

Destination²⁰⁰⁶ aruba

Distinctive
International
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*It's good to
be green*

*At the Bucuti Beach Resort, business success and
environmental responsibility work hand in hand.*

Ewald Biemans is the resort's tenacious and visionary owner and General Manager, who believes that "being green" is not only good for the soul but also positively impacts sustainable tourism and his own bottom line.

"It's not all selfless environmentalism. Environmental action plans reducing energy consumption, reusing and recycling are proven cost savers," the straight-shooting hotelier points out. "We practice green standards because we believe it's the best way to do business. It is our responsibility to protect our island for future generations."

One of the first environmental voices to be heard in Aruba's tourism community, Ewald founded the Environmental Committee of the Aruba Hotel & Tourism Association which has facilitated such island initiatives as beach and reef clean-ups, educational programs, and sponsorship of the Sponsor-A-Mile Program to keep Aruba clean and Save the Turtles Foundation. Twice named "Hotelier of the Year" for both Aruba and the Caribbean, Ewald has also earned various awards from American Express and the Caribbean Hotel Association.

A member of the Eagle Beach Area Coalition for Aruba's Sustainable Tourism (EBA-CAST), the Bucuti Beach Resort was the first in Aruba to achieve Green Globe certification and has maintained it for five consecutive years. Green Globe 21 is the worldwide benchmarking program which develops environmental management and awareness within the travel and tourism industry. It is based on Agenda 21 and principles for sustainable

development endorsed by 182 governments at the United Nations Rio de Janeiro Earth Summit in 1992. In 1993, Bucuti was also the first hotel in the Americas to receive ISO 14001 certification, and just last year was certified for the third time.

During the past decade, Bucuti has won awards and commendations for environmental conservation and stewardship from such companies as American Express, Green Globe, Best Western Hotels, and Caribbean Hotel Association. The resort was named Green Hotel of the Year 2003 (Small Hotel Category) by Caribbean Hotel Association / American Express. Most recently, Bucuti proudly received the International Hotel & Restaurant Association's 2004 Award for Innovation in Environmental Best Practice.

Ewald not only engages his Green Team staff but also his guests who are encouraged to participate in beach cleanups, focus groups and recycling contests. His reusing, reducing and recycling activities have included the use of durable products, insulation, energy-efficient bulbs, light sensors, water control devices, HACCP food safety procedures, recycling bins, environmentally-friendly products, solar-heated water, air-conditioner sensors, bulk dispensers, and gray water for irrigation. Tara Beach Suites, Bucuti's newly-opened sister resort, is touted as much for its clean, contemporary feng shui-inspired interior design as its utilization of state-of-the-art technology to assure energy-efficiency.

On fourteen tranquil acres of pristine ivory sand and emerald grass carpet, the Bucuti Resort is an environmental work in progress.

