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Bucuti Beach Resort staffers celebrate achievement of their General Manager



Friday, the Staff of Bucuti Beach Resort celebrated the prestigious award received by owner/manager Ewald Biemans from the Caribbean Hotel Association for the Hotelier of the Year with a Champagne toast. Aruba Minister of Tourism, Mr. Edison Briesen also attended the celebration.

The prestigious Caribbean Hotelier of the Year Award, celebrating its 25th year this year, was established by industry expert Jim Pepperdine,

Vice President of Yesawich, Pepperdine & Brown (YP&B), and is given each year to the region's most outstanding hotelier.

The winner is chosen by CHA each January during the Marketplace conference.

"When Ed Malone gave me the good news in January, I was bursting with excitement and I wondered how I could manage to keep it secret from Ewald for six months," explains Ewald's wife Susan. "I was contacted by the sponsor

of the award, Mr. Jim Pepperdine, in February and we began the process of creating a documentary of Ewald's life and career.

I secretly scanned photos of Ewald from age 1 through present day, and in March, hosted the production crew for the filming of the resort and the interviews with Ewald's family and colleagues, all the while trying to hide the film crew from Ewald. Additionally I coordinated the travel for all of Bucuti's depart-

ment heads and Ewald's son Danny to be present in Puerto Rico to surprise Ewald and to be part of the ceremony.

The six months' secrecy was a challenge, but we managed to completely surprise Ewald on the night of the ceremony.

"I had absolutely no expectation or ambition to receive this honor," says Biemans. "Winning was a complete shock to me! Naturally I am humbled and honored to be chosen for this award of so many deserving hoteliers. I am grateful to my wife and my staff for their support in mak-

ing this possible."

The Bucuti Beach Resort was developed and opened by Ewald Biemans in October 1987. The hotel has enjoyed occupancies averaging 90%+ and high average room rates since opening. "My biggest problem at the moment is that we have more demand than we have rooms," says Biemans.

Over the years Bucuti has fashioned its services towards narrowly segmented niche markets of romantic getaways - and has specialized in offering guests a peaceful atmosphere and personalized services.