

Aruba media inquiries:

Crescenzia Biemans

cresi@bucuti.com

+297 593 6303



International media inquiries:

Amy Kerr

amykerr@revelconcepts.com

Bucuti & Tara Beach Resort Triumphs with Triple Accolades: Environmental Sustainability, Innovative Sales & Marketing, Leadership Excellence

EAGLE BEACH, Aruba – Dec. 4, 2023 – [Bucuti & Tara Beach Resort, Aruba](#), a beacon of sustainable luxury in the heart of Eagle Beach, proudly announces a trifecta of honors from the Caribbean Hotel and Tourism Association (CHTA) and Caribbean Media Exchange (CMEx) that underscore its commitment to excellence in various facets of the hospitality industry.

CHTA CHIEF Awards: a long legacy

The legacy of Bucuti & Tara earning CHTA CHIEF Awards recognition continued at this year's gathering in Miami, Nov. 30 - Dec. 1. At this year's Awards luncheon, Bucuti & Tara was honored as the Hall of Fame Winner for Environmental Sustainability. First awarded this in 2019, Bucuti & Tara was the inaugural winner and the only one with double wins.

The CHTA CHIEF Hall of Fame for Environmental Sustainability acknowledges Bucuti & Tara's dedication to setting the standard for sustainable tourism practices, including energy efficiency, waste reduction, and conservation initiatives. Visionary Owner/CEO Ewald Biemans, expressed gratitude for the recognition, stating, "At Bucuti & Tara, we believe that memorable vacations in a tranquil setting of laidback luxury and sustainability can coexist harmoniously. This award reflects our ongoing commitment to providing a world-class experience while preserving the natural beauty of our environment. Bucuti & Tara always welcomes drawing the spotlight to Aruba."

Hot off of last year's win as the CHTA CHIEF 2022 Award winner for Sales & Marketing, the esteemed adults only resort once again earned a place on the podium as a finalist for the CHTA CHIEF 2023 Award for Innovative Sales & Marketing. This year's initiative was the resort's popular "What We Are Not" social media campaign, which also gained a lot of buzz throughout the CHIEF conference. The resort's innovative approaches in promoting responsible tourism and unique marketing strategies have garnered attention within the industry.

CMEx Leadership Award 2023

Furthermore, Ewald Biemans, a trailblazer in the hospitality sector, has been honored with a Caribbean Media Exchange (CMEx) Leadership Award 2023. According to CMEx, this accolade recognizing Biemans is to show the organization's "appreciation for exceptional individuals who have significantly contributed to enhancing tourism in our region through their diligent work and outreach efforts." This includes Biemans' longstanding leadership in promoting sustainable tourism and significant contributions to the Caribbean hospitality industry."

Biemans shared, "Thank you to CMEx for this Leadership Award recognizing Bucuti & Tara and my shared commitment to communicating the Caribbean's progress, rich culture and sustainable solutions with one another and with the world."

Bucuti & Tara and Biemans continue together to be a beacon of excellence for commitment to environmental sustainability, innovative marketing endeavors, superb guest experience and visionary leadership.

Next: Biemans' accepts personal invitation to United Nations COP28

Representing Bucuti & Tara, Biemans is heading to the world stage at the invitation of the United Nations. The elite organization's climate conference, known as [COP28](#), and deemed this year's most important world gathering about the climate crisis, has invited Biemans to share with the global audience the framework behind the Caribbean's first and only certified carbon-neutral hotel. As the sole independent hotelier invited to be a [launch signatory of the universal Glasgow Declaration for Climate Action in Tourism](#), on Dec. 10 and 11, Biemans will be meeting with some of this year's 70,000 attendees, particularly those within the hospitality sector, to help them join the Glasgow Declaration and implement Bucuti & Tara's sustainability initiatives that the United Nations declares are "highly replicable and scalable" for hotels worldwide to follow. This year's annual event is being held in Dubai, United Arab Emirates (UAE) from Nov. 30 to Dec. 12, 2023.

Learn more by visiting Bucuti.com

IMAGES & VIDEOS

Images located in [this Dropbox folder](#).

Captions for images in Dropbox folder:

CHTA-CHIEF-Awards-2023 Bucuti & Tara receives the Hall of Fame 2023 Award for Environmental Sustainability, (l to r): Bill Clegg, CHTA's 5th Vice President; Vanessa Ledesma, Acting CEO & Director General of CHTA; Ignacio Ortiz, Assistant Resort Manager of Bucuti & Tara; Ewald Biemans, Owner/CEO of Bucuti & Tara; Nicola Madden-Greig, CHTA President; Crescenzia Biemans, Chief Corporate Officer of Bucuti & Tara; Melissa Alonso, Director of Sales & Marketing at Bucuti & Tara; Elston Cilie, Executive housekeeper at Bucuti & Tara; Reginald Boekhoudt, Breakfast Manager at Elements restaurant at Bucuti & Tara; Kyle Mais, Caribbean Alliance for Sustainable Tourism.

CMEx-Leadership-Award-2023 (l to r) Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort, Aruba, receives a CMEx Leadership Award and appears with CHTA President Nicola Madden-Greig.

Images and videos are located in [this private media gallery](#).

###