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CARIBBEAN'S MOST ROMANTIC RESORT REVEALS SECRETS TO ITS SUCCESS

EAGLE BEACH, Aruba—April 26, 2017— While most hotels closely guard their secrets to success, [Bucuti & Tara Beach Resort](#) is unveiling theirs. Most recently, TripAdvisor named it the 2017 No. 1 Hotel for Romance in the Caribbean. In 2016, they were the No. 1 Hotel for Romance in the World.

Many wonder how a boutique resort can be recognized as the pinnacle for romance in a world dominated by giants. Simply put, it's the owner's philosophy of listening intently to guests and using their input to create an ideal vacation experience — *even if Bucuti loses money in the process.*

There is certainly a romantic cache about being located on one of the world's best beaches, but what makes Bucuti better is that this resort is made in the image of its guests. Creating the [Caribbean's No. 1 hotel for romance](#) is a conscious, evolving art of steadfastly listening to guests, acting on ideas and still providing good value. Bucuti proves that romantic luxury can be laidback and affordable.

Success doesn't happen overnight. For 30 years, Bucuti owner Ewald Biemans and his team have gotten to know their guests through daily conversations around the property and online. Biemans alone speaks seven languages. He also personally answers every TripAdvisor review — over 4,300 and counting. Continuously acknowledging guest comments and detailing initiatives to be taken is key to

Bucuti's success. An excellent example is this review from [a recent honeymoon couple](#) and Biemans' action-oriented response.

At times, the things Bucuti has done at the request of guests appear counter-intuitive and even radical. When weddings, groups and kids detracted from guests' desire for tranquility, the resort banned them despite the revenue they brought in. Guests and outsiders once flocked to Bucuti's SandBar happy hour to witness one of the Caribbean's most stunning sunsets. After hearing complaints of overcrowding Biemans made it "guest only." By sacrificing revenue, his guests now sip Champagne while witnessing glorious sunsets in a much more intimate and tranquil setting.

Unlike other crowded Aruba resorts, Bucuti is situated on an expansive stretch of Eagle Beach guaranteeing every couple a pair of upscale, cushioned sun loungers. All are spaced far from neighbors for intimate conversations and relaxation in an environment free of loud music or motorized watersports. Similarly, onsite Elements Restaurant offers mostly tables for two, spaced apart for privacy and private beach palapas for added seclusion and intimate dining. Only one table seats six keeping noise levels down and romantic atmosphere up. These are just a few of the many changes, big and small the resort has instituted to maximize guest satisfaction.

Making Bucuti the Caribbean's #1 resort for romance is only possible because it also focuses on delivering an excellent value for the money. The resort's "[no surprise rates](#)" include room, all taxes and service fees, full daily breakfast, WiFi and use of an iPad during guests' stay. There are never any flashy specials rather, Bucuti offers everyone the same hassle-free, value-filled price.

It's easy for couples to feel starry-eyed at this adults-only enclave. Bucuti's location alone is stunning, but it is the intimate, romantic setting created by inviting guests to be a part of its story that drives Bucuti's success. As a result, Bucuti is the go-to resort for romance hosting honeymooners, anniversary couples and those simply wanting to disconnect from busy lives to reconnect with one another. Running at 95% occupancy year-round, Bucuti knows the key to its guests' hearts is to involve them every step of the way.

To learn more, visit Bucuti.com.

IMAGES *(courtesy of Bucuti & Tara Beach Resort)*

Dropbox: <https://www.dropbox.com/sh/1px7j4rs5mdq4dl/AABNjoGxiUPXpn2yTOF7Ah3Aa?dl=0>

Captions

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

Bucuti+Tara_Beach-loungers Couples enjoy paired sun loungers with plenty of space to relax together along Eagle Beach at Bucuti & Tara Beach Resort, Aruba

Bucuti+Tara_Romantic-Beach-Dining Romantic beach dining at Bucuti & Tara Beach Resort lets couple dine in a private beach palapa while savoring a five-course meal served by their own personal wait staff.

About Bucuti & Tara Beach Resort

Named the *No. 1 Hotel for Romance in the Caribbean for 2017* and the *No. 1 Hotel for Romance in the World for 2016* by guest-driven TripAdvisor, Bucuti & Tara Beach Resort is one of the Caribbean's premier adults-only boutique resorts. Bucuti is nestled on the powdery white sands of Aruba's Eagle

Beach named one of the “Dream Beaches of the World” by Islands Magazine. Led by celebrated hotelier and environmentalist, Ewald Biemans, Bucuti is at the forefront of hospitality innovation and guest experience. It offers 104 well-appointed guestrooms, suites and penthouses; padded 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 and private beach dining. Reserved exclusively for guests and their friends, the open-air SandBar on the beach offers top-shelf cocktails, twice daily Happy Hours, spectacular sunsets and live music daily. The resort is TAG Approved® as a gay friendly hotel. Bucuti is a worldwide sustainable tourism leader, holding eco-certifications of LEED Silver, Green Globe Platinum, ISO 14001 and Travelife Gold.

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