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Bucuti & Tara Beach Resort Reflects on Impactful Earth Week 2026 Celebrations

EAGLE BEACH, Aruba – April 30, 2026 – [Bucuti & Tara Beach Resort](#), the Caribbean’s [most eco-certified hotel](#), concluded a meaningful and immersive Earth Week 2026, held April 20–25, transforming Earth Day into a multi-day celebration of sustainability, wellness and community action.

Centered around Earth Day on Wednesday, April 22, the adults-only resort invited guests and associates to move beyond awareness into participation—experiencing firsthand how small, intentional actions contribute to a healthier planet.



Set along the pristine shores of Eagle Beach, Earth Week once again reflected Bucuti & Tara’s long-standing leadership in sustainable tourism. As the Caribbean’s first and only [Certified CarbonNeutral® hotel](#), the resort continues to embed environmental responsibility into every aspect of the guest experience.

Earth Day in Action: Island-Wide Coastal Cleanup

The highlight of the week took place on Earth Day, April 22, when Bucuti & Tara proudly joined the Aruba Hotel and Tourism Association (AHATA) for its island-wide coastal cleanup, an initiative rooted in a legacy that began more than three decades ago.

Protecting Aruba's natural beauty is a shared responsibility that requires the entire island to move as one. AHATA's island-wide coastal cleanup is a powerful reflection of that truth, uniting hotels, businesses, schools, and community members in a

collective effort no single organization could achieve alone. When Aruba's hospitality community stands together, the impact reaches far beyond the shoreline, strengthening the culture of stewardship that ensures our island's beauty endures for generations to come.

In the early 1990s, owner Ewald Biemans founded AHATA's Environmental Committee and launched the "Sponsor-a-Mile" program, inspiring Aruba's hospitality community to collectively protect its beaches. The resort has continued its cleaning efforts since then, by hosting beach clean-ups every third Wednesday of the month for over 30 years. Inviting hotel guests, associates and the local community, to keep the beaches clean. Today, that legacy continues under the leadership of Managing Director Cresi Biemans.

On Bucuti & Tara's stretch of Eagle Beach, **104 participants** came together in a shared commitment to protecting Aruba's coastline, including resort associates, JetBlue Aruba volunteers, students from Mon Plaisir Elementary School, their teachers and valued guests.

Together, the group collected:

- **12 bags of waste and two large bins**
- Approximately **50 kg of larger debris**
- **45.48 kg collected by students**
- **38.36 kg collected by Bucuti associates and volunteers**

The initiative not only removed debris from the shoreline but also fostered environmental awareness across generations, demonstrating the power of community-driven action.

Extending Impact Beyond the Beach: The Bucuti Tara – GMC Nature Preserve Cleanup

Earth Week efforts also extended inland to **The Bucuti Tara – GMC Nature Preserve**, a 32-acre protected area in Noord dedicated to restoration, biodiversity and Aruba's long-term environmental future.

Once at risk of development, the land has been permanently preserved and transformed into a living ecosystem through ongoing reforestation efforts, supporting native flora, wildlife and natural carbon capture. Today, it stands as a powerful example of regenerative conservation on the island.

During Earth Week, guests, associates and volunteers came together to support this mission firsthand, removing debris and contributing to the continued restoration of the preserve.

In total, **12 participants** took part, including 10 Bucuti associates and two parents

who were inspired to join after hearing about the initiative from their daughter, a Colegio Arubano student who had attended a Bucuti & Tara sustainability presentation. Together, they collected more than **150 kg of waste**, contributing to the protection and ongoing restoration of this vital natural space.

More than a cleanup, the experience reinforced the importance of not only preserving Aruba's landscapes, but actively restoring them for future generations.

A Week of Meaningful Connection and Conscious Experiences

Throughout the week, guests engaged in a curated series of experiences designed to deepen their connection to nature while exploring practical, sustainable living:

- A **Sustainable Wine Tasting** introduced thoughtfully sourced, organic wines, highlighting how environmental stewardship influences both production and flavor.
- A hands-on **Zero-Waste Mocktail Class** demonstrated simple, impactful ways to reduce food waste through creative reuse of ingredients.
- A restorative **Cacao Ceremony** offered a moment of reflection through mindfulness, sound healing and ancient traditions connecting personal wellness with the natural world.
- A **Movie Under the Stars** featuring *Turning the Tide*, an inspiring Aruban story of conservation and change. This documentary highlights the efforts of the Aruba Conservation Foundation and the community working to restore the island and its surrounding oceans.

These experiences underscored that sustainability is not only a responsibility, but also an enriching way of living.

A Lasting Commitment

While Earth Week serves as Bucuti & Tara's flagship sustainability celebration, its mission extends far beyond a single week. With more than 400 environmental and social initiatives, the resort has maintained carbon neutrality since 2018 and continues to set benchmarks for sustainable hospitality worldwide.

From eliminating single-use plastics decades ago to advancing conservation programs and community partnerships, Bucuti & Tara remains committed to protecting Aruba's natural beauty for generations to come.

As demonstrated throughout Earth Week 2026, a pristine environment is not a luxury, it is a shared responsibility and a privilege to protect together.

Learn more at bucuti.com/sustainability.

IMAGES & VIDEOS

Earth Week 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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