casino when booking four nights or more between November 23 and December 1, 2026. The offer is valid for stays on select dates in March and April through September 30, 2027. Use promotional code E4000, or M96 for Marriott Bonvoy members, when booking through the resort's website.

Divi & Tamarijn Aruba All Inclusives

At Divi & Tamarijn Aruba All Inclusives, travelers can trade chilly winter weather for Caribbean

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sunshine with the Holidays in the Sun Sale, offering up to 30% off stays at Divi Aruba All Inclusive and up to 35% off at Tamarijn Aruba All Inclusive. Guests enjoy access to two beachfront resorts, including 12 dining options, eight bars, five freshwater pools and daily activities. Available to book through December 18, 2026, for stays through December 26, 2026. Use promotional code HOLIDAYSUN26 when booking HERE.

Hyatt Regency Aruba Resort Spa & Casino

At Hyatt Regency Aruba Resort Spa & Casino, travelers booking stays of five nights or more can enjoy a $200 hotel credit through the Take Your Stay Further package. The credit can be used toward a relaxing treatment at ZoiA Spa or dining at the resort's signature restaurants, while guests enjoy beachfront accommodations along Palm Beach. Book by March 31, 2027, using promotional code HYVALUE through the resort's website.

Passions on the Beach

For travelers already on the island, Passions on the Beach is offering a special Black Friday dining experience under the stars. On November 27, 2026, guests can enjoy a three-course beachfront dinner for AWG 59 (approximately $34) per person, compared to the usual $59 price. The experience begins at 8 p.m. and is open to visitors and residents alike. Learn more HERE.

Radisson Blu Aruba

Travelers can save up to 45% on stays at Radisson Blu Aruba, located near the vibrant Palm Beach area, during the resort's Black Friday and Travel Tuesday promotion. Guests receive 35% off accommodations, with an additional 10% savings available to Choice Privileges members, who can join the program for free. The offer is available to book November 10 through December 3, 2026, for stays through August 31, 2027. Guests who book directly through the resort's website also receive a complimentary welcome drink per person. Visit Radisson Blu Aruba for more information.

Renaissance Wind Creek Aruba Resort

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Renaissance Wind Creek Aruba Resort is offering up to 30% off best available rates on select suites for stays of two nights or more through its Think Pink Black Friday promotion. Travelers can book between November 27 and December 1, 2026, for stays from December 1, 2026, through October 30, 2027. Visit www.renaruba.com and use promotional code S5988 to redeem the offer.

The Westerly at Hilton Aruba Caribbean Resort & Casino

For travelers seeking an elevated island escape, The Westerly at Hilton Aruba Caribbean Resort & Casino is offering an exclusive Black Friday VIP Escape package. Guests who book the adults-only Terrace on 10 package receive complimentary First Class Aruba Fast Track arrival and departure service, along with round-trip airport transportation for a seamless getaway. Available to book November 26–30, 2026, for stays between April 1 and November 30, 2027, with a five-night minimum stay required. Book the designated package HERE.

Red Sail Aruba

Travelers looking to explore Aruba's vibrant waters can enjoy 30% off all sailing and diving activities with Red Sail Aruba when booking between November 27 and December 1, 2026. From catamaran snorkeling excursions and sunset sails to Caribbean dinner cruises and scuba diving experiences, guests can take advantage of the offer for travel through December 31, 2027, with no blackout dates. Use promotional code RED30 when booking online at redsailaruba.com. Offer applies to Red Sail Aruba's sailing and diving activities only; third-party tours are excluded.

Embassy Suites by Hilton Aruba Resort

Travelers can enjoy up to 30% off stays at Embassy Suites by Hilton Aruba Resort through Hilton's seasonal sale, with Hilton Honors members receiving up to 30% off and non-members saving up to 25%. Located between Eagle Beach and Palm Beach, the all-suite resort offers complimentary made-to-order breakfast, nightly evening receptions and access to a secluded beach area, along with the newly opened Kundalini Spa. Available to book November 18 through December 22, 2026, for stays from November 25, 2026, through October 31, 2027, with a three-night minimum stay and reservations required at least seven days in advance. Book through the Hilton Sale website. Offer is subject to availability, restrictions and blackout dates; a 14-day cancellation policy applies.

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