

Bucuti Beach Resort and Tara Beach Suites – Aruba’s Stylish Romantic Getaway

By Peter Gatt



BUCUTI BEACH RESORT

Tara Beach Suites Penthouse Living Room.

Have you heard? ...if the guests of this fashionable boutique resort have anything to say about it, you won't. Why? Because they have already found it so difficult to reserve for themselves. Boasting 90% and above year round occupancies since opening in 1987, owner managed Bucuti Beach Resort sells out up to a year in advance.



EWALD BIEMANS

“Many of our loyal guests reserve two, three and four years in advance to be sure they will have space because we sell out earlier and earlier each year” admits a smiley Romy Ras from the reservations department. “One consistent remark our guests have is that they are afraid to tell their friends and families about us because we will not have space anymore for them to return! As amusing as I find their comments, I always assure them I’ll take care of them.” And she does...! Quick and personal interaction with customers

from the first moment of contact has won over many before even stepping foot on property.

Aruba gained notoriety with the big, bustling high rise hotels of Palm Beach, however, bigger is not better for everyone. Just three miles south of the Palm Beach strip is the tranquil Eagle Beach area where the refined and stylish Bucuti Beach Resort is located. Bucuti and Tara offer the islands only boutique resort exclusively focusing on romantic getaways. “Our guests are enjoying romance...honeymoons, getting engaged, or the freedom of having an empty nest...their kids are grown and they are enjoying life as a couple again.” states resort manager Deborah Dintelman. Bucuti is the only resort in Aruba excluding children.

Award winning hotelier Ewald Biemans developed and opened the Bucuti Beach Resort on Black Monday, the day the stock market crashed in 1987. Despite the ominous beginning, his hands-on approach to management and attention to detail has achieved critical acclaim and popularity which have his colleagues in the Caribbean quite envious.

Biemans has just expanded his trophy cabinet. Filled with dozens of awards for his passion and leadership in island wide environmental preservation projects span-

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ning decades, Biemans and Bucuti are increasingly recognized for outstanding quality and style. Celebrated with the ultimate honor for a Caribbean Hotelier as the Caribbean Hotel Associations Hotelier of the Year in 2002, he has since been recognized by the International Hotel and Restaurant Association during their annual conference in Istanbul in 2004, by Caribbean Travel & Life Magazine with their Reader's choice award in 2005,

The Hospitality Project Design Forum Award for the design of their new Tara Suites from the International Interior Design Association, Apple Vacations awarded Bucuti its 5th consecutive Golden Apple Award, Fodor's has again designated Bucuti as a Fodor's Choice resort. Biemans was the first in the Americas to achieve and maintain ISO 14001 environmental standards certification for a hotel in 2003 and he is now in the process of an ISO total quality 9001 certification. The resort has been published as having one of the "Dream Beaches of the World" for the past two decades and sits on 14 acres of powder white sand.

Wife Susan Biemans who handles the resorts sales and marketing describes her husband as the hardest working man she has ever met, "Ewald has extraordinary vision and wisdom to know what we have to do now to be well positioned to meet the needs of our customers and to compete ten years from now. The little time he spends outside of the resort is spent reading and researching emerging trends and technologies in our industry. His loves the business and sets the example for the associates; his positive energy can be felt throughout the organization".

Starting with 63 rooms in the original Bucuti Beach Wing, Biemans expanded the resort in 2004 with 41 additional oceanfront suites and penthouses called the Tara Beach Suites. "The Tara Suites have been fully booked since opening in 2004" states Susan "We asked guests through focus groups and one-on-one conversations to tell us what their 'perfect room' would be like for a romantic getaway...they told us!...and we built it. The dramatic King bed overlooks the broad expanse of beach and vibrant blues of the sea to create the WOW as soon as a couple enters their suite." All suites enjoy the same oceanfront view and location and are smoke free. While some resorts offer non-smoking rooms, Tara is the only non smoking resort in Aruba.

The success of the Tara Beach Suites inspired Biemans to upgrade and remodel the original Bucuti Wing guestrooms two years earlier than planned. Completed last August, all Bucuti rooms were gutted and rebuilt inside from new tile to drop ceilings with spot lighting.

"This is one of the very best resorts I have ever stayed in - and I've traveled a lot!" says guest Gina from Pittsburg. "The renovations to the rooms are superb. It



BUCUTI BEACH RESORT

Bucuti Beach Resort and Tara Beach Suites overlooks Eagle Beach.

is a beautiful resort we couldn't have asked for a more wonderful vacation!"

"The new design is getting extremely positive reviews and the Bucuti rooms are now as popular as our Tara Suites. We've had so many requests from guests for the name of our interior designer and the place where they can buy the furniture and artwork that we keep a full file of the specifications at the front desk to hand out." explains assistant manager Olga Grimberg.

Even their new beds are in high demand, 'Divine Dreams' mattresses were made for Bucuti Beach Resort by Simmons®. The Divine Dreams mattress is 12 inches thick, features 850 Pocketed Coil® springs and plush top layer offering a supple surface with firm support beneath.

The investment for the Tara Beach Suites and Spa and Bucuti Wing renovation totaled \$7 million. Future plans include a renovation of the swimming pool as well as their Pirates Nest Restaurant over the next year.

Have a client booked at Bucuti? Be sure to let Susan know...besides a plethora of hotel gifts for honeymoons, anniversaries, birthdays, repeat guests, the hotel will send a gift of a fruit basket or bottle of wine on your behalf for free with your greeting as well as a personal welcome by Susan or top management.

Rates per night, through December 22, 2006 are \$175 for Superior Gardenview, \$260 for Bungalow Suites-Junior Suites- Tara Beach Suites, and \$325 for Tara Penthouses. Rates include Sunrise Continental Breakfast Buffet daily.

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