



MARCH 2026

Monthly Report

SNAPSHOT YTD MARCH 2026/2025



HOW MANY TOTAL
STAY OVER AND CRUISE?

803,785



HOW MANY
STAY OVER ARRIVALS?

427,343

8.9%



HOW MANY
CRUISE ARRIVALS?

376,442

12%



HOW LONG
DID THEY STAY?

3,058,106

8.8%

WHERE DID THEY STAY?

EP



653,348

NIGHTS

21.4%

% Share

ALL INCLUSIVE



351,953

NIGHTS

11.5%

% Share

TIMESHARE



739,222

NIGHTS

24.2%

% Share

OTHERS



1,313,583

NIGHTS

43.0%

% Share

WHAT DID THEY SPEND?

	Arrivals				Tourism Credits in AWG Source: CBA			TC Foreign Exchange Banks in AWG. Source: CBA			Average Daily Tourist Spending (ADTS) in AWG.		
	2025	% Growth 2025 vs. 2024	2026	% Growth	2024	2025	% Growth	2024	2025	% Growth	2024	2025	% Growth
Q1	392,421	2.5%	427,343	8.9%	1,587,000,000	1,619,600,000	2.1%	1,230,500,000	1,284,500,000	4.4%	564	576	2.3%
Q2	369,935	4.2%			1,242,200,000	1,254,700,000	1.0%	1,018,400,000	1,041,700,000	2.3%	538	538	0.1%
Q3	372,410	8.0%			1,141,700,000	1,244,200,000	9.0%	933,700,000	1,036,300,000	11.0%	493	498	0.9%
Q4	380,336	12.1%							1,198,900,000*	18.6%			
Total	1,515,102	6.6%			3,970,900,000	4,118,500,000	3.7%	4,193,900,000	4,561,400,000	8.8%			

*Tourism Credits: In the new presentation of the Balance of Payments, the Central Bank of Aruba reclassified the maintenance fee arising from the Timeshare arrangement from "Other Services" to "Travel Services" (Tourism). With this reclassification, it should be noted that the term Tourism Receipts has changed to Tourism Credits in the new presentation of Balance of Payments. This reclassification resulted in an upward adjustment of the previously used term Tourism Receipts.

TOURISM CREDITS FOREIGN EXCHANGE BANKS IN AWG



Awg. **4,561,400,000**

8.8%

Source: Central Bank of Aruba
Note: Q4 provisional Data

SHARE VISA CREDIT FROM TOURISM CREDIT FOREIGN EXCHANGE BANKS IN AWG

28%

TOTAL AMOUNT SPEND VISA 2025



Awg. **1,252,216,647**

9.1%

Source: Visa Credit Card
Note: total amount spent \$695,675,915

AVERAGE SPENDING PER VISA CARDHOLDER



Awg. **1,219**

0.1%



ARRIVALS YTD MARCH 2026/2025

427,343
ARRIVALS

8.9%
GROWTH

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
USA	289,508	8,366	297,874	2.9%	73.8%	69.7%
Canada	28,429	2,664	31,093	9.4%	7.2%	7.3%
NA	317,937	11,030	328,967	3.5%	81.0%	77.0%
Venezuela	695	223	918	32.1%	0.2%	0.2%
Colombia	12,436	468	12,904	3.8%	3.2%	3.0%
Brazil	8,373	-2,140	6,233	-25.6%	2.1%	1.5%
Argentina	12,456	22,662	35,118	181.9%	3.2%	8.2%
Chile	3,854	-1,380	2,474	-35.8%	1.0%	0.6%
Ecuador	2,242	41	2,283	1.8%	0.6%	0.5%
Peru	5,223	-385	4,838	-7.4%	1.3%	1.1%
Paraguay	345	78	423	22.6%	0.1%	0.1%
Uruguay	808	161	969	19.9%	0.2%	0.2%
Mexico	590	129	719	21.9%	0.2%	0.2%
Others	2,883	341	3,224	11.8%	0.7%	0.8%
SA	49,905	20,198	70,103	40.5%	12.7%	16.4%
Netherlands	9,066	938	10,004	10.3%	2.3%	2.3%
UK	1,359	-120	1,239	-8.8%	0.3%	0.3%
Germany	1,128	259	1,387	23.0%	0.3%	0.3%
Italy	847	322	1,169	38.0%	0.2%	0.3%
Sweden	319	37	356	11.6%	0.1%	0.1%
Belgium	415	-17	398	-4.1%	0.1%	0.1%
Austria	192	-9	183	-4.7%	0.0%	0.0%
Switzerland	409	145	554	35.5%	0.1%	0.1%
Others	2,871	675	3,546	23.5%	0.7%	0.8%
Europe	16,606	2,230	18,836	13.4%	4.2%	4.4%
ROW	7,973	1,464	9,437	18.4%	2.0%	2.2%
Total	392,421	34,922	427,343	8.9%		
W/O Ven.	391,726	34,699	426,425	8.9%		



ARRIVALS USA

YTD MARCH 2026/2025

297,874
ARRIVALS

2.9%
GROWTH

	2025		Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
New York	55,778		1,455	57,233	2.6%	19.3%	19.2%
Massachusetts	40,287	-2,902		37,385	-7.2%	13.9%	12.6%
New Jersey	27,669		3,063	30,732	11.1%	9.6%	10.3%
Pennsylvania	15,909		1,465	17,374	9.2%	5.5%	5.8%
Illinois	8,771		2,329	11,100	26.6%	3.0%	3.7%
Connecticut	9,843	-73		9,770	-0.7%	3.4%	3.3%
Florida	11,958		1,169	13,127	9.8%	4.1%	4.4%
Ohio	9,104		252	9,356	2.8%	3.1%	3.1%
Maryland	6,942		383	7,325	5.5%	2.4%	2.5%
Michigan	7,245		411	7,656	5.7%	2.5%	2.6%
Virginia	7,361		1,026	8,387	13.9%	2.5%	2.8%
Georgia	5,002		12	5,014	0.2%	1.7%	1.7%
North Carolina	6,955		286	7,241	4.1%	2.4%	2.4%
Texas	8,248	-534		7,714	-6.5%	2.8%	2.6%
California	4,127	-822		3,305	-19.9%	1.4%	1.1%
Other	64,309		846	65,155	1.3%	22.2%	21.9%
Total	289,508		8,366	297,874	2.9%		



NIGHTS YTD MARCH 2026/2025

3,058,106
ARRIVALS

8.8%
GROWTH

	2025		Growth	2026	% Growth	ALOS 2025	ALOS 2026
USA	1,943,896		39,122	1,983,018	2.0%	6.7	6.7
Canada	273,252		24,831	298,083	9.1%	9.6	9.6
NA	2,217,148		63,953	2,281,101	2.9%	7.0	6.9
Venezuela	7,487		1,143	8,630	15.3%	10.8	9.4
Colombia	77,388		2,826	80,214	3.7%	6.2	6.2
Brazil	50,373	-14,964		35,409	-29.7%	6.0	5.7
Argentina	110,330		194,748	305,078	176.5%	8.9	8.7
Chile	29,076	-10,400		18,676	-35.8%	7.5	7.5
Ecuador	9,835		906	10,741	9.2%	4.4	4.7
Peru	28,889	-1,546		27,343	-5.4%	5.5	5.7
Paraguay	2,278		605	2,883	26.6%	6.6	6.8
Uruguay	6,141		1,452	7,593	23.6%	7.6	7.8
Mexico	4,591	-493		4,098	-10.7%	7.8	5.7
Others	17,214		2,551	19,765	14.8%	6.0	6.1
SA	343,602		176,828	520,430	51.5%	6.9	7.4
Netherlands	128,839		4,339	133,178	3.4%	14.2	13.3
UK	12,581	-2,868		9,713	-22.8%	9.3	7.8
Germany	10,837		2,274	13,111	21.0%	9.6	9.5
Italy	7,957		1,173	9,130	14.7%	9.4	7.8
Sweden	3,585	-432		3,153	-12.1%	11.2	8.9
Belgium	6,824	-870		5,954	-12.7%	16.4	15.0
Austria	1,518		433	1,951	28.5%	7.9	10.7
Switzerland	3,772		609	4,381	16.1%	9.2	7.9
Others	26,516		3,411	29,927	12.9%	9.2	8.4
Europe	202,429		8,069	210,498	4.0%	12.2	11.2
ROW	46,304	-227		46,077	-0.5%	5.8	4.9
Total	2,809,483		248,623	3,058,106	8.8%	7.2	7.2



ACCOMMODATIONS

YTD MARCH 2026/2025

427,343
ARRIVALS

8.9%
GROWTH

ARRIVALS BY ACCOMMODATION

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
EP	105,946	9,621	115,567	9.1%	27.0%	27.0%
All Inclusive	53,930	3,758	57,688	7.0%	13.7%	13.5%
Timeshare	86,696	-828	85,868	-1.0%	22.1%	20.1%
Others	145,849	22,371	168,220	15.3%	37.2%	39.4%
Total	392,421	34,922	427,343	8.9%		

NIGHTS BY ACCOMMODATION

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
EP	595,151	58,197	653,348	9.8%	21.2%	21.4%
All Inclusive	334,431	17,522	351,953	5.2%	11.9%	11.5%
Timeshare	735,395	3,827	739,222	0.5%	26.2%	24.2%
Others	1,144,506	169,077	1,313,583	14.8%	40.7%	43.0%
Total	2,809,483	248,623	3,058,106	8.8%		



VISITORS BY AGE YTD MARCH 2026/2025

427,343
ARRIVALS

8.9%
GROWTH






















	2025	Growth	2026	% Growth
0 - 11	26,442	4,367	30,809	16.5%
12-19	25,832	5,268	31,100	20.4%
20 - 29	43,513	5,688	49,201	13.1%
30 - 39	56,698	4,457	61,155	7.9%
40 - 49	60,393	7,875	68,268	13.0%
50 - 59	72,583	3,765	76,348	5.2%
60 - 69	69,059	1,833	70,892	2.7%
70 +	37,893	1,669	39,562	4.4%
Not Stated	8		8	0.0%
Total	392,421	34,922	427,343	8.9%



GENERATIONS YTD MARCH 2026/2025

427,343
VISITORS

8.9%
GROWTH

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
Gen A	21,084	 3,233	24,317	15.3%	 5.4%	 5.7%
Gen Z	55,369	 10,282	65,651	18.6%	 14.1%	 15.4%
Millennials	88,510	 7,826	96,336	8.8%	 22.6%	 22.5%
Gen X	98,437	 9,760	108,197	9.9%	 25.1%	 25.3%
Baby Boomers	114,850	 3,046	117,896	2.7%	 29.3%	 27.6%
Silent Generations	14,163	 775	14,938	5.5%	 3.6%	 3.5%
Age not specified	8		8	0.0%	 0.0%	 0.0%
Total	392,421	 34,922	427,343	8.9%		



CARRIERS YTD MARCH 2026/2025

427,343
VISITORS

8.9%
GROWTH

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
JETBLUE	76,908	2,389	79,297	3.1%	19.6%	18.6%
AMERICAN AIRLINES	68,614	5,508	74,122	8.0%	17.5%	17.3%
DELTA AIRLINES	58,075	2,044	60,119	3.5%	14.8%	14.1%
UNITED AIRLINES	52,831	7,037	59,868	13.3%	13.5%	14.0%
COPA AIRLINES	16,182	3,815	19,997	23.6%	4.1%	4.7%
AVIANCA	14,087	5,613	19,700	39.8%	3.6%	4.6%
WESTJET AIRLINES	13,253	5,794	19,047	43.7%	3.4%	4.5%
SOUTHWEST AIRLINES	15,864	-742	15,122	-4.7%	4.0%	3.5%
KLM ROYAL DUTCH	9,445	1,178	10,623	12.5%	2.4%	2.5%
LATAM AIRLINES PERU	9,009	920	9,929	10.2%	2.3%	2.3%
AIR CANADA	8,578	756	9,334	8.8%	2.2%	2.2%
AEROLINEAS ARGENTINAS	0	6,986	6,986	-	0.0%	1.6%
WINGO	6,225	750	6,975	12.0%	1.6%	1.6%
SPIRIT AIRLINES	5,784	1,093	6,877	18.9%	1.5%	1.6%
DIVI DIVI AIR	5,029	1,322	6,351	26.3%	1.3%	1.5%
GOL	3,911	-228	3,683	-5.8%	1.0%	0.9%
PRIVATE	3,300	159	3,459	4.8%	0.8%	0.8%
EZ AIR	3,052	-5	3,047	-0.2%	0.8%	0.7%
WINAIR	2,574	280	2,854	10.9%	0.7%	0.7%
TUI FLY NL	2,402	393	2,795	16.4%	0.6%	0.7%
SUN COUNTRY AIRLINES	4,223	-2,154	2,069	-51.0%	1.1%	0.5%
CHARTER	6,551	-4,672	1,879	-71.3%	1.7%	0.4%
SURINAM AIRWAYS	1,128	250	1,378	22.2%	0.3%	0.3%
ARAJET	439	271	710	61.7%	0.1%	0.2%
FRONTIER AIRLINES	0	518	518	-	0.0%	0.1%
GLOBAL X	3	313	316	10433.3%	0.0%	0.1%
Others	4,954	-4,666	288	-94.2%	1.3%	0.1%
Total	392,421	34,922	427,343	8.9%		



CARRIERS YTD MARCH 2026/2025

427,343
VISITORS

8.9%
GROWTH

City	APO Code	YTD March 2026	Mkt Share	YTD March 2025	Mkt Share	26 vs 25
JFK NY	JFK	53,807	12.6%	54,444	13.9%	-1.2%
Boston	BOS	51,567	12.1%	55,250	14.1%	-6.7%
Newark	EWR	35,117	8.2%	35,942	9.2%	-2.3%
Toronto	YYZ	28,396	6.6%	25,795	6.6%	10.1%
Miami	MIA	26,546	6.2%	25,551	6.5%	3.9%
Atlanta	ATL	25,269	5.9%	24,728	6.3%	2.2%
Bogota	BOG	23,670	5.5%	16,136	4.1%	46.7%
Charlotte	CLT	21,095	4.9%	22,859	5.8%	-7.7%
Panama City	PTY	20,053	4.7%	16,219	4.1%	23.6%
Chicago	ORD	19,973	4.7%	8,875	2.3%	125.0%
Philadelphia	PHL	15,225	3.6%	16,366	4.2%	-7.0%
G.Bush DC	IAD	13,653	3.2%	10,039	2.6%	36.0%
Amsterdam	AMS	13,418	3.1%	11,851	3.0%	13.2%
Curacao	CUR	11,782	2.8%	8,695	2.2%	35.5%
Orlando	MCO	11,474	2.7%	12,142	3.1%	-5.5%
Fort Lauderdale	FLL	10,377	2.4%	5,917	1.5%	75.4%
Lima, Peru	LIM	9,012	2.1%	9,009	2.3%	0.0%
Ezeiza International Airport ARG	EZE	6,491	1.5%	0	0.0%	—
Minneapolis St. Paul Inter Airp	MSP	6,159	1.4%	8,399	2.1%	-26.7%
Sao Paolo	GRU	3,683	0.9%	3,911	1.0%	-5.8%
Baltimore	BWI	3,659	0.9%	3,740	1.0%	-2.2%
Medellin	MDE	3046	0.7%	3,528	0.9%	-13.7%
Sint Maarten	SXM	2,864	0.7%	2,580	0.7%	11.0%
Houston International	IAH	2,447	0.6%	2,370	0.6%	3.2%
Johan A. Pengel Int Airport, Suriname	PBM	1,377	0.3%	1,028	0.3%	33.9%
	Others	7,183	1.7%	7,047	1.8%	1.9%
Total		427,343	100.0%	392,421	100.0%	8.9%



CRUISE YTD MARCH 2026/2025



2025



CRUISE PAX
335,812

CRUISE CALLS
136



2026



CRUISE PAX
376,442

CRUISE CALLS
158

12%

16%

ABSOLUTE GROWTH PAX YTD MARCH 2026

40,630
12%

ABSOLUTE GROWTH CALLS YTD MARCH 2026

22
16%

MARCH RESULT 2026

NORTH AMERICA



123,635

78.9%

SOUTH AMERICA



23,687

15.1%

EUROPE



6,291

4.0%

OTHERS



3,160

2.0%

TOTAL ARRIVALS

156,773

100%



ARRIVALS

MARCH 2026/2025

156,773
ARRIVALS

8.8%
GROWTH

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
USA	109,825	3,094	112,919	2.8%	76.2%	72.0%
Canada	10,058	658	10,716	6.5%	7.0%	6.8%
NA	119,883	3,752	123,635	3.1%	83.2%	78.9%
Venezuela	174	309	483	177.6%	0.1%	0.3%
Colombia	3,516	439	3,955	12.5%	2.4%	2.5%
Brazil	2,591	-835	1,756	-32.2%	1.8%	1.1%
Argentina	3,945	8,149	12,094	206.6%	2.7%	7.7%
Chile	905	-372	533	-41.1%	0.6%	0.3%
Ecuador	1,075	74	1,149	6.9%	0.7%	0.7%
Peru	1,752	-191	1,561	-10.9%	1.2%	1.0%
Paraguay	104	43	147	41.3%	0.1%	0.1%
Uruguay	252	118	370	46.8%	0.2%	0.2%
Mexico	220	85	305	38.6%	0.2%	0.2%
Others	1,013	321	1,334	31.7%	0.7%	0.9%
SA	15,547	8,140	23,687	52.4%	10.8%	15.1%
Netherlands	3,188	181	3,369	5.7%	2.2%	2.1%
UK	526	38	564	7.2%	0.4%	0.4%
Germany	468	110	578	23.5%	0.3%	0.4%
Italy	262	55	317	21.0%	0.2%	0.2%
Sweden	85	-5	80	-5.9%	0.1%	0.1%
Belgium	119	6	125	5.0%	0.1%	0.1%
Austria	47	10	57	21.3%	0.0%	0.0%
Switzerland	130	34	164	26.2%	0.1%	0.1%
Others	755	282	1,037	37.4%	0.5%	0.7%
Europe	5,580	711	6,291	12.7%	3.9%	4.0%
ROW	3,085	75	3,160	2.4%	2.1%	2.0%
Total	144,095	12,678	156,773	8.8%		
W/O Ven.	143,921	12,369	156,290	8.6%		



ARRIVALS USA

MARCH 2026/2025

112,919
ARRIVALS

2.8%
GROWTH

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
New York	16,907	438	17,345	2.6%	15.4%	15.4%
Massachusetts	15,649	-1,750	13,899	-11.2%	14.2%	12.3%
New Jersey	10,168	2,566	12,734	25.2%	9.3%	11.3%
Pennsylvania	5,994	753	6,747	12.6%	5.5%	6.0%
Illinois	4,020	681	4,701	16.9%	3.7%	4.2%
Connecticut	4,001	-477	3,524	-11.9%	3.6%	3.1%
Florida	5,076	564	5,640	11.1%	4.6%	5.0%
Ohio	4,083	119	4,202	2.9%	3.7%	3.7%
Maryland	2,516	403	2,919	16.0%	2.3%	2.6%
Michigan	3,191	-181	3,010	-5.7%	2.9%	2.7%
Virginia	3,084	274	3,358	8.9%	2.8%	3.0%
Georgia	2,040	-122	1,918	-6.0%	1.9%	1.7%
North Carolina	2,892	96	2,988	3.3%	2.6%	2.6%
Texas	3,368	-315	3,053	-9.4%	3.1%	2.7%
California	1,555	-69	1,486	-4.4%	1.4%	1.3%
Other	25,281	114	25,395	0.5%	23.0%	22.5%
Total	109,825	3,094	112,919	2.8%		



NIGHTS MARCH 2026/2025

1,030,122
NIGHTS

8.8%
GROWTH

	2025	Growth	2026	% Growth	ALOS 2025	ALOS 2026
USA	683,568	8,050	691,618	1.2%	6.2	6.1
Canada	82,092	6,172	88,264	7.5%	8.2	8.2
NA	765,660	14,222	779,882	1.9%	6.4	6.3
Venezuela	2,159	1,969	4,128	91.2%	12.4	8.5
Colombia	21,145	3,374	24,519	16.0%	6.0	6.2
Brazil	15,050	-5,442	9,608	-36.2%	5.8	5.5
Argentina	33,175	68,458	101,633	206.4%	8.4	8.4
Chile	6,358	-2,644	3,714	-41.6%	7.0	7.0
Ecuador	4,471	1,106	5,577	24.7%	4.2	4.9
Peru	8,837	-929	7,908	-10.5%	5.0	5.1
Paraguay	668	286	954	42.8%	6.4	6.5
Uruguay	1,847	917	2,764	49.6%	7.3	7.5
Mexico	1,318	552	1,870	41.9%	6.0	6.1
Others	5,689	2,304	7,993	40.5%	5.6	6.0
SA	100,717	69,951	170,668	69.5%	6.5	7.2
Netherlands	39,149	-486	38,663	-1.2%	12.3	11.5
UK	4,754	-126	4,628	-2.7%	9.0	8.2
Germany	4,555	550	5,105	12.1%	9.7	8.8
Italy	2,390	272	2,662	11.4%	9.1	8.4
Sweden	780	99	879	12.7%	9.2	11.0
Belgium	1,573	-9	1,564	-0.6%	13.2	12.5
Austria	414	147	561	35.5%	8.8	9.8
Switzerland	1,052	244	1,296	23.2%	8.1	7.9
Others	6,963	1,665	8,628	23.9%	9.2	8.3
Europe	61,630	2,356	63,986	3.8%	11.0	10.2
ROW	18,522	-2,936	15,586	-15.9%	6.0	4.9
Total	946,529	83,593	1,030,122	8.8%	6.6	6.6



ACCOMMODATIONS

MARCH 2026/2025

156,773
ARRIVALS

8.8%
GROWTH

ARRIVALS BY ACCOMMODATION

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
EP	40,806	4,682	45,488	11.5%	28.3%	29.0%
All Inclusive	19,823	1,791	21,614	9.0%	13.8%	13.8%
Timeshare	31,609	-1,495	30,114	-4.7%	21.9%	19.2%
Others	51,857	7,700	59,557	14.8%	36.0%	38.0%
Total	144,095	12,678	156,773	8.8%		

NIGHTS BY ACCOMMODATION

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
EP	218,256	28,027	246,283	12.8%	23.1%	23.9%
All Inclusive	117,534	7,828	125,362	6.7%	12.4%	12.2%
Timeshare	246,324	-11,164	235,160	-4.5%	26.0%	22.8%
Others	364,415	58,902	423,317	16.2%	38.5%	41.1%
Total	946,529	83,593	1,030,122	8.8%		



VISITORS BY AGE MARCH 2026/2025

156,773
ARRIVALS

8.8%
GROWTH

	2025		Growth	2026	% Growth
0 - 11	9,717		2,433	12,150	25.0%
12-19	11,372		2,671	14,043	23.5%
20 - 29	17,399		2,144	19,543	12.3%
30 - 39	20,771		1,744	22,515	8.4%
40 - 49	22,866		3,648	26,514	16.0%
50 - 59	26,484		960	27,444	3.6%
60 - 69	23,297	-597		22,700	-2.6%
70 +	12,187	-325		11,862	-2.7%
Not Stated	2			2	0.0%
Total	144,095		12,678	156,773	8.8%



GENERATIONS

MARCH 2026/2025

156,773
ARRIVALS

8.8%
GROWTH

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
Gen A	7,554	1,754	9,308	23.2%	5.2%	5.9%
Gen Z	23,722	5,018	28,740	21.2%	16.5%	18.3%
Millennials	32,548	2,987	35,535	9.2%	22.6%	22.7%
Gen X	36,976	3,858	40,834	10.4%	25.7%	26.0%
Baby Boomers	38,829		37,920	-2.3%	26.9%	24.2%
Silent Generations	4,464		4,434	-0.7%	3.1%	2.8%
Age not specified	2		2	0.0%	0.0%	0.0%
Total	144,095	12,678	156,773	8.8%		



CARRIERS MARCH 2026/2025

156,773
ARRIVALS

8.8%
GROWTH

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
AMERICAN AIRLINES	25,486	3,802	29,288	14.9%	17.7%	18.7%
JETBLUE	29,984	-1,659	28,325	-5.5%	20.8%	18.1%
UNITED AIRLINES	20,994	1,721	22,715	8.2%	14.6%	14.5%
DELTA AIRLINES	21,018	1,412	22,430	6.7%	14.6%	14.3%
COPA AIRLINES	5,296	2,005	7,301	37.9%	3.7%	4.7%
AVIANCA	4,314	2,814	7,128	65.2%	3.0%	4.5%
WESTJET AIRLINES	4,689	1,715	6,404	36.6%	3.3%	4.1%
SOUTHWEST AIRLINES	6,180	369	6,180	0.0%	4.3%	3.9%
KLM ROYAL DUTCH	3,163	227	3,532	11.7%	2.2%	2.3%
AIR CANADA	3,243	227	3,470	7.0%	2.3%	2.2%
LATAM AIRLINES PERU	3,323	-1	3,322	0.0%	2.3%	2.1%
SPIRIT AIRLINES	2,398	612	3,010	25.5%	1.7%	1.9%
AEROLINEAS ARGENTINAS	0	2,482	2,482	-	0.0%	1.6%
DIVI DIVI AIR	1,757	412	2,169	23.4%	1.2%	1.4%
WINGO	1,596	361	1,957	22.6%	1.1%	1.2%
EZ AIR	1,063	73	1,136	6.9%	0.7%	0.7%
TUI FLY NL	881	231	1,112	26.2%	0.6%	0.7%
GOL	869	74	943	8.5%	0.6%	0.6%
WINAIR	900	11	911	1.2%	0.6%	0.6%
PRIVATE	1,364	-535	829	-39.2%	0.9%	0.5%
SUN COUNTRY AIRLINES	2,036	-1,338	698	-65.7%	1.4%	0.4%
SURINAM AIRWAYS	405	141	546	34.8%	0.3%	0.3%
CHARTER	1,292	-970	322	-75.1%	0.9%	0.2%
FRONTIER AIRLINES	0	283	283	-	0.0%	0.2%
ARAJET	152	56	208	36.8%	0.1%	0.1%
AIR CENTURY	58	2	60	3.4%	0.0%	0.0%
OTHERS	1,634	-1,622	12	-99.3%	1.1%	0.0%
Total	144,095	12,678	156,773	8.8%		



CARRIERS MARCH 2026/2025

156,773
ARRIVALS

8.8%
GROWTH

City	APO Code	March 2026	Mkt Share	March 2025	Mkt Share	26 vs 25
Boston	BOS	19,705	12.6%	21,373	14.8%	-7.8%
JFK NY	JFK	18,035	11.5%	19,039	13.2%	-5.3%
Newark	EWR	12,752	8.1%	12,344	8.6%	3.3%
Toronto	YYZ	9,884	6.3%	9,304	6.5%	6.2%
Atlanta	ATL	9,640	6.1%	9,202	6.4%	4.8%
Miami	MIA	9,621	6.1%	8,628	6.0%	11.5%
Charlotte	CLT	8,860	5.7%	8,805	6.1%	0.6%
Chicago	ORD	8,199	5.2%	4,719	3.3%	73.7%
Bogota	BOG	8,081	5.2%	5,181	3.6%	56.0%
Panama City	PTY	7,316	4.7%	5,311	3.7%	37.8%
Philadelphia	PHL	5,883	3.8%	6,042	4.2%	-2.6%
G.Bush DC	IAD	5,046	3.2%	4,486	3.1%	12.5%
Orlando	MCO	4,840	3.1%	4,611	3.2%	5.0%
Amsterdam	AMS	4,644	3.0%	4,044	2.8%	14.8%
Fort Lauderdale	FLL	4,604	2.9%	2,430	1.7%	89.5%
Curacao	CUR	3,465	2.2%	3,169	2.2%	9.3%
Lima, Peru	LIM	3,322	2.1%	3,323	2.3%	0.0%
Minneapolis St. Paul Inter Airp	MSP	2,208	1.4%	3,754	2.6%	-41.2%
Ezeiza International Airport ARG	EZE	2,130	1.4%	0	0.0%	—
Baltimore	BWI	1,345	0.9%	1,582	1.1%	-15.0%
Houston International	IAH	1,080	0.7%	1,060	0.7%	1.9%
Medellin	MDE	1020	0.7%	779	0.5%	30.9%
Sao Paolo	GRU	943	0.6%	869	0.6%	8.5%
Sint Maarten	SXM	932	0.6%	900	0.6%	3.6%
Dallas Fort Worth Int Airport	DFW	643	0.4%	713	0.5%	-9.8%
	Others	2,575	1.6%	2,427	1.7%	6.1%
Total		156,773	100.0%	144,095	100.0%	8.8%



CRUISE MARCH 2026/2025



2025



CRUISE PAX
100,630

CRUISE CALLS
42



2026



CRUISE PAX
119,702

19%

CRUISE CALLS
45

7%

ABSOLUTE GROWTH PAX MARCH 2026

19,072
19%

ABSOLUTE GROWTH CALLS MARCH 2026

3
7%



ARUBA Aruba Tourism Authority



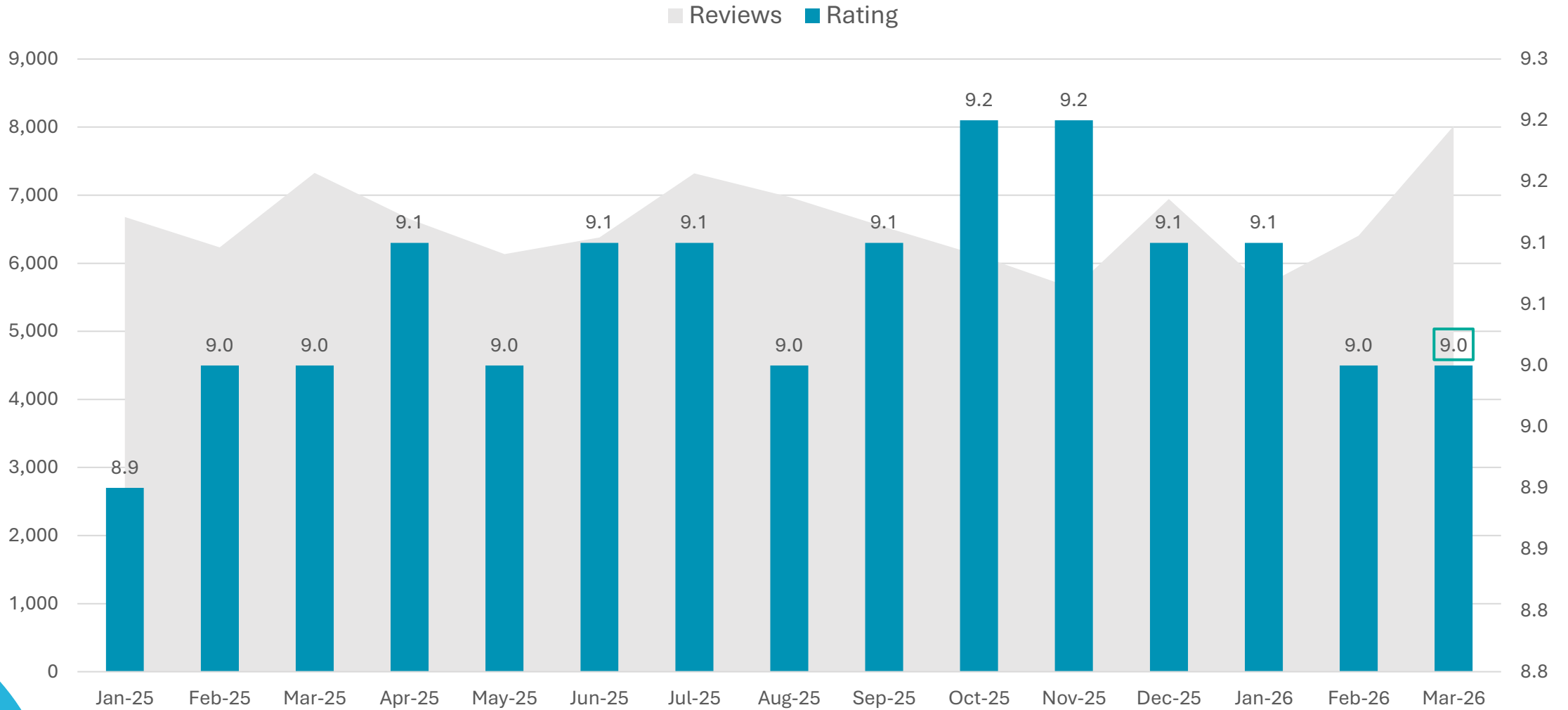
SATISFACTION

GUEST



GUEST EXPERIENCE INDEX (GEI)

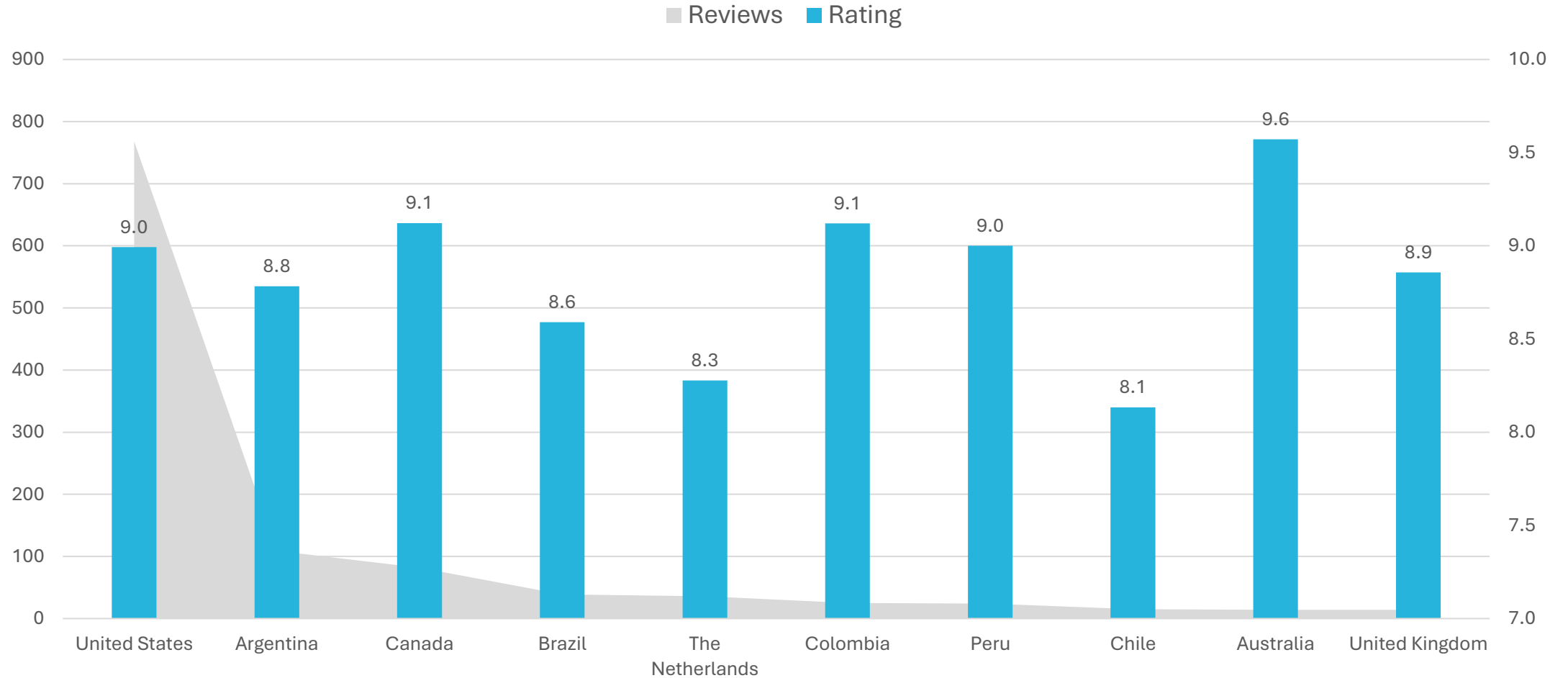
Monthly results





GEI MARCH 2025

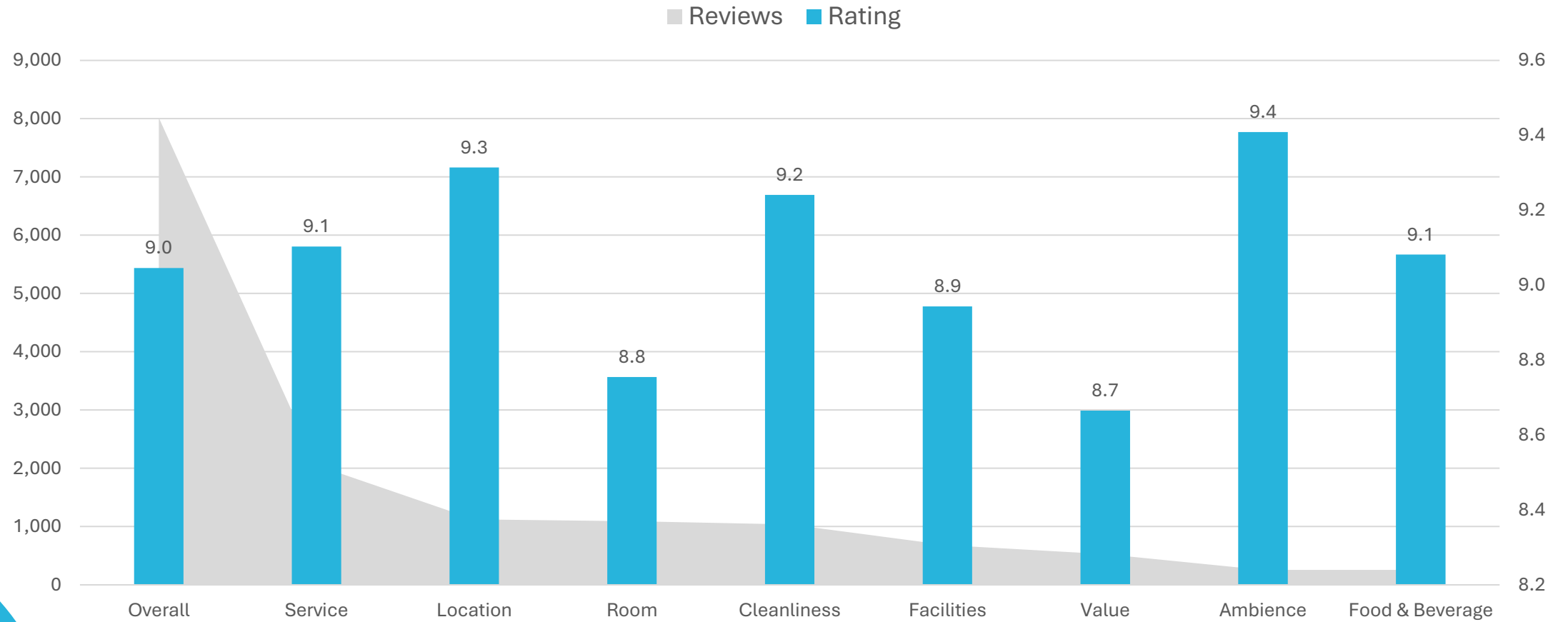
Results by market





GEI MARCH 2025

Results by Category





VACATIONS RENTALS

 **Transparent**
an OTA INSIGHT company

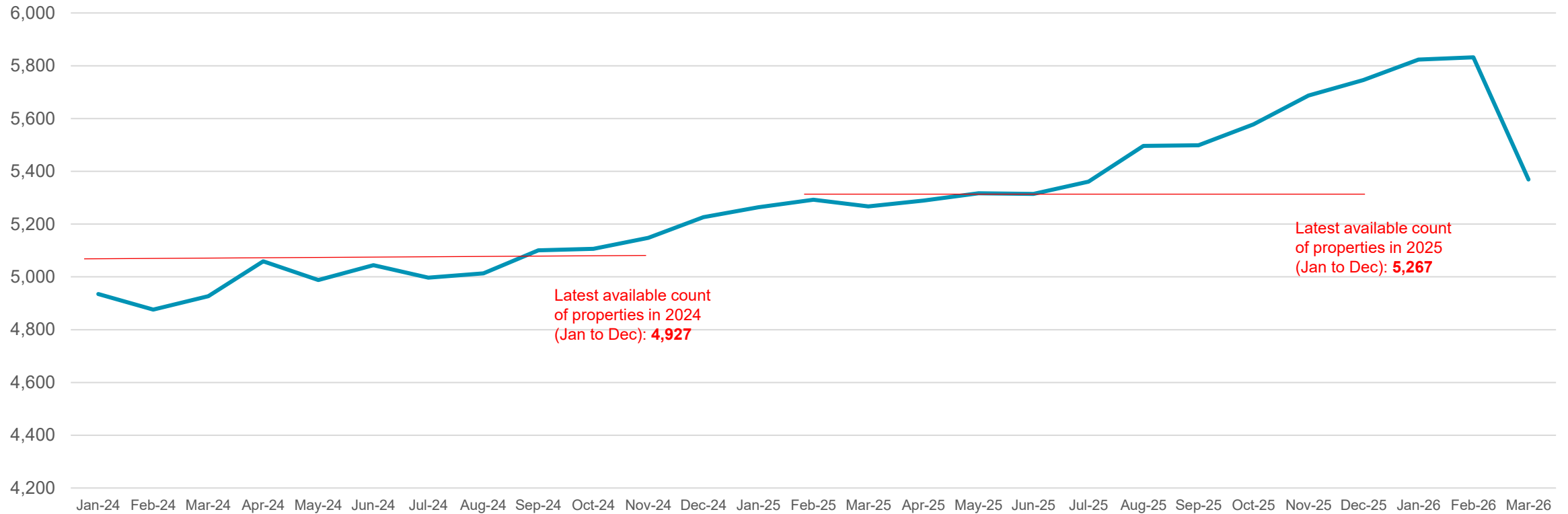
INTRODUCTION

- ▶ In 2023, A.T.A. started working with Lighthouse, formerly Transparent Insights. Lighthouse tracks short-term rentals at the property level through their dashboard.
- ▶ With Lighthouse, A.T.A. is able to do the following:
 - Measure the economic impact of short-term rental, track (ADR) and occupancy and analyse the booking window.
 - The above data points are also forward-looking making it possible to make demand and revenue predictions based on the current status of property calendars and advertised rates.
 - Track visitors' origin and accommodation size.
 - The dashboard also provides the ability to make a direct comparison with similar, contrasting, or competing markets to compare data on occupancy rates, ADR, and booking window.



PROPERTIES

Property Count



Latest available count
of properties in 2024
(Jan to Dec): **4,927**

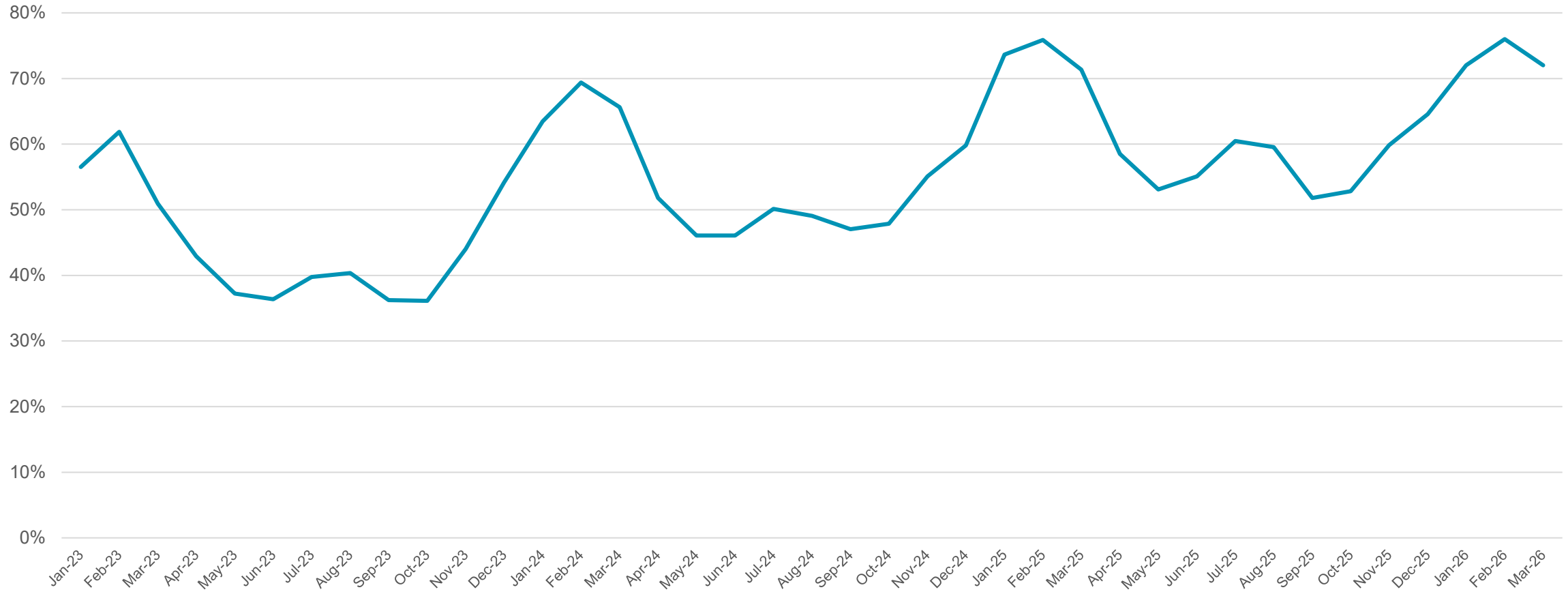
Latest available count
of properties in 2025
(Jan to Dec): **5,267**

Note: Listing counts are based on unique URLs assigned by Lighthouse. A property may appear multiple times if it is listed as an entire unit, private room, or shared room. Paused or snoozed listings retain their original URL when reactivated. Listings that are removed and later relisted generate a new URL, even for the same property.

OCCUPANCY

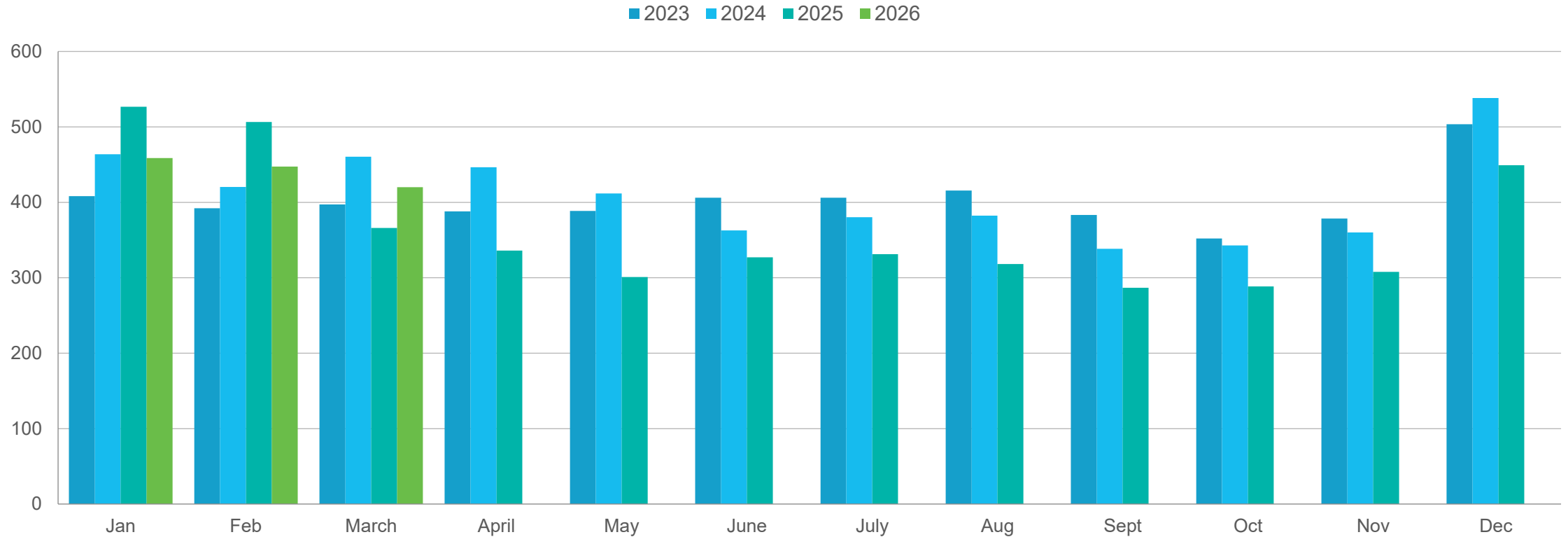
March 2025 Occupancy: 71% | March 2026 Occupancy: 72%

Occupancy



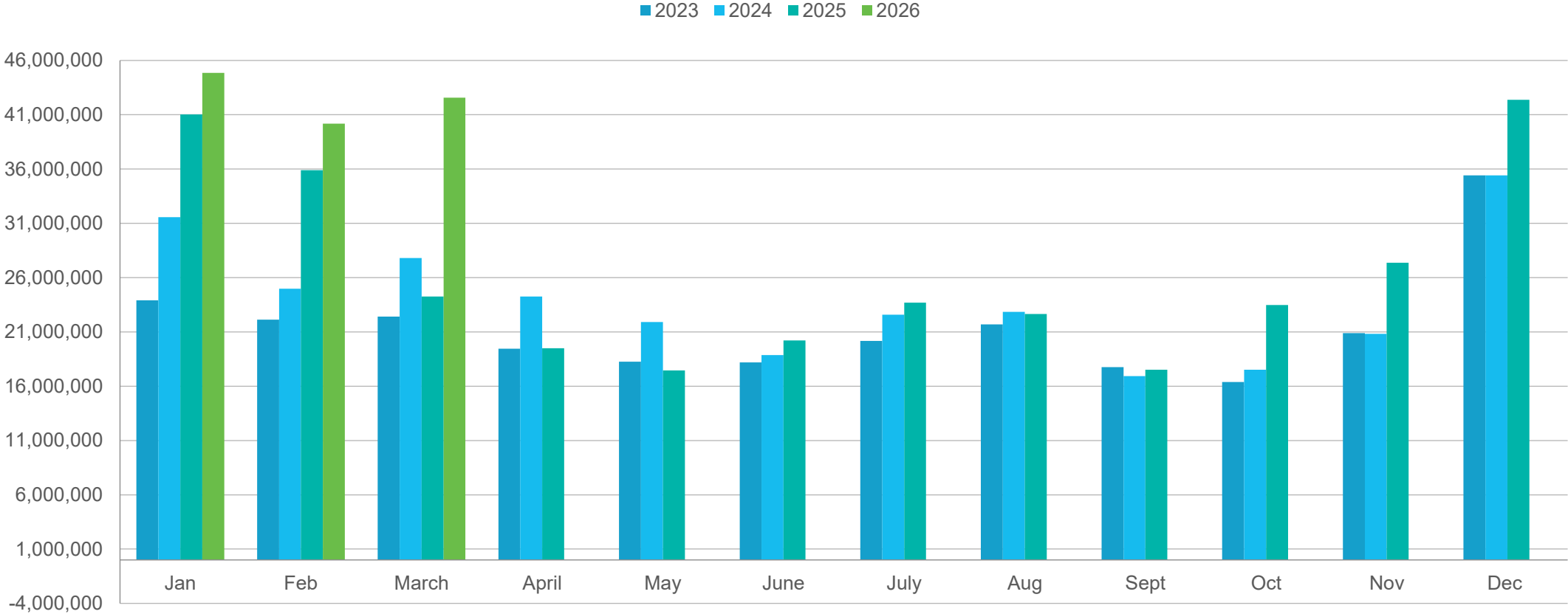
ADR

March 2025 ADR: \$366 | March 2026 ADR: \$420
% Growth Feb 2026 vs Feb 2025: +15%

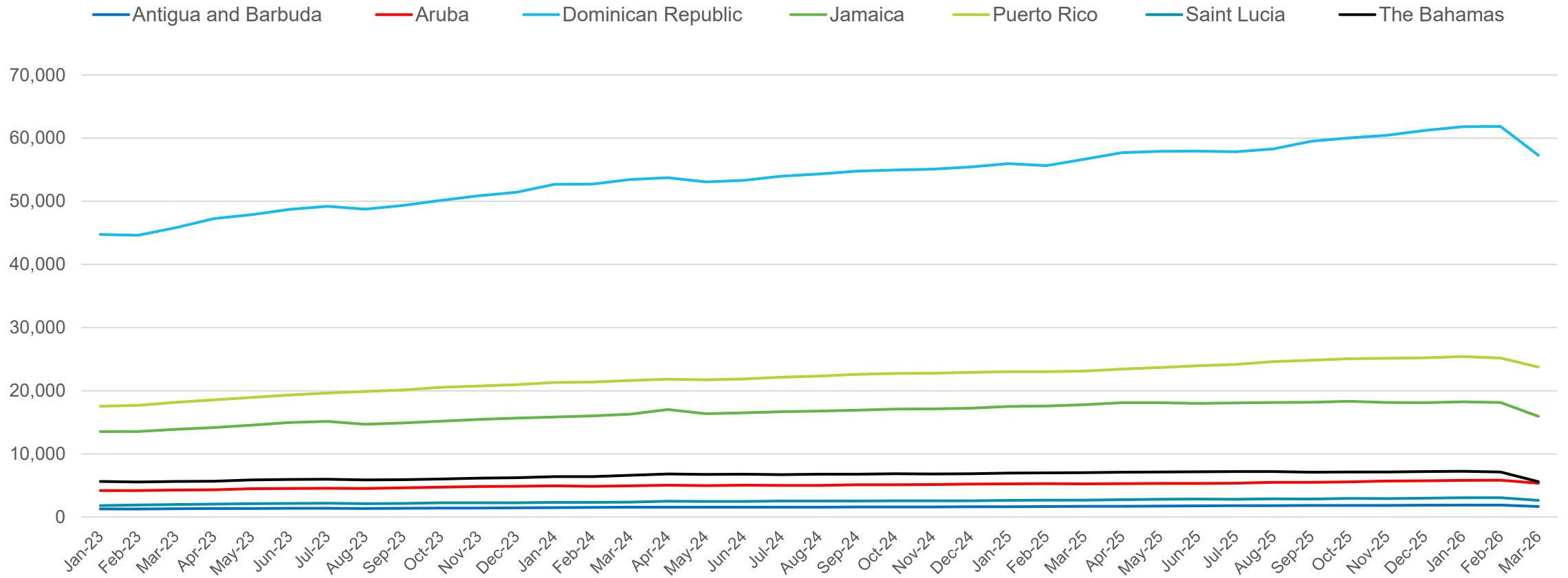


REVENUE

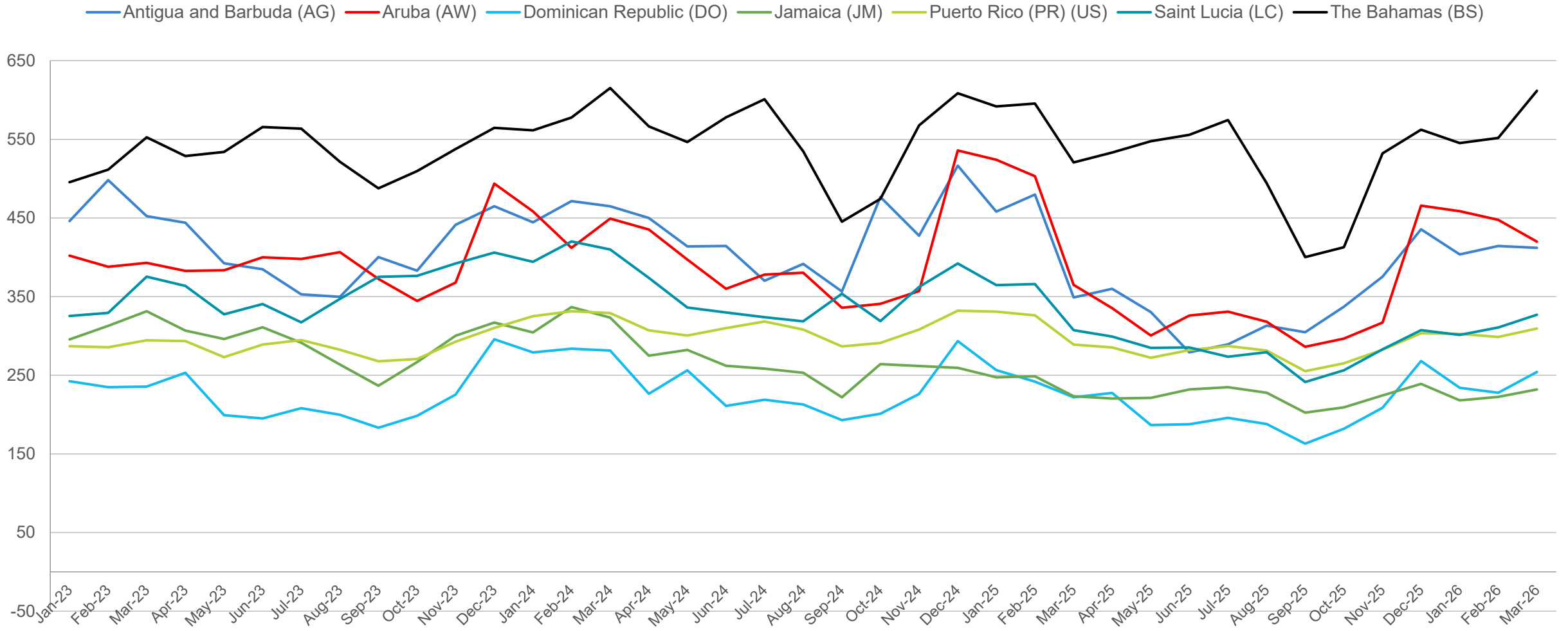
Revenue YTD March 2025: USD\$ 101,177,305 | Revenue YTD March 2026: USD\$ 127,610,920
% Growth 2026 vs 2025: +26%



BENCHMARK PROPERTIES



BENCHMARK ADR





T I D B I T S

EXCERPTS OF THE DESTINATION WEDDING ECONOMIC
IMPACT STUDY CONDUCTED BY SKIFT

*A sincere thank you to everyone
who contributed to this research*





SAYING "I DO" TO ARUBA: THE IMPACT OF DESTINATION WEDDINGS ON ARUBA'S TOURISM LANDSCAPE

Destination Wedding Economic Impact Study

A Study by Skift Inc.

4 December 2025

Skift.

1

INTRODUCTION & RESEARCH METHODOLOGY



INTRODUCTION

Sustainable Tourism Development Through Niche Tourism

Aruba Tourism Authority (ATA) is committed to strategic sustainable development of their tourism sector that aligns with the high-value, low-impact (HVLI) tourism model to drive more meaningful visitation.

Niche tourism helps to drive these sustainable efforts and is a core component of the ATA tourism strategy. One key niche market for Aruba is the destination wedding market, which attracted 4.4% of all visitors in 2024, to host or attend a wedding or visit Aruba on a honeymoon.

Understanding the Current and Future Wedding Market in Aruba

To better understand the wedding market in the country, an economic impact model was created to showcase the current state of the market as well as future projections for sector growth. Along with this model, a quantitative survey and qualitative interviews were completed which were collectively utilized to develop strategic recommendations for the optimization of the wedding industry.

This report is the first with a dedicated focus on the wedding industry for ATA since their 2018 commissioned report, providing much needed insights into the industry post-Covid.





RESEARCH OBJECTIVES

The goal of this report was to determine the economic impact of the wedding and honeymoon market in Aruba.

The following objectives guided this research:

- Quantify the economic impact of destination weddings in Aruba;
- Assess spending patterns of the wedding party size, the wedding couples, and the wedding guests;
- Identify key economic beneficiaries, including hospitality, transportation, retail, and other sectors; and
- Evaluate the fiscal contributions (employment impact and GDP growth) related to destination weddings.

In order to:

- Provide strategic recommendations to optimize marketing, product development, and policies and processes to maximize the economic benefits of the wedding sector.

METHODOLOGY

A mixed methodology was followed to determine the economic impact of destination wedding travelers.

Overview and Timing

- Data collected through qualitative interviews and a quantitative survey of U.S. travelers
- Interviews completed in August 2025
- Survey conducted between September 8 and September 10, 2025



Stakeholder Interviews

- Conversations facilitated with 10 wedding industry experts to gather insights
- Experts included private and public sector stakeholders



Quantitative Survey

- Population targeted were international wedding and honeymoon travelers
- Data collected via online panel
- Surveyed a total sample size of 500 respondents



Economic Model

- Inputs for the model were based on primary survey data, ATA historic data, and secondary data sets
- Base, low-performance, and high-performance scenarios were developed to show future market growth



QUANTITATIVE SURVEY

This quantitative survey was the primary research platform used to collect data for the economy impact analysis survey which explored 500 U.S. wedding travelers' perception of and economic impact on the Aruba wedding tourism industry. This study identified wedding travelers as those traveling to host or attend a wedding or honeymoon.

Quantitative Approach

A quantitative market research approach was utilized, surveying online research panels with stratified random sampling of the total adult consumer populations in the U.S. structured by age, gender and region according to the latest census data.

Survey Invites

Survey invitations were deployed with potential respondents self-selecting. Age and gender balance were continuously applied to ensure a demographically representative sample.

Respondent Screen

Potential respondents were screened into the survey based on wedding travel behaviour: respondents who traveled or are willing to travel internationally for a destination wedding or honeymoon.

Survey Completion

Qualified respondents self-completed the survey based on their own perceptions of their travel behaviours.

Data Collection

Data was collected via a custom online quantitative research survey fielded in the four main regions of the U.S. between September 8th and 10th.

Results

The results reported are reflective of the total relevant wedding and honeymoon travel population in the U.S. market.

2

CURRENT WEDDING TOURISM LANDSCAPE



CURRENT WEDDING TOURISM LANDSCAPE

HIGHLIGHTS

- Strengths of Aruba's wedding tourism market:
 - Strong positioning for romance, luxury and exclusivity, and safety and security.
 - Reliable service ecosystem with high average spend.
- Weaknesses of Aruba's wedding tourism market:
 - Low familiarity for weddings with lacking perceptions in affordability, accessibility, and cultural vibrancy.
 - Regulatory and permitting friction.
- Opportunities for Aruba's wedding tourism market:
 - Leverage positioning for sustainability and increase destination familiarity for weddings.
 - Expand product development with off-resort experiences and the diversification of venue options.
- Threats for Aruba's wedding tourism market:
 - Strong competition in Caribbean wedding market and dependency.
 - Limitations around permitting clarity and timelines and environmental limits.



CURRENT STATE SWOT ANALYSIS

There were a variety of strengths, weaknesses, opportunities, and threats identified in Aruba's destination wedding industry.

Strengths



Positioning:

- Romantic and luxury positioning: Aruba is consistently perceived as romantic, exclusive, and offering unique venues. This appeals strongly to couples seeking a high-end experience.
- Safety and security: Safety is a core strength and an important driver of choice, especially compared to regional competitors.

Product:

- Reliable service ecosystem: A mature hospitality sector with established resorts ensures service consistency and professional event management.

Spend:

- High average spend: Wedding couples spend between \$16,800–\$33,600 on ceremonies, with guests spending \$2,500–\$4,000 each, and honeymoons adding another \$6,000–\$10,500 on average.

Weaknesses



Positioning:

- Low familiarity: Aruba lags the Bahamas, Mexico, and Puerto Rico in recognition as a wedding destination and market share.
- Affordability and accessibility gaps: Higher costs and limited direct flight options from some U.S. hubs make Aruba less competitive for price-sensitive couples.
- Cultural vibrancy underplayed: Aruba is rated lower on cultural vibrancy compared to some destinations, weakening differentiation.

Regulatory:

- Regulatory and permitting friction: There are unclear, shifting rules for beach access, turtle nesting protections, and permits that complicate planning.

CURRENT STATE SWOT ANALYSIS

There were a variety of strengths, weaknesses, opportunities, and threats identified in Aruba's destination wedding industry.

Opportunities



Positioning:

- Leverage sustainability positioning: Nearly half of surveyed travelers value eco-friendly practices and local community engagement, with sustainability-aware visitors perceiving Aruba more positively.
- Loyalty-building via weddings: Weddings and honeymoons are often first visits, but return intent is high. This positions weddings as a gateway for lifelong visitation.

Product:

- Expand off-resort experiences: Packaging welcome parties, excursions, and cultural add-ons could broaden local impact.
- Diversify venue options: Non-beach settings can reduce ecological pressure while creating unique selling points.

Threats



Positioning:

- Strong competition: Mexico, Jamaica, Bahamas, and Puerto Rico dominate with stronger familiarity, affordability, and accessibility.

Regulatory and Infrastructure:

- Permitting clarity and timeline: Late policy shifts on beaches and protected zones risk last-minute relocations and friction with planners and couples.
- Environmental limits: Climate change impacts, erosion, and turtle nesting zones restrict beach venues and add planning uncertainty.

Spend:

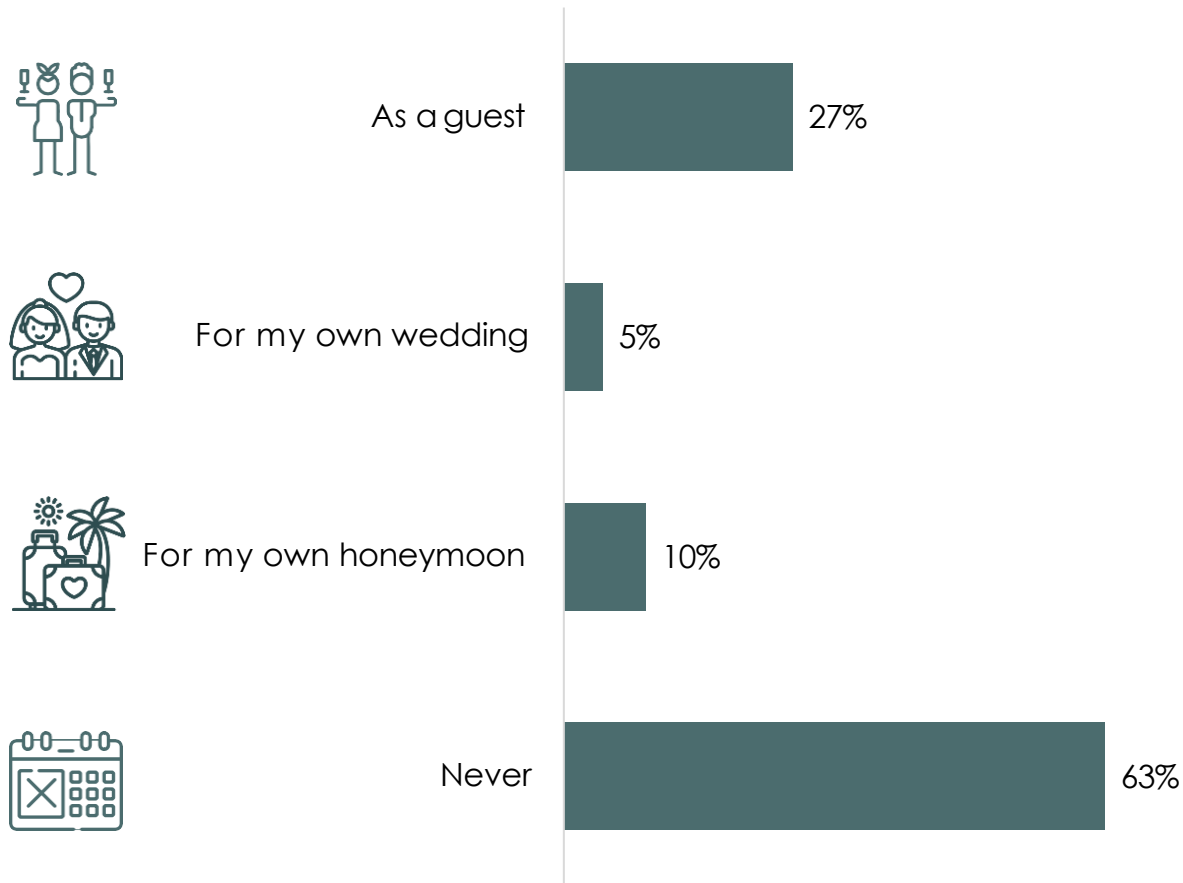
- Economic sensitivity: Destination weddings are discretionary. Luxury expenditures are vulnerable to downturns in U.S. markets.

DESTINATION WEDDING TRAVEL

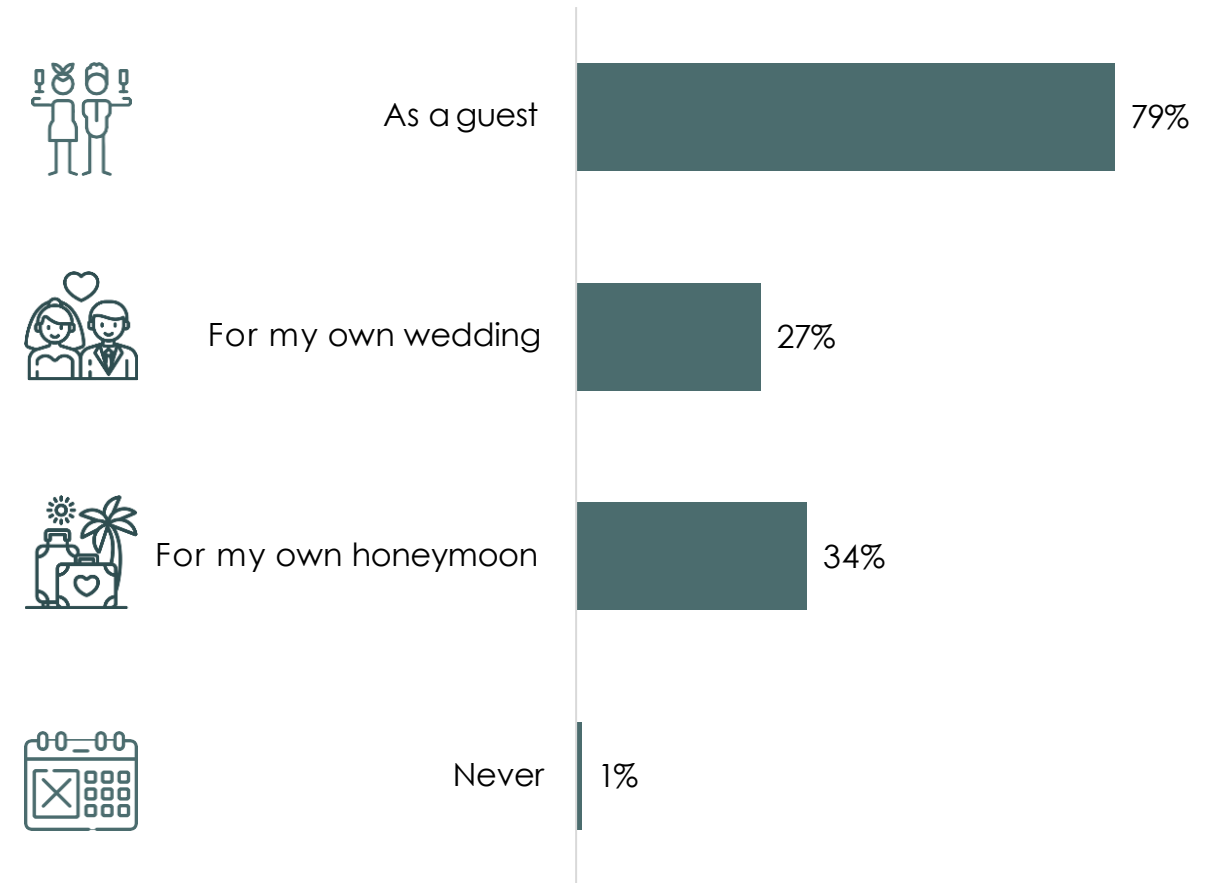
While past incidence of traveling for a destination wedding is fairly low, willingness to do so is high and indicates potential.

The survey identified past travel behavior and willingness to travel for a destination wedding or honeymoon.

Past Travel for Destination Wedding (%)



Willingness to Travel for Destination Wedding (%)



Have you ever travelled to an international destination for a wedding or honeymoon?
Would you be willing to travel to an international destination for a wedding or honeymoon in future?

Source: quantitative survey of n=500 American travel consumers
Aruba Destination Weddings Economic Impact Report

FUTURE TRENDS: VISITOR SPENDING

Visitor spending for destination weddings is anticipated to grow in the coming years in the Caribbean and beyond. Trends like small guest counts and desire for sustainability are expected to impact wedding travel.



Canadians are shifting their travel from U.S. trips to other international destinations: Through the summer of 2025 there was a drop in year-over-year Canadian trips to the U.S. (down nearly 30% in August). Meanwhile, Canadians were still traveling with international trips increasing approximately 8-9% year-over-year.

Implications for Aruba: Canadians still have a strong desire to travel and are looking for alternative destinations to the U.S.. This gives Aruba a good opportunity to capture near-term Canadian prospective wedding parties and guests in addition to general visitors.



Strong visitation from U.S. to the Caribbean: Americans have strong international spending with roughly USD \$21.6 billion spend in July 2025. As of July 2025, nearly 49% of all U.S. international departures traveled to Mexico and the Caribbean.

Implications for Aruba: There remains a strong base for U.S. couples/guests to travel to the Caribbean and choose this region for a destination wedding.



Destination-wedding budgets remain high even as guest counts trend smaller: The average destination-wedding cost around \$39,000 in 2025 and the Caribbean captured approximately 18% of U.S. destination weddings. Smaller guest counts redistribute spend toward multi-day experiences.

Implications for Aruba: While weddings guest counts slow but higher budgets remain, Aruba can capitalize on this higher-end market.



Sustainability intent is now mainstream (and monetizable): In a 2025 global travel study of 32,000 travelers, 69% identified wanting to “leave places better” and 53% said they are conscious of community impact.

Implications for Aruba: A focus on sustainable offerings in weddings and beyond could help capture visitors that are more eco- and community-conscious, providing a more high-value low-impact visitor.

FUTURE TRENDS: MARKET DEMAND

There is growing demand for destinations both in the Caribbean and globally.



Global destination-wedding market is anticipated to grow: While there is not a precise compound annual growth rate (CAGR) agreed upon for the global destination wedding industry, industry trackers consistently show market growth. Typical projections show mid-single to low-double-digit CAGR over the next decade.

Implications for Aruba: With a continually growing destination wedding market, Aruba can anticipate growing revenue from this niche tourism.



There is a healthy runway for the Caribbean wedding market: Regional forecasts for the Caribbean point to continued growth through 2032–2035 with an estimated 12.8-13.8% CAGR. These are thought to be driven by personalization and eco-conscious travelers.

Implications for Aruba: With growing destination weddings in the Caribbean, Aruba has an opportunity to attract additional wedding visitors and increase their market share compared to competitors.



Weddings shifting to fewer guests, longer stays, multi-day events: In the Caribbean there are rising destination shares for weddings, smaller guest lists, and a growing inclusion of multi-event itineraries.

Implications for Aruba: Smaller guest lists but multi-event itineraries can help increase the average length of stay and per-guest spend which can ultimately raise the direct, indirect, and induced impacts of the destination wedding industry on Aruba without increasing the sheer number of visitors.

FUTURE TRENDS: COMPETITIVE POSITIONING

Aruba can find competitive positioning in areas like sustainability, inclusive weddings and climate resiliency.



Policy credibility on reef protection & plastics is a real differentiator: Within the Caribbean, different destinations have integrated eco-friendly and reef-friendly policies. This includes a national plastics ban in the Bahamas and Jamaica, the creation of “The Green Path” in Puerto Rico to nudge responsible guest behavior, and a destination management fee for stewardship in Turks & Caicos.

Implications for Aruba: Aruba has a long-standing bans on single-use plastics and oxybenzone sunscreens and has many different environmentally-focused policies at the forefront of sustainability. Aruba can out-message competitors with sustainable wedding-friendly messages that couples understand.



Inclusive weddings are a growth segment: Legal clarity for LGBTQ+ weddings shapes destination choice. Same-sex marriage has been legal in Aruba since 12 July 2024 by a Dutch Supreme Court ruling while same-sex marriage remains illegal in many Caribbean destinations.

Implications for Aruba: Ability to position Aruba as an inclusive, legally recognized option for same-sex weddings can help drive visitation for a market that may not be able to as easily access some competitor destinations.



Climate and seasonality resilience matter: Climate change and accompanying weather events consistently plague destinations globally. In the Caribbean, hurricane season can reduce destination weddings as visitors recognize hosting their big day is riskier during this time.

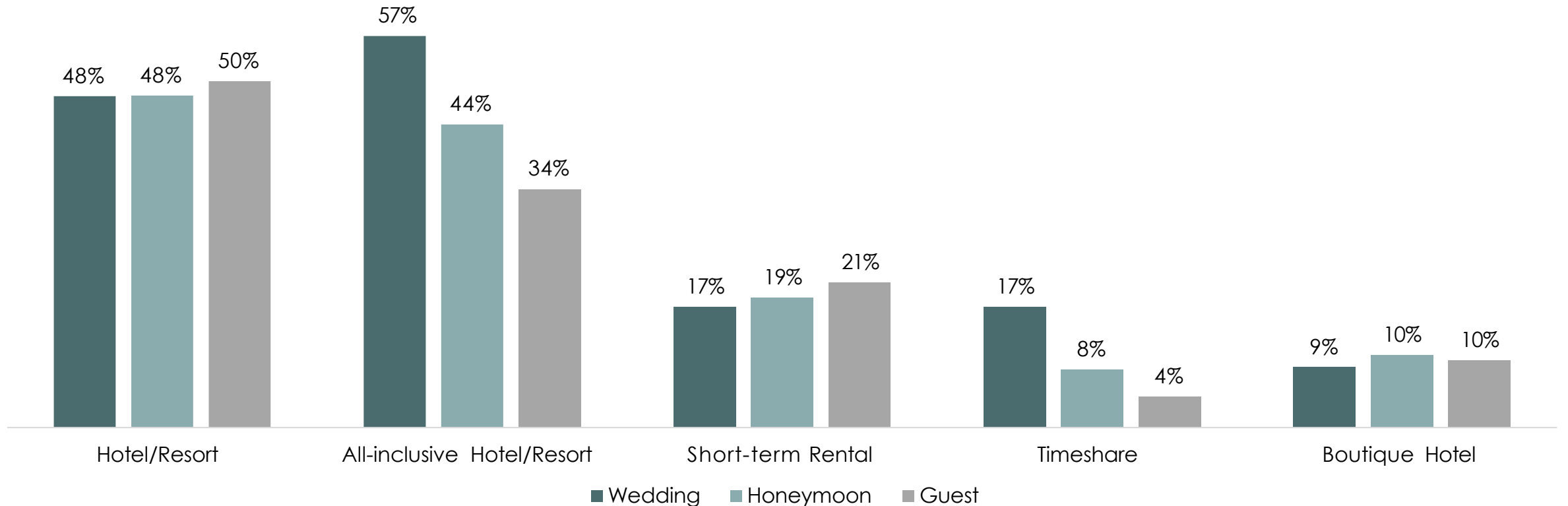
Implications for Aruba: Positioned outside the hurricane belt, Aruba offers a lower risk option for couples to protect their wedding date during hurricane season, extending the wedding season for Aruba.

WEDDING TRAVELER SNAPSHOT

Hotels and Resorts are the most popular accommodation options for destination weddings. The wedding couple is more likely to choose an all-inclusive option, while standard hotels and resorts are more popular for honeymoons and guest accommodation.

Accommodation preferences for weddings and honeymoons were evaluated to better understand the needs and desires of these visitors.

Accommodation Preferences (%)



Which best describes your accommodation while staying in [destination]?

Source: quantitative survey of n=500 American travel consumers
Aruba Destination Weddings Economic Impact Report 49

WEDDING TRAVELER SNAPSHOT

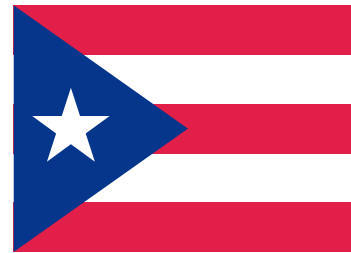
In order to determine Aruba's competitive positioning and better understand why wedding and honeymoon visitors make their destination choices, we assessed Aruba relative to a set of peer and competitive destinations.



Bahamas



Jamaica



Puerto Rico



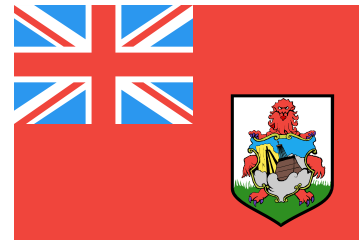
Dominican Republic



Turks and Caicos



Mexico



Bermuda

Competitor Destination Selection

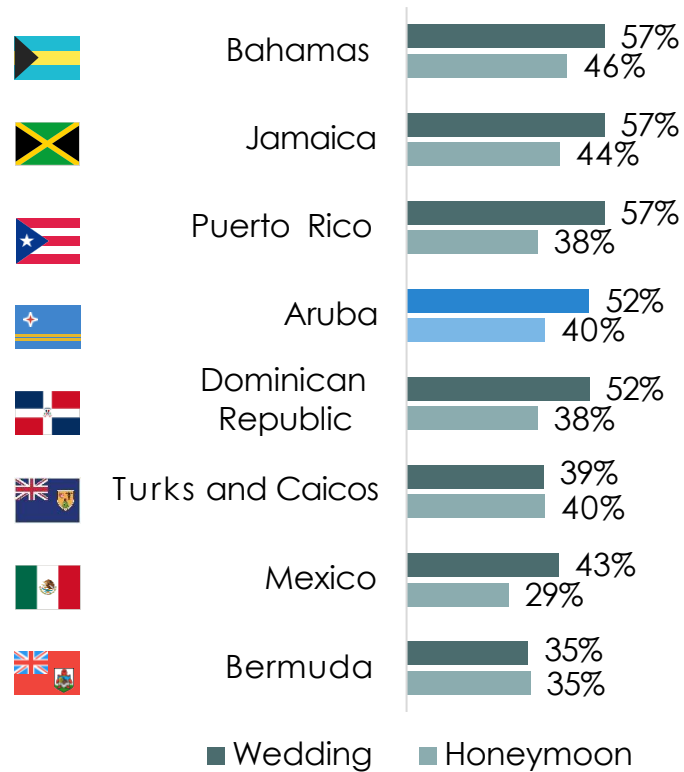
Each of these destinations were selected for this peer set due to their proximity to Aruba and likelihood to attract a similar market as Aruba weddings.

These destinations were validated with ATA prior to survey distribution.

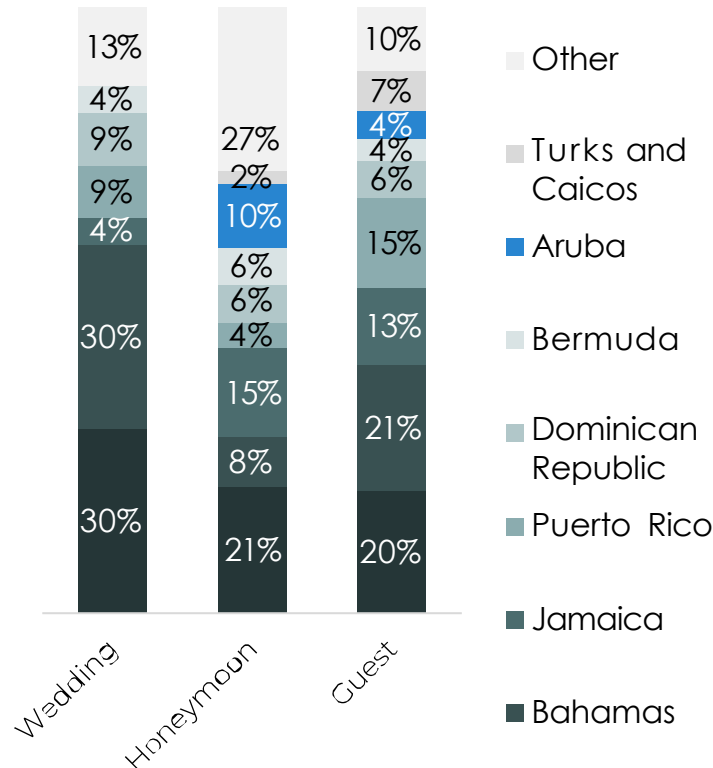
WEDDING TRAVELER SNAPSHOT

While Aruba shows relatively high consideration as a wedding and honeymoon destination, actual market share is low. Across destinations, weddings offer a substantial chance to introduce the destination for a first-time visit and encourage future visits. Aruba was compared against a peer set of competitor destinations to evaluate the likelihood to consider a destination for a wedding or honeymoon and the actual market share for weddings and honeymoons for those who had traveled for these events in the past. The survey shared whether visitors would host a wedding prior to visiting the destination and if they would return to the destination post-event.

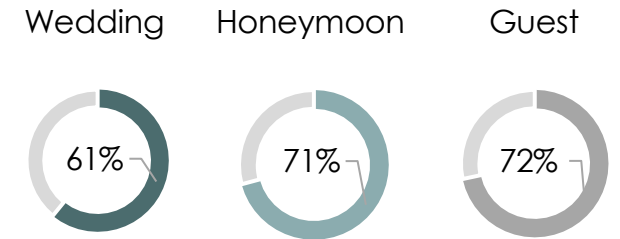
Destination Consideration (Top 3 Box Score)



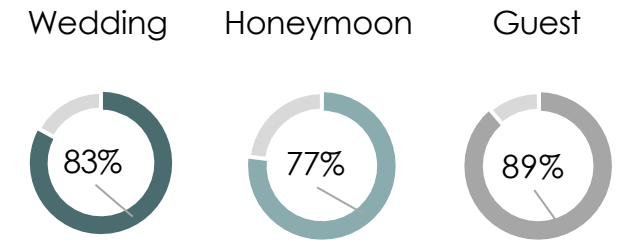
Destination Market Share (%)



First Visit for Event (%)



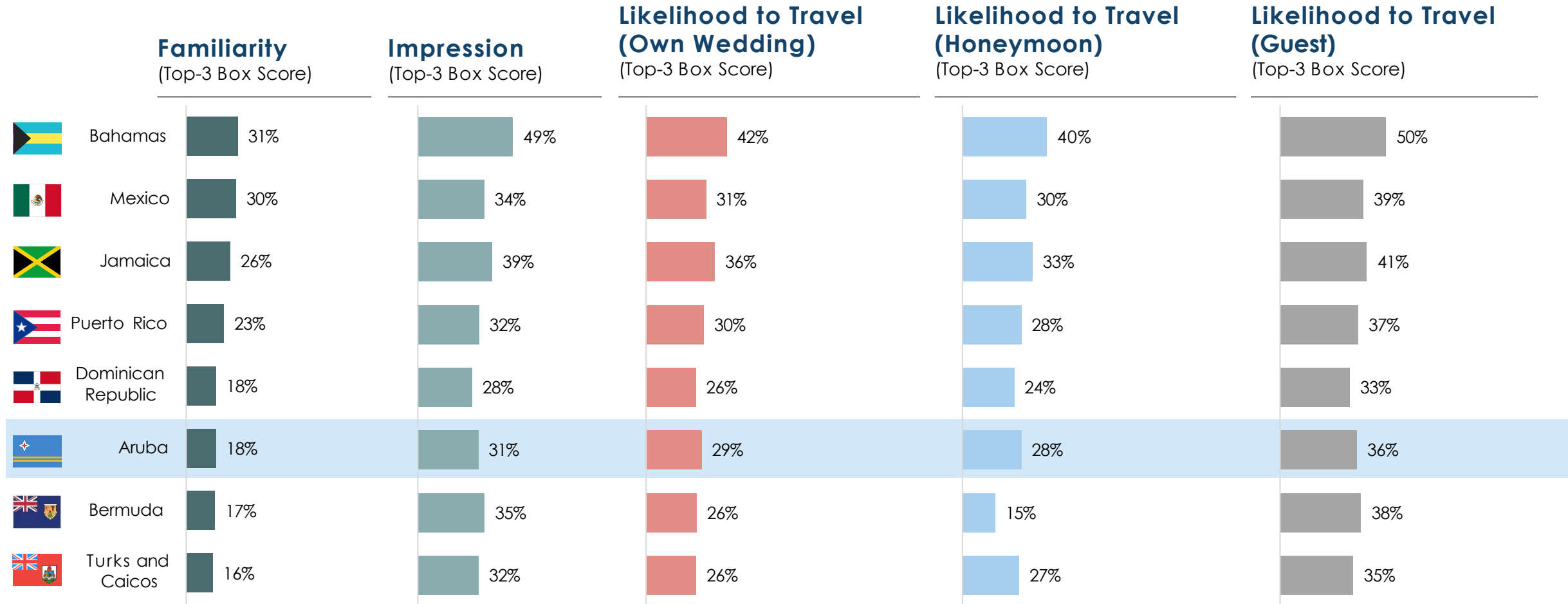
Return to Destination of Wedding or Honeymoon (%)



How seriously did you consider the following destinations for your destination wedding/honeymoon?
 Which destination did you travel to for your destination wedding/honeymoon?
 Was your wedding/honeymoon your first time travelling to [destination]?
 Did attending the wedding inspire you to return to [destination]?

WEDDING TRAVELER SNAPSHOT

Aruba demonstrates low overall familiarity as a wedding destination, contributing to lower likelihood of usage (and the primary driver of low market share). The Bahamas and Mexico dominate the landscape due to high familiarity. Aruba was compared against competitor destination on overall familiarity and impression of the destination and the likelihood to travel for a wedding or honeymoon.



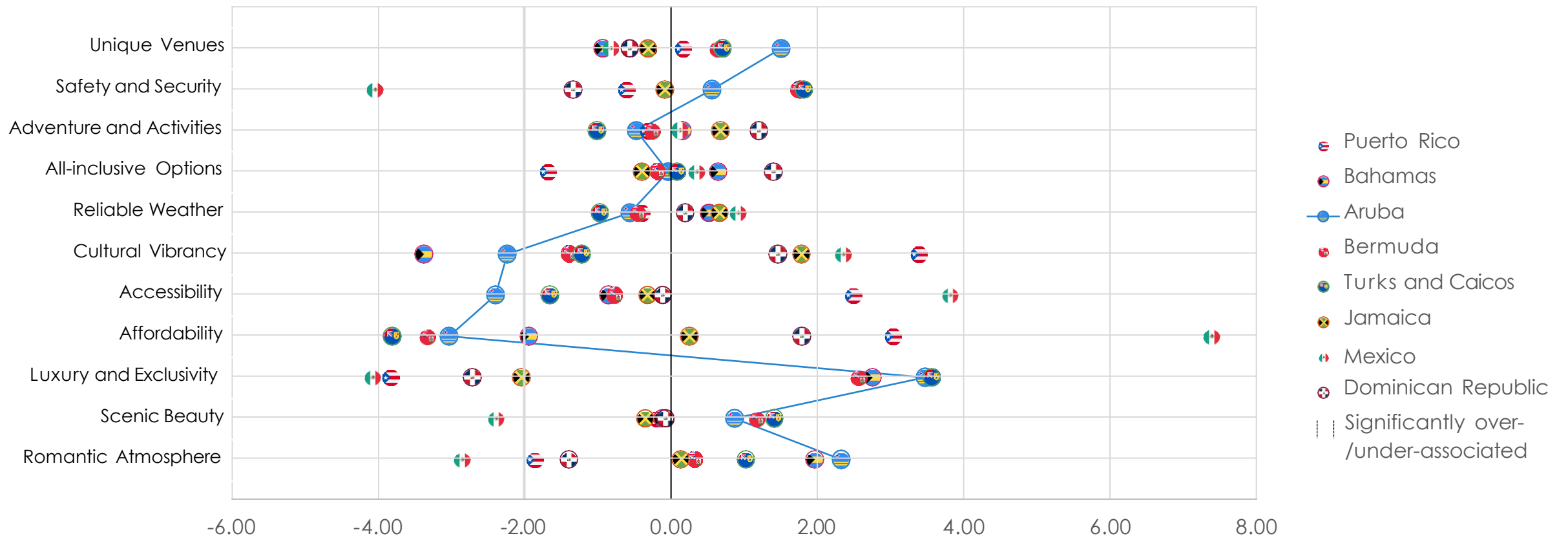
How familiar are you with the following destinations as wedding or honeymoon destinations?
 What is your overall impression of the following destinations in terms of what they have to offer as holiday/vacation travel experiences?
 How likely are you to travel to each of the following destinations for your own destination wedding / honeymoon / as a wedding guest?

Source: quantitative survey of n=500 American travel consumers
 Aruba Destination Weddings Economic Impact Report 49

WEDDING TRAVELER SNAPSHOT

Aruba holds a strong position on luxury, romantic atmosphere, and unique venues. Affordability, accessibility, and cultural vibrancy are key detractors, with Mexico holding strong positions on these attributes. Brand associations are attributes that a visitors thinks of when thinking of a destination. All of these could be considerations when visiting a destination. The associations about 2.00 or below -2.00 are considered significantly positive or negative, respectively.

Destination Performance – Brand Associations (Standardized Score)



Source: quantitative survey of n=500 American travel consumers

For each country, please indicate whether each attribute is something you associate with that market as a wedding destination?

WHAT WEDDING STAKEHOLDERS IN ARUBA ARE SAYING

“ Aruba has a wealth of experiences beyond resort walls like historic estates, local culinary talent, artisans, and musicians that showcase the island’s character. Something we could do better as a destination is sharing our culture and drive real value for local communities and spread the economic impact across the island.

Event Coordinator

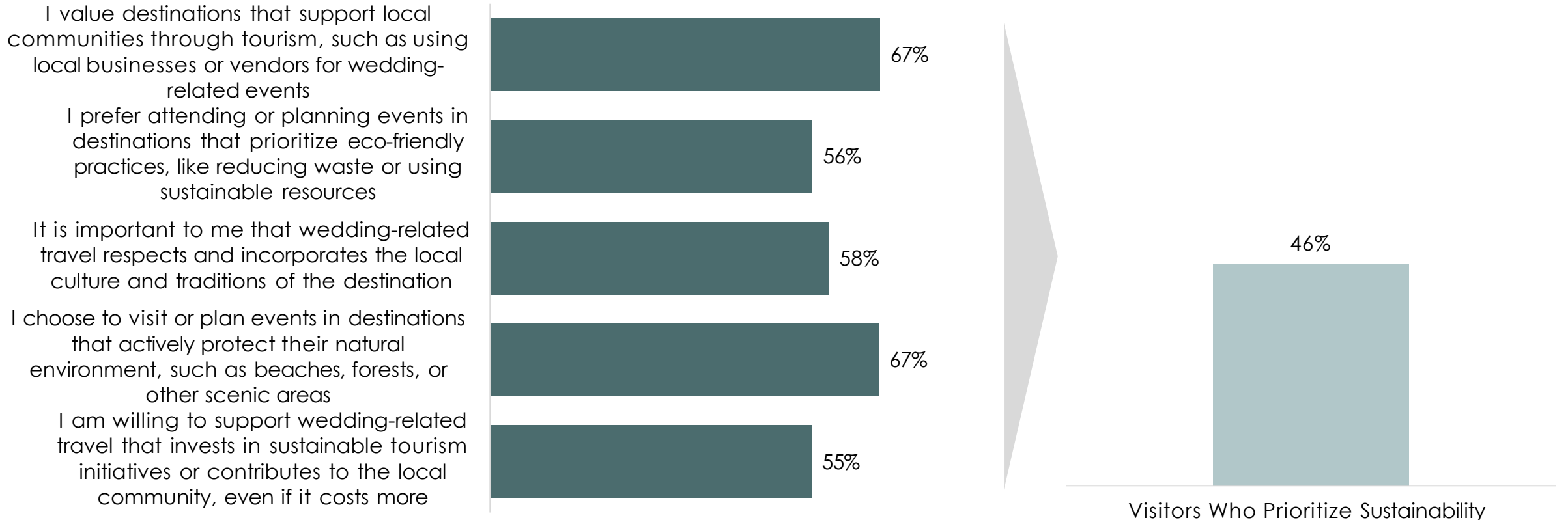
“ Yes, Aruba is luxury, but we lose some couples on the price point and the flight costs compared to other Caribbean destinations.

Destination Wedding Planner

WEDDING TRAVELER SNAPSHOT

Local community support and natural environment support are the most important elements of sustainable tourism. Overall, just under half of visitors feel strongly about sustainable practices. Travelers can have different values when it comes to sustainable tourism and may have a preference for cultural or environmental sustainability. There are also visitors who feel more strongly about sustainable tourism overall.

Sustainable Tourism Appeal (Top-2 Box Score)



Please indicate to what extent the following statements apply to you.

Source: quantitative survey of n=500 American travel consumers

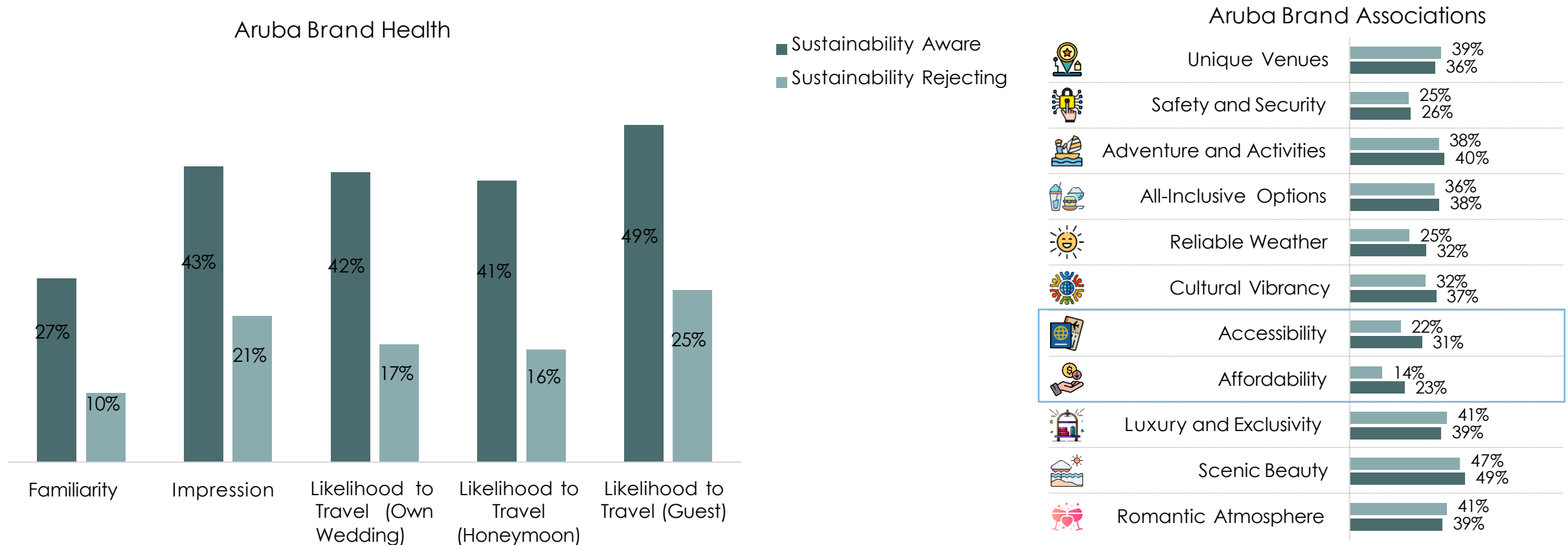
Aruba Destination Weddings Economic Impact Report 55

WEDDING TRAVELER SNAPSHOT

Visitors with high sustainability awareness are more likely to have higher perceptions of accessibility, affordability, and Aruba overall. A focus on these sustainability aware travelers could drive short-term gains, but improving perceptions among all potential travelers is still important to improve overall destination wedding market share.

The survey tested whether being aware of sustainability had an impact on Aruba brand health or brand associations.

Impact of Sustainability Awareness (Top-3 Box Score / Average Association)



Please indicate to what extent the following statements apply to you.

How familiar are you with the following destinations as wedding or honeymoon destinations?

What is your overall impression of the following destinations in terms of what they have to offer as holiday/vacation travel experiences? How likely are you to travel to each of the following destinations for your own destination wedding / honeymoon / as a wedding guest? For each country, please indicate whether each attribute is something you associate with that market as a wedding destination?

Source: quantitative survey of n=500 American travel consumers

WHAT WEDDING STAKEHOLDERS IN ARUBA ARE SAYING

“ We notice that once guests attend a wedding here, they often come back for a holiday or anniversary. Weddings create loyal repeat visitors.

Hotel Wedding Coordinator

“ Sustainability isn't just something nice to mention anymore, it's starting to influence who chooses Aruba. Couples ask how we protect our beaches and what we do for the community. If we can show that our weddings support local businesses and protect the island's natural spaces, it becomes part of why they pick Aruba in the first place.

Destination Wedding Planner



MASHA DANKI

Thank You

For any questions related to the report and/or additional information requests, please contact
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Or visit our website www.ata.aw



Disclaimer:

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