

U.S. Department of Justice

Washington, DC 20530

Supplemental Statement**Pursuant to the Foreign Agents Registration Act of 1938, as amended**For 6 Month Period Ending 9-30-2021

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration Number
- Zeno Group, Inc. 6652
- (c) Primary Business Address
130 East Randolph
Chicago, IL 60601

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

- (1) Residence address(es) Yes No
- (2) Citizenship Yes No
- (3) Occupation Yes No

(b) If an organization:

- (1) Name Yes No
- (2) Ownership or control Yes No
- (3) Branch offices Yes No

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSES TO ITEMS 3, 4, 5, AND 6.3. If the registrant previously filed an Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period. Yes No If yes, has the registrant filed an updated Exhibit C? Yes No

If no, please file the updated Exhibit C.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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(b) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Position	Date Ceased
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5. (a) Has any person named in Item 4(a) rendered services directly in furtherance of the interests of any foreign principal?

Yes No

If yes, identify each such person and describe the service rendered.

Name	Foreign Principal(s) Represented	Services
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(b) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes No

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been previously filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement or submitted with this filing? Yes No

If no, list names of persons who have not previously filed the required statement or are not submitting a short form with this filing.

II - FOREIGN PRINCIPAL

7. Has the registrant's connection with any foreign principal(s) ended during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Has the registrant added any new foreign principal(s)² during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Foreign Principal

Date Added

9. In addition to those named in Items 7 and 8, if any, list the foreign principal(s) whom the registrant continued to represent during the 6 month reporting period.

Aruba Tourism Authority (ATA)

10. (a) Has the registrant filed Exhibits A and B for the newly added foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes No N/A

Exhibit B⁴ Yes No N/A

If no, please file the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal(s) whom the registrant represented during this 6 month period? Yes No

If yes, has the registrant filed an amendment to these exhibits? Yes No

If no, please file the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, has the registrant engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, identify each foreign principal and describe in full detail all activities and services:

Foreign Principal	Activities/Services
Aruba Tourism Authority (ATA)	See Attachment B

12. During this 6 month reporting period, has the registrant, on behalf of any foreign principal, engaged in political activity⁵ as defined below? Yes No

If yes, identify each foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures, social media, internet postings, or media broadcasts, give details as to dates, places of delivery, names of speakers and subject matter. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Set forth below a general description of the registrant's political activities.

Promoted Aruba tourism through media/social media and public relations to the U.S. leisure market on behalf of the Aruba Tourism Authority.

Set forth below in the required detail the registrant's political activities.

Foreign Principal	Date	Contact	Method	Purpose
Aruba Tourism Authority	See Attachment B			

13. In addition to the above described activities, if any, has the registrant engaged in activity or rendered any services on its own behalf which benefits the registrant's foreign principal(s)? Yes No

If yes, describe fully.

Foreign Principal	Activities/Services

⁵ "Political activity," as defined in Section 1(o) of the Act, means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policy of the United States or with reference to political or public interest, policies, or functions of a government of a foreign country, of a foreign political party.

IV - FINANCIAL INFORMATION**14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, has the registrant received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes No

If no, please explain why no monies were received.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Foreign Principal See Attachment C	Date Received	From Whom	Purpose	Amount	Subtotal
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Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, has the registrant received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, has the registrant previously filed an Exhibit D⁸ to its registration? Yes No

If yes, indicate the date the Exhibit D was filed. Date _____

If no, please file the required Exhibit D.

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, has the registrant received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes No

If yes, furnish the following information:

Foreign Principal	Date Received	From Whom	Purpose	Thing of Value
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^{6, 7} A registrant is required to file an Exhibit D if he/she collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, has the registrant disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement or transmitted monies to any such foreign principal? Yes No

If no, explain why no disbursements were made.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Foreign Principal	Date	Recipient	Purpose	Amount	Subtotal
Aruba Tourism Authority	See Attachment C				

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, has the registrant disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes No

If yes, furnish the following information:

Foreign Principal	Date	Recipient	Purpose	Thing of Value
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(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, has the registrant (or any short form registrant) from its own funds and on its own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

Date	Donor	Political Organization/Candidate	Method	Amount/Thing of Value
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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, has the registrant prepared, disseminated or caused to be disseminated any informational materials?¹² Yes No

(b) If yes, identify each such foreign principal for which informational materials were disseminated and respond to the remaining items in this section.

Aruba Tourism Authority
See Attachment D

17. During this 6 month reporting period, has a budget been established or specified sum of money allocated to finance the registrant's activities in preparing or disseminating informational materials? Yes No

If yes, identify each such foreign principal, and specify the period of time and the amount.

Foreign Principal	Period of Time	Amount
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18. During this 6 month reporting period, has the registrant's activities in preparing, disseminating or causing the dissemination of informational materials included the use of any of the following:

- Magazine or newspaper Advertising campaigns Press releases Pamphlets or other publications
 Lectures or speeches Radio or TV broadcasts Motion picture films Letters or telegrams
 Email

Website URL(s): https://www.aruba.com/us

Social media websites URL(s): https://www.facebook.com/ArubaFans https://www.instagram.com/arubatourism/

Other (specify) https://twitter.com/aruba

19. During this 6 month reporting period, has the registrant prepared, disseminated, or caused to be disseminated informational materials among any of the following groups:

- | | | |
|--|---|---|
| <input type="checkbox"/> Public officials | <input checked="" type="checkbox"/> Newspapers | <input type="checkbox"/> Libraries |
| <input type="checkbox"/> Legislators | <input checked="" type="checkbox"/> Editors | <input type="checkbox"/> Educational institutions |
| <input type="checkbox"/> Government agencies | <input type="checkbox"/> Civic groups or associations | <input type="checkbox"/> Nationality groups |
| <input type="checkbox"/> Other (specify) _____ | | |

20. Indicate the language used in the informational materials:

- English Other (specify) _____

21. Has the registrant filed with the FARA Unit, U.S. Department of Justice a copy of each item of such informational materials prepared, disseminated or caused to be disseminated during this 6 month reporting period? Yes No

If no, please please file the required informational materials.

22. Has the registrant labeled each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes No

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

ATTACHMENT A – Registrant**Question I. 5(b) Registrant:**

During this six-month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than clerical or secretarial, or in a related similar capacity? **YES**

NAME	RESIDENCE/ADDRESS	CITIZENSHIP	POSITION	DATE ASSUMED
Sara Wright	Clarkston, MI	U.S.	Intern/Assistant Account Executive	5/14/2021
Natalia Lopez	Somerset, NJ	U.S.	Senior VP	8/2/2021

Question I. 5(c)

Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6-month reporting period? **YES**

NAME	POSITION	FOREIGN PRINCIPAL	DATE TERMINATED
Mileska Ortiz	VP	Aruba Tourism Authority	7/16/2021
Mary Insigna	VP	Aruba Tourism Authority	7/28/2021
Evan Kahn	Digital Analytics	Aruba Tourism Authority	8/27/2021

Question I. 5(d)

Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6-month reporting period? **NO**

NAME	POSITION	FOREIGN PRINCIPAL	DATE TERMINATED
None			

ATTACHMENT B - Activities

Question III.11 Activities:

During this 6-month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? **YES**

If yes, identify each foreign principal and describe in full detail your activities and services:

ARUBA TOURISM AUTHORITY

Activities for the 6-month period: April 1, 2021, through September 30, 2021

MEDIA RELATIONS

- Conducted monthly proactive outreach on select topics with a wide variety of journalists contributing to US and Canadian based publications. Outreach preparation includes the development of media lists and pitches, sent individually to reporters via email.
- Vetted and responded to reactive media inquiries.
- Coordinated or supported individuals press trips to the island with the following media publications during the filing period:
 - The New York Times
 - Marie Claire
 - Travel Noire
 - Fodor's Travel
 - Cosmopolitan
 - Real Simple
- Drafted and distributed fall travel deal press release – Sept 2021.
- Drafted and distributed summer Caribbean travel press release – June 2021.

INFLUENCER

- Secured and executed three influencer trips to Aruba.
- Contracted at-home content creators to deliver social assets.
- Began initial negotiations to contract a celebrity partner in the fall of 2021.
- Vetted reactive influencer partnership inquiries.

SOCIAL MEDIA

- Managed social media strategy, content development and content calendars.
- Informed community manager of real-time opportunities and language recommendation based on current social landscape.
- Worked with partners to receive assets.

CRISIS WORK

- Monitoring issues and crisis news regarding travel and COVID.
- Developed/provided council on messaging including media messaging and on-island stakeholder communication related to Aruba's entry and on-island protocols.
- Updated Q&A for crisis-related media inquiries on an ongoing basis.

ACCOUNT MANAGEMENT

- Held weekly account calls with Aruba Tourism Authority team

- Joined bi-weekly North America interagency meetings.
- Compiled monthly PR and influencer recaps.
- Managed billing and client invoicing on monthly basis.

ATTACHMENT C – IV. Financial Information

Question IV. 14(a) Receipts-Monies

During this 6-month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? **YES**

Aruba Tourism Authority		
RECEIPTS during the period of: April 1, through September 30, 2021		
DATE	PURPOSE	AMOUNT
4/13/2021	Professional Services	\$62,017.33
5/14/2021	Professional Services	\$62,017.33
5/14/2021	Influencer Pre-Paid OOPs	\$85,049.96
6/12/2021	Professional Services	\$62,017.33
7/16/2021	Professional Services	\$62,017.33
7/16/2021	Paid Social Pre-Paid OOPs	\$63,000.00
8/13/2021	Professional Services	\$62,017.33
8/13/2021	Influencer Pre-Paid OOPs	\$85,049.96
8/25/2021	Professional Services	\$13,000.00
9/15/2021	Professional Services	\$23,833.33
9/17/2021	Professional Services	\$38,184.00
	TOTAL	\$ 533,153.94

ATTACHMENT C – IV. Financial Information**Question IV. 15(a) Disbursements-Monies**

During this 6-month reporting period, have you Disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? **YES**

ARUBA TOURISM AUTHORITY

DISBURSEMENTS during the period of: April 1, 2021, through September 30, 2021

DATE	PURPOSE	AMOUNT
4/13/2021	4media - SMT vendor	\$8,000.00
4/13/2021	On-island Reporter - activity	\$178.07
4/13/2021	SMT talent	\$4,000.00
5/14/2021	News Data Service Q2 2021	\$2,978.01
6/12/2021	Press Trip - Airfare	\$723.35
6/12/2021	Press Trip - Airfare	\$1,426.70
6/12/2021	Influencer - Airfare	\$1,631.25
6/12/2021	Press Trip - Airfare	\$665.25
6/12/2021	Influencer - photo album	\$95.40
7/16/2021	Press Trip - Airfare	\$680.75
7/16/2021	Press Trip - Airfare	\$948.23
7/16/2021	Influencer - Airfare	\$2,765.50
7/16/2021	Press Trip - baggage fees	\$60.00
7/16/2021	Influencer Fee	\$12,080.00
7/16/2021	Influencer Fee	\$5,000.00
7/16/2021	Press Trip - airport transportation	\$100.00
7/16/2021	Press Trip - airport transportation	\$100.00
7/16/2021	Press Trip - airport transportation	\$100.00
7/16/2021	Reporting tool (TrendKite) – annual subscription	\$6,532.50
7/16/2021	Press Trip - COVID tests + on-island per diem	\$230.00

8/13/2021	Press Trip - Airfare	\$839.32
8/13/2021	News Data Service Q3 2021	\$2,991.01
8/13/2021	Press Trip - on-island per diem	\$136.12
8/13/2021	Press Trip - Aruba Visitors Insurance	\$30.44
8/13/2021	Press Trip - baggage fees	\$30.00
8/13/2021	Press Trip - Airfare	\$229.80
8/13/2021	Press Trip - per diem	\$224.93
8/13/2021	Press Trip - COVID tests	\$126.83
8/13/2021	Press Trip - COVID tests	\$75.00
8/13/2021	Press Trip - COVID tests	\$50.00
8/13/2021	Press Trip - COVID tests	\$50.00
9/15/2021	Paid Social - July spend	\$1,000.00
9/15/2021	Influencer - Airfare	\$1,491.70
9/15/2021	Press Trip - Airfare	\$648.75
9/15/2021	Press Trip - COVID test	\$50.00
9/15/2021	AR Filter Production	\$4,250.00
9/15/2021	Immersion Trip - airport transportation	\$137.35
9/15/2021	Press Trip - airport transportation	\$200.00
9/15/2021	Immersion Trip - hotel	\$1,251.03
9/15/2021	Immersion Trip - meals	\$500.32
9/15/2021	Immersion Trip - hotel	\$295.74
9/15/2021	Press Trip - car service	\$256.00
9/15/2021	Brandpoint MAT release	\$8,105.74
9/15/2021	Press Trip - per diem	\$20.00
9/15/2021	Press Trip - airport transportation	\$75.70
9/15/2021	Press Trip - Airfare	\$182.41

9/15/2021	Press Trip - per diem	\$261.37
9/15/2021	Press Trip - per diem	\$67.00
9/15/2021	Immersion trip - ED Card	\$15.00
9/15/2021	Press Trip - gas	\$11.02
9/15/2021	Immersion Trip - meal	\$25.00
9/15/2021	Immersion Trip - meal	\$194.85
9/15/2021	Press trip - per diem	\$170.00
9/15/2021	Press trip - per diem	\$231.75
9/15/2021	Press trip - COVID test	\$100.00
9/15/2021	Immersion Trip - meal	\$5.30
9/15/2021	Immersion Trip - meal	\$32.50
9/15/2021	Immersion Trip - meal	\$8.00
TOTAL		\$72,662.58

Question 15(c) Disbursements – Political Contributions:

During this 6 month reporting period, has the registrant (or any short form registrant) from its own funds and on its own behalf either directly or through any other person, made any contributions of money or other things of value in connection with an election to any political office, or in connection with any primary election, candidates for political office?

DATE	DONOR	POLITICAL ORG OR CANDIDATE	METHOD	AMOUNT OR THING OF VALUE
None				

End of attachments A-C

ATTACHMENT D

Aruba Tourism Authority

Activities for the 6-month period: April 1, 2021, through September 30, 2021

Media Pitches:

RenAruba Workation (April 2021)

SUBJ: Private Island Workation: Flamingos, Cabanas and Diving

Hi XX –

If you're looking for the ultimate Zoom background, the [Renaissance Aruba Resort & Casino](#) invites U.S. travelers to take a workation and **work alongside its famous flamingos.**

With Renaissance Aruba's new [One Happy Workation](#) package, you can swap your desk for a private oceanfront cabana on the hotel's exclusive Renaissance Island, home to Aruba's only private beaches including Flamingo Beach.

Work day suggestions:

- Upgrade your desk with a private oceanfront cabana to work from paradise
- Happy hour with our famous flamingos while enjoying a luxury picnic with champagne
- Adventure seekers can dive right from their cabana to the island's exclusive plane wreck diving site (a must-see!)
- Book a spa treatment after a stress Zoom call on-site

You can find hi-res images of the Renaissance's Private Island remote work experience [here](#) and additional package details [HERE](#).

Aruba's [One Happy Workation](#) makes it easier for travelers with no application required. Just bring your passport! Let me know if you think this could be a fit for anything you're working on or if you have any questions.

Thanks,
XX

Radisson Blu (May 2021)

SUBJ: New Radisson Blu Aruba Opens

Hi XX –

Reaching out to share that the newest Radisson Blu property, [Radisson Blu Aruba](#), is now open in Aruba's Palm Beach area, marking the first new resort offering to open on the island in years. A few of the Radisson Blu's defining features include its infinity pool, the largest on the island, and it's 2- and 3-bedroom suites.

You can find additional details about the newest upscale property opening [HERE](#) and high res property images [HERE](#), to be credited to Radisson Blu Aruba.

Please let me know if you have any questions or if this would be a fit for any property opening stories you may be working on.

Thanks,
XX

Hilton's Sunset Concierge (May 2021)

SUBJ: Aruba's Sunset Concierge Curates Ultimate Sunset Experiences

Hi XX,

Along with its white sand beaches and crystal blue waters, the One happy island of Aruba is perhaps best known for its stunning sunsets, and now, the [Hilton Aruba Caribbean Resort & Casino](#) offers the ultimate sunset experience with its new [Sunset Concierge](#).

Guests can book a private five-course dinner, curated by the Sunset Concierge, at one of the distinctive locations across the resort from toes in the water poolside to a beachfront cabana or the Arashi sand dunes to beneath the island's famed Divi Divi trees.

You can learn more about this bespoke sunset experience [HERE](#), including images that can be credited to the Hilton Aruba Caribbean Resort & Casino. Please let me know if you think this could be a fit for any stories you're working on or if you have any questions.

Thanks,
XX

New Sales Hire (June 2021)

SUBJ: Aruba Tourism Authority hires Donna Smith as Sales Manager, Southeast

Hi XX –

Reaching out on behalf of the [Aruba Tourism Authority](#) to share that Donna Smith has joined the North American team as the newest Sales Manager for the Southeast region.

I've enclosed a media alert below with more information, and you can find Donna's headshot [HERE](#). Please let me know if you have any questions.

Thanks,
XX

Aruba Tourism Authority hires Donna Smith as Sales Manager, Southeast

Smith brings 30+ years of experience in luxury and leisure travel sales to the Destination Marketing and Management Organization for the One happy island of Aruba

NEW YORK, NY – The Aruba Tourism Authority (A.T.A) has hired Donna Smith as its newest Sales Manager for the Southeast region, reinforcing the existing North America team. In her new role at A.T.A, she will oversee sales activities in the Southeast region. Serving as a primary point of contact for and continually building relationships with our travel advisor partners, Donna’s experience and knowledge in the luxury market will be an integral part of Aruba’s success amid its rapid tourism recovery.

Smith’s career in luxury travel sales spans more than 30 years, including her most recent role as Business Development Manager at Island Destinations/ID Travel Group, a global premier luxury tour operator, where she built and retained relationships through marketing initiatives and key industry events. Additional previous positions she held include Omni Hotels & Resorts, KSL Resorts & Hotels and Salamander Hotels & Resorts.

“I’m thrilled to be joining the Aruba Tourism Authority to represent a destination renowned for its perfect weather, award-winning beaches, stunning landscapes and diverse wellness and culinary offerings,” said Smith. “As Aruba approaches its one year marker since reopening its borders to international travelers in July 2020, I’m excited to be a part of the team’s continual work for a leading and innovative Caribbean destination of choice.”

About Aruba Tourism Authority:

The Aruba Tourism Authority (A.T.A.) 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 A.T.A. 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.

One Year Reopening (July 2021)

SUBJ: Aruba Reaches Pre-Pandemic Arrival Numbers One Year into Re-Opening

Hi XX –

Aruba reopened for tourism in July of 2020, and since then, the island has been welcoming travelers to the island safely with a steady growth. In June 2021, Aruba welcomed 75,727 stay-over visitors from the US, reaching pre-pandemic numbers for the first time (98% recovery compared to June 2019).

Aruba is one of the most tourism dependent countries in the world, and its re-opening story has been [cited as one of the more successful ones](#) since the pandemic wreaked havoc on the tourism industry. The destination is now ready to move from a cautiously-optimistic to optimistic recovery scenario.

To celebrate the one year anniversary of Aruba reopening for tourism, Aruba Tourism Authority (ATA) introduced a new slogan, “Your Happy Place,” and an overall marketing refresh for its [website](#) and channels.

Please let me know if you are interested in Aruba’s accelerated recovery story. We can provide further commentary on the marketing refresh, statistics, destination’s detailed health and safety protocols, innovative takes on health passes, and more. If interested, we can also coordinate an email interview with the ATA CEO, Ronella Croes. Sharing supporting story insights below for your consideration.

Thanks,
XX

Tactics Implemented in the Past Year, On-Island Developments and Data

Aruba has implemented a host of tactics over the past year with safety always top of mind, making the travel experience seamless even in the midst of the pandemic.

- Aruba is welcoming more visitors than most other Caribbean countries due to fully developed health and safety protocols and consistent travel guidelines.
- This is the third month in a row that we received at least 20% more visitors than the previous month.
- In June 2021, Aruba welcomed 75,727 stay-over visitors from the US, 98% more visitors than June 2019.
- It is anticipated that the first half of 2021 will be closing with around 55% recovery compared to the first half of 2019.
- The last weekend of June, 4th of July weekend, and the days that followed (July 8-11) were the highest visitor weekends since March 2021, with 14,171 (June 24-27) 14,144 (June 1-4) and 14,223 (June 8-11) visitors respectively.
- Aruba was the first government to adopt the CommonPass digital health app.
- Among the first destinations to introduce a program for remote workers in the fall of 2020 to increase destination consideration for extended stays - [One Happy Workation](#). Since the launch in September 2020 and through May 2021, more than 10,000 visitors have participated in the program. In June, 1,791 visitors who travelled to Aruba for the purpose of Workation out of 84,592 total visitors – 2.1%.

- The vaccination program/campaign for Aruba started in February 2021. Approximately 65% of Aruba's total population has already been vaccinated.
- New hotel openings: [Radisson Blu Aruba](#) opened in April of 2021 adding 133 rooms to the island portfolio.
- Aruba hotels spent over \$23 million in renovations and infrastructural enhancements.

Fall Travel Deals (September 2021) - CONSUMER LIFESTYLE

Subject: NEW Fall Travel Deals and Offerings in Aruba

Hi X -

I am getting in touch on behalf of the Caribbean island of Aruba to share some amazing travel deals that the destination is offering this fall season to help ease the transition out of the summer months.

Also known as the 'One happy island,' Aruba offers an average temperature of 82 degrees year-round, and its sunny skies and warm inviting shores will be even more accessible this fall with these new travel deals. The following roundup is inclusive of resort and hotel packages in Aruba, as well as restaurant and local business deals and discounted experiences on-island. To learn more, please see the full release linked [here](#), as well as below my signature.

Would any of these deals be of interest to you in sharing with your readers? Any questions, please don't hesitate to reach out.

Thank you,
XX

"Fall" into Your Happy Place this Autumn with Limited Time Travel Deals to Aruba
The 'One happy island' is offering incredible on-island promotions to celebrate the start of fall

Aruba Tourism Authority, September 16, 2021 – As the weather grows colder and people are eager to travel, Aruba is inviting visitors to escape to a warm paradise outside of the hurricane belt, with exceptional new hotel and restaurant deals in Your Happy Place. Travelers will be able to enjoy everything Aruba has to offer with limited-time hotel discounts and unique on-island experiences.

In the past year, Aruba has implemented a number of traveler protocols to keep visitors feeling safe, including the adoption of the [CommonPass digital health app](#), which enables travelers on JetBlue flights to Aruba to seamlessly document their COVID-19 test results (an entry requirement). Additionally, 75 percent of eligible residents in Aruba (12+) have received a first dose of the COVID-19 vaccine.

The island will be more accessible than ever before for sun-seeking travelers this fall. From celebrating 15 years of flights to Aruba with JetBlue, to now low-fare carrier Frontier Airlines, who will begin operating a nonstop route from Miami to Aruba starting November 20, 2021, there are plenty of options for direct flights from major U.S. hubs.

“We know the traveler mindset has shifted and we all have a new perspective on what makes us happy,” said Ronella Croes, the CEO of the Aruba Tourism Authority. “That’s why we’re making fall travel to Your Happy Place even easier with on-island deals to help welcome travelers back to Aruba so they can return to enjoying the things that bring them joy, like the year-round sunny skies and crystal blue waters.”

There are a number of hotels offering incredible promotions for the fall season, including:

- [Radisson Blu Aruba - Grand Opening Special](#)
 - To celebrate its grand opening, Radisson Blu Aruba is pleased to offer this special package for bookings of four or more nights. This package includes: one-time \$100 food and beverage credit which can be used at Sunset Bistro or Acqua Breeze Pool Bar, 25% discount on massage treatments at the wellness center, 10% discount on all tours and activities through De Palm Tours concierge and complimentary valet parking. Available to book now through October 31, 2021 with Promotional Code “GRANDO”.
- [Detox. Relax. Glow. at Renaissance Aruba](#)
 - The wellness package was designed in celebration and tribute to Aruban aloe, known as the world’s finest aloe containing 22 potent elements known for their healing and restorative properties. This package includes a 90-minute “22 facial” for two guests at Okeanos Spa, an aloe infused cocktail at BLUE bar, a tour of the Aruba Aloe factory, \$7 credit to the Aruba Aloe shop, and 15 percent off the best available rate for the entirety of their stay at Renaissance Aruba. Available through December 21st for travel through April, 2022
- [Hyatt Regency Aruba Resort Spa & Casino - Elite Experience](#)
 - Soak up the sun and indulge in all of the Hyatt Regency Aruba’s signature amenities with the Elite Experience. Visitors can book using offer code ELTEXP and enjoy a daily beachfront palapa, Regency Club services, three-course Dinner Under the Stars for two, \$100 casino credit and more. Available to book now through March 31, 2022.
- [MVC Eagle Beach Aruba](#)
 - Recharge this fall with a 20 percent discount at the beachside resort located across from Eagle Beach. The package also includes a continental breakfast each morning. Available now until October 31, 2021.
- [Aruba Marriott Resort & Stellaris Casino - Romance Bliss Package](#)
 - Enjoy a romantic getaway to Aruba for two and experience an adults-only exclusive stay. This package includes exclusive accommodations in the Tradewinds Club, dinner for two at Aruban beachfront restaurant Atardi and complimentary chocolate covered strawberries and champagne upon arrival. Visitors can book using promotional code HON, now through December 1, 2021

Restaurants and other businesses on the island are also offering deals and packages for travelers this fall, including:

- [The Happy Kukoo Hour](#)
 - The offer includes a local guide driving guests to three happy hour spots around the island with three complimentary drinks and discounted prices for other drinks. The package is \$50 per person.
- [Cosecha Oranjestad Presents Arts & Tapas Night!](#)

- In the evenings at Cosecha Oranjestad, guests can learn to paint as they enjoy tapas. Arts & Tapas night will take place every Wednesday from 6-8 p.m. at Cosecha Oranjestad. The package is \$65 per person.
- [De Palm Tours - Sail and Snorkeling](#)
 - De Palm tours is offering discounted prices, using code SAVE10, on their “The Palm Pleasure’s Snorkel Adventure,” where guests will board a catamaran to go further in the sea to see the oceanic life in Aruba.
- [De Palm Island](#)
 - De Palm Island is offering discounted prices on their all-inclusive package for guests who wish to spend the day exploring the island.

The island of Aruba, with its year-round sunny skies, can’t wait to welcome visitors searching for their ‘happy place’ — whether on the beach breathing in fresh ocean air, exploring beautiful parks or enjoying renowned wellness offerings. Find more information at [Aruba.com](#), and make sure to follow along on social, use the #YourHappyPlace hashtag and tag @ArubaTourism. For the most up-to-date entry requirements and on-island protocols, visit www.aruba.com/us/traveler-health-requirements.

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](#).

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.

Contact:

Zeno Group
arubapress@zenogroup.com

Fall Travel Deals (September 2021) - TRAVEL TRADE

Subject: Aruba Fall Deals, Updates on Vaccine Rates

Hi X - I am getting in touch on behalf of Aruba to share some updates.

As you know, over the course of a year since Aruba reopened to visitors in July of 2020, the island has implemented a number of traveler protocols to keep visitors feeling safe. I wanted to share the news that the vaccine program in Aruba underway is extremely successful - 75% of eligible residents in Aruba (12+) have received a first dose of the vaccine - which is tracking especially high, compared to other Caribbean destinations ([source](#)). And as travelers are considering what to do this fall, Aruba has pulled together a list of travel deals and offers in the below press release (also [here](#)).

Let me know if this would be a fit for anything you are working on.

Thank you,
XX

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“We know the traveler mindset has shifted and we all have a new perspective on what makes us happy,” said Ronella Croes, the CEO of the Aruba Tourism Authority. “That’s why we’re making fall travel to Your Happy Place even easier with on-island deals to help welcome travelers back to Aruba so they can return to enjoying the things that bring them joy, like the year-round sunny skies and crystal blue waters.”

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Canada Flights (September 2021)

SUBJ: Aruba Welcomes Canadian Visitors with Resumption of Flights

Hi XX,

Reaching out on behalf of the [Aruba Tourism Authority](https://www.aruba.com) to share that Canadian airlines, Air Canada, WestJet and Sunwing, are resuming direct flight service to Aruba this fall.

You can find additional details, including respective flights for each airline, below. Please let me know if you have any questions.

Thanks,
XX

Aruba Welcomes Canadian Visitors with Resumption of Flights

ORANJESTAD, Aruba, September 30, 2021 - With the Canadian government easing travel restrictions, the One happy island of Aruba is excited to welcome back our friends from the North. Most major airlines including Air Canada, WestJet and Sunwing are resuming service to Queen Beatrix International Airport in Oranjestad, Aruba. With nearly 55,000 seats available between October 2021 and March 2022, Canadians will have more options to take their long-awaited Caribbean vacation to Aruba.

"In working with our trusted airline partners, we are thrilled to resume direct airlift service from Canada, expanding flight options for Canadian visitors to travel to our One happy island this fall and winter," said Ronella Croes, CEO of Aruba Tourism Authority. "With our year-round sunny skies and award-winning white sand beaches, Aruba is the perfect escape from the cold weather that's on its way to Canada."

Below is a roundup of airlines resuming air service as of September 20, 2021. These flight schedules are subject to change without notice.

Sunwing flight service from Toronto Pearson International Airport (YYZ) to Queen Beatrix International Airport (AUA) will resume:

- Weekly on Mondays started on September 20

Air Canada flight service from Toronto Pearson International Airport (YYZ) to Queen Beatrix International Airport (AUA) will resume:

- Weekly on Sundays starting October 3
- Twice weekly on Thursdays and Sundays starting in November
- Three times a week on Mondays, Thursdays and Sundays starting in December
- Four times a week on Mondays, Thursdays, Saturdays and Sundays starting in January 2022

WestJet flight service from Toronto Pearson International Airport (YYZ) to Queen Beatrix International Airport (AUA) will resume:

- Twice weekly on Tuesdays and Saturdays November 6
- Four times a week on Tuesdays, Thursdays, Saturdays and Sundays in January 2022

“We are so pleased to see Canada back on the destination board here at Aruba Airport! After months of suspended service, we’re ready to welcome back Canadian passengers and are working with our many partners to deliver a safe and seamless experience when travelling through our airport,” said Jo-Anne Meaux Arends, Air Service Development Manager, Aruba Airport Authority. “Air Canada and WestJet to nearly double capacity in the fourth quarter of 2021 and continue into early 2022 signals strong confidence in the Aruba market as we continue to recover as one of the sectors hardest hit by the pandemic.”

Since reopening its borders last summer, Aruba has implemented a number of [traveler protocols](#) to keep visitors and locals alike safe, including requiring travelers to present a negative COVID-19 test prior to or upon arrival and purchase Aruba Visitors Insurance. Aruba’s stringent health and safety efforts have ensured that COVID-19 cases among tourists remain consistently low, and locally, more than 75 percent of eligible residents in Aruba (aged 12+) have received at least their first dose of the COVID-19 vaccine. For the most up-to-date entry requirements and on-island protocols, visit www.aruba.com/us/traveler-health-requirements.

Coverage:

NOTE: Coverage links filed based on initial publication date. Live links may be updated by publication on a rolling basis independently.

Name	Headline
April	
<i>Business Insider</i>	Professionals who moved to places like Bermuda and Aruba on remote work visas share what the experience is like
<i>Yahoo! News</i>	Professionals who moved to places like Bermuda and Aruba on remote work visas share what the experience is like
<i>Tech Republic</i>	Beach office: Dream destinations offerings workcations deals for remote workers

<i>Travel + Leisure</i>	Why Work From Home When You Can Work Next to Flamingos on the Beach in Aruba?
<i>Reviewed.com</i>	These hotels in Mexico and the Caribbean include COVID tests with your stay
<i>Caribbean Journal</i>	This Aruba Resort Will Set Up Your Office on a Private Island
<i>Forbes</i>	Vaccinated Seniors Are Ready, Willing And Able To Travel
<i>The Knot</i>	The Top Honeymoon Trends and Destinations for 2021
May	
<i>Caribbean Journal</i>	From The Bahamas to Grenada, Caribbean Resorts for Remote Work
<i>Travel Weekly</i>	Radisson Blu opens a resort on Aruba
<i>Hospitality Net</i>	Radisson Blu Aruba
<i>TravelPulse</i>	18 Popular Countries American Tourists Can Visit Right Now
<i>TravelPulse</i>	What You Need To Know About Traveling To Aruba This Summer
<i>USA Today</i>	Have COVID vaccine, will travel: These are the countries open to fully vaccinated Americans
<i>USA Today 10Best</i>	Stay calm on vacation at these 10 hotels with yoga classes
<i>New York Amsterdam News</i>	Sample a stay with a hotel day pass
<i>The New York Times</i>	The Caribbean Conundrum: United by Tourists, Divided by Covid
<i>Fifty Five Plus</i>	News and adventure to expand your horizons
<i>TOPHOTELNEWS</i>	Radisson Blu shakes up Aruba with one-of-a-kind hotel
June	
<i>HotelExecutive</i>	The 133-room Radisson Blu Aruba Opens in the Island's Palm Beach Area
<i>Travel + Leisure</i>	This Hotel in Aruba Has a 'Sunset Concierge' to Help You End Your Days in Paradise
<i>Travel Agent Central</i>	Aruba Tourism Authority Hires New Southeast Sales Manager
<i>Insider Travel Report</i>	Insider People: Movers & Shakers This Week in Destinations
<i>Travel Noire</i>	San Nicolas: Aruba's Black Neighborhood AKA 'Chocolate City'
<i>Travel Noire</i>	How To Spend A Day Supporting Black-Owned Businesses In Aruba
<i>Travel Noire</i>	How To Curate Your Own Solo Wellness Retreat In Beautiful Aruba

<i>Travel Noire</i>	These Unique Aruba Dining Experiences Are Sure To Give Your Friends FOMO
<i>Travel + Leisure</i>	15 Mistakes to Avoid on Your Caribbean Vacation
July	
<i>Travel Noire</i>	Skip The Flamingos And Do These Activities When In Aruba
<i>Travel + Leisure</i>	Best Places to Travel in October
<i>MSN</i>	Best Places to Travel in October
<i>Yahoo Lifestyle</i>	Best Places to Travel in October
<i>Conde Nast Traveler</i>	A Guide to the Caribbean Islands Open to Americans Right Now
<i>CNN</i>	Travel to the Caribbean during Covid-19: What you need to know before you go
<i>MSN</i>	Travel to the Caribbean during Covid-19: What you need to know before you go
<i>KVIA-TV</i>	Travel to the Caribbean during Covid-19: What you need to know before you go
<i>KESQ-TV</i>	Travel to the Caribbean during Covid-19: What you need to know before you go
<i>KIFI-TV</i>	Travel to the Caribbean during Covid-19: What you need to know before you go
<i>KMIZ-TV</i>	Travel to the Caribbean during Covid-19: What you need to know before you go
<i>KTVZ-TV</i>	Travel to the Caribbean during Covid-19: What you need to know before you go
<i>Pennsylvania News</i>	Travel to the Caribbean during Covid-19: What you need to know before you go
<i>Philadelphia Tribune</i>	Travel to the Caribbean during Covid-19: What you need to know before you go
<i>Albany Herald</i>	Travel to the Caribbean during Covid-19: What you need to know before you go
<i>KIDK-TV</i>	Travel to the Caribbean during Covid-19: What you need to know before you go
<i>Henry Herald</i>	Travel to the Caribbean during Covid-19: What you need to know before you go
<i>Gwinnett Daily Post</i>	Travel to the Caribbean during Covid-19: What you need to know before you go
August	
<i>TravelPulse</i>	Frontier To Add 15 New Routes This Fall and Winter
<i>FTN News</i>	Frontier Airlines Expands Routes from Miami
<i>The Points Guy</i>	Frontier takes on American in Miami, adds Aruba in new 15-route expansion

<i>The Miami Herald</i>	Frontier adds nine new nonstop routes from Miami, including Aruba and Turks & Caicos
<i>Simple Flying</i>	Miami Wins Big In Frontier Airlines' Next Round Of Expansion
<i>Breaking Travel News</i>	Frontier Airlines launches 15 new low-cost routes
<i>Caribbean Journal</i>	Frontier Airlines Is Launching Its First-Ever Aruba Flights
<i>TravelPulse</i>	Frontier Increasing Flights to Popular Caribbean Islands
<i>Travel Off Path</i>	Frontier Airlines Launches New Low Cost Flights To The Caribbean
<i>PureWow</i>	13 Warm Places to Visit in January
<i>Recommend</i>	Aruba: A Year After Reopening Borders
<i>Red Tricycle</i>	13 All-Inclusive Resort Vacations to Book Now
<i>TravelAge West</i>	How Aruba Has Been Successful Since Reopening
<i>TravelAge West's Caribbean Newsletter</i>	How Aruba Has Been Successful Since Reopening
<i>Melissa Male</i>	Aruba, One Happy Island
<i>The Wall Street Journal</i>	Some People Worked From Home During Covid. These People Moved to a Tropical Island.
<i>UPROXX</i>	All The Countries Americans Can Currently Travel To And The Safety Precautions They Have In Place
September	
<i>Marie Claire</i>	The Instagram Guide to Aruba
<i>MSN</i>	Your Official Aruba Travel Guide Awaits You
<i>No Vacancy</i>	Heading Off to Aruba
<i>AFAR</i>	These Countries Are Open to Vaccinated Travelers
<i>TravelPulse</i>	'Fall' Into Your Happy Place This Autumn With Limited-Time Travel Deals to Aruba
<i>TravelPulse</i>	Caribbean Travel: The Ultimate Guide To Visiting Popular Caribbean Islands This Fall
<i>MSN</i>	Caribbean Travel: The Ultimate Guide To Visiting Popular Caribbean Islands This Fall
<i>Travel Off Path</i>	7 Reasons To Vacation in Aruba This Winter
<i>Architectural Digest</i>	6 Pet-Friendly Airbnb Rentals Across North America
<i>MSN</i>	6 Pet-Friendly Airbnb Rentals Across North America
<i>Caribbean Travel</i>	Aruba is dishing up a boatload of traveler incentives this fall
<i>Hey Ciara</i>	How To Plan the Ultimate 3 Day Getaway To Aruba Aruba 3-4 Day Itinerary
<i>TravelPulse Canada</i>	Canadian Airlines Returning to Aruba

<i>Travelweek</i>	Aruba welcomes the return of flights from Canada
<i>Open Jaw</i>	Aruba Welcomes Resumption Of Flights From Canada
<i>PAX Magazine</i>	Aruba welcomes back Canadians with resumption of direct flights
<i>AviationPros</i>	Aruba Welcomes Canadian Visitors with Resumption of Flights
<i>CAPA Centre for Aviation</i>	Air Canada, WestJet and Sunwing to operate 55,000 seats to Aruba