

Aruba media inquiries:
Rachele Tombolini
pr@bucuti.com

International media inquiries:
Amy Kerr
amykerr@revelconcepts.com



Bucuti & Tara Beach Resort Unveils a New Era of Wellness Hospitality

Aruba's award-winning adults-only resort introduces an immersive wellness concept that transforms every stage of the guest journey.

EAGLE BEACH, Aruba - September 4, 2026. Wellness has always been at the heart of [Bucuti & Tara Beach Resort](#). From its adults-only concept and peaceful atmosphere to the healing waters of Eagle Beach and its pioneering commitment to sustainability, the resort has long attracted travelers looking to slow down, disconnect from everyday life, and reconnect with themselves and each other.

Starting on September 7, 2026. The award-winning resort introduces an expanded wellness concept that transforms traditional wellness classes into fully immersive wellness experiences while also unveiling a collection of private wellness retreats. Together, they mark the beginning of a broader vision as Bucuti & Tara continues setting a new benchmark for wellness hospitality in the Caribbean.

"We have always believed wellness is much more than visiting a spa or joining a yoga class," said Crescenzia Biemans, Managing Director of Bucuti & Tara Beach Resort. "True wellness is regenerative. It restores not only the individual, but also our connection with each other, with nature, with the local community, and with ourselves. We want every guest to leave not only feeling restored, healthier, and more balanced, but also more connected to the person they love, to the island that welcomed them, and to the natural world that makes it all possible."

The Art of Wellbeing

Rather than simply attending a class, guests are invited to immerse themselves in a complete wellness journey from the moment they arrive.

Each experience is thoughtfully designed as a complete wellness journey, with carefully considered touches before and after the session. Guests are welcomed with

refreshing cold towels, while curated beverages, locally sourced herbal teas and other restorative elements complement each experience in the way that feels most fitting.

The newly expanded schedule offers a diverse selection of guided wellness experiences throughout the week, led by wellness specialists and local instructors. Signature experiences include sunrise Beach Tai Chi on Eagle Beach, Beach Pilates and Beach Yoga, Functional Movement, Mobility & Stretch, Core & Posture, Yoga with Sound, Pilates, Meditation, Chakra Alignment, and the Beach Walk. The program is further complemented by interactive wellness experiences such as a Sustainable Mocktail Class, Medicinal Tea Info Session, Coffee Scrub, and Sunset Leaf Ceremony.

Some experiences invigorate the body through movement and strength. Others encourage stillness, reflection, and presence through intimate tea or mushroom coffee ceremonies, mindful rituals, and small-group gatherings designed to foster connection with oneself and others. Together, they reflect Bucuti & Tara's belief that wellbeing is found not only in activity, but also in balance.

Starting now, the complete group wellness experience program becomes complimentary for all in-house guests, making wellness even more accessible and further integrating it into the Bucuti & Tara experience.

Wellness Beyond the Experience

The expansion extends beyond scheduled wellness experiences to embrace the entire rhythm of a stay. Also launching are Bucuti & Tara's new private wellness retreats, thoughtfully tailored to different life moments and individual wellbeing aspirations.

Expecting parents can celebrate a babymoon through floating meditation, mindful rituals and restorative treatments, while couples are invited to reconnect through private breathwork, couples yoga and bespoke experiences designed to deepen presence and connection in one of the Caribbean's most tranquil settings.

Wellness, by Design

The same philosophy is quietly shaping the resort itself.

As Bucuti & Tara continues the [thoughtful transformation of its accommodations through the end of 2026](#), every redesigned room has been conceived as a sanctuary for restoration. Natural materials, circadian lighting, calming palettes and locally created artwork have been thoughtfully selected to evoke a sense of tranquility and connection to Aruba, while wellness-inspired amenities and evening tea rituals encourage deeper rest and restoration.

Rather than adding wellness to the guest experience, Bucuti & Tara has woven it into the very fabric of each stay, where every thoughtful detail is designed to help guests

feel more rested, more present and more connected.

A Philosophy Woven Throughout the Resort

The resort's wellness philosophy naturally extends beyond its accommodations.

At [Purun Spa](#), personalized massages, nourishing body treatments, aloe therapies, and signature rituals offer moments of deep restoration, while the 24-hour Fitness Center provides the freedom to move at one's own rhythm.

Well-being also finds expression through cuisine. At [Elements Restaurant](#), fresh, locally sourced ingredients and Mediterranean-inspired flavors take center stage alongside extensive vegan, vegetarian, gluten-free, and health-conscious offerings. Every afternoon, SandBar's Healthy Hour invites guests to linger over handcrafted smoothies and mocktails, while [Terra by Jeremy Ford](#) celebrates Aruba's culinary heritage through refined dishes inspired by the island's fishermen, farmers and seasonal harvests.

The philosophy continues at Seráfina Boutique, where guests discover thoughtfully curated non-toxic lifestyle products, next-generation skincare with personalized skin analysis, resort wear, and original creations by Aruban artisans. By celebrating local craftsmanship and encouraging mindful choices, the boutique reflects Bucuti & Tara's commitment to regenerative wellness, where caring for oneself also means caring for the destination and community that make the experience possible.

For guests seeking an even more personalized approach to wellbeing, Bucuti & Tara also facilitates access to medical wellness therapies through a carefully curated network of trusted partners. From advanced aesthetic medicine and physician-led consultations with Cosmedica to IV therapy and other specialized wellness services, guests can tailor their stay to support their individual health, well-being, and lifestyle goals.

This is only the beginning

While National Wellness Month marks the official launch of the resort's expanded wellness offerings, Bucuti & Tara sees this as only the first chapter.

Future developments will continue building on this vision through expanded wellness facilities, enhanced spa experiences and immersive and regenerative nature-based programming centered around the [Bucuti Tara – GMC Nature Preserve](#), the resort's 32-acre conservation area. Plans include guided meditation in nature, contemplative nature walks, sound healing surrounded by native landscapes, and additional experiences designed to deepen guests' connection with Aruba's natural environment. By inviting guests to discover the island's unique flora and fauna and participate in meaningful conservation initiatives, these experiences embody Bucuti & Tara's vision

of regenerative wellness, where personal renewal goes hand in hand with giving back to the destination.

"This launch is only the beginning," added Biemans. "Our vision is to become one of the world's leading wellness destinations by continually creating experiences that restore people, celebrate Aruba's unique character, and leave a lasting positive impact on the destination we call home."

With wellness, romance, and sustainability forming the three pillars of the Bucuti & Tara experience, the resort continues redefining what meaningful luxury travel can look like in the Caribbean.

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

IMAGES & VIDEOS

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 Tripadvisor's No. 8 Hotel in the World and No. 1 Hotel in the Caribbean. Aruba's premier adults-only, laidback luxury resort is the vision of award-winning hotelier and environmentalist Ewald Biemans, whose pioneering leadership has shaped nearly four decades of sustainable hospitality.

Located on the white sands of Eagle Beach, consistently ranked among the world's best beaches and a protected nesting site for sea turtles, the independently owned resort offers 104 elegantly appointed rooms, suites and penthouses. Guests enjoy guaranteed sunbeds, a freshwater infinity pool, Purun Spa, a 24/7 Fitness Center, immersive wellness experiences, and "no surprise rates" including accommodations, all taxes and fees, full daily breakfast, Wi-Fi, in-room tablets, EV charging, parking and local calls.

Wellness, romance and sustainability are woven into every aspect of the Bucuti & Tara experience. Guests can enjoy personalized wellness experiences, private wellness retreats, healthy oceanfront dining at Elements, handcrafted cocktails and smoothies at SandBar, and the award-winning Terra by Jeremy Ford, where refined cuisine celebrates Aruba's local fishermen, farmers and seasonal ingredients through an elevated dining experience.

Proudly LGBTQ+ friendly, Bucuti & Tara holds both IGLTA and TAG Approved® status. The resort's leadership in 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, Bucuti & Tara's environmental program has also been recognized by the United Nations as "highly replicable and scalable" for the global hospitality industry, reflecting its commitment to creating meaningful travel experiences that benefit both guests and the planet.

###