

**From:** [REDACTED]  
**Subject:** FW: Aruba's Shoulder Season Offers Sunshine Without the Crowds  
**Date:** Friday, May 8, 2026 11:12:00 AM  
**Attachments:** [image006.png](#)  
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[image008.png](#)  
[image009.png](#)

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H [REDACTED],

Please see below for our Shoulder Season pitch, which was sent out today, 5/8, to 25 journalists.

Let us know of any questions!

Thanks,

[REDACTED]

[REDACTED]

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**From:** [REDACTED]  
**Sent:** Friday, May 8, 2026 12:10 PM  
**To:** [REDACTED]  
**Subject:** Aruba's Shoulder Season Offers Sunshine Without the Crowds

Hi [REDACTED],

I enjoyed your piece in [CNBC](#) on 2026 travel trends featuring the stat that 76% report increased interest in shoulder-season or off-peak travel.

If you're covering shoulder-season travel, Aruba is a strong angle right now, especially as we see more [travelers looking to avoid peak pricing and crowds, without weather risk](#).

From May-November, the island sees fewer crowds and lower rates, but unlike much of the Caribbean, it sits outside the hurricane belt so you still get consistent sunshine and steady trade winds.

It's also an ideal setup for the "slow travel" trend: quieter beaches, easier access to places like Arikok National Park, and more space to explore Oranjestad without peak-season crowds.

If this is a fit for anything you're working on, happy to answer any questions you may have, and you can download hi-res images [HERE](#).

Best,

[REDACTED]

STAYS



**Boardwalk Hotel**

Boardwalk Boutique Hotel Aruba offers a secluded, lush escape ideal for slowing down, with in-room or patio spa treatments, a yoga deck, and easy access to Palm Beach and coastal activities. During the off-season, its “Slow Summer” initiative introduces mindful programming like beach yoga, tea tastings, and sound baths for a more intentional, relaxed stay.



**Bucuti and Tara Beach Resort**

Bucuti & Tara Beach Resort offers an adults-only wellness escape centered on personalized experiences and a deep connection to nature. During shoulder season, guests enjoy a more intimate pace with smaller wellness sessions, complimentary yoga, meditation, and breathwork along Eagle Beach, plus the chance to witness sea turtle nesting and hatching season through the resort’s Sea Turtle Calendar.

**ACTIVITIES**



**Mangel Halto**

Mangel Halto offers a secluded beach experience, surrounded by lush mangroves and shallow waters that are ideal for snorkeling. This tranquil getaway is perfect for those looking to escape the hustle and bustle of more tourist-heavy areas.







**Oranjestad Aruba**

In the shoulder season, Oranjestad’s colorful streets—from the Renaissance Marina to Caya G. F. Betico Croes—are easier to explore at a slower pace, with fewer crowds at shops, waterfront spots, and historic landmarks like Fort Zoutman and the National Archaeological Museum.

**Arikok National Park Aruba**

Shoulder season is ideal for exploring Arikok’s caves, rock formations, and secluded beaches like Boca Prins and Dos Playa, with quieter trails and more space to take in the island’s natural beauty.

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| <p><b>EVENTS</b></p>  |   |
|    | <p><b><u><a href="#">Hi-Winds Aruba</a></u> (May 13th – 18th 2026)</b></p> <p>The Caribbean’s largest windsurfing and kitesurfing event draws both elite athletes and amateurs, with Aruba’s steady trade winds creating ideal conditions for competition and spectators alike.</p>   |
|   | <p><b><u><a href="#">Aruba Marathon</a></u> (June 6 – 7, 2026)</b></p> <p>A destination race along Aruba’s coastline, attracting international runners with ocean views, consistent winds, and a Boston-qualifying course. It also gives travelers a compelling reason to visit during the off-season, whether participating in the race or enjoying the lively atmosphere as a spectator without peak-season crowds.</p> |
|  | <p><b><u><a href="#">Aruba Art Fair</a></u> (Sep. 5-7)</b></p> <p>Each September, Aruba’s creative spirit takes center stage at the Aruba Art Fair, transforming the streets of San Nicolas into a lively celebration of art and culture, where visitors can watch artists bring new murals to life, enjoy live performances, and browse dozens of art pop-ups throughout the city.</p>                                   |

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