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Bucuti & Tara Beach Resort's Owner/CEO Keynotes Bonaire Tourism Summit 2024, Sharing His Global Award-winning Hospitality Practices

EAGLE BEACH, Aruba – Sept. 30, 2024 - Bonaire tourism officials were delighted to welcome [Bucuti & Tara Beach Resort](#) Owner/CEO Ewald Biemans as a keynote speaker at their Annual Bonaire Tourism Summit, on Sept. 27, 2024. Conference attendees were inspired by how the renowned hotelier and environmentalist transformed the Aruba resort into a global model. They learned that memorable vacations, sustainability, and business success can go hand in hand.

The playbook to a sustainable future

In line with the summit's theme of "Succeeding in Sustainable Tourism," Biemans shared his insights on achieving excellence in both hospitality and sustainability, drawing from his extensive experience in the industry. Bucuti & Tara, holding the most eco-certifications and the [Caribbean's first and only certified carbon-neutral hotel](#) combined with being [Tripadvisor's No. 21 Best Hotel in the World](#), made for a natural choice for Bonaire tourism authorities as they strive to deliver a responsible travel experience.

Biemans' keynote presentation, titled *Achieving Hospitality Excellence: The Bucuti & Tara Journey*, chronicled the evolution of the resort from its inception in 1987 to its current standing as a world leader in sustainable tourism. Known for spearheading Aruba's sole adults-only resort, Biemans provided an inside look at Bucuti & Tara's strategic focus that cares for both people and place without sacrificing one or the other.

Highlights of the presentation included:

- **Turning challenges into opportunities.** From opening the resort on "Black Monday" during the 1987 stock market crash to innovating energy-saving programs in the 1990s amidst soaring oil prices, Biemans demonstrated how Bucuti & Tara embraces adversity and turns it into success.
- **Market specialization.** Biemans' strategy of catering to a niche market of honeymooners and couples, while others sought mass-market appeal, has helped solidify the resort's place as a leader in romantic getaways, wellness and regenerative travel. The resort's popular "What We Are Not" list further supports its bold approach of not needing to be everything to everyone, an approach Biemans encouraged summit attendees to consider.
- **Sustainability leadership.** Bucuti & Tara's sustainability journey, from becoming the first Green Globe-certified hotel in the Caribbean to the integration of solar panels, water-saving initiatives, and waste diversion programs including partnerships, shows that luxury and sustainability can coexist. Biemans also highlighted the resort's next big goal of reaching Net Zero emissions, which will be achieved in the coming months.
- **Community and stewardship.** From supporting local conservation efforts like [Stimami Sterilisami](#), the resort-founded spay/neuter program curbing Aruba's pet overpopulation issue, to founding

Aruba's litter clean-ups and gifting the island with [The Bucuti Tara - GMC Nature Preserve](#), Biemans shared how Bucuti & Tara's environmental and social commitment stretches beyond resort grounds.

The Annual Bonaire Tourism Summit is a key event in Bonaire's celebration of World Tourism Day. With the goal of enhancing sustainable tourism, the summit brought together tourism experts to share knowledge, best practices, and innovative solutions. As a recognized trailblazer in environmental conservation, Biemans' insights inspired the tourism industry to prioritize both business excellence and environmental stewardship.

An open invitation for honest dialogue

Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort, has long opened the doors to sharing the resort's trials, tribulations and ultimately its solutions. Researchers, students, foreign dignitaries and members of other sectors including healthcare have long studied or sought guidance from the resort in learning about new best practices. Biemans routinely appears at the invitation of the United Nations as a key leader who helps other hoteliers and travel industry officials find sustainable solutions.

To learn more, visit Bucuti.com.

IMAGES & VIDEOS

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