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## **Bucuti & Tara Beach Resort Wins Coveted 2024 CHTA CHIEF Award for its Progressive, Comprehensive Employee Care Program**

*Aruba's No. 1 Hotel also honored for Social Responsibility*

EAGLE BEACH, Aruba – Nov. 25, 2024 - [Bucuti & Tara Beach Resort, Aruba](#), is beaming as the proud recipient of the 2024 [Caribbean Hotel & Tourism Association's \(CHTA\) Caribbean Hospitality Industry Exchange Forum \(CHIEF\)](#) Award for People (Staff) Development and Support. The Eagle Beach resort knows that its staff is the heartbeat of its success and now the entire Caribbean knows how deeply it cares for its team of hospitality professionals. In addition to this top honor, the resort was named the first finalist for the category of Social Responsibility and community outreach for its extensive work in taking care of its island community and home. CHTA also invited Crescenzia Biemans, Bucuti & Tara's Chief Corporate Officer, to share behind the scenes insight into the resort's top performing social media efforts.

### **CHTA CHIEF 2024 sizzles in Miami**

The annual [Caribbean Hotel & Tourism Association's \(CHTA\) Caribbean Hospitality Industry Exchange Forum \(CHIEF\)](#) convened in Miami, FL, Nov. 18 - 20. CHTA is a federation of 32 National Hotel Associations, with more than 600 hotel members and 300 allied members. Its CHIEF event is the Caribbean's premier event for networking, education, and best practice sharing, featuring expert sessions and the Exchange Hub.

The CHIEF awards are a highly anticipated feature every year as members seek to recognize and learn from best practices. Case study-style submissions for Innovative Sales and Marketing, People (Staff) Development and Support, Social Responsibility, Tech Transformation, and Environmental Sustainability, of which Bucuti & Tara is the only Hall of Fame winner in 2023, are reviewed by a panel of judges representing top industry professionals in their respective areas who then make their selections.

"It is a tremendous honor for Bucuti & Tara Beach Resort to win the 2024 CHTA CHIEF Award for People (Staff) Development and Support and be the first-place finalist for Social Responsibility because every single day we look at how we can best support our people, community and the planet, and to be recognized for helping our people live better lives both professionally and personally is a great honor," shares Crescenzia Biemans, Chief Corporate Officer of Bucuti & Tara Beach Resort, Aruba.

### **Aruba's top hotel employer as one of the world's top 25 best hotels**

Bucuti & Tara's progressive, comprehensive care for its beloved Bucuti Associates was honored with the 2024 CHTA CHIEF Award for People (Staff) Development and Support. The resort was recognized for its 360° approach with an unyielding commitment and enthusiasm for nurturing, developing and caring for its associates, which carries over to their families and ultimately the island community.

Reigning as one of the entire world's top resorts according to millions of TripAdvisor reviewers and other prestigious outlets such as Conde Nast and Travel + Leisure, Bucuti & Tara knows that its workplace is

demanding both in operating and in competing to remain in the pinnacle of .001% of more than 1.6M hotels globally. By preparing and caring for each staff member, they are able to deliver heralded vacation experiences as they, themselves, feel valued, supported and empowered to excel both professionally and personally.

### **Highlights of the resort's award winning program**

Since opening in 1987, Bucuti quickly became a sought-after employer, driven by its commitment to people, place, and planet. As an independent hotel, the resort focuses on valuing, supporting, and empowering staff to succeed both at work and in life. This is evident in high staff retention, guest satisfaction, and near sellout occupancy (97% year-round), along with strong community ties.

Highlights of Bucuti's award-winning program include, but are not limited to:

- **Equal Opportunity Employer.** Since its founding in 1987, the resort has been a progressive workplace and is IGLTA/TAG-approved, providing equal opportunities for members of the LGBTQ+ community. It offers ongoing DEI (Diversity, Equity, and Inclusion) training to ensure that no one faces discrimination based on race, religion, or gender, and women have long held leadership roles at the resort, including representation on the executive team.
- **Comprehensive benefits.** The resort pays above a living wage which far surpasses the legal minimum wage, provides higher than average income, and perks include a 5-day work week, paid days off, up to 27 days of vacation based on years of service, numerous bonuses, store discounts, medical, dental, vision, life, and workplace insurance, mental health support and ongoing development, a 3%-interest savings program (unlike any bank), low interest and green loans for sustainable purchases, gym memberships, healthy dining, ongoing training, and education, covering university programs, professional courses, and much more.
- **Enhanced healthcare.** Joining extensive medical service offerings, new in 2025, gender-specific preventative care, child care subsidies, and the BucutiActive wellness initiative.
- **AI integration.** Innovative tools are implemented to empower staff and help them become more efficient, without replacing them.
- **Community investment.** A focus on hiring locally including celebrating staff and family culture such as through ancestral recipes featured in the resort's Authentic Aruban & Caribbean Menu, pet care through the resort-founded and funded [Stimami Sterilisami](#), and its nature preserve, The Bucuti Tara - GMC Nature Preserve, which spans an area of 130,000 m2 of protected land in the area of Noord for future generations to come.

In 2024, Bucuti honored 56 of 159 Associates for milestone service, with 61% employed for 10 or more years. With 37 years of accolades, including [Tripadvisor's No. 21 Hotel in the World](#), and honors from Condé Nast Traveler, Travel + Leisure, and Forbes Travel Guide, Bucuti's success is built on hospitality excellence, sustainability, and authentic relationships between its loyal staff and guests.

This success happens because Bucuti & Tara grows with its people.

### **Beyond the vacation: Bucuti & Tara's year-round commitment to social responsibility**

Bucuti & Tara is the [Caribbean's first and only certified carbon-neutral hotel](#), soon to be Net Zero. The resort is the most solution-focused, action-driven hospitality contributor to its island community. Bucuti & Tara knows that **while Aruba may be highly sought-after by visitors who visit for days, it is home for a lifetime to its community and nature.** As owner/CEO, Ewald Biemans, always says, "In Aruba we are not in the tourism business, we are in the nature business because without it, there is no tourism and no future." The resort's success proves that sustainability, memorable vacations, and being a good neighbor can go hand in hand.

Bucuti & Tara was honored as the first-place finalist for the CHTA CHIEF Award category for Social Responsibility. With decades of being an active, dedicated community partner, this year's honor focused on its groundbreaking initiative of Stimami Sterilisami and its gifting and development of The Bucuti Tara - GMC Nature Preserve.

[Stimami Sterilisami](#), or "Love me, Sterilize me" was founded by Bucuti & Tara in 2016 as a humane solution to Aruba's pet overpopulation issue. The program focuses on subsidizing the cost of spaying and neutering procedures for individual pet owners and rescue organizations. To date, Stimami Sterilisami has spayed and neutered more than 38,000 pets. In addition, the foundation continues to advocate for responsible pet ownership and create awareness among its community.

[The Bucuti Tara - GMC Nature Preserve](#) was founded in late 2018 as a gift to Aruba's future generations from Bucuti & Tara, Owner/CEO Ewald Biemans, and lifelong friend Greta Marie Case. This 32-acre/13-hectare stretch of land in busy Noord is now protected forever. Currently progressing through Phase 1 of reforestation in partnership with the non-profit Ban Lanta y Planta, the nature preserve serves as a unifying space for people of all ages. Residents, visitors, government entities, local businesses, and organizations come together, driven by a shared passion for protecting Aruba's unique flora and fauna. More than 750 trees have already been planted and new nature trails are currently being added. At full build-out of approximately 15,000 indigenous trees, the preserve, which doubles as a carbon sink, will draw down 375 tons of CO2 emissions annually.

### **Continuing the legacy of sharing best practices**

The resort's Chief Corporate Officer, Crescenzia Biemans, was honored to serve as a featured panelist for the CHIEF session: Leveraging Social Media to Immerse and Inspire. Bucuti & Tara is widely celebrated among Caribbean tourism brands for its authentic engagement, showcasing genuine cultural experiences and immersive storytelling. During the session, Biemans shared strategies for using social media to reflect the resort's unique identity, foster connections between guests and Bucuti Associates, integrate local Aruban culture into online content, and build meaningful relationships that resonate with global travelers.

The panel was designed to be highly interactive, inviting active audience participation. Attendees were encouraged to pose their own questions, creating a dynamic exchange of ideas and insights rather than following a pre-scripted Q&A format. Biemans explained how Bucuti & Tara's social media channels are customized for each platform, meeting guests and potential visitors where they prefer to engage. She emphasized that the resort's content reflects its three core pillars—Romance, Wellness, and Sustainability—brought to life through vivid imagery and heartfelt storytelling. At the heart of this approach are the resort's Bucuti Associates and guests, ensuring an authentic brand voice that amplifies the true Bucuti & Tara experience.

To learn more, visit [Bucuti.com](https://www.bucuti.com).

### **IMAGES & VIDEOS**

CHIEF Award images located in [this Dropbox folder](#) and general resort images in [this private media gallery](#).

#### ***Captions***

**Bucuti+Tara\_2024-CHTA-CHIEF-Award-team** (l to r) The attendees from Bucuti & Tara Beach Resort: Ewald Biemans, Owner/CEO; Rebecca van der Woude, Sales & Marketing Manager; Crescenzia Biemans, Chief Corporate Officer; Michiko Eman, Human Resources Manager; Simone van Bokhoven, Front Office Manager; Björn Brandts, Wellness Specialist; and Darwin Eduards, Engineering Supervisor.

**Bucuti+Tara\_2024-CHTA-CHIEF-Award-Ceremony** (l to r) Alina Sosa Cerullo, Business Development

Manager at CoHo Reservations; Crescenzia Biemans, Chief Corporate Officer; Sanovnik Destang, Executive Director of Bay Gardens Resorts President of CHTA; and Vanessa Ledesma, CEO of CHTA

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

Declared the [first certified CarbonNeutral® hotel in the Caribbean](#) in 2018, Bucuti & Tara Beach Resort is the No. 3 Hotel in the Caribbean and No. 21 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. The resort exemplifies an all-embracing commitment to the [United Nations Sustainable Development Goals](#) and the United Nations deemed Bucuti & Tara's sustainability program "highly replicable and scalable" for hotels worldwide to emulate.

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