

TRAVEL WEEKLY

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CARIBBEAN

Bucuti keeping in touch with social campaign

By Gay Nagle Myers | Mar 30, 2020



With tourism around the world paused due to Covid-19, one resort is bringing its message to would-be guests and followers virtually until they can travel again.

Aruba's 104-room Bucuti & Tara Beach Resort owner and CEO Ewald Biemans has kicked off the resort's social media initiative #BringingBucutiToYou with a video series on Facebook, Instagram and Twitter.

New videos post several times a week. Upcoming videos will feature Bucuti associates bringing messages from guests' favorite Bucuti spots, including the sun loungers on Eagle Beach, servers greeting followers from the deck of the oceanfront Elements restaurant and guests taking a dip in the pool.

"At our resort, our associates are our heart and soul. Caring for our guests is paramount whether they are here on property or, in these unique times due to the pandemic, far away," Biemans said.

"When travel resumes, Bucuti & Tara will be ready to welcome our guests as soon as they touch down," he said.

An Instagram post from the account 'bucuitara' (Bucuti & Tara Beach Resort, Aruba). The post features a video thumbnail showing three staff members in blue polo shirts standing under a white patio umbrella. They are holding plates of food: one with a burger, one with a bowl of fruit, and one with a plate of fruit. A large white play button is centered over the image. Below the image, the text 'We miss you!' is displayed in white on a black background. Underneath, there is a link 'View More on Instagram', icons for likes, comments, and shares, and the text '370 likes' and 'bucuitara'. The caption reads: 'Juan, Nakarid and Pauletti #BringingBucutiToYou from Elements Restaurant at Bucuti! The restaurant team is upgrading, training, creating new recipes and refreshing to make Elements better than its ever been - for your return.' and 'view all 58 comments'.