

Aruba media inquiries:

Crescenzia Biemans

cresi@bucuti.com

+297 593 6303

International media inquiries:

Amy Kerr

amykerr@revelconcepts.com



Climate Anxiety? Take the World's First Carbon Neutral Vacation

Carbon-neutral Bucuti & Tara Beach Resort, Aruba, on track to becoming carbon negative

EAGLE BEACH, Aruba – July 29, 2022 – [Bucuti & Tara Beach Resort, Aruba](#), is inviting climate-anxious travelers to find solace and continue to pursue their desire to travel with the world's first carbon-neutral vacation. New studies by Harvard Medical School and leading global luxury and experiential travel network Virtuoso reveal skyrocketing climate anxiety. Bucuti & Tara is connecting those discerning travelers with the growing demand for climate-friendly vacations that's [healthier for the planet than even staying home](#).

In Aug. 2018, Bucuti & Tara became the [Caribbean's first certified carbon-neutral hotel](#). In Sept. 2021, as a complement to the resort's honoring and presenting at the United Nations COP26, the resort debuted the world's first Carbon Offset Concierge so guests now have the opportunity to enjoy a complete carbon-neutral vacation. This service assists guests with offsetting emissions from flights, airport transfers, and even island excursions through certified programs. Today, [the Caribbean's most eco-certified resort](#) continues driving forward with meticulously measured initiatives and technologies that neutralize the carbon footprint. With this, guests can savor the joys of travel including being cared for by staff who share their commitment, relaxation, the sharing of ideas, new excursions, and the appreciation for other cultures and geographic locales that can only be deeply felt in person.

"As long as people can, they will travel, and here at Bucuti & Tara Beach Resort, Aruba, our promise to them is they can have a dream vacation that is as healthy for them as it is the planet thanks to our door-to-door climate neutral vacation," shares Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort. "The Google 2022 Travel Search Trends revealed that among the top six search criteria is sustainability. By Bucuti & Tara providing travelers with the world's first carbon-neutral vacation, we are giving them the control of how they impact the planet and there is peace through purpose."

New surveys reveal skyrocketing climate anxiety

Travel is back, yet, for a growing number of people, climate anxiety is creating hesitancy in travel. The devastating effects of climate change are seen nonstop flashing across news outlets and social media feeds with scenes of scorching temperatures, searing wildfires, catastrophic flooding, crippling droughts, and rapidly melting glaciers leading to rising sea levels.

A [new Harvard Medical School article](#) shared that a survey by the American Psychological Association, revealed more than two-thirds of Americans experience some climate anxiety. Global luxury and experiential travel giant [Virtuoso just published survey results](#) reveal "luxury travelers remain ever conscious of their place and impact in the world, with more than 80% of respondents indicating that the pandemic has made them want to travel more responsibly in the future – and almost as many are willing

to pay to more to do so.” Acclaimed long-time medical journal, The Lancet, just published findings that 84% of people ages 16 to 25 are worried about climate change with 59% are very or extremely worried. Suggested support for those with climate anxiety, among many things includes spending time with nature – all that comes with a guilt-free carbon-neutral, Bucuti & Tara vacation.

What a carbon-neutral vacation looks like

A door-to-door carbon-neutral vacation through Bucuti & Tara is as simple as the resort stay being carbon neutral and by opting for the Carbon Offset Concierge to neutralize flights, airport transfers and island excursions. Understanding how critical carbon neutrality is in combating climate change, Bucuti & Tara does not charge for the Carbon Offset Concierge service. The Carbon Offset Concierge helps guests by calculating the carbon emissions guests want to offset based on their vacation plan and provides options to purchase those from verified offset programs such as renewable energy. From most gateways, this typically averages \$30 per person for the entire stay. Guests can work with the Carbon Offset Concierge at any point during their stay.

Diving deeper into what an itinerary can look like, every couple at the adults-only Bucuti & Tara is assigned their own personal concierge who helps them with onsite and offsite. Guests can opt for using an EV taxi, EV rental car, or even the resort’s EV car for exploring Aruba via clean energy whether it be an island tour or excursion.

They can take a soul-stirring hike or biking through Arikok National Park complete with refillable water bottles gifted to every resort guest and opt to bring a picnic to rest and recharge while overlooking the rugged coastline. Guests can head to Arashi to awaken their senses with paddle board yoga. They can discover the cultural capital of mural-laden San Nicolas. Couples can team up with professional photographer and wildlife expert Michiel Oversteegen for a nature and birding adventure to witness some of the 280 species that call Aruba home or their favorite layover when migrating between hemispheres.

For meals, Aruba is a dining leader in the Caribbean with award-winning chefs and restaurants with many options for fresh, healthy cuisine. Bucuti & Tara’s own food-forward Elements restaurant offers full vegan and vegetarian menus as plant-based dining continues to be the fastest-growing dining segments. For one of the most eco-conscious experiences, guests and locals alike love the freshest catch of the day at Zeerovers restaurant nestled on the docks where fishing boats return with their hauls.

Onsite, eco-friendly activities include settling into Bucuti & Tara’s lush loungers and swimming in the turquoise crystal waters of Eagle Beach. Guests also can enjoy complimentary wellness activities most days such as ocean front Pilates, yoga, Tai Chi energy healing, and vegan cooking demos. They can even burn calories while generating kilowatts for the resort on electricity-generating bikes and treadmills in the beachfront Fitness Centre.

On a mission to carbon negative

Biemans was inspired to take action to provide a climate-friendly vacation experience after the 1993 United Nations Conference on Environment and Development, Rio de Janeiro, Brazil, better known as the Earth Summit. Over the following years, he put together a framework of [eco-certification](#) guidelines and best practices to ultimately arrive at the Caribbean’s first and still its only carbon-neutral hotel.

Today, Bucuti & Tara continues to follow the science as it drives forward towards becoming the world’s first carbon negative hotel. Through special insulating paint that reduces energy consumption, putting the administrative offices on a microgrid, being almost 100% paperless, EV taxi service and charging station,

and offering a growing selection of plant-based meals at its heralded Elements restaurant, preserving travel for generations to come is part of Bucuti & Tara's commitment to every guest and staff member.

To learn more about the world's first carbon-neutral vacation, visit Bucuti.com

IMAGES

Resort images are located in [this Dropbox folder](#).

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.

###