

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Date: Thursday, May 7, 2026 9:49:59 AM
Attachments: [image003.png](#)
[image004.png](#)

Hi [REDACTED],

Please see below for our Beach Tennis group press trip pitch, which was sent out today, 5/7, to 37 journalists.

Let us know of any questions!

Thanks,

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: Thursday, May 7, 2026 10:46 AM
To: [REDACTED]
Subject: YOU'RE INVITED TO ARUBA | Small Group Press Trip - Beach Tennis Championships

Hi [REDACTED],

I enjoyed your piece in [T+L](#) on windsurfing in Hood River! I'm reaching out to invite you on a small group press trip to the One Happy Island of [Aruba](#), from **Thursday, November 12 – Monday, November 16**.

[Sports tourism continues to grow](#) as travelers plan trips around iconic athletic events while also seeking meaningful cultural connection and immersive outdoor experiences. Aruba has become a global destination for beach tennis, the fast-growing sand sport that blends elements of tennis and volleyball. Known as the birthplace of beach tennis, the Aruba Open Beach Tennis Championships has helped establish the island as one of the sport's premier international destinations.

With year-round sunshine, world-famous beaches and a strong, local beach tennis community, the sport has become deeply embedded in Aruba's culture and outdoor lifestyle. From championship matches along Eagle Beach and windsurfing to runs and hikes through Arikok National Park, guests can experience Aruba's unique approach to sports tourism, where wellness, community and outdoor adventure naturally intersect.

Potential Itinerary Highlights (the itinerary isn't final yet, but we are looking to include the following):

- [Beach Tennis Championships](#) during the Aruba Open, with exclusive access to tournament

and curated event programming

- Visit to Arikok National Park
- Guided running, cycling, or hiking experience
- Coastal kayaking
- Wellness-forward recovery experiences (yoga, meditation, or spa)
- Time to explore Oranjestad and immerse in the local culture

Please let me know ASAP if you're interested in reserving your spot. I'll then share a form so we can begin booking travel.

Thanks,



This material is distributed by Zeno Group, Inc. on behalf of the Aruba Tourism Authority. Additional information is available at the Department of Justice, Washington, DC.



More information about Aruba: A Dutch Caribbean island with a diverse mix of cultural influences, Aruba is home to [one of the best beaches](#) in the world, a secluded [natural pool](#) set against the island's Arikok National Park, a vibrant arts scene in San Nicolas and more!



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