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Bucuti & Tara Beach Resort Leads Aruba for Earth Hour 2024

Collaboration with Space and Nature Aruba Foundation connect guests with global movement

EAGLE BEACH, Aruba – March 25, 2024 – [Bucuti & Tara Beach Resort, Aruba](#) led the island community in participating in the worldwide Earth Hour on March 23. Collaborating with the Space and Nature Aruba Foundation and providing a full array of engaging initiatives for guests to join the annual “lights off” practice.

Powering down to raise awareness

[Earth Hour](#) began in 2007, and is known for the “lights off” moment – a symbolic event to show collective support for the planet. Supporters span more than 190 countries and territories, joining together in unity for everyone’s one shared planet home by powering down from 8:30 p.m. to 9:30 p.m. their time and by participating in supporting activities. The annual event is a reminder to the global community that every hour counts. This year, Bucuti & Tara’s participation resulted in 985 combined hours of staff and guest participation for Earth Hour 2024.

Creating vacations that drive change

Bucuti & Tara honored Earth Hour by turning off unnecessary lights while turning up attention on the critical need for working together in combating climate change. Guests at the [Caribbean’s first and only certified carbon-neutral hotel](#) enjoyed the opportunity to observe what was called “The Hour that Can Change the World” through a variety of dedicated [Earth Hour resort experiences](#).

Members of [Space and Nature Aruba Foundation](#) brought powerful telescopes and shared their expertise with stargazing guests along Bucuti & Tara’s wide stretch of Eagle Beach, a front row seat to the galaxy. Couples could also discover Mother Nature’s light show on a beach sofa complete with a bottle of Champagne and an array of canapes.

Others opted for an Earth Hour Mindful Dinner led by Executive Chef Alexander Powell and his culinary team. The oceanfront culinary experience at Elements restaurant honored the planet. Ingredients were responsibly sourced and consisted of fresh, chilled or room temperature items. Cooked dishes were prepared in using least energy and avoiding fossil fuel usage including induction stove tops that transfer almost 90% of the generated heat to the cookware versus a mere 38% with gas stovetops and 70% with electric ranges. As a bonus, since the kitchen is not as hot, less air-conditioning is consumed within the resort.

Guests could also participate in a special grounding mindfulness meditation session led by Aruba’s revered meditation and yoga instructor, Shanti. The Earth Hour meditation was centered around the Earth. Capping the evening was a Movies Under the Stars showing of *Kiss the Ground*.

“Bucuti & Tara Beach Resort enjoys honoring Earth Hour with annual participants and newcomers, alike,

whether they are visiting us from anywhere in the world, or we are spreading this initiative right here in our community of Aruba,” shares Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort. “Together, by making a difference locally, we are making a difference globally.”

Learn more by visiting Bucuti.com

IMAGES & VIDEOS

Images of Earth Hour 2024 at Bucuti & Tara are in [this Dropbox folder](#).

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

About Bucuti & Tara Beach Resort

Declared the [first certified CarbonNeutral® hotel in the Caribbean](#) in 2018, Bucuti & Tara Beach Resort is 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, who holds many accolades including multiple Hotelier of the Year awards. 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 guest rooms, 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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