

Aruba media inquiries:

Crescenzia Biemans

cresi@bucuti.com

+297 593 6303

International media inquiries:

Amy Kerr

amykerr@revelconcepts.com



Top Romance Resort Welcomes Couples to the Year of Traveling Wherever the Heart Desires

EAGLE BEACH, Aruba – Jan. 5, 2023 – [Bucuti & Tara Beach Resort, Aruba](#), is delivering on the trifecta travelers want for 2023 – romance, wellness, and sustainability. The adults-only, Eagle Beach enclave provides a tranquil setting among laidback luxury, authentic dining and entertainment, and an open door for guests to connect with the local community. Combined with several new awards, the resort is brimming with the travel search trends vacationers are clicking for online.

2023 Travel Trends Survey

“This year is about travelers doing what they want to do, not what everyone else is doing,” reveals Expedia, Hotels.com and VRBO, in its [2023 Travel Trends Study](#). With 2022 being the first full year of post-pandemic travel where people were still traveling to reconnect with families and friends and go on outdoor adventures, *2023 has been deemed the year of traveling wherever your heart desires.*

Travelers are seeking a “no-normal” for 2023 according to the study. Cultural experiences and cuisine, wellness, and off the beaten path experiences. Booking.com found through a survey that people are being drawn to travel experiences that provide community support and that are focused on laidback luxury. All of these trends dovetail the ethos of a Bucuti & Tara vacation.

Romance

With the holidays newly past and many couples fresh off of spending time with family, love in the air especially with engagement season in full swing. In a [study by wedding registry Honeyfund](#), almost 90% of couples rate their marriages as “Excellent” or “Good” when they take a honeymoon and continue traveling together. In fact, 91% of survey participants replied that their partner is their favorite travel buddy.

Bucuti & Tara’s powdery white sands and turquoise-clear waters are a dreamy draw as Caribbean Journal just declared the resort’s Eagle Beach location, “Aruba’s most stunning stretch of sand” and National Geographic named it one of the “Dream Beaches of the World.” Bucuti & Tara is the only Aruba hotel where every couple is guaranteed a pair of luxurious cushioned sun loungers and umbrella complete with the resort’s signature red flag service from staff. Each pair is distanced from others so couples can relax simply listening to the soft waves or chat without being overheard as they plan their outings on island, decide which [Bucuti & Tara-exclusive romance experiences](#) to enjoy, and what itinerary planning to request from their [personal concierge](#).

As an independent resort, Bucuti & Tara's romance experience cannot be found anywhere else in the world. TripSavvy recently named Bucuti & Tara a 2022 Editors' Choice Award for Best in Romance and a Hall of Fame winner. USA TODAY 10Best just announced 2023 awards for the property including Top 10 for Best Caribbean Resort, Top 10 for Best Caribbean Restaurant for Fine Dining, and Top 10 Best Adults-only Resort in the World.

Wellness for the mind, body, soul

Staying health continues as a priority for travelers in 2023. Couples delight that Bucuti & Tara has an all-compassing wellness program helmed by certified wellness specialists. Whether a duo is highly disciplined with their wellness or are embarking on a new year's resolution to become healthier, Bucuti & Tara's wellness specialists are poised to elevate their vacation experience. The island's top fitness, nutritional, and mental wellbeing professionals are all on-hand for customized sessions with Bucuti & Tara guests.

Couples can opt for complimentary, daily wellness activities such as yoga, Qi Gong, Pilates, and vegan cooking demos. They can begin working with the wellness specialists before wheels down on island so they can plan hiking throughout the desert setting and rugged coastline of Arikok National Park, save their mat space for full moon yoga, plan a mindfulness walk within the shoreline labyrinth, and many more Aruba-specific experiences from [Bucuti & Tara's wellness catalog](#).

Sustainability that actually delivers

Bucuti & Tara is the [Caribbean's first and longest-reigning certified carbon-neutral hotel](#). Elevating this, the resort offers the world's first Carbon Neutrality Concierge who turns their carbon-neutral stay into a complete door-to-door carbon-neutral vacation assisting them with neutralizing emissions for the flights, airport transfers, and even island excursions. A vacation at Bucuti & Tara is literally healthier for the planet – and one another – than staying home.

A 2022 [Sustainable Travel Study](#) by Expedia showed that 90% of consumers are looking for sustainable options and seek hotel, transportation, dining, and excursions that align with their own personal commitments to sustainability. This dovetails with Bucuti & Tara's own extensive standards for caring for guests, associates, and community understanding that making genuine connections strengthens understanding. Couples quickly discover this as the resort understands that bringing them together with the resort's very community spanning authentic meals created from family recipes, nature and wildlife excursions with a local resident expert, visiting rescues at the Donkey Sanctuary, and even participating side-by-side with staff and other guests at the resort's 30-year tradition of monthly beach clean-ups that keep the beach and water pristine for the island's flora and fauna.

To plan the ultimate 2023 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.

###