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A Simple Packing Choice Is Changing Lives: Bucuti & Tara Beach Resort Guests Donate 1,035 lbs of Supplies to Imeldahof in 2025

EAGLE BEACH, Aruba – Jan. 12, 2026 — Thanks to the generosity of [Bucuti & Tara Beach Resort](#) guests, the resort delivered an impressive 469.79 kg (1,035.71 lbs) of donated clothing, books, arts and crafts supplies, games, toys and learning materials in 2025 to benefit the children living at Imeldehof, Aruba's children's home.

This meaningful contribution was made possible through Bucuti & Tara's ongoing partnership with Pack for a Purpose, the global charitable travel initiative that empowers travelers to support local communities by using spare space in their luggage to bring much-needed supplies for local nonprofit partners. Guests simply select items from a requested list, pack them in their suitcase, and deliver them to the resort upon arrival, after which Bucuti & Tara ensures the donated items are delivered directly to Imeldehof. Guests wishing to participate are encouraged to visit [Bucuti & Tara's Pack for a Purpose wish list page](#).



"This milestone reflects the extraordinary kindness of our guests who choose to travel with intention. Each book, every item of clothing, and each supply delivered to our resort becomes a meaningful gift that brings comfort, creativity and opportunity to children in-need at Imeldehof," said Ewald Biemans, owner/founder of Bucuti & Tara Beach Resort. "We are deeply grateful to every guest who makes space in their suitcase to support Aruba's future generation."

“On behalf of Stichting Kinderhuis Imeldehof, we are deeply grateful to every Bucuti & Tara guest who participated in Pack for a Purpose in 2025. What you packed in your suitcase carries far more than supplies. It carries encouragement, dignity and hope for our children,” shares Mirta R. Leon, acting director/coordinator of Imeldehof. “Your donations provide essential support, and they remind our children they are seen, valued and that they matter.”

Guest Giving Continues to Grow Year After Year

The 2025 total represents a year over year increase in donations and continues a steady pattern of meaningful impact through Pack for a Purpose in Aruba. In 2024, guests donated 456.94 kg of supplies. In 2025, that generosity grew to 469.79 kg, reinforcing Bucuti & Tara’s shared commitment with guests to responsible travel and sustainable tourism in Aruba.

Why Supporting Imeldehof Matters in Aruba

Imeldehof provides a safe, structured home environment for children who need care and support while they are unable to live in their family home. The supplies donated through Pack for a Purpose help strengthen children’s daily lives, education and emotional wellbeing. For many children, these items offer more than practical support. They provide dignity, stability and a powerful reminder that they are valued.

Books support literacy and imagination. Clothing and shoes offer comfort and confidence. Arts and crafts materials encourage creativity and self expression. Games and toys support development, connection and joy. Each donation helps create brighter moments and stronger foundations for children at Imeldehof and for the future of Aruba.

Supporting the United Nations Sustainable Development Goals

Bucuti & Tara’s ongoing partnership with Pack for a Purpose supports several [United Nations Sustainable Development Goals](#) that align with Bucuti & Tara’s 400+ action points, a global sustainability standard recognized by the United Nations as “highly replicable and scalable” for hotels worldwide. This specific initiative contributes directly to SDG 11 Sustainable Cities and Communities by strengthening local wellbeing and community partnerships, and to SDG 12 Responsible Consumption and Production by encouraging mindful travel and purposeful resource sharing that reduces waste and maximizes social benefit. It also aligns with SDG 13 Climate Action by reinforcing sustainable tourism practices and reducing the need for freight shipments that can increase emissions. It supports SDG 4 Quality Education and SDG 10 Reduced Inequalities by ensuring an inclusive and equitable education.

A Meaningful Way to Travel With Purpose in Aruba

As a leader in sustainable tourism and responsible travel in Aruba, Bucuti & Tara Beach Resort is committed to supporting the community it calls home. Pack for a Purpose is one of the most direct ways guests can participate in that mission and see

the impact of their stay extend beyond the shoreline of Eagle Beach.

Guests who wish to participate can visit the Pack for a Purpose listing for Bucuti & Tara Beach Resort or contact their personal concierge prior to arrival to receive the most current list of items needed by Imeldehof.

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

IMAGES & VIDEOS

Images of Bucuti & Tara guests presenting their Pack for a Purpose items 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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