



Greetings!

We have our latest news from Bucuti & Tara Beach Resorts to share with you today.

## **SO LONG, SERVICE CHARGE**

2014 brings an array of improvements and the Bucuti team decided there could be no better time to continue improving our commitment to guest service than now! As we always say, guest service cannot be approached as a one size fits all model, which is why we have committed to introducing our most recent update, eliminating the 15 percent service charge on all food and drink bills at both Elements and SandBar.



As tourism in Aruba began growing in the 1960s adding a 15 percent service charge was introduced and quickly became a common practice at almost all restaurants on island.

However, we view our customer service experience as unique and encourage our guests to let us know how we are doing. We are fortunate enough to have guests that share their insight and we began hearing more and more comments regarding the tipping policy. Some guests commented that they were inclined to tip more, while others were not comfortable with a mandatory inclusion. For this reason, we have decided to allow our valued guests to tip based on the service received rather than the obligatory service charge that remains the widespread practice on island.

We are confident that we deliver a superb dining experience and view the change in policy as just one more way to motivate and improve our Bucuti team. Our ultimate goal here is to continue perfecting the services we offer to you day in and day out, and this is just one more way we hope to achieve that.

## THANK YOU FOR OUR RECENT TOP HONORS



**TripAdvisor** has announced the winners of the 2014 Travelers' Choice hotel awards, which identifies the world's top properties, and **Bucuti & Tara Beach Resorts** is pleased to be honored among the **top 25 hotels in the Caribbean**, the only resort in Aruba to receive this distinction. Additionally, the resort was named among the **top hotels for romance in the Caribbean** category. TripAdvisor Travelers' Choice winners are based on millions of valuable reviews and opinions from travelers around the world. As Aruba's only boutique-style resort that caters exclusively to adults, Bucuti has long been recognized by travelers worldwide, achieving a number of awards that we are

proud to share with our Bucuti guests. We thank you all for sharing your Bucuti experience with the TripAdvisor community and look forward to continuing to provide you with the service and quality you have come to expect from your stay with us. Additionally, the resort's two restaurants, **Carte Blanche and Elements, also made their #1 and #2 debut** among 115 restaurants listed for Palm and Eagle Beach, Aruba.

Meanwhile, **U.S. News & World Report**, a multi-platform, publisher of news and information, has awarded Bucuti & Tara Beach Resorts the coveted **number one ranking hotel among 78 hotels in Aruba**. In naming us the top hotel on our



one happy island, it was noted that travelers consistently praised the guest room views of Eagle Beach and the relaxing, adults-only tranquil environment of the resort. U.S. News travel rankings are based on an unbiased analysis of awards, expert recommendations and user ratings.

## BOOK NOW! 2015 RATES REMAIN THE SAME AS 2014

Our 2015 rates have been posted and we want to make sure our past, present and future Bucuti guests are aware that we have kept the rates the same as 2014. Also, did you know that our rates include all taxes, free WiFi across the entire property, use of a complimentary iPad with Skype and free full American breakfast buffet daily? One of the main goals of the Bucuti team is to offer guests a stress-free experience, and our rate strategy is no exception. To check availability for your preferred dates and see rates, please visit our real-time online **booking engine: [www.bucuti.com](http://www.bucuti.com)**

Also, good to know... Bucuti & Tara Beach Resorts has always maintained a 15-day

cancellation policy for room reservations. A 100 percent penalty is charged for reservations that are cancelled within 15 days of arrival. The reason for this policy is that we do not receive last-minute bookings nor any walk-in guests on Aruba or at our resort. Most arrivals have firmed up reservations in advance. We very strongly recommend travel insurance to our guests for any unexpected occurrence that may cause you to cancel your stay at Bucuti. In accordance with our cancellation policy, we will start charging the credit card of guests who have reserved directly with the hotel (online or via email or phone) for their full stay, 15 days prior to arrival. At check-out, the credit card will be charged for any incidental expenses incurred on property and signed to the room account.

## **IT'S OKAY, YOU CAN NOW LEAVE YOUR TABLETS AT HOME**



The rumor is true, we now offer complimentary iPads to our valued guests!

Bucuti understands that sometimes it's impossible to fully disconnect, even in paradise. While we hope our guests are able to achieve total relaxation during their time with us in Aruba, we also want to provide them with the convenience of all the tools necessary to touch base and connect with friends and family, or even the office if need be. Each of the iPads and Netbooks that we offer are equipped with video capabilities, allowing guests to easily video chat, send and receive e-mail, and log on to Facebook or

send a tweet. Bucuti offers free WiFi throughout the resort making it a breeze to hop online whenever, wherever.

## **YOU ASKED, WE LISTENED... MORE OCEANVIEW ROOMS WITH KING BEDS**

We continue to make improvements to our resort and many of these developments are a direct result of listening to our guests' feedback and comments. We have learned that as an adults-only resort for romance, we have the most requests for rooms with a king bed and with a beautiful ocean-view. As a result, we have decided to convert our ocean-view deluxe room category that currently hosts two queen beds to feature one king bed instead. This change converts the capacity of the room to a maximum of two adults. There is no specific date yet as of yet for this change, but we expect it to take place in the upcoming months of April or May. Due to this upcoming change, we will no longer accept triple bookings for the deluxe room category. That said, we will continue to have triple capacity available in our standard and superior room categories.

## **NEW LOOK FOR BUCUTI WING ROOMS**

This spring will also bring a brand new look to all our rooms in the Bucuti Wing (the Standard, Superior, Deluxe and Junior Suite). We are eagerly awaiting beautiful new furnishings that we ordered to arrive on island to renovate each room. No specific date has been determined yet for this upgrade of the Bucuti wing rooms, but we can assure that we will replace all furnishings in each room, one at a time, with no disturbance to guests. It is another exciting update to the accommodations we offer, which we cannot wait to share with our guests.

## **AND THE TOP THREE "BEST ASSOCIATES OF 2013" ARE...**

At Bucuti, we consider our staff to be our family, and we are delighted to feature three of our top associates of 2013 which were determined by "**Bucuti's Best**" nominations from guests, co-workers and TripAdvisor mentions. These associates continue to go above and beyond for our guests, exceeding expectations with high-quality work, commitment to service and overall positive attitude.



**Mario Richardson** (L) Security/Bell Service **Angelo Tromp** (C) Beach Attendant  
**Orville Duffus** (R) Beach Attendant

## MEET THREE OF OUR ASSOCIATES WHO RECENTLY CELEBRATED A MILESTONE ANNIVERSARY THIS YEAR...

We'd like to take a moment to thank these three employees for their commitment and loyalty to the Bucuti family. As a token of our appreciation each associate received a check as a thank you gift from our management team.



**Marina Perez** from SandBar and **Esmeral Bonner** in Housekeeping celebrate 10 years



**Leoneda Tejeda** in Housekeeping celebrates 15 years

## **A FINAL COMMITMENT TO PEACE AND TRANQUILITY**



As of January 1, 2015, Bucuti & Tara Beach Resorts will no longer coordinate or host weddings, and will only continue to offer renewal of wedding vow ceremonies. While it has been a privilege to play host to the many couples that have chosen Bucuti as their wedding location, we realized at times having larger groups on property can create disruption to the peace and tranquility our guests value so much. Initially, we tried to limit group sizes and length of celebrations as a way of meeting everyone's needs; however we decided that it is in the best interest of all to no longer serve as a wedding venue.

We can now dedicate even more attention to our treasured honeymooners and couples celebrating their anniversaries and romantic vacations, assuring our Bucuti guests an unforgettable experience in the most serene environment. Because the renewal of wedding vow ceremonies consists mostly of couples with the possibility of one or two witnesses, we have decided to continue to host these special intimate occasions. We thank you for your support and understanding, and look forward to continue creating the perfect environment for all things romance.

## OUR SIGNATURE DRINK, FIFTH ELEMENT IS OFFICIALLY FAMOUS!



Ranked among the "**Best cocktails in the Caribbean**" according to top consumer magazine, CondéNast Traveler, our signature drink, Fifth Element is quite the hit and we encourage our guests to try it during your next stay with us!

This cocktail was created during a contest the resort had between its bartenders to create a signature drink for its newly-opened restaurant, **Elements**. It features raspberry vodka, passion mix, sour mix, blue Curaçao, and soda water.

## KEEP IN TOUCH



We love interacting with you on Facebook, especially when you share your memories and photos of your Bucuti experience. To stay up-to-date on the latest news and continue to interact with the Bucuti family please "like" our Facebook page at [www.facebook.com/BucutiTaraBeachResortAruba](http://www.facebook.com/BucutiTaraBeachResortAruba). In addition we have also added a Facebook page that is specific to **Elements** where you can keep up to date on the progress of our new culinary addition.

Hope you are having a fabulous winter,

### **Ewald Biemans**

Owner and Managing Director  
Bucuti & Tara Beach Resorts

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