

Pitched 3/31/2022

Hi xx,

In honor of Earth Day (April 22), I'd like to share with you a few ways that hotels in Aruba, a top Caribbean destination, made eco-friendly practices a cornerstone of their operations. From eliminating single-use water bottles, to incorporating organic materials, reimagined cleaning products and more - you'll find details about Aruba's hotels' commitment to sustainability below my signature.

I hope this is a fit for an upcoming story or round-up you're working on. Please let me know if you have any questions.

Thanks!

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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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Sustainable Hotels and Resorts in Aruba

- **Food Waste Management and Recycling Programs**: Several hotels, including the [Manchebo Beach Resort & Spa Aruba](#), take part in an extensive recycling program, diverting 68% of their waste from Aruba's landfills. These programs redirect unserved food to local food banks and provide perishable items to local farmers for composting or feeding to their livestock.
 - Manchebo Beach Resort & Spa's sustainability practices can be found [HERE](#). You can also find hi-res images [HERE](#).

- Eliminated Single-Use Water bottles:** To compensate for eliminating single-use plastics, some hotels give guests refillable water bottles for their stay, saving approximately over 300K single-use bottles from ever being procured, transported, and discarded. At the [Boardwalk Boutique Hotel](#), guests are provided a cooler in each room to accompany them to the beach or on road trips to discourage the use of plastic bags.
- Boardwalk Hotel’s sustainability operations and practices [HERE](#). You can also find hi-res images [HERE](#).
 - **Reimagined Cleaning Products:** Bleach and other toxic chemicals have been removed from all cleaning supplies used at hotels in Aruba. Instead, resorts like [Bucuti & Tara Beach Resort](#) opt for green cleaning—i.e. the use of environmentally friendly detergents and ECOLAB-provided products. They are also the Caribbean’s first and only certified carbon-neutral hotel. The resort has an extensive sustainability program which allows guests to offset travel emissions and reduce waste while fully enjoying an overdue tropical vacation.
 - Bucuti & Tara Beach Resort’s sustainability efforts can be found [HERE](#) while you can download hi-res images [HERE](#).
 - **Water Conservation:** Many hotels in Aruba, including the [Hyatt Regency Aruba Resort, Spa and Casino](#), have installed low-flow faucets, showerheads and toilets in an effort to conserve water. Water is often warmed through dedicated roof-top panels and it is repurposed to water native desert plants growing on property.
 - Hi-res images of the Hyatt Regency can be found [HERE](#).
 - **Solar Panel Energy:** Committed to creating a luxurious and sustainable experience for guests through the use of organic materials in their onsite “casitas”— guest suites at **Boardwalk Boutique Hotel Aruba** are fully insulated and powered by the resort’s solar panels. As part of the hotel expansion plan, a total of 2,300 new plants and trees were added to its garden, producing 100 tons of oxygen per year.
 - Boardwalk Hotel’s sustainability operations and practices [HERE](#). You can also find hi-res images [HERE](#).
 - **Outdoor & Local Activities:** Aruba offers plenty of eco-friendly tours and programming for travelers to experience during their stay. These activities include vegan cooking demos, sea turtle hatching tours in partnership with a local conservation program, renting an electric bike to the best snorkel spot on the island and birdwatching & nature tours with a wildlife expert. [Divi & Tamarijn Aruba](#) is an all-inclusive resort offering travelers their own private oasis on the island. The resort follows all of the above initiatives in addition to its electronic bike tour to Mangel Halto, the best snorkeling spot on the island
 - Divi & Tamarijn Aruba sustainability efforts can be found [HERE](#) while you can download hi-res images [HERE](#).

Pitch: 3/24/2022

Hi XX – Hope you are doing well!! Wanted to share some travel deals from Aruba. Let me know if you have any questions!

Spring is the ideal time period to escape the winter (and COVID) blues, recharge, and grab a good deal on vacation.

Sharing on behalf of [Aruba](#), sharing limited-time-only deals for Spring break. With consistent sunny weather and newly lifted entry requirements and COVID restrictions, Aruba is a perfect warm-weather getaway to escape the cold. Whether you're looking for an adventurous trip or a relaxing getaway - the One Happy Island has a variety of top resorts and hotels that are offering great value.

Get ready to pack a bag! You can find full details of the Spring Break deals in the official press release below my signature.

Are you interested in featuring these deals? Let me know if you have any questions.

Thanks,
XX

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Press Release: 3/24

Visit Paradise This Spring Break With Special Deals To Aruba

The 'One happy island' is offering limited-time-only discounts at several hotels and resorts

ORANJESTAD, Aruba, March 24, 2021 – Jumpstart your Spring Break with a tropical escape to Aruba, one of the most revisited Caribbean destinations. Travelers looking to turn on their “Out of Office” and take a break from their laptops can visit the ‘One happy island’ to enjoy breathtaking beaches, diverse culinary experiences and award-winning hotels without breaking the bank. For a limited time only, Aruba is offering hotel discounts to help kick off the season!

“Aruba is the perfect destination for every type of vacation from thrilling adventures to a refreshing wellness journey. Through our limited-time Spring Break deals, visitors can find plenty of options to make their vacation unforgettable,” said Ronella Croes, CEO of the Aruba Tourism Authority. “We recently lifted all our entry requirements, making it even easier for travelers to find your happy place on the ‘One happy island.’”

Our island hotels offering promotions for Spring Break include:

- [Aruba Marriott Resort & Stellaris Casino](#)
Get the most out of Spring Break at this beautiful, beachfront resort where guests can book four nights or more to receive up to 20% in savings. Use promotional code D3Q.
- [Boardwalk Boutique Hotel Aruba](#)
By staying 7 or more nights, visitors save 15% on Coco Casitas and one-bedroom Casitas. The Casitas are fully air-conditioned one-room suites that feature a kitchenette, separate bathroom and access to a private patio. No promotional code is required.
- [Bucuti & Tara Beach Resort](#)
Adults-only couples can now get more included in their seven-night stay. This package now includes full breakfast daily, WiFi, use of a tablet throughout stay, free parking, local calls and

scheduled wellness activities, such as Yoga, Tai Chi, Pilates, Mindfulness Beach Walk, Vegan Cooking Demo, and Personal trainer group session. No promotional code is required.

- [Tamarijn Aruba All Inclusive](#)

Tamarijn Aruba is offering 30% off all-inclusive Premium Oceanfront rooms. These newly renovated, spacious rooms include prime location right on the mile-long beach. Use promotional code SBMF22.

- [Hyatt Regency Aruba Spa and Casino](#)

Sit back and indulge with daily Regency Club services with the Elite Experience offer. This includes daily beachfront palapa as well as a one-day pool cabana or beach tent. After a day in the water, couples can enjoy a memorable three-course dinner for two and then try their luck at the slots with \$100 casino credit.

- [Radisson Blu Aruba](#)

To celebrate Aruba's newest resort's first anniversary, Radisson Blu will be offering a special package beginning April 2nd. For bookings of four or more nights, 2 guests can stay in a one-bedroom suite, which features floor to ceiling windows, plush beds with memory foam mattresses and a Puro coffee station. The package includes a \$100 food and beverage credit, to be used at the Sunset Bistro or Acqua Breeze Pool Bar. As well as a 10% discount on all tours and activities at De Palm Tours concierge. Use promotional code 1YEAR.

- [Renaissance Wind Creek Aruba Resort](#)

The resort is welcoming those who are finally celebrating their missed milestones over the past couple of years! Celebrate a special birthday, anniversary or just a night away with a discounted suite, using their Suite Celebration package. Use promotional code HDK.

With Aruba's Path Forward, the Caribbean island has lifted all COVID-19-related entry requirements for travelers. All visitors, regardless of vaccination status, will no longer be required to present a COVID-19 negative test result or proof of vaccination to enter the country. Travelers will still be required to complete Aruba's Embarkation/Disembarkation Card before arrival, which is the country's digitized customs and immigration process. Aruba Visitor Insurance remains a requirement.

On the island, the destination has also lifted the local COVID-19 protocols while Aruba's Health & Happiness Code continues to be in effect as the health and wellbeing of its visitors and residents continue to remain a priority. The Aruba Health & Happiness Code outlines stringent cleaning and hygiene standards and is mandatory for all tourism-related businesses throughout the country.

To learn more about the 'One happy island' of Aruba, find more information at [Aruba.com](https://www.aruba.com), and make sure to follow along on social, using the #OneHappyIsland hashtag and tagging @ArubaTourism.

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 its 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](https://www.aruba.com).

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