

ARUBA

New Tara Beach Suites & Spa Opens



**CARIBBEAN
TRAVEL**

ARUBA BUCUTI RESORT DEBUT'S THE NEW TARA BEACH SUITES & SPA

By Sara Weir

ACHIEVING OVER 90% YEAR ROUND AVERAGE OCCUPANCIES IN HIS ARUBA BUCUTI BEACH RESORT SINCE OPENING IN 1987, THE AWARD WINNING HOTELIER EWALD BIEMANS HAS INTRODUCED HIS STYLISH new Tara Beach Suites & Spa which debuted last month.

Designed specifically for romantic getaways, every Tara suite has a spectacular view of Bucuti's private 16 acres of powder white beach and features an oversized King bed, state-of-the-art amenities including wi-fi broadband accessible throughout the resort and suites, wet-bar, fully stacked mini-bar, as well as all the amenities you would expect in an upscale suite. The Tara wing offers a private reception and concierge lounge as well as a European Spa managed by German Spa manager Ms. Jasmine Renz. The Spa at Tara features state-of-the-art treatments including a Vichy shower room.

Known for its peaceful atmosphere and tranquil environment, the Bucuti Beach Resort is Aruba's only resort dedicated exclusively to couples on romantic getaway. "We realized early on that our atmosphere was most appealing to couples and the repeat business and referrals for the romantic getaway clientele was enormous." Biemans states. "We chose to narrowly focus our services to specialize on romantic getaways and it has been a winning business decision, increasing customer satisfaction and demand for our rooms."

The Biemans approach to inn-keeping is personal and hands on. He and his wife both take active roles in the management as well as the promotion of the resort. Fluent in eight languages, Austrian born Ewald travels to Europe twice per year to attend travel shows and meet tour operators, travel agents and prospective guests personally. The annual experience always provides feedback valuable to the operation. His wife Susan promotes the property in the United States and is originally from San Diego, California.

Susan and Ewald offer every travel agent they meet the opportunity to contact them personally via their email and direct phone lines to advise them of arriving clients they have reserved. They personally call the guests upon arrival to welcome them and have free amenities waiting in the room with a gift card from the agent who has reserved the room wishing them a pleasant stay. "Our personal contact with guests on behalf of our travel agent customers allows us to serve both our guests and our travel agents better..." says Susan "...we receive valuable feedback from both our guests and our agents when we reach out to meet them." Travel agents can choose between a bottle of red or white wine or a fruit basket as their free gift to their customer upon arrival. "We offer the travel agent amenity to all agents reserving our resort and often receive requests for the service from colleagues of agents we have met at seminars who have spread the word. Our initial contact with guests often puts them at ease and lets them understand that their satisfaction is important to us."

"Our new Tara Wing is the realization of a long awaited dream..." a smiling Ewald admits "we have had the new suites designed to the specification of our guests who have shared their wishes and dreams with us over the over the past 16 years. We have always known that we are not in the business of selling hotel rooms, we are in the business of making dreams come true and therefore made our customer's needs the focal point of the project."

Ewald Biemans was the Caribbean Hotel Association's Hotelier of the Year for 2002, with over 1,000 Caribbean hoteliers to choose from. His well regarded reputation in the industry for maintaining a full resort in both good times and bad was one reason for the award



The bedroom in one of the new suites.

but a most compelling and interesting fact about Ewald is that he is known as Aruba's environmentalist. Ewald has always had a personal interest in environmental preservation and puts his actions before words. The committee has achieved 43 miles sponsored to date and a remarkably cleaner environment. He organized seminars for colleagues in the industry on how to reduce, reuse and recycle within their organizations and organized community awareness and education programs for schools and service clubs. A local journalist described his activity as 'single handedly mobilizing an entire island to prioritize environmental preservation in their daily lives'. "We have a long journey ahead of us... states Ewald, ...but we are making progress every day." Ewald has received numerous awards and accolades for his efforts over the years and has achieved the most stringent certifications, ISO 14001 and Green Globe 21 for the past 3 years.

Susan Biemans is launching a new web site for Bucuti Beach Resort and Tara Beach Suites and Spa in April with several unique features. Susan explains: "Our goal is to get to know the needs of our guests and provide service for them prior to their arrival. One way we plan to offer this is with an 'advance check-in' form on our web site. The form will capture the registration information so guests only have to give us their signature and receive their keys upon arrival prior to being escorted to their suite. We will provide guests with our Concierge recommendations and offer to make any advance reservations for t-time at the Robert Trent Jones Golf course, or a spa treatment, restaurant reservations or dive courses, or...a special pillow, blanket or the timing of housekeeping service...our goal is to anticipate the needs of our guests and increase customer satisfaction" The form can be used by the guest or their travel agent prior to arrival. "Another feature of the site is a Bridal Registry. Because many of our guests are on honeymoon, we offer the opportunity for family and friends to pre-purchase room gifts, a romantic dinner on the beach, a sunset sail, a room night and many other choices on the web site. When used by a travel agent on behalf of their clients, most of the features are commissionable".

Although photos of the new Tara Beach Suites & Spa were not available at press time they can be seen on the property's website.

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