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ARUBA HONORS DRIVING FORCE IN SUSTAINABLE TOURISM

EAGLE BEACH, Aruba – August 12, 2015 – After giving Aruba decades of great change, the island nation has gifted its sustainable tourism pioneer with something permanent. The government of Aruba honored [Ewald Biemans](#), founder of [Bucuti & Tara Beach Resorts](#) and one of the Caribbean’s most prominent environmentalists, by naming a street after him a stretch of L. G. Smith Boulevard. Conveniently located near the namesake’s resort on the world-famous Eagle Beach, is now officially known as Caya Ewald Biemans.

The “caya,” meaning “street” in Papiamentu, Aruba’s official language, is a tribute to Biemans for his significant contributions to the island’s tourism industry and recognizes him as a pioneer in sustainable tourism throughout the world.

Many of Biemans’ impactful island accomplishments help improve everyone’s lives, such as:

- creating the [Aruba](#) Tourism Association Environmental Committee, bringing together the public and private sector for the first time to reduce, reuse and recycle;
- lobbying for island environmental preservation laws;
- founding Aruba’s “Sponsor a Mile” program of monthly beach and roadside [cleanups](#);
- educating industry colleagues and high school students about environmental protection and preservation, and;
- [leading by example](#) by driving Bucuti to hold four [major eco-certifications](#), LEED Silver, Green Globe, ISO 14001 and Travelife Gold.

“Having a street named after me is more than an honor, it’s an affirmation by the island of Aruba that we’re all sharing in this great mission to provide a memorable vacation experience while protecting our beautiful and endangered environment,” shares Ewald Biemans, owner of Bucuti & Tara Beach Resorts and environmentalist.

Images (courtesy of Bucuti & Tara Beach Resorts)

Link to image in Dropbox:

https://www.dropbox.com/sh/pgspilb71ioduoh/AAAPp59km2Mczo_20X2UY0L9a?dl=0

Caption info

CayaEwaldBiemans Ewald Biemans, founder of Bucuti & Tara Beach Resorts and noted environmentalist, stands with the newly unveiled Caya Ewald Biemans street sign that honors him and recognizes his role on Aruba as “Hotelero y Pionero den Turismo Sostenibel na Aruba” or “Hospitality and Sustainable Tourism Pioneer of Aruba”

StreetSign A close-up of the new Caya Ewald Biemans sign

About Bucuti & Tara Beach Resorts

Honored as the 2015 No. 1 Best Hotel in the Caribbean by guest-driven TripAdvisor, Bucuti & Tara Beach Resorts 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. Learn more at Bucuti.com.

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