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Top Resort's Winning Guest Service Strategy: Defy the Norm

EAGLE BEACH, Aruba – January 7, 2019 – Despite substantial investment in a newly unveiled grand entrance and modern lobby, guests do not stop there on the way to checking in at [Bucuti & Tara Beach Resort](#).

There is no front desk.

Forward-thinking owner Ewald Biemans just debuted a new arrival experience bypassing the traditional lobby check-in completely. This is the latest in Biemans' culture of re-investment and innovation that defies typical hotel thinking and keeps Bucuti & Tara humming at 95 percent occupancy year-round.

Caribbean's Fastest Check-in

Arriving guests are met curbside by their personal skilled concierge who, armed with an iPad and carefully reviewed guest profile, conducts the personalized check-in process as they proceed directly to their room. Along the way to their room, guests are offered a refreshing flute from the new lobby's built-in Champagne bar for a warm welcome to the resort. Perhaps the Caribbean's fastest check-in, Bucuti & Tara guests can immediately begin enjoying world-famous Eagle Beach.

Laidback Luxury

The new entrance reflects the tranquil, romantic atmosphere known to entice couples from around the world. Upon arrival, guests step out to a grand covered walkway, flanked with towering pillars and signature Aruba aloe. The walkway leads to the new contemporary lobby that evokes the laidback luxury reflected throughout the adults-only resort.

No longer needing a front desk, this space has been transformed into the resort's new concierge lobby. When ready, couples can visit and meet with their dedicated romance and wellness concierges. The quiet, intimate setting allows guests the opportunity to plan their own customized Aruba vacation experience. Bucuti wants its guests to experience the fullness of the island so its concierges are extremely knowledgeable of local offerings that guests staying elsewhere may never discover.

Continual Reinvestment and Preserving the Environment

From humble beginnings 31 years ago, today Bucuti is now the No. 1 Hotel for Romance in the Caribbean (TripAdvisor) and was named in August 2018 as the Caribbean's first certified carbon-neutral resort. Over the past five years, more than \$15 million has been invested in upgrades and improvements at this intimate property so every guest experiences the resort at its best.

"I believe a guest should always walk into a fresh, clean and perfectly maintained resort that is relevant in today's world of technology and much-needed sustainability," says Ewald Biemans. "From the first day we opened, we've have been committed to continual reinvestment and innovation at Bucuti & Tara Beach Resort."

In addition to the lobby experience, the multiyear renovation includes the addition of a state-of-the-art fitness center, debut of award-winning Elements fine dining restaurant and a major renovation of the 63-room Bucuti

wing. The latter included a lengthy environmentally friendly retrofit, which earned Bucuti & Tara the Caribbean's first LEED Silver certification. Recently the new Purun Spa opened with an expanded outdoor, beachside spa services cabana and mediation and yoga cabanas along with the renovation of the 44-room Tara wing suites and penthouses, lobby and breakfast lounge.

To learn more, visit Bucuti.com.

Images

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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.

ADD NEW LOBBY PICTURES

About Bucuti & Tara Beach Resort

Declared the first CarbonNeutral® hotel in the Caribbean in August 2018 and TripAdvisor's No. 1 Hotel for Romance in the Caribbean for 2018, Bucuti & Tara Beach Resort is Aruba's premier adults-only boutique resort. Nestled on the powdery white sands of Eagle Beach, Bucuti is home to protected sea turtles and named one of the "Dream Beaches of the World." The resort offers 104 well-appointed accommodations, award-winning healthy dining and an extensive wellness program. It is a TAG Approved® LGBTQ-friendly hotel. Bucuti is a worldwide sustainable tourism leader holding eco-certifications of LEED Silver, Green Globe Platinum, ISO 14001 and Travelife Gold and was named the World's Most Sustainable Hotel/Resort in 2016 by Green Globe.

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