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Hotelier Ewald Biemans Honored at ITB Berlin for 45 Years of Industry Leadership and European Market Partnership

EAGLE BEACH, Aruba – March 10, 2026 — A remarkable milestone took center stage at this year's Internationale Tourismus-Börse (ITB) Berlin as hotelier Ewald Biemans, founder/owner of [Bucuti & Tara Beach Resort](#), Aruba, was honored for 45 consecutive years of participation at the world's leading travel trade show. The recognition celebrates his long-standing dedication to ITB and his tireless efforts of positioning Aruba on the international stage.

Connecting Aruba with European Travelers

Presented by the Aruba Tourism Authority during the March 3–5, 2026 edition of the show, the honor marks a full-circle moment for Biemans. Over the decades, his participation has paralleled Aruba's rise as a premier Caribbean destination and the global recognition of Bucuti & Tara, the independently, locally owned resort that today ranks as [Tripadvisor's No. 1 Hotel in the Caribbean and No. 5 in the World](#).

"Thank you to the Aruba Tourism Authority for this great honor and to ITB for having me these past 45 years representing both Aruba and Bucuti & Tara," said Biemans. "For me, ITB has always been more than a trade show. It represents relationships and a shared belief in what travel can be. Europe is a vital market and every conversation and connection made on this floor is an opportunity to share our unique island offerings. This annual opportunity for market diversity is both a strategy and the foundation of a resilient destination. After 45 years, what keeps me coming back is the same thing that brought me here the first time. The conviction that if you show up, build trust and stay consistent, the world will take notice."

Joining Biemans at ITB Berlin were Bucuti & Tara Managing Director Crescenzia Biemans and Sales & Marketing Manager Rebecca van der Woude, who played a key role in advancing the resort's presence at the show. Throughout the week, they both met with travel professionals and media from across Europe, building new partnerships while strengthening relationships that have grown over decades. Their work reflects Bucuti & Tara's continued commitment to the European market and the shared effort behind the resort's global reputation. As part of the broader Aruba delegation, the Bucuti & Tara team joined the Aruba Tourism Authority and fellow

hospitality leaders in promoting the island as a leading destination.

A Pioneer of Sustainable Luxury

Long before sustainability became an industry buzzword, Biemans built Bucuti & Tara around the belief that hospitality must respect both guests and destination. Today, Bucuti & Tara is [the Caribbean's first and only certified CarbonNeutral® hotel](#), the most eco-certified resort in the region, and on track to be the first to certify Net Zero on Scopes 1 and 2 this year. It is also the only hotel to earn the Global UN Climate Action Award, with the United Nations praising its approach as "highly replicable and scalable" for hotels worldwide.

A Legacy Carried Forward

The recognition also speaks to the generational story unfolding at Bucuti & Tara. Biemans' granddaughter, Crescenzia Biemans, now serves as Managing Director and is herself a sought-after voice at international forums on conscious luxury travel.

"What inspires me most today is seeing the next generation step forward," Ewald Biemans shares. "They bring new energy and perspective while continuing the values that guided us from the start."

Crescenzia, who was present at the ceremony, reflected on the moment: "Watching my grandfather be celebrated at ITB Berlin is a moment I will always remember. My whole life he has shown me through his actions what consistency and determination truly look like. For 45 years, he has shown up for his guests, his team, for Aruba and for our planet, and I am incredibly proud to follow in his footsteps. I am deeply grateful to the Aruba Tourism Authority for honoring this milestone."

For Biemans, the milestone is also a moment to look ahead, particularly emphasizing the importance of responsible tourism growth.

"Aruba is not in the tourism business; we are in the nature business, as our powdery white sand beaches and turquoise waters continue to draw visitors," he said. "This success brings responsibility. The goal is not simply bringing more visitors, rather it is to welcome travelers who respect and value what makes Aruba special, which we promote at ITB. The choices we make today as an industry will determine whether future generations inherit something worth celebrating. That is the conversation I will keep having, on every stage, for as long as it takes."

Learn more at [Bucuti.com](https://www.bucuti.com).

IMAGES & VIDEOS

ITB images are located in [this Dropbox folder](#).

Resort images are in [this private media gallery](#).

About Bucuti & Tara Beach Resort

Recognized as the Caribbean's first and only certified CarbonNeutral® hotel since 2018, Bucuti & Tara Beach Resort is celebrated globally as the No. 5 Hotel in the World and No. 1 Hotel in the Caribbean, according to Tripadvisor. Aruba's premier adults-only, laidback luxury resort, Bucuti & Tara is the vision of award-winning hotelier and environmentalist Ewald Biemans, honored with multiple Hotelier of the Year accolades for his hospitality excellence and pioneering sustainability leadership.

Nestled along the pristine white sands of Eagle Beach, protected nesting ground for sea turtles and named one of the "Dream Beaches of the World," Bucuti & Tara offers 104 elegant rooms, suites and penthouses. Guests enjoy guaranteed sunbeds, a freshwater infinity pool, indulgent spa treatments, and "no surprise rates" including accommodations, all taxes and fees, full daily breakfast, WiFi and in-room tablet, EV chargers, parking and local calls.

At the heart of the resort's culinary experience is [Elements](#), an award-winning oceanfront restaurant serving healthy, locally inspired cuisine. Guests can also enjoy Tara Lounge, private romantic beach dining, and as of Oct. 2025, the highly anticipated [Terra by Jeremy Ford](#). Helmed by the visionary chef leading Miami's Michelin Star and Michelin Green Star Stubborn Seed, Ford brings his signature artistry and sustainability ethos to Aruba, crafting a menu that honors Aruban ingredients, fishermen, and farmers while blending bold, innovative flavors with refined presentation.

Proudly LGBTQ+ friendly, Bucuti & Tara proudly holds IGLTA and TAG Approved® status. The resort's deep commitment to sustainable luxury has earned prestigious certifications including CarbonNeutral®, LEED Gold, Green Globe Platinum and Travelife Gold. Named the World's Most Sustainable Hotel/Resort by Green Globe in 2016, Bucuti & Tara's comprehensive sustainability program was praised by the United Nations as "highly replicable and scalable" for hotels worldwide, all aligning seamlessly with the UN Sustainable Development Goals.

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