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## **Caribbean's No. 1 Resort Guides Global Hotel Industry Towards Sustainability at COP28**

*UNWTO reports Glasgow Declaration implementation progress,  
showcases Aruba's eco-pioneer as worldwide sector leader*

EAGLE BEACH, Aruba – Dec. 19, 2023 – When the United Nations recently sent a personal invitation with the request to show hotels worldwide how to implement sustainability initiatives at COP28, [Bucuti & Tara Beach Resort, Aruba](#), readily accepted. Owner/CEO Ewald Biemans attended the [UN's Climate Change Conference](#) in Dubai as a hospitality sector leader whose collaborative efforts helped drive a 90% increase in hospitality signatories of the globally recognized Glasgow Declaration for Climate Action in Tourism.

### **Transitioning from talk to action**

Two years ago at COP26, the [Glasgow Declaration for Climate Action in Tourism](#) was launched with the goal of achieving net-zero emissions in the hospitality sector by 2050. Biemans was the sole independent hotelier asked to be a launch signatory. Days prior, Bucuti & Tara was the first hotel in UN history to earn its Global UN Climate Action Award. The UN declared the resort's sustainability program "highly replicable and scalable" for hotels worldwide to adopt. The Glasgow Declaration is more than simply making a pledge, it shows and guides hotels how to take the action needed and it connects them to sector leaders like Bucuti & Tara.

Prior to COP28, there were 450 hospitality signatories of the Glasgow Declaration. While attending COP28 in Dubai, on Dec. 10 and 11 Biemans joined a select few other sector leaders in meeting with attendees and helped them transition from making promises to taking action. These efforts boasted commitments to 857 worldwide.

Biemans was able to provide attendees with first-hand examples by referencing some of the resort's 400+ sustainability initiatives that connect with the [United Nations' 17 Sustainable Development Goals](#). These universally accepted criteria are a part of the Glasgow Declaration, and join the global community in the shared need to combat climate change, preserve cultures and create social-economic stability.

While there, the UNWTO marked a significant milestone by unveiling the first Glasgow Declaration Implementation Report, showcasing strides in climate action within the tourism sector. The presented report highlighted climate action plans from 261 signatories, with 70% actively measuring CO2 emissions including Bucuti & Tara, the [Caribbean's first and only certified carbon-neutral hotel](#). The hotel industry, a key player in global tourism representing 7.6% of the world's GDP and 8% of its carbon footprint, emerged as a strong advocate for aligning hospitality practices with climate action, reinforcing the urgency for carbon footprint reduction.

## **Harmony in a competitive environment**

While the business landscape is naturally competitive, businesses dedicated to operating sustainably such as Bucuti & Tara openly share their solutions and continue to reassure the hospitality industry that it can be successful, deliver memorable vacations and simultaneously operate sustainably. Humming at 97%+ occupancy, earning Tripadvisor's 2023 No. 1 Hotel in the Caribbean and No. 18 Hotel in the World while also being the most eco-certified in the Caribbean positions Bucuti & Tara as a trusted resource for other hoteliers. Biemans and the resort team routinely hosts guests, Aruba officials and community members, foreign dignitaries, researchers and students for immersive sustainability tours. The resort is often the subject of case studies including the recent One Planet Network case study, [How Certification has Steered Bucuti & Tara's Climate Action](#).

"Attending the United Nations' COP28 by personal invitation was both an honor and a welcomed opportunity to help other hotels worldwide discover how they can benefit from the transformative power of sustainable practices and how they can transition from promises to taking action, earning certifications and contributing to curbing the detrimental effects of climate change," shares Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort, Aruba. "Most importantly, there is no other way to operate responsibly, so joining together and taking action is our shared battle against the climate crisis and I welcome the opportunity to join even more hotels as they take their own steps."

Learn more by visiting [Bucuti.com](http://Bucuti.com)

## **IMAGES & VIDEOS**

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

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

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

Declared the [first CarbonNeutral® hotel in the Caribbean](#) in August 2018, Bucuti & Tara Beach Resort the No. 1 Hotel in the Caribbean and No. 18 Hotel in the World according to Tripadvisor. 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."

Home to the Caribbean's Safest, Healthiest Vacation Experience 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 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 open-air SandBar offers top-shelf cocktails and live music daily along with the Caribbean's first Healthy Hour. The resort is IGLTA and TAG Approved® as an LGBTQ-friendly hotel. Bucuti & Tara, a worldwide sustainable tourism leader, holds eco-certifications of CarbonNeutral®, LEED Gold, Green Globe Platinum and Travelife Gold and was named the World's Most Sustainable Hotel/Resort in 2016 by Green Globe. New in 2023, the resort is the newest member of Regenerative Travel.

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