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## **Bucuti & Tara Beach Resort Named Caribbean's Best Sales & Marketing Team**

*Resort founder also makes 40th appearance at CHTA Marketplace 40th anniversary*

EAGLE BEACH, Aruba – Oct. 5, 2022 – [Bucuti & Tara Beach Resort, Aruba](#) has joined the revelry while still working nonstop at the [Caribbean Hotel & Tourism Association's 40<sup>th</sup> anniversary of Marketplace](#), Oct. 3-5, 2022. The resort kicked off the event being named the Caribbean's best Sales & Marketing team winning the category's 2022 CHIEF Award. Resort Founder, Owner/CEO Ewald Biemans also marked his 40<sup>th</sup> year attending the CHTA's biggest event of the year as it celebrates its own 40<sup>th</sup> anniversary. In addition to being a panelist for a sustainability discussion, Biemans joined the rest of the Bucuti & Tara team in meeting with industry colleagues, travel professionals, and media.

The Caribbean Hotel & Tourism Association (CHTA) is a federation of 32 National Hotel Associations, with more than 600 hotel members and 300 allied members representing hundreds of thousands of travel and tourism sector employees throughout the Caribbean. CHTA Marketplace is the Caribbean's largest tourism marketing event. Since 2015, CHTA has recognized the best of the best with its annual [CHIEF Awards for Sales & Marketing](#), Business Operations, Environmental Sustainability, and Human Resources and Staffing. One winner for each category is selected by a panel of experts based on extensive case studies submitted.

### **The return to near nightly sellout**

Bucuti & Tara's 2022 CHIEF Award for Sales & Marketing was accepted by Director of Sales & Marketing, Susan Logan. A key leader of the executive team, her steadfast work throughout the pandemic guiding its internal team and extensive network of external partners led the resort to pre-pandemic, year-round occupancies in the high 90%+, an enviable feat.

The award presentation included that guests, travel professionals, and even media touted Bucuti & Tara's real-time updates, embracing all communications channels, staff care during downtime, maintaining its core identity, innovative safety and wellness protocols, and rate and cancellation strategy kept the resort top-of-mind. The reassurance kept guests and travel professionals confident that the resort offered the same high-quality, romance, laidback luxury vacation they always experienced and expected. By avoiding discounting, yet being flexible with the cancellation policy, guests continued receiving a fair value and travel professionals could count on solid business. As travel returned, Bucuti & Tara welcomed guests whose reviews continue to be unwavering, a testament that the sales and marketing approach was working.

“To win the CHTA 2022 CHIEF Award for Sales & Marketing is the grandest Caribbean accolade for Director of Sales & Marketing Susan Logan and our knowledgeable, efficient team in Aruba and worldwide,” shares Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort. “It confirms that our approach to staying true to ourselves, keeping all communication channels open, and caring for our guests, vendors, and travel professionals during a tumultuous two years was the best approach for everyone and I am grateful for Susan’s leadership and tenacity.”

#### **40 years attending Marketplace**

Bucuti & Tara Owner/CEO Ewald Biemans celebrates his 40<sup>th</sup> attendance at CHTA Marketplace. Fittingly, he participated in a panel about sustainability as he is considered one of the eco-pioneers of the Caribbean. The United Nations’ shared that Bucuti & Tara, the Caribbean’s first certified carbon-neutral hotel, has a successful sustainability program that is “highly replicable and scalable” for hotels worldwide to follow. Biemans has long advocated and shared his solutions over the years at Marketplace.

#### **Recent accolades**

The CHTA 2022 CHIEF Award for Sales & Marketing is the third award this week for Bucuti & Tara. The adults-only enclave continues its multiyear reign with a coveted, new [Condé Nast Traveler 2022 Readers’ Choice Award](#). Announced Oct. 4, Bucuti & Tara is the only Aruba resort to grace the [Top 40 Resorts in The Caribbean Islands](#).

Tripadvisor also just named Elements restaurant as the only Caribbean hotel named among the [Top 25 Date Night Restaurants in the World](#). The winners’ list also features amorous hot spots in the Maldives, Greece, Italy, Spain, France and more. Tripadvisor shared this review as the epitome of a dreamy dining experience at Elements, “The most romantic place on earth for dinner. The server was magical, funny and on point. The dishes were elegant, savory and simply perfect.”

To learn more, visit [Bucuti.com](#).

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

#### *Captions*

**Bucuti+Tara\_CHIEF-Award-2022** Susan Logan (third from left), director of sales & marketing for Bucuti & Tara Beach Resort is honored with the CHTA 2022 CHIEF Award for Sales & Marketing

**Bucuti+Tara\_Ewald-Biemans-panelist** Ewald Biemans, owner/CEO of Bucuti & Tara Beach Resort (second from left) participates in his 40<sup>th</sup> appearance at the 40<sup>th</sup> anniversary of CHTA Marketplace as a panelist in a sustainability discussion.

**Bucuti+Tara\_Team** (l to r) Mitchell Goeldjar, reservations manager; Crescenzia Biemans, in-house legal counsel and PR manager; Susan Logan, director of sales & marketing; and Ewald Biemans, owner/CEO represent Bucuti & Tara Beach Resort, Aruba, at CHTA 2022 Marketplace

### ***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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