

Aruba media inquiries:

Crescenzia Biemans

cresi@bucuti.com

+297 593 6303

International media inquiries:

Amy Kerr

amykerr@revelconcepts.com



Globally lauded Regenerative Travel Adds Caribbean's Top Hotel

Bucuti & Tara Beach Resort, Aruba, delivers tranquil luxury in climate-forward setting

EAGLE BEACH, Aruba – June 22, 2023 – [Bucuti & Tara Beach Resort](#), Aruba, continues to elevate travelers' experiences by becoming the newest member of [Regenerative Travel](#). This comes just as the [Caribbean's first certified carbon-neutral hotel](#) is being celebrated as the newly announced No. 1 Hotel in the Caribbean and Top 18 Best Hotel in the World by Tripadvisor. Bucuti & Tara has long been recognized globally as a pioneer in proving that memorable vacations and sustainability can be mutually inclusive.

By joining Regenerative Travel, Bucuti & Tara becomes one of its Regenerative Hotels™. The marketplace brings together travelers, hotels, tour operators, travel agents and other stakeholders with the shared commitment to travel experiences that are as caring for guests as they are the planet. As a Regenerative Hotel, Bucuti & Tara represents:



- **Mission-driven, independent spirit.** Celebrating its 35th anniversary year, Bucuti & Tara's firm foundation comprises three cornerstones: romance, wellness and sustainability. Its unrelenting pursuit of providing superior guest service with the utmost care of the community and environment. The property boldly shares "[what we are not](#)," sharing it does not cater to groups or allow children, its SandBar is reserved only for resort guests so they will always have a seat and receive undivided attention, it is not an ideal property for smokers, and more. As a pioneer, the resort leads, whether on island or on a global level. It helped a local company create the resort's solar panel system, teaching them skills while creating the largest renewable energy system in the private sector. When pet overpopulation became an issue, the resort launched a nonprofit in 2016 and more than 35,000 island dogs and cats have been spayed or neutered.
- **Honors the sense of place.** Bucuti & Tara is proud of its island home, Aruba. The resort encourages guests to go beyond the property and revel in all of the wonders of the island. It begins upon arrival, which is streamlined from curbside to accommodations including every couples' personal concierge encouraging them to head straight to the beach for an ocean swim filled with wellness benefits. In protecting its island environment, the property does not promote off roading tours that damage local flora and fauna, rather, they pair guests with one of the Caribbean's top birding experts and professional photographers for a private excursion. Public spaces and accommodations feature interactive, colorful artwork by [internationally acclaimed](#)

[local artist](#) Elisa LeJuez. Spa treatments proudly incorporate the island's largest export, abundantly healthy and diverse aloe. The resort's Authentic Aruban & Caribbean menu is literally generations in the making with its rich collection of staffs' family recipes - and when locals approve, guests know it is going to be a culinary highlight. Most recently, the resort donated a new green space, [Bucuti & Tara - GMC Nature Preserve, a 30-acre carbon sink](#). As it continues to reforest the protected space, the trees and plants will protect island wildlife while drawing down carbon emissions from the atmosphere.

- **An ethos of service.** On any given day, guests hail from 25 different countries worldwide. Bucuti Associates invite the opportunity to connect with guests whether it is through a shared language, specific dietary needs or cultural traditions. Every couple is assigned a personal concierge. Long before it is wheels down on island, the concierge works with them to discover their vacation wishes. It can be off-the-beaten path picnics to remote parts of the island, helping them along their continuum of wellness through the resort's all-encompassing wellness program, or helping them plan a unique engagement of intimate wedding. The goal is that guests have an enriching experience laced with new perspectives that they hopefully even take back to their own communities. One tangible example is that the resort has long gifted every guest upon arrival with a reusable, logoed canteen. With Aruba's water being among the highest rated in the world, tap water reigns. This initiative annually prevents 290,000 single use water bottles from ever being used and therefore discarded. Guests love taking their keepsake cup home and continue using it long after their vacation, as evidenced in pictures they will share on social media.
- **A vacation that meets values.** Whether it is the value of the nightly rate, which is never discounted and there are no surprise fees, ensuring every guest receives the same fair price, or the values such as choosing a resort that has a sustainability program that is so solid that the United Nations calls it "highly replicable and scalable," Bucuti & Tara wants the best for its guests. As a regenerative travel experience, it invites every guest to its monthly beach clean-up, helps them discover and [advocate for nesting Leatherback sea turtles](#) and/or provides them a view as hatchlings take their first steps to sea, encourages them to Pack for a Purpose by bringing needed items for a local childrens' home, and helps them by providing climate-friendly menu options to name just a few.

"Bucuti & Tara Beach Resort welcomes the opportunity to join with Regenerative Travel, to exchange best practices with other member properties, and to connect guests with a vacation highlighted with authenticity in dining, art, excursions, design, community and environmental stewardship and where their ethos are shared and honored," says Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort, Aruba.

Regenerative Resorts' Founder and CEO, Michael Phillips, commented, "We warmly welcome Bucuti & Tara Beach Resort to our network of exceptional properties. Their unwavering dedication to sustainability and commitment to delivering outstanding quality and service perfectly aligns with our mission to redefine hospitality through regenerative practices. Together, we will inspire positive change and pave the way for a more sustainable future."

Joining Regenerative Travel is timely for the resort. A recent [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.

Learn more by visiting [Bucuti.com](#)

IMAGES & VIDEOS

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 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."

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 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 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.

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