

The 304-all suite, adults-only, all-inclusive resort marks Hyatt's first Inclusive Collection property to open on the breathtaking island

CHICAGO (June 10, 2025) – [Hyatt Hotels Corporation](#) (NYSE: H) announced the opening of the adults-only, all-inclusive [Secrets Baby Beach Aruba](#). The opening of this resort marks the first Inclusive Collection branded property on the island of Aruba, further strengthening Hyatt's brand presence in the destination alongside Hyatt Place Aruba Airport and Hyatt Regency Aruba Resort, Spa and Casino.

Situated near the peaceful shores of Baby Beach Bay on the island's southeastern coast, Secrets Baby Beach Aruba offers a scenic and serene retreat in one of Aruba's most beautiful coastal towns, with white coral sands and vibrant turquoise waters. With proximity to the charming town of San Nicolas, one of Aruba's most breathtaking locales, guests can visit the vibrant San Nicolas Street Murals, an outdoor art gallery created by local and international artists that reflect the rich culture and history of the country, as well as Boca Grandi, a beach paradise for advanced kite surfers and enthusiastic spectators.

"We are incredibly proud to open the doors of Secrets Baby Beach Aruba and welcome guests to experience the unmatched beauty and warmth of this extraordinary island," said Jose Maria Perez, general manager, Secrets Baby Beach Aruba. "Our team is dedicated to delivering personalized, elevated service creating a space for guests to unwind. From the resort's thoughtfully designed layout to the serene, romantic atmosphere we've created, every detail is crafted to help guests relax, reconnect and create unforgettable memories."

Elevated Accommodations

Guests can unwind in the stylist comfort across 304 thoughtfully appointed suites, each featuring private, furnished balconies or terraces and daily refreshed minibars, with nature-inspired décor that include elements of water and earth, with cactus, lush palm tree flora, and stunning views of the Caribbean Sea, creating an authentic and serene ambiance. The resort's architecture emphasizes open, airy spaces, highlighting majestic ocean views, and a desert-like landscape where guests can relax and recharge.

For those seeking elevated accommodations, the Preferred Club offers select room categories with private pools, providing a more intimate and secluded escape. Additional amenities are available for Preferred Club guests including private soaking tubs on terraces, butler service, a dedicated Preferred Club Lounge with concierge service, daily continental breakfast service, afternoon hors d'oeuvres, decadent desserts, a dedicated bar, pool and more.

Culinary Offerings

Secrets Baby Beach Aruba highlights both regional and international cuisine at four à la carte gourmet restaurants such as Pan-Asian and South American fusion options, an elevated, thoughtfully curated buffet, a café and a grill, along with 24-hour in-room dining options.

At Secrets Baby Beach Aruba's six bars and lounges, including a swim-up bar, music lounge and lobby bar, guests can relax and unwind with top-shelf spirits and premium brand domestic and international beverages. Guests can further indulge with a variety of culinary adventures, including local rum tasting and local theme nights.

Vibrant Inclusions

Secrets Baby Beach Aruba seamlessly blends relaxation and adventure to create a unique vacation experience. Renowned for its blend of adventure and relaxation, guests can participate in bike tours, cocktail and cooking classes, dance lessons, macrame, mixology lessons, and more. The three pools on-site complement the expansive beach and include two infinity pools, a more active pool and two outdoor whirlpools.

For those seeking a more calming atmosphere, the 3,200 square foot Secrets Spa welcomes guests to pamper themselves with rejuvenating treatments, a reflecting pool, hydrotherapy circuit, sauna and steam room, and an indoor lounge area.

Weddings, Meetings, and Events

Secrets Baby Beach Aruba offers 2,569 square feet of flexible meeting room space with state-of-the art technology. Dedicated group event planners work with groups to provide immaculate care and personalized attention, creating a memorable group function from creative theme parties to team building activities and elegant gala dinners.

The opening of Secrets Baby Beach Aruba complements Hyatt's growing brand footprint in the Latin America and Caribbean region following the recently opened Secrets St. Lucia Resort & Spa. Hyatt's thoughtful brand expansion throughout the region is expected to continue in 2025 with multiple planned openings including Secrets Playa Esmeralda Resort & Spa, Dreams Playa Esmeralda Resort & Spa, Hyatt Vivid Punta Cana, Cas En Bas Beach Resort St. Lucia, and Grand Hyatt Grand Cayman Hotels

& Residences.

World of Hyatt members can earn 500 Bonus Points for qualifying nights at Secrets Baby Beach Aruba with the New Hotels Bonus Offer. For more information or to join World of Hyatt and book your stay, visit [here](#).

To learn more about Secrets Baby Beach Aruba, visit the resort's [website](#) or follow along on [Instagram](#).

The term "Hyatt" is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

For further information:

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company guided by its purpose – to care for people so they can be their best. As of March 31, 2025, the Company's portfolio included more than 1,450 hotels and all-inclusive properties in 79 countries across six continents. The Company's offering includes brands in the *Luxury Portfolio*, including **Park Hyatt**[®], **Alila**[®], **Miraval**[®], **Impression by Secrets**, and **The Unbound Collection by Hyatt**[®]; the *Lifestyle Portfolio*, including **Andaz**[®], **Thompson Hotels**[®], **The Standard**[®], **Dream**[®] **Hotels**, **The StandardX**, **Breathless Resorts & Spas**[®], **JdV by Hyatt**[®], **Bunkhouse**[®] **Hotels**, and **Me and All Hotels**; the *Inclusive Collection*, including **Zoëtry**[®] **Wellness & Spa Resorts**, **Hyatt Ziva**[®], **Hyatt Zilara**[®], **Secrets**[®] **Resorts & Spas**, **Dreams**[®] **Resorts & Spas**, **Hyatt Vivid Hotels & Resorts**, **Sunscape**[®] **Resorts & Spas**, **Alua Hotels & Resorts**[®], and **Bahia Principe Hotels & Resorts**; the *Classics Portfolio*, including **Grand Hyatt**[®], **Hyatt Regency**[®], **Destination by Hyatt**[®], **Hyatt Centric**[®], **Hyatt Vacation Club**[®], and **Hyatt**[®]; and the *Essentials Portfolio*, including **Caption by Hyatt**[®], **Hyatt Place**[®], **Hyatt House**[®], **Hyatt Studios**, **Hyatt Select**, and **UrCove**. Subsidiaries of the Company operate the World of Hyatt[®] loyalty program, ALG Vacations[®], Mr & Mrs Smith, Unlimited Vacation Club[®], Amstar[®] DMC destination management services, and Trisept Solutions[®] technology services. For more information, please visit www.hyatt.com.

About Secrets[®] Resorts & Spas


Secrets[®] Resorts & Spas offer a luxury, all-inclusive experience for adults looking to indulge in an extra measure of romance. Elegantly appointed suites, pristine pools, and beachfront settings provide the ultimate backdrop for unparalleled pampering and romantic rendezvous. With *Unlimited-Luxury*[®] inclusions, guests enjoy diverse gourmet à la carte dining, premium spirits, 24-hour room service, daily activities, and nightly entertainment. For more information, visit SecretsResorts.com. Follow @secretsresorts on [Facebook](#), [Instagram](#) and [X](#).

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