

From: 
To: 
Cc: 
Subject: Aruba January Pitches
Date: Tuesday, January 18, 2022 3:45:34 PM

SUBJ: Aruba Tourism Authority hires Angela Restivo as Sales Manager

Hi XX –

Reaching out on behalf of the [Aruba Tourism Authority](#) to share that Angela Restivo has joined the North American team as the newest Sales Manager for the Western Region.

You can find Restivo’s headshot [HERE](#). Please let me know if you have any questions.

Thanks,
XX

Aruba Tourism Authority hires Angela Restivo as Sales Manager, Western Region
Restivo will bring her 20+ years of experience as Travel Agency Owner To The One happy island of Aruba

NEW YORK, NY – The Aruba Tourism Authority (ATA) has hired Angela Restivo as its newest Sales Manager for the Western region, reinforcing the existing North America team. In her new role at ATA, she will oversee sales activities in the Western region. Restivo’s extensive experience in sales and marketing planning along with her reputation within her extensive network of travel professionals will provide great value to the ATA in expanding awareness of the Aruba Brand.

With over 20 years’ experience in the travel industry, Restivo’s background as a Travel Agency owner specializing in the Honeymoon and Destination Weddings evolved further into global travel in wholesale operations. Most recently, she was a Business Development Manager in the Western US region for Island Destinations, a key global tour operator specializing in luxury travel.

“I’m delighted to become a part of the team at the Aruba Tourism Authority,” said Restivo.

“The travel landscape is continuing to evolve and grow, so I’m excited to be joining Aruba at this thrilling time. I’m eager to help drive demand for Aruba as the Caribbean destination of choice for travelers across the Western Region of the US North America.”

About Aruba Tourism Authority:

The Aruba Tourism Authority (ATA) is the Destination Marketing and Management Organization for the One happy island Aruba. With the aim of positioning and developing Aruba as the preferred Caribbean destination, the ATA is responsible for uniting tourism interests amongst the on- and off-island stakeholders/partners for the purpose of coordinating destination marketing, destination development and destination partnerships.

About Aruba:

As one of the most revisited Caribbean destinations, Aruba – One happy island – offers breathtaking beaches, diverse culinary delights, a sprawling and unforgettable Arikok National Park, and award-winning hotels and villas.

A leader in innovation, the country was awarded a top spot on Lonely Planet's Best in Travel 2020 list due to their ambitious sustainability efforts. In today’s ever-changing world, Aruba’s ‘Health and Happiness Code’ safety protocols provide peace of mind, while still delivering a relaxing on-island experience.

Located outside the hurricane belt, explore all Aruba has to offer, from romantic beach getaways, unique wellness experiences and more, on Aruba.com.

Aruba Travel Trends Pitch

Subject: Aruba’s Top Travel Trends for 2022

Hi X,

In 2021, we saw a host of new travel trends emerge as a result of COVID-19 lockdowns and travel restrictions, such as [longer-term ‘workation’ stays](#) and [outdoor adventure themed trips](#). Looking ahead to 2022, the Caribbean island of Aruba has seen evidence of a few new trends within the travel sector. See below for a quick roundup of some of these trend predictions, and how Aruba is meeting these latest preferences from travelers:

- **Wellness:** Health and wellness remains top of mind for travelers in the era of COVID-19, with wellness retreats or spa vacations an increasingly popular vacation theme. In Aruba, our hotels have begun to cater to the popularity of wellness travel with some new offerings, such as the [Boardwalk Boutique Hotel’s](#) new complimentary juice shots full of vitamins and minerals to boost the immune system.
 - Not comfortable traveling quite yet? Here’s one of Boardwalk’s Booster Shot recipes, courtesy of Eduardo’s Beach Shack Aruba:
 - 1/2 cup fresh oranges
 - 1/2 cup fresh pineapple
 - 1/4 cup fresh grapefruit
 - 25 ml turmeric
 - 25 ml fresh aloe (peel out the flesh from the leaf)

Romance Travel: Between couples who delayed their 2020 weddings, those who plan to get married in 2021, and new engagements during the pandemic, we've seen a major increase in romantic getaways in recent months. 60% of travellers are looking forward to meeting new people on their next trip, and 50% are on the lookout for romance, according to one study from Booking.com. With this trend in mind, Aruba is the perfect destination for travelers seeking a romantic getaway, with hotels like the [Bucuti & Tara Resort](#) in Aruba introducing a variety of new romance offerings in 2022.

- **Technology and Innovation:** Travel restrictions and international entry protocols are constantly evolving, and as a result we have seen an increase in new and innovative ways to track test results, proof of vaccination and more. For example, the Caribbean island of Aruba recently partnered with JetBlue to launch [CommonPass](#), a digital health app that enables travelers to present standardized, verifiable proof that they have tested negative for COVID-19. Another recent partnership with [OK2Roam](#) offers a more seamless way for visitors to virtually process their entry requirements.
- **Last Minute Travel Bookings:** With so much pent-up demand for travel, this year is seeing more and more travelers seeking last-minute travel options. Fornova, the hospitality management company, highlighted that the uncertainty caused by Covid is set to continue into 2022 leading many travelers to wait until the last minute to book their trip. Aruba is a no-brainer for booking a last minute tropical getaway, located just a quick 3-hour flight from NYC!

In light of recent events, Aruba strongly recommends caution first and foremost to visitors booking travel for the year. For peace of mind, the island's [Health & Happiness Code](#), introduced in the spring of 2020, provides assurance that Aruba's businesses have taken every measure to offer a safe environment for both employees and guests alike.

That being said, any interest in covering these trends for your readers? Please let me know of any questions.

Thanks,
X



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