

Media Inquiries:
Amy Kerr
MP&A Digital & Advertising
(757) 645-3113
amy@madiganpratt.com



7 SECRETS TO SUCCESS FROM THE NO. 1 CARIBBEAN HOTEL

EAGLE BEACH, Aruba – June 7, 2016—What makes a boutique beach resort in Aruba the No. 1 Hotel in the Caribbean two years in a row? And the No. 1 Hotel for Romance in the World, the No. 8 Hotel in the World and the No. 3 Hotel for Service according to TripAdvisor?

Just like each grain of powdery white sand is important to creating Bucuti & Tara Beach Resort's awe-inspiring beach, it's the little things that add up to create a magical experience unmatched throughout the world. Here is a behind-the-scenes look at the subtle details that make Bucuti an unrivaled experience.

1. **Relaxation and Romance Reign-** While its home on One Happy Island offers something for everyone, at Bucuti guest relaxation is so valued that it has driven some bold management decisions. To reinforce tranquility and romance the resort keeps the noise and distractions away — it does not offer scheduled resort activities, allow loud music or offer noisy motorized watersports. Guests never hear rambunctious children disturbing the peace at this adults-only resort. The intimate, relaxing atmosphere caters to couples and welcomes everyone, no matter their nationality, race or sexual orientation. Relaxation begins the moment guests arrive, are given a glass of bubbly and whisked away to their accommodation for a private tablet check-in with their personal concierge.
2. **Guests only.** At Bucuti, the guest is priority No. 1 without exception. This laser-sharp focus has led management to make decisions that may appear counter-intuitive in terms of revenue; however, the measures benefit guests. One such decision is that the resort's beachfront SandBar, popular for stunning sunsets, cocktails and mingling, is now exclusive for resort guests. Bartenders are able to focus solely on Bucuti guests who can also always find a seat in what could otherwise be a crowd scene. Additionally, Bucuti offers two happy hours daily complete with top-shelf spirits. Another guest-centric decision is the resort no longer hosts weddings. While weddings, like groups, can generate significant revenue, they tax staff, contribute to a louder, busier atmosphere and ultimately leave leisure guests feeling cheated out of a relaxing, fulfilling vacation. Foregoing weddings and groups allows the well-trained staff to focus on providing all guests a consistently serene atmosphere.

At Bucuti, guests truly are individuals. The resort staff hand makes personalized welcome signs hung on guestroom doors highlighting a guest's honeymoon, anniversary or other milestone event. Unlike mega resorts, there is no early morning mad dash for beach chairs. Every Bucuti guest is promised a thickly padded sun lounger surrounded by plenty of space on its acres of uncrowded, spacious beach. Furthering the undisturbed relaxation and privacy, staff only approach guests for service when guests raise the red flag on their chair. Guests staying in one

of the Penthouses also have access to one of four private palapas on the beach each day, which are reserved for private romantic beach dining in the evenings.

3. **Green Power.** Bucuti is passionate about protecting the environment for everyone and is on track to be the first carbon-neutral Caribbean resort by late 2016. Owner and CEO, Ewald Biemans, a noted environmentalist actively invites others to join him as responsible stewards of the Earth's resources. A Caribbean eco-pioneer, Bucuti holds the most eco-certifications in the region including Green Globe, Travelife Gold and ISO 14001 and is the only LEED Silver certified property in the Caribbean,. Guests are invited to show commitment by participating in the Green Stay Program, help with beach cleanups that protect sea turtle nests, support a local children's home through Pack for a Purpose, adopt island pets and use Bucuti's complimentary canteens to reduce plastic water bottles. Sustainability goes far beyond simply foregoing laundry service and encouraging energy conservation. Progressive with sustainability initiatives, Bucuti employs solar panels, eco-mode climate control technology, water repurposing, green cleaning supplies and stringent recycling and upcycling measures to lower its carbon footprint.
4. **Straightforward and honest.** Bucuti deeply respects its guests and is straightforward with rate information, policies and important topics so guests can make informed decisions. Posted rates are exactly what guests pay and taxes are included so guests know total room costs in advance. Guests are never "nickel and dimed" with unexpected charges at the cashless resort, and there are never any hidden fees or service charges. Wanting to provide added value, Bucuti has free Wi-Fi resort-wide, free iPad use during a guest's stay and free movies on the beach twice weekly. Changes to resort policies are announced months in advance. And, on the occasion of less-than-desirable news, such as the recent topic of the mosquito-borne illness, Zika, the resort is proactive in sharing the potential dangers so travelers can plan their vacation with full knowledge and confidence.
5. **Focus on a healthy life.** Health and wellness are at the forefront of the Bucuti experience. Rooms have dehumidifiers and air purifiers, and the state-of-the-art fitness center lets guests continue their workout routine, or even start one, while in paradise. Bucuti encourages a smoke-free resort. When it comes to dining, guests with special dietary needs and requests find they are the inclusion and not the exception. A voyage in world class cuisine, Elements Restaurant also offers separate full menus for organic, natural, gluten free, vegetarian and vegan dining – not just an entrée or two. It recently introduced sensible, European sized portions giving guests more control over what they consume and lets them savor more courses and flavors. This decision reduced costs to guests, and also reduced food waste, which immediately lightened the resort's carbon footprint.
6. **Experience Aruba.** While many resorts will try to keep guests on property, not so at Bucuti. Aruba is One Happy Island with so much to experience the resort encourages guests to explore the island to their hearts' content. The concierge is available to recommend and schedule any off-property endeavors including evening entertainment, water-based activities and island excursions. Bucuti also offers a Dine Around plan introducing guests to a number of restaurants throughout the island.
7. **Encourage a dialogue.** Bucuti welcomes questions, concerns and comments and never shies away from the truth. It's highly visible leadership strolls the resort checking on guests and encouraging them to call upon them anytime by name. Every TripAdvisor review receives an

owner response — that's more than 3,600 to date. Feedback is taken to heart and is a core component to continually improving and exceeding guest expectations.

The bottom line secret to the Bucuti experience is that it always begins and ends with its guests in mind.

[Learn more](#) about Bucuti & Tara Beach Resort.

Images (courtesy of Bucuti & Tara Beach Resort)

Dropbox: <https://www.dropbox.com/sh/iax5gp27x747fli/AABtgTy7tJQLubwW-ZQmlMuFa?dl=0>

Bucuti+Tara-Beach-Resort Bucuti & Tara Beach Resort, Aruba's premier adults-only boutique resort, is serene and peaceful, perfect for honeymooners and couples looking for romance and relaxation.

Bucuti-Beach+Elements-at-Night Bucuti & Tara Beach Resort offers healthy fine dining at its Elements Restaurant nestled on Eagle Beach, named one of the "Dream Beaches of the World".

About Bucuti & Tara Beach Resort

Named a Top 10 Hotel in the World in 2016 and honored back-to-back in 2015 and 2016 as the No. 1 Hotel in the Caribbean by guest-driven TripAdvisor, [Bucuti & Tara Beach Resort](#) is Aruba's premier adults-only boutique resort. Led by celebrated hotelier and environmentalist, Ewald Biemans, the resort is nestled on the powdery white sands of Eagle Beach, home to protected sea turtles and named one of the "Dream Beaches of the World." Bucuti offers 104 well-appointed guestrooms, suites and penthouses; sunbeds and shade for every guest; fresh water infinity pool; spa; WiFi; and complimentary iPad with Skype for use during stay. Award-winning, fresh, healthy dining is enjoyed at oceanfront Elements; epicurean-lovers' Carte Blanche; Tara Lounge; and private beach dining. Reserved exclusively for guests and their friends, the open-air SandBar on the beach offers top-shelf cocktails and live music daily. The resort is TAG Approved® as a gay friendly hotel. Bucuti, a worldwide sustainable tourism leader, holds eco-certifications of LEED Silver, Green Globe, ISO 14001 and Travelife Gold.

###