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## **Travelers are Literally Searching for this Carbon-neutral Vacation**

*Bucuti & Tara earns fifth certification as Caribbean's first carbon-neutral hotel*

EAGLE BEACH, Aruba – Dec. 5, 2022 – [Bucuti & Tara Beach Resort, Aruba](#) continues its promise to protect its little piece of Aruba as the world races to mitigate the harmful effects of climate change. The Caribbean's first decarbonized hotel recently received its recertification as the [Caribbean's first CarbonNeutral® hotel](#). As it cares for its treasured spot on Eagle Beach, the adults-only enclave just achieved its 22<sup>nd</sup> recertification at the elite Green Globe Platinum level.

"A fast-growing number of travelers worldwide are demanding responsible hospitality experiences through travel professionals and through their online searches as reflected in the Google 2022 Travel Search Trends survey," shares Susan Logan, Director of Sales & Marketing for Bucuti & Tara Beach Resort, Aruba. "Climate change affects everyone around the world and the awareness is increasing in every aspect of their lives including where they choose to vacation so here at Bucuti & Tara, we provide the door-to-door carbon-neutral vacation they want in a turnkey approach so all they have to do is simply come and enjoy themselves with a guilt-free vacation."

### **Certified decarbonized, again**

Bucuti & Tara became the Caribbean's first carbon-neutral – or decarbonized – hotel in 2018. Each year, the resort goes through rigorous recertification that must reflect improvement year or year. Bucuti & Tara continues to grow its sustainability program to decrease its footprint even as occupancy continues to soar. Bucuti & Tara recently received its 2022-2023 [CarbonNeutral® certification](#) – a true reflection of leaving only sandy footprints behind for every guest it hosts.

"To hold the two highest scores for Green Globe Platinum means here at Bucuti & Tara Beach Resort, Aruba, we are successfully emulating the highest sustainability standards for a hotel to perform as we care for every guest, staff member, and our shared environment," share Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort, Aruba. "Once again being recertified as the Caribbean's first CarbonNeutral® hotel while maintaining near sellout every night is a testament that guests want climate-forward vacations and Bucuti & Tara is delivering those in a setting of superior guest service and laidback luxury."

### **Newest initiatives**

To achieve the pinnacle level certification of Green Globe Platinum, Bucuti & Tara's existing sustainability program continued with the addition of new initiatives. These climate-friendly initiatives over the past year include:

- Being the only Aruba hotel to implement the use of UVC technology to fully disinfect and sanitize guest rooms and public areas as the final step to safe, green cleaning. This process eliminates all bacteria from the rooms leaving the space at the same level of sanitation as a hospital operating room.
- Hot tub heated 100% by solar panels
- Installation of new solar water heaters for the hot water system for accommodations further reduced gas consumption for heating water by more than 55%
- Upgraded some lawn equipment from gasoline to electric, which produce less noise and less pollution
- Conducted Air Quality Audits to maintain the resort's high standards of indoor air quality for guests and associates
- Painted the facade of the Bucuti Wing with a cutting-edge MIG insulating paint keeping the warmth of the sun's rays out, and air-conditioning in. This combined with the installation of a new, even more efficient air-conditioning system in one wing of the resort led to a 40% reduction in energy consumption in that wing making for an additional 14% decrease in energy consumption for the entire resort.

### **Longest-certified Green Globe hotel**

Biemans was inspired along with the rest of the world with the United Nations' famous 1992 Earth Summit in Rio de Janeiro. One result within the hospitality field was the beginning of Green Globe, an organization to help hotels and soon others throughout hospitality to operate responsibly and therefore protect the planet. Today, Green Globe continues to lead the travel and tourism sector in providing research, guidelines, and certifications so operators provide the sustainable experience travelers want. This year marks the 22<sup>nd</sup> straight year Bucuti & Tara received recertification. The resort holds the two highest certification scores – 99% and 100%.

To learn more, visit [Bucuti.com](http://Bucuti.com).

**IMAGES** are located in [this Dropbox folder](#). Photo credit: Bucuti & Tara Beach Resort, Aruba.

### ***About Bucuti & Tara Beach Resort***

Declared the [first CarbonNeutral®/net zero hotel in the Caribbean](#) in August 2018, Bucuti & Tara Beach Resort is one of the Top 10 Hotels for Romance in the World (fourth straight year), No. 1 Hotel for Romance in the Caribbean (seventh straight year) and No. 3 Hotel for Service in the Caribbean. Aruba's premier adults-only boutique resort is led by celebrated hotelier and environmentalist, Ewald Biemans, named by Caribbean Journal as the 2017 Caribbean Hotelier of the Year. 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."

Now home to the Caribbean's Safest, Healthiest Vacation Experience thanks to its physician-developed COVID-19 safety protocols and Aruba's Health & Happiness Code seal, Bucuti has 104 well-appointed guestrooms, suites and penthouses. It offers sunbeds and shade for every guest; freshwater infinity pool; spa; WiFi; and complimentary iPad with Skype for use during stay. Award-winning healthy dining is enjoyed at oceanfront Elements, Tara Lounge and private beach dining. Reserved exclusively for guests and their friends, the newly renovated open-air SandBar offers top-shelf cocktails and live music daily along with the Caribbean's first Healthy Hour. The resort is TAG Approved® as a LGBTQ-friendly hotel. Bucuti, a worldwide sustainable tourism leader, holds eco-certifications of LEED Gold, Green Globe Platinum and Travelife Gold and was named the World's Most Sustainable Hotel/Resort in 2016 by Green Globe.

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