

MONTHLY REPORT

AUGUST 2026

ARUBA TOURISM AUTHORITY

SNAPSHOT YTD

August 2026

HOW MANY ARRIVALS?

STAY OVER GUESTS

1,152,109

11.1% ▲

HOW MANY NIGHTS?

NIGHTS

7,767,967

11.5% ▲

HOW MANY CRUISE PAX?

PAX

628,511

10.9% ▲

HOW MANY TOTAL GUESTS?

STAY OVER AND CRUISE PAX

1,780,620

WHERE DID THEY STAY?

	NIGHTS	SHARE %
EP	1,765,880	22.7%
ALL INCLUSIVE	874,713	11.3%
TIME SHARE	1,919,533	24.7%
OTHERS	3,207,841	41.3%



WHAT DID THEY SPEND?

Data update Aug 2026

Tourism credits foreign exchange banks 2025/ 2024

AWG. **5,554,400,000**

6.5%

Average Daily Tourist Spending 2025/2024

539

1.3%

Total amount spend Visa Q2 2026

USD$ **184,879,067**

16.9%

Average spending per Visa cardholders Q2 2026

USD$ **608**

-2%

	Arrivals				Tourism Credits in millions of AWG Source CBA			Average Daily Tourist Spending (ADTS) in AWG.		
	2025	% Growth 2025 vs. 2024	2026	% Growth 2026 vs. 2025	2024	2025	% Growth 2025 vs. 2024	2024	2025	% Growth 2025 vs. 2024
Q1	392,421	2.5%	427,343	8.9%	1,544,800,000	1,619,600,00	4.8%	548.74	576.48	5.1%
Q2	369,935	4.2%	418,158	13.0%	1,242,200,000	1,249,700,000	0.6%	538.04	536.22	-0.3%
Q3	372,410	8.0%			1,141,700,000	1,252,500,000	9.7%	493.47	502.53	1.8%
Q4	380,336	12.1%			1,287,500,000	1,432,600,000	11.3%	542.30	537.80	-0.8%
Total	**1,515,102**	**6.6%**			**5,216,200,000**	**5,554,400,000**	**6.5%**	**531.77**	**538.73**	**1.3%**

***Tourism Credits: In the new presentation of the Balance of Payments, the Central Bank of Aruba reclassified maintenance fee arising from 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.*



ARRIVALS

YTD 2026/2025

TOTAL

1,152,109

11.1% ▲

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
USA	765,664	37,275	802,939	4.9%	73.8%	69.7%
Canada	50,880	6,197	57,077	12.2%	4.9%	5.0%
NA	**816,544**	**43,472**	**860,016**	**5.3%**	**78.7%**	**74.6%**
Venezuela	2,688	117	2,805	4.4%	0.3%	0.2%
Colombia	39,260	4,913	44,173	12.5%	3.8%	3.8%
Brazil	19,028	432	19,460	2.3%	1.8%	1.7%
Argentina	41,785	60,608	102,393	145.0%	4.0%	8.9%
Chile	9,077	-1,203	7,874	-13.3%	0.9%	0.7%
Ecuador	7,005	-202	6,803	-2.9%	0.7%	0.6%
Peru	13,534	494	14,028	3.7%	1.3%	1.2%
Paraguay	1,146	56	1,202	4.9%	0.1%	0.1%
Uruguay	3,227	665	3,892	20.6%	0.3%	0.3%
Mexico	2,308	486	2,794	21.1%	0.2%	0.2%
Others	10,568	-431	10,137	-4.1%	1.0%	0.9%
SA	**149,626**	65,935	**215,561**	**44.1%**	**14.4%**	**18.7%**
Netherlands	23,777	1,835	25,612	7.7%	2.3%	2.2%
UK	3,347	186	3,533	5.6%	0.3%	0.3%
Germany	2,971	204	3,175	6.9%	0.3%	0.3%
Italy	4,657	1,064	5,721	22.8%	0.4%	0.5%
Sweden	598	104	702	17.4%	0.1%	0.1%
Belgium	1,189	13	1,202	1.1%	0.1%	0.1%
Austria	421	46	467	10.9%	0.0%	0.0%
Switzerland	1,255	155	1,410	12.4%	0.1%	0.1%
Others	7,915	**763**	8,678	9.6%	**0.8%**	**0.8%**
Europe	**46,130**	4,370	**50,500**	**9.5%**	**4.4%**	**4.4%**
ROW	**24,688**	1,344	**26,032**	**5.4%**	2.4%	2.3%
Total	**1,036,988**	115,121	**1,152,109**	**11.1%**		
W/O Ven.	**1,034,300**	115....	**1,149,304**	**11.1%**		



ARRIVALS USA

YTD 2026/2025

TOTAL

802,939

4.9% ▲

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
New York	146,670	4,739	151,409	3.2%	19.2%	18.9%
Massachusetts	90,408	1,461	91,869	1.6%	11.8%	11.4%
New Jersey	93,226	696	93,922	0.7%	12.2%	11.7%
Pennsylvania	44,451	1,793	46,244	4.0%	5.8%	5.8%
Illinois	18,570	4,720	23,290	25.4%	2.4%	2.9%
Connecticut	28,423	718	29,141	2.5%	3.7%	3.6%
Florida	38,844	4,625	43,469	11.9%	5.1%	5.4%
Ohio	21,683	1,575	23,258	7.3%	2.8%	2.9%
Maryland	23,534	452	23,986	1.9%	3.1%	3.0%
Michigan	12,893	1,003	13,896	7.8%	1.7%	1.7%
Virginia	22,182	2,436	24,618	11.0%	2.9%	3.1%
Georgia	17,946	1,495	19,441	8.3%	2.3%	2.4%
North Carolina	21,389	708	22,097	3.3%	2.8%	2.8%
Texas	28,076	3,340	31,416	11.9%	3.7%	3.9%
California	13,908	196	14,104	1.4%	1.8%	1.8%
Other	143,461	7,318	150,779	5.1%	18.7%	18.8%
Total	**765,664**	**37,275**	**802,939**	**4.9%**		



NIGHTS
YTD 2026/2025

TOTAL
7,767,967
11.5% ▲

	2025	Growth	2026	% Growth	ALOS 2025	ALOS 2026
USA	4,817,763	204,048	5,021,811	4.2%	6.3	6.3
Canada	446,580	46,808	493,388	10.5%	8.8	8.6
NA	**5,264,343**	**250,856**	**5,515,199**	**4.8%**	6.4	6.4
Venezuela	29,332	-255	29,077	-0.9%	10.9	10.4
Colombia	247,505	16,761	264,266	6.8%	6.3	6.0
Brazil	116,003	2,145	118,148	1.8%	6.1	6.1
Argentina	358,773	509,616	868,389	142.0%	8.6	8.5
Chile	68,252	-9,826	58,426	-14.4%	7.5	7.4
Ecuador	31,637	18	31,655	0.1%	4.5	4.7
Peru	73,708	1,256	74,964	1.7%	5.4	5.3
Paraguay	7,323	463	7,786	6.3%	6.4	6.5
Uruguay	24,552	5,188	29,740	21.1%	7.6	7.6
Mexico	15,796	2,607	18,403	16.5%	6.8	6.6
Others	67,062	-3,594	63,468	-5.4%	6.3	6.3
SA	**1,039,943**	524,379	**1,564,322**	**50.4%**	7.0	7.3
Netherlands	323,827	5,766	329,593	1.8%	13.6	12.9
UK	30,518	-855	29,663	-2.8%	9.1	8.4
Germany	28,226	2,079	30,305	7.4%	9.5	9.5
Italy	35,850	5,956	41,806	16.6%	7.7	7.3
Sweden	6,265	229	6,494	3.7%	10.5	9.3
Belgium	15,937	-748	15,189	-4.7%	13.4	12.6
Austria	3,558	796	4,354	22.4%	8.5	9.3
Switzerland	10,583	851	11,434	8.0%	8.4	8.1
Others	69,593	**5,493**	75,086	7.9%	8.8	8.7
Europe	**524,357**	19,567	**543,924**	**3.7%**	11.4	10.8
ROW	**140,258**	4,264	**144,522**	**3.0%**	5.7	5.6
Total	**6,968,901**	799,066	**7,767,967**	**11.5%**	6.7	6.7



ACCOMMODATIONS

YTD 2026/2025

TOTAL
1,152,109
11.1% ▲

ARRIVALS BY ACCOMMODATION

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
EP	280,414	39,536	319,950	14.1%	27.0%	27.8%
All Inclusive	150,749	697	151,446	0.5%	14.5%	13.1%
Timeshare	241,721	5,339	247,060	2.2%	23.3%	21.4%
Others	364,104	69,549	433,653	19.1%	35.1%	37.6%
Total	**1,036,988**	115,121	**1,152,109**	**11.1%**		

NIGHTS BY ACCOMMODATION

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
EP	1,529,473	236,407	1,765,880	15.5%	21.9%	22.7%
All Inclusive	882,493	-7,780	874,713	-0.9%	12.7%	11.3%
Timeshare	1,857,730	61,803	1,919,533	3.3%	26.7%	24.7%
Others	2,699,205	508,636	3,207,841	18.8%	38.7%	41.3%
Total	**6,968,901**	799,066	**7,767,967**	**11.5%**		



ACCOMMODATIONS BY MARKETS

YTD 2026/2025

TOTAL
1,152,109
11.1% ▲

	EP			ALL INCLUSIVE		
	2026	2025	%Growth	2026	2025	%Growth
USA	257,848	233,991	10.2%	124,665	123,184	1.2%
Venezuela	511	499	2.4%	12	12	
Netherlands	2,666	2,629	1.4%	482	740	-34.9%
Canada	11,390	8,864	28.5%	7,863	9,744	-19.3%
Brazil	6,532	5,571	17.3%	820	750	9.3%
Colombia	5,174	4,385	18.0%	2,310	1,993	15.9%
Argentina	14,190	5,572	154.7%	8,057	6,883	17.1%
Chile	1,739	1,473	18.1%	1,410	1,636	-13.8%
Peru	2,836	2,025	40.0%	1,723	1,802	-4.4%
UK	1,157	978	18.3%	261	161	62.1%
Italy	2,040	1,582	29.0%	877	682	28.6%
Total mainmkt	**306,083**	**267,569**	14.4%	**148,480**	**147,587**	0.6%
All Visitors	**319,950**	**280,414**	14.1%	**151,446**	**150,749**	0.5%

	TIME SHARE			OTHERS		
	2026	2025	%Growth	2026	2025	% Growth
USA	212,289	214,286	-0.9%	208,137	194,203	7.2%
Venezuela	684	602	13.6%	1,598	1,575	1.5%
Netherlands	795	893	-11.0%	21,669	19,515	11.0%
Canada	6,866	6,252	9.8%	30,958	26,020	19.0%
Brazil	1,201	1,596	-24.7%	10,907	11,111	-1.8%
Colombia	3,909	4,110	-4.9%	32,780	28,772	13.9%
Argentina	14,976	6,579	127.6%	65,170	22,751	186.4%
Chile	926	1,276	-27.4%	3,799	4,692	-19.0%
Peru	887	1,058	-16.2%	8,582	8,649	-0.8%
UK	281	284	-1.1%	1,834	1,924	-4.7%
Italy	315	307	2.6%	2,489	2,086	19.3%
Total mainmkt	**243,129**	**237,243**	2.5%	**387,923**	**321,298**	20.7%
All Visitors	**247,060**	**241,721**	2.2%	**433,653**	**364,104**	19.1%

ACCOMMODATION CATEGORY BY COUNTRY

YTD 2026/2025

TOTAL
1,152,109
11.1% ▲

	EP		ALL INCLUSIVE		TIMESHARE		OTHERS	
	2026	2025	2026	2025	2026	2025	2026	2025
USA	80.6%	83.4%	82.3%	81.7%	85.9%	88.7%	48.0%	53.3%
Venezuela	0.2%	0.2%	0.0%	0.0%	0.3%	0.2%	0.4%	0.4%
Netherlands	0.8%	0.9%	0.3%	0.5%	0.3%	0.4%	5.0%	5.4%
Canada	3.6%	3.2%	5.2%	6.5%	2.8%	2.6%	7.1%	7.1%
Brazil	2.0%	2.0%	0.5%	0.5%	0.5%	0.7%	2.5%	3.1%
Colombia	1.6%	1.6%	1.5%	1.3%	1.6%	1.7%	7.6%	7.9%
Argentina	4.4%	2.0%	5.3%	4.6%	6.1%	2.7%	15.0%	6.2%
Chile	0.5%	0.5%	0.9%	1.1%	0.4%	0.5%	0.9%	1.3%
Peru	0.9%	0.7%	1.1%	1.2%	0.4%	0.4%	2.0%	2.4%
UK	0.4%	0.3%	0.2%	0.1%	0.1%	0.1%	0.4%	0.5%
Italy	0.6%	0.6%	0.6%	0.5%	0.1%	0.1%	0.6%	0.6%
Total Main Market	95.7%	95.4%	98.0%	97.9%	98.4%	98.1%	89.5%	88.2%
All visitors	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

VISITORS BY AGE / GENERATION

YTD 2026/2025

TOTAL
1,152,109
11.1% ▲

VISITOR BY AGE

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
0 - 11	78,762	11,620	90,382	14.8%	7.6%	7.8%
12-19	85,852	12,198	98,050	14.2%	8.3%	8.5%
20 - 29	127,979	17,941	145,920	14.0%	12.3%	12.7%
30 - 39	156,760	18,873	175,633	12.0%	15.1%	15.2%
40 - 49	176,188	24,670	200,858	14.0%	17.0%	17.4%
50 - 59	184,715	14,616	199,331	7.9%	17.8%	17.3%
60 - 69	147,701	8,818	156,519	6.0%	14.2%	13.6%
70 +	79,018	6,388	85,406	8.1%	7.6%	7.4%
Not Stated	13	-3	10	-23.1%	0.0%	0.0%
Total	**1,036,988**	115,121	**1,152,109**	**11.1%**		

GENERATION

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
Gen A	61,322	9,259	70,581	15.1%	5.9%	6.1%
Gen Z	175,919	24,741	200,660	14.1%	17.0%	17.4%
Millennials	247,977	31,766	279,743	12.8%	23.9%	24.3%
Gen X	273,573	30,874	304,447	11.3%	26.4%	26.4%
Baby Boomers	248,944	15,806	264,750	6.3%	24.0%	23.0%
Silent Generations	29,240	2,678	31,918	9.2%	2.8%	2.8%
Age not specified	13	-3	10	-23.1%	0.0%	0.0%
Total	**1,036,988**	115,121	**1,152,109**	**11.1%**		



CARRIERS

YTD 2026/2025

TOTAL
1,152,109
11.1% ▲

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
JETBLUE	237,952	5,755	243,707	2.4%	22.9%	21.2%
AMERICAN AIRLINES	189,203	10,615	199,818	5.6%	18.2%	17.3%
UNITED AIRLINES	146,569	22,074	168,643	15.1%	14.1%	14.6%
DELTA AIRLINES	120,287	13,509	133,796	11.2%	11.6%	11.6%
COPA AIRLINES	46,021	17,812	63,833	38.7%	4.4%	5.5%
AVIANCA	46,786	9,521	56,307	20.4%	4.5%	4.9%
SOUTHWEST AIRLINES	46,931	2,329	49,260	5.0%	4.5%	4.3%
WESTJET AIRLINES	29,298	7,261	36,559	24.8%	2.8%	3.2%
LATAM AIRLINES PERU	24,621	7,876	32,497	32.0%	2.4%	2.8%
WINGO	19,920	7,029	26,949	35.3%	1.9%	2.3%
KLM ROYAL DUTCH	23,768	1,274	25,042	5.4%	2.3%	2.2%
AEROLINEAS ARGENTINAS	0	20,645	20,645	-	0.0%	1.8%
DIVI DIVI AIR	13,959	3,899	17,858	27.9%	1.3%	1.6%
AIR CANADA	10,281	4,556	14,837	44.3%	1.0%	1.3%
GOL	10,061	-139	9,922	-1.4%	1.0%	0.9%
SPIRIT AIRLINES	13,642	-4,689	8,953	-34.4%	1.3%	0.8%
EZ AIR	8,686	-213	8,473	-2.5%	0.8%	0.7%
TUI FLY NL	7,021	816	7,837	11.6%	0.7%	0.7%
WINAIR	7,164	513	7,677	7.2%	0.7%	0.7%
PRIVATE	7,711	-1,253	6,458	-16.2%	0.7%	0.6%
SURINAM AIRWAYS	4,246	-30	4,216	-0.7%	0.4%	0.4%
CHARTER	8,258	-5,092	3,166	-61.7%	0.8%	0.3%
SUN COUNTRY AIRLINES	4,363	-2,064	2,299	-47.3%	0.4%	0.2%
ARAJET	1,333	353	1,686	26.5%	0.1%	0.1%
FRONTIER AIRLINES	1,933	-1,262	671	-65.3%	0.2%	0.1%
AIR CENTURY	501	51	552	10.2%	0.0%	0.0%
Others	6,473	-6,025	448	-93.1%	0.6%	0.0%
Total	**1,036,988**	115,121	**1,152,109**	**11.1%**		



EMBARKATION POINTS

YTD 2026/2025

TOTAL
1,152,109
11.1% ▲

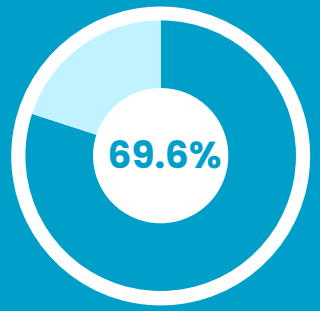
		2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
JFK NY	JFK	157,297	292	157,589	0.2%	15.2%	13.7%
Boston	BOS	124,623	2,593	127,216	2.1%	12.0%	11.0%
Newark	EWR	106,221	-11,554	94,667	-10.9%	10.2%	8.2%
Miami	MIA	68,856	9,287	78,143	13.5%	6.6%	6.8%
Bogota	BOG	54,301	11,821	66,122	21.8%	5.2%	5.7%
Atlanta	ATL	58,023	6,367	64,390	11.0%	5.6%	5.6%
Panama City	PTY	46,079	17,833	63,912	38.7%	4.4%	5.5%
Charlotte	CLT	66,358	-3,351	63,007	-5.0%	6.4%	5.5%
Toronto	YYZ	44,813	6,600	51,413	14.7%	4.3%	4.5%
Philadelphia	PHL	46,114	-3,700	42,414	-8.0%	4.4%	3.7%
Chicago	ORD	15,090	23,582	38,672	156.3%	1.5%	3.4%
G.Bush DC	IAD	32,816	5,270	38,086	16.1%	3.2%	3.3%
Orlando	MCO	33,232	1,781	35,013	5.4%	3.2%	3.0%
Amsterdam	AMS	30,725	2,170	32,895	7.1%	3.0%	2.9%
Lima, Peru	LIM	24,622	6,963	31,585	28.3%	2.4%	2.7%
Curacao	CUR	26,669	3,864	30,533	14.5%	2.6%	2.7%
Fort Lauderdale	FLL	13,916	10,426	24,342	74.9%	1.3%	2.1%
Ezeiza International Airport ARG	EZE	0	20,156	20,156	-	0.0%	1.7%
Houston International	IAH	16,709	66	16,775	0.4%	1.6%	1.5%
Baltimore	BWI	13,717	561	14,278	4.1%	1.3%	1.2%
Medellin	MDE	9,769	357	10,126	3.7%	0.9%	0.9%
Sao Paolo	GRU	10,061	-257	9804	-2.6%	1.0%	0.9%
Sint Maarten	SXM	7,172	528	7,700	7.4%	0.7%	0.7%
Minneapolis St. Paul Inter Airp	MSP	8,857	-2,085	6,772	-23.5%	0.9%	0.6%
Dallas Fort Worth Int Airport	DFW	4,975	-288	4,687	-5.8%	0.5%	0.4%
OTHERS	Others	15,973	5,839	21,812	36.6%	1.5%	1.9%
Total		**1,036,988**	115,121	**1,152,109**	**11.1%**		

RESULT MONTH 2026

TOTAL ARRIVALS **145,750**



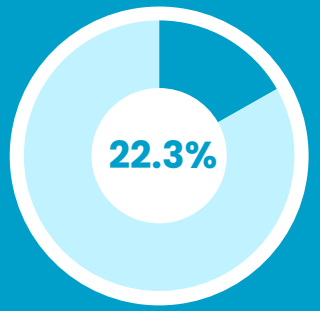
NORTH AMERICA



101,453



SOUTH AMERICA



32,482



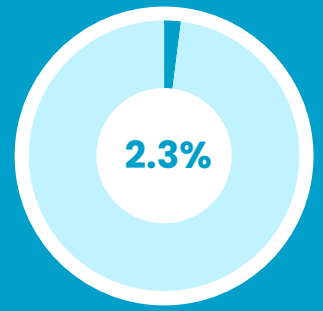
EUROPE



8,499



OTHERS



3,316



ARRIVALS
August 2026/2025

TOTAL
145,750
9.8% ▲

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
USA	95,370	1,420	96,790	1.5%	71.9%	66.4%
Canada	4,452	211	4,663	4.7%	3.4%	3.2%
NA	**99,822**	**1,631**	**101,453**	**1.6%**	**75.2%**	**69.6%**
Venezuela	762	95	857	12.5%	0.6%	0.6%
Colombia	5,066	2,111	7,177	41.7%	3.8%	4.9%
Brazil	1,847	750	2,597	40.6%	1.4%	1.8%
Argentina	8,131	6,770	14,901	83.3%	6.1%	10.2%
Chile	922	20	942	2.2%	0.7%	0.6%
Ecuador	1,064	123	1,187	11.6%	0.8%	0.8%
Peru	1,589	176	1,765	11.1%	1.2%	1.2%
Paraguay	146	6	152	4.1%	0.1%	0.1%
Uruguay	425	275	700	64.7%	0.3%	0.5%
Mexico	348	190	538	54.6%	0.3%	0.4%
Others	1,676	-10	1,666	-0.6%	1.3%	1.1%
SA	**21,976**	10,506	**32,482**	**47.8%**	**16.6%**	**22.3%**
Netherlands	2,679	41	2,720	1.5%	2.0%	1.9%
UK	488	136	624	27.9%	0.4%	0.4%
Germany	427	51	478	11.9%	0.3%	0.3%
Italy	2,290	633	2,923	27.6%	1.7%	2.0%
Sweden	35	-2	33	-5.7%	0.0%	0.0%
Belgium	111	51	162	45.9%	0.1%	0.1%
Austria	55	36	91	65.5%	0.0%	0.1%
Switzerland	113	-2	111	-1.8%	0.1%	0.1%
Others	1,092	**265**	1,357	24.3%	**0.8%**	**0.9%**
Europe	**7,290**	1,209	**8,499**	**16.6%**	**5.5%**	**5.8%**
ROW	**3,640**	-324	**3,316**	**-8.9%**	2.7%	2.3%
Total	**132,728**	13,022	**145,750**	**9.8%**		
W/O Ven.	**131,966**	12,927	**144,893**	**9.8%**		

ARRIVALS USA

August 2026/2025

TOTAL
96,790
1.5% ▲

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
New York	23,746	105	23,851	0.4%	24.9%	24.6%
Massachusetts	8,847	1,186	10,033	13.4%	9.3%	10.4%
New Jersey	15,579	-845	14,734	-5.4%	16.3%	15.2%
Pennsylvania	4,928	201	5,129	4.1%	5.2%	5.3%
Illinois	1,920	14	1,934	0.7%	2.0%	2.0%
Connecticut	3,658	-148	3,510	-4.0%	3.8%	3.6%
Florida	4,745	368	5,113	7.8%	5.0%	5.3%
Ohio	1,967	63	2,030	3.2%	2.1%	2.1%
Maryland	3,767	-260	3,507	-6.9%	3.9%	3.6%
Michigan	960	65	1,025	6.8%	1.0%	1.1%
Virginia	2,725	381	3,106	14.0%	2.9%	3.2%
Georgia	2,170	-147	2,023	-6.8%	2.3%	2.1%
North Carolina	2,418	-82	2,336	-3.4%	2.5%	2.4%
Texas	3,623	504	4,127	13.9%	3.8%	4.3%
California	2,013	**-25**	1,988	-1.2%	2.1%	2.1%
Other	12,304	40	12,344	0.3%	12.9%	12.8%
Total	**95,370**	**1,420**	**96,790**	**1.5%**		



NIGHTS

August 2026/2025

TOTAL
967,001
11.4% ▲

	2025	Growth	2026	% Growth	ALOS 2025	ALOS 2026
USA	571,819	17,528	589,347	3.1%	6.0	6.1
Canada	34,467	1,434	35,901	4.2%	7.7	7.7
NA	**606,286**	**18,962**	**625,248**	**3.1%**	6.1	6.2
Venezuela	8,708	668	9,376	7.7%	11.4	10.9
Colombia	30,451	9,053	39,504	29.7%	6.0	5.5
Brazil	11,369	4,954	16,323	43.6%	6.2	6.3
Argentina	67,973	54,901	122,874	80.8%	8.4	8.2
Chile	6,679	416	7,095	6.2%	7.2	7.5
Ecuador	5,383	558	5,941	10.4%	5.1	5.0
Peru	8,552	189	8,741	2.2%	5.4	5.0
Paraguay	951	66	1,017	6.9%	6.5	6.7
Uruguay	3,187	1,816	5,003	57.0%	7.5	7.1
Mexico	2,033	1,558	3,591	76.6%	5.8	6.7
Others	11,632	-95	11,537	-0.8%	6.9	6.9
SA	**156,918**	74,084	**231,002**	**47.2%**	7.1	7.1
Netherlands	42,317	-2,015	40,302	-4.8%	15.8	14.8
UK	4,330	1,161	5,491	26.8%	8.9	8.8
Germany	4,807	721	5,528	15.0%	11.3	11.6
Italy	16,758	4,187	20,945	25.0%	7.3	7.2
Sweden	309	-4	305	-1.3%	8.8	9.2
Belgium	2,126	338	2,464	15.9%	19.2	15.2
Austria	418	420	838	100.5%	7.6	9.2
Switzerland	828	172	1,000	20.8%	7.3	9.0
Others	9,988	**2,389**	12,377	23.9%	9.1	9.1
Europe	**81,881**	7,369	**89,250**	**9.0%**	11.2	10.5
ROW	**23,323**	-1,822	**21,501**	**-7.8%**	6.4	6.5
Total	**868,408**	98,593	**967,001**	**11.4%**	6.5	6.6



ACCOMMODATIONS

August 2026/2025

TOTAL
145,750
9.8% ▲

ARRIVALS BY ACCOMMODATION

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
EP	36,517	2,312	38,829	6.3%	27.5%	26.6%
All Inclusive	20,386	2,390	22,776	11.7%	15.4%	15.6%
Timeshare	31,810	1,150	32,960	3.6%	24.0%	22.6%
Others	44,015	7,170	51,185	16.3%	33.2%	35.1%
Total	**132,728**	13,022	**145,750**	**9.8%**		

NIGHTS BY ACCOMMODATION

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
EP	200,115	17,835	217,950	8.9%	23.0%	22.5%
All Inclusive	114,236	14,333	128,569	12.5%	13.2%	13.3%
Timeshare	229,952	10,436	240,388	4.5%	26.5%	24.9%
Others	324,105	55,989	380,094	17.3%	37.3%	39.3%
Total	**868,408**	98,593	**967,001**	**11.4%**		

ACCOMMODATIONS BY MARKETS

August 2026/2025

TOTAL
145,750
9.8% ▲

EP

	2026	2025	%Growth
USA	29,998	29,612	1.3%
Venezuela	90	87	3.4%
Netherlands	220	361	-39.1%
Canada	1,136	807	40.8%
Brazil	677	545	24.2%
Colombia	751	594	26.4%
Argentina	1,922	1,027	87.1%
Chile	169	122	38.5%
Peru	388	270	43.7%
UK	230	187	23.0%
Italy	1,204	935	28.8%
Total mainmkt	**36,785**	**34,547**	6.5%
All Visitors	**38,829**	**36,517**	6.3%

ALL INCLUSIVE

	2026	2025	%Growth
USA	17,720	16,380	8.2%
Venezuela	0	1	-100.0%
Netherlands	64	104	-38.5%
Canada	666	1,069	-37.7%
Brazil	140	79	77.2%
Colombia	714	332	115.1%
Argentina	1,678	1,051	59.7%
Chile	261	216	20.8%
Peru	319	261	22.2%
UK	52	23	126.1%
Italy	446	351	27.1%
Total mainmkt	**22,060**	**19,867**	11.0%
All Visitors	**22,776**	**20,386**	11.7%

TIME SHARE

	2026	2025	%Growth
USA	27,269	27,605	-1.2%
Venezuela	433	364	19.0%
Netherlands	109	108	0.9%
Canada	553	487	13.6%
Brazil	213	134	59.0%
Colombia	686	562	22.1%
Argentina	2,495	1,420	75.7%
Chile	125	190	-34.2%
Peru	131	105	24.8%
UK	61	47	29.8%
Italy	158	147	7.5%
Total mainmkt	**32,233**	**31,169**	3.4%
All Visitors	**32,960**	**31,810**	3.6%

OTHERS

	2026	2025	% Growth
USA	21,803	21,773	0.1%
Venezuela	334	310	7.7%
Netherlands	2,327	2,106	10.5%
Canada	2,308	2,089	10.5%
Brazil	1,567	1,089	43.9%
Colombia	5,026	3,578	40.5%
Argentina	8,806	4,633	90.1%
Chile	387	394	-1.8%
Peru	927	953	-2.7%
UK	281	231	21.6%
Italy	1,115	857	30.1%
Total mainmkt	**44,881**	**38,013**	18.1%
All Visitors	**51,185**	**44,015**	16.3%

ACCOMMODATION CATEGORY BY COUNTRY

August 2026/2025

TOTAL
145,750
9.8% ▲

	EP		ALL INCLUSIVE		TIMESHARE		OTHERS	
	2026	2025	2026	2025	2026	2025	2026	2025
USA	77.3%	81.1%	77.8%	80.3%	82.7%	86.8%	42.6%	49.5%
Venezuela	0.2%	0.2%	0.0%	0.0%	1.3%	1.1%	0.7%	0.7%
Netherlands	0.6%	1.0%	0.3%	0.5%	0.3%	0.3%	4.5%	4.8%
Canada	2.9%	2.2%	2.9%	5.2%	1.7%	1.5%	4.5%	4.7%
Brazil	1.7%	1.5%	0.6%	0.4%	0.6%	0.4%	3.1%	2.5%
Colombia	1.9%	1.6%	3.1%	1.6%	2.1%	1.8%	9.8%	8.1%
Argentina	4.9%	2.8%	7.4%	5.2%	7.6%	4.5%	17.2%	10.5%
Chile	0.4%	0.3%	1.1%	1.1%	0.4%	0.6%	0.8%	0.9%
Peru	1.0%	0.7%	1.4%	1.3%	0.4%	0.3%	1.8%	2.2%
UK	0.6%	0.5%	0.2%	0.1%	0.2%	0.1%	0.5%	0.5%
Italy	3.1%	2.6%	2.0%	1.7%	0.5%	0.5%	2.2%	1.9%
Total Main Market	94.7%	94.6%	96.9%	97.5%	97.8%	98.0%	87.7%	86.4%
All visitors	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**



VISITORS BY AGE/GENERATION

August 2026/2025

TOTAL
145,750
9.8% ▲

VISITOR BY AGE

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
0 - 11	11,802	1,473	13,275	12.5%	8.9%	9.1%
12-19	11,836	1,021	12,857	8.6%	8.9%	8.8%
20 - 29	18,150	1,438	19,588	7.9%	13.7%	13.4%
30 - 39	21,438	1,911	23,349	8.9%	16.2%	16.0%
40 - 49	24,311	2,745	27,056	11.3%	18.3%	18.6%
50 - 59	22,656	1,575	24,231	7.0%	17.1%	16.6%
60 - 69	14,743	1,550	16,293	10.5%	11.1%	11.2%
70 +	7,791	1,310	9,101	16.8%	5.9%	6.2%
Not Stated	1	-1	0	-100.0%	0.0%	0.0%
Total	**132,728**	13,022	**145,750**	**9.8%**		

GENERATION

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
Gen A	9,095	1,254	10,349	13.8%	6.9%	7.1%
Gen Z	24,832	1,954	26,786	7.9%	18.7%	18.4%
Millennials	34,223	3,169	37,392	9.3%	25.8%	25.7%
Gen X	36,274	3,230	39,504	8.9%	27.3%	27.1%
Baby Boomers	25,391	2,939	28,330	11.6%	19.1%	19.4%
Silent Generations	2,912	477	3,389	16.4%	2.2%	2.3%
Age not specified	1	-1	0	-100.0%	0.0%	0.0%
Total	**132,728**	13,022	**145,750**	**9.8%**		



CARRIERS

August 2026/2025

TOTAL
145,750
9.8% ▲

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
JETBLUE	35,916	1,252	37,168	3.5%	27.1%	25.5%
AMERICAN AIRLINES	23,469	-1,085	22,384	-4.6%	17.7%	15.4%
UNITED AIRLINES	19,620	838	20,458	4.3%	14.8%	14.0%
DELTA AIRLINES	11,389	1,709	13,098	15.0%	8.6%	9.0%
COPA AIRLINES	6,301	4,194	10,495	66.6%	4.7%	7.2%
AVIANCA	7,694	557	8,251	7.2%	5.8%	5.7%
SOUTHWEST AIRLINES	5,968	-158	5,810	-2.6%	4.5%	4.0%
WINGO	2,967	2,106	5,073	71.0%	2.2%	3.5%
LATAM AIRLINES PERU	3,149	1,356	4,505	43.1%	2.4%	3.1%
WESTJET AIRLINES	3,399	-79	3,320	-2.3%	2.6%	2.3%
AEROLINEAS ARGENTINAS	0	3,025	3,025	-	0.0%	2.1%
KLM ROYAL DUTCH	2,782	149	2,931	5.4%	2.1%	2.0%
DIVI DIVI AIR	1,956	446	2,402	22.8%	1.5%	1.6%
GOL	1,415	-116	1,299	-8.2%	1.1%	0.9%
EZ AIR	1,036	43	1,079	4.2%	0.8%	0.7%
TUI FLY NL	891	52	943	5.8%	0.7%	0.6%
WINAIR	967	-28	939	-2.9%	0.7%	0.6%
PRIVATE	687	32	719	4.7%	0.5%	0.5%
AIR CANADA	0	680	680	-	0.0%	0.5%
SURINAM AIRWAYS	885	-257	628	-29.0%	0.7%	0.4%
ARAJET	216	-5	211	-2.3%	0.2%	0.1%
CHARTER	267	-70	197	-26.2%	0.2%	0.1%
AIR CENTURY	82	-8	74	-9.8%	0.1%	0.1%
PRIVATE YV	0	55	55	-	0.0%	0.0%
ARUBA AIRLINES	0	5	5	-	0.0%	0.0%
SARFA	0	1	1	-	0.0%	0.0%
Others	1,672	-1,672	0	-100.0%	1.3%	0.0%
Total	**132,728**	13,022	**145,750**	**9.8%**		



EMBARKATION POINTS

August 2026/2025

TOTAL
145,750
9.8% ▲

	APO Code	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
JFK NY	JFK	24,809	316	25,125	1.3%	18.7%	17.2%
Boston	BOS	12,123	2,726	14,849	22.5%	9.1%	10.2%
Newark	EWR	15,345	-4,680	10,665	-30.5%	11.6%	7.3%
Panama City	PTY	6,302	4,204	10,506	66.7%	4.7%	7.2%
Bogota	BOG	8,736	573	9,309	6.6%	6.6%	6.4%
Miami	MIA	8,561	113	8,674	1.3%	6.5%	6.0%
Charlotte	CLT	8,039	-825	7,214	-10.3%	6.1%	4.9%
Atlanta	ATL	6,365	208	6,573	3.3%	4.8%	4.5%
Philadelphia	PHL	6,084	-239	5,845	-3.9%	4.6%	4.0%
G.Bush DC	IAD	4,963	80	5,043	1.6%	3.7%	3.5%
Lima, Peru	LIM	3,149	1,361	4,510	43.2%	2.4%	3.1%
Orlando	MCO	4,177	46	4,223	1.1%	3.1%	2.9%
Curacao	CUR	3,596	518	4,114	14.4%	2.7%	2.8%
Toronto	YYZ	3,399	602	4,001	17.7%	2.6%	2.7%
Amsterdam	AMS	3,674	202	3,876	5.5%	2.8%	2.7%
Fort Lauderdale	FLL	982	2,759	3,741	281.0%	0.7%	2.6%
Ezeiza International Airport ARG	EZE	0	3,025	3,025	-	0.0%	2.1%
Chicago	ORD	1259	1,169	2,428	92.9%	0.9%	1.7%
Houston International	IAH	2,735	-564	2,171	-20.6%	2.1%	1.5%
Baltimore	BWI	1,791	-200	1,591	-11.2%	1.3%	1.1%
Medellin	MDE	1,442	5	1,447	0.3%	1.1%	1.0%
Sao Paolo	GRU	1,415	-116	1299	-8.2%	1.1%	0.9%
Cali, Alfonso Bonilla Aragon	CLO	486	729	1,215	150.0%	0.4%	0.8%
Sint Maarten	SXM	984	-45	939	-4.6%	0.7%	0.6%
Dallas Fort Worth Int Airport	DFW	805	61	866	7.6%	0.6%	0.6%
OTHERS	Others	1,507	994	2,501	66.0%	1.1%	1.7%
Total		**132,728**	13,022	**145,750**	**9.8%**		



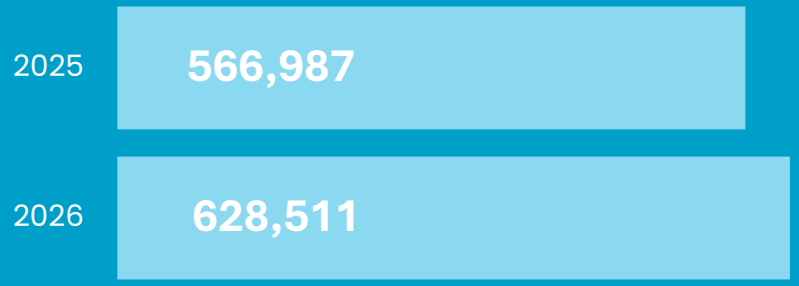
CRUISE

CRUISE YTD

August 2025/2026

CRUISE PAX





ABSOLUTE GROWTH PAX

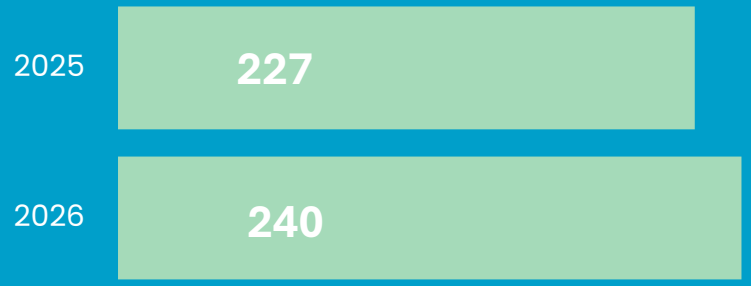
YTD AUGUST 2026

61,524

10.9 % ▲

CRUISE CALL





ABSOLUTE GROWTH CALLS

YTD AUGUST 2026

13

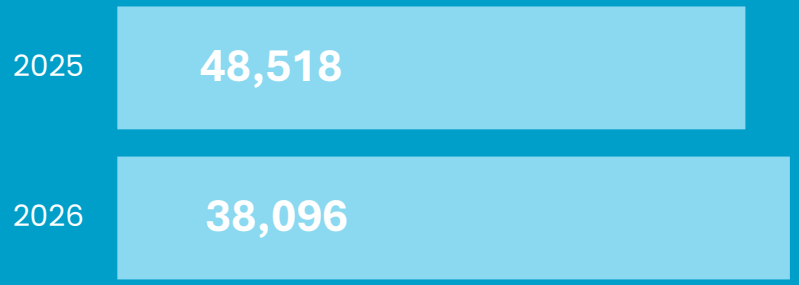
5.7% ▲

CRUISE

August 2025/2026

CRUISE PAX





ABSOLUTE GROWTH PAX

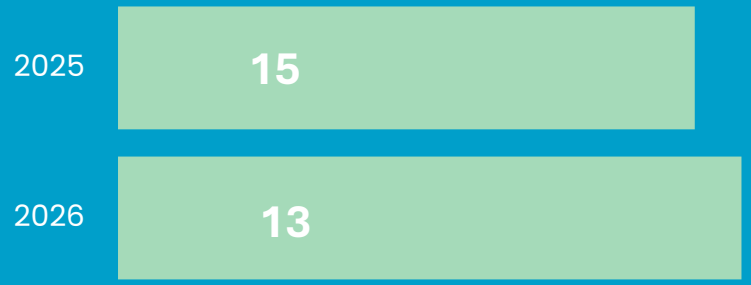
AUGUST 2026

-10,422

-21.5 % ▼

CRUISE CALL





ABSOLUTE GROWTH CALLS

AUGUST 2026

-2

-13.3% ▼









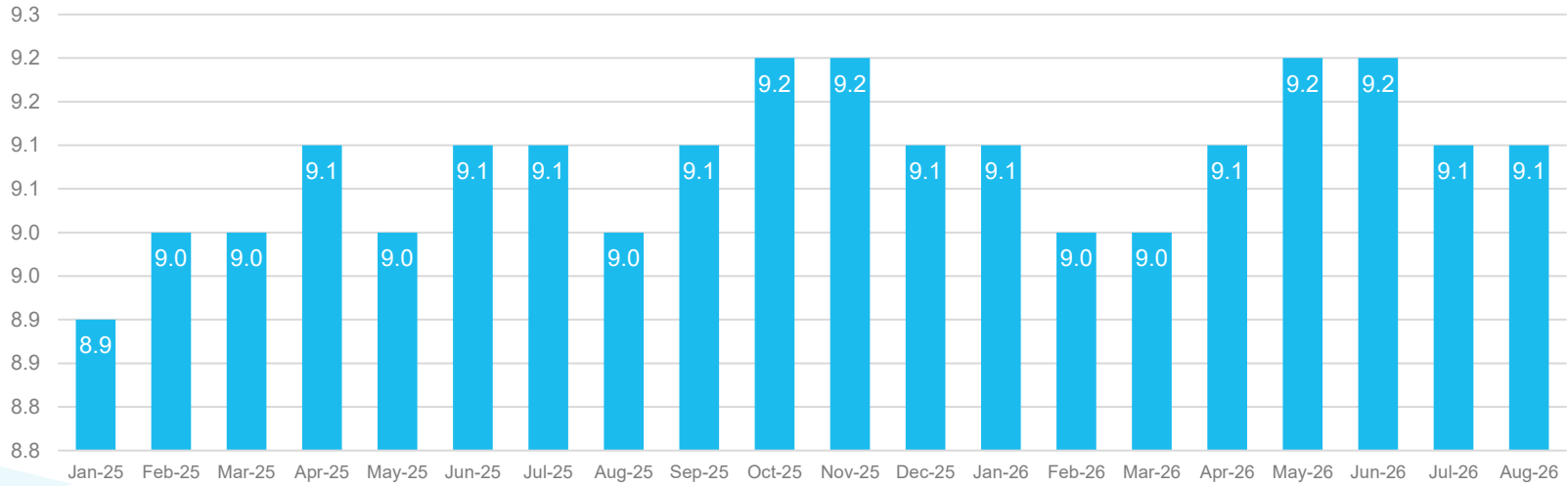
ARUBA TOURISM AUTHORITY

GUEST SATISFACTION

GUEST EXPERIENCE INDEX (GEI)

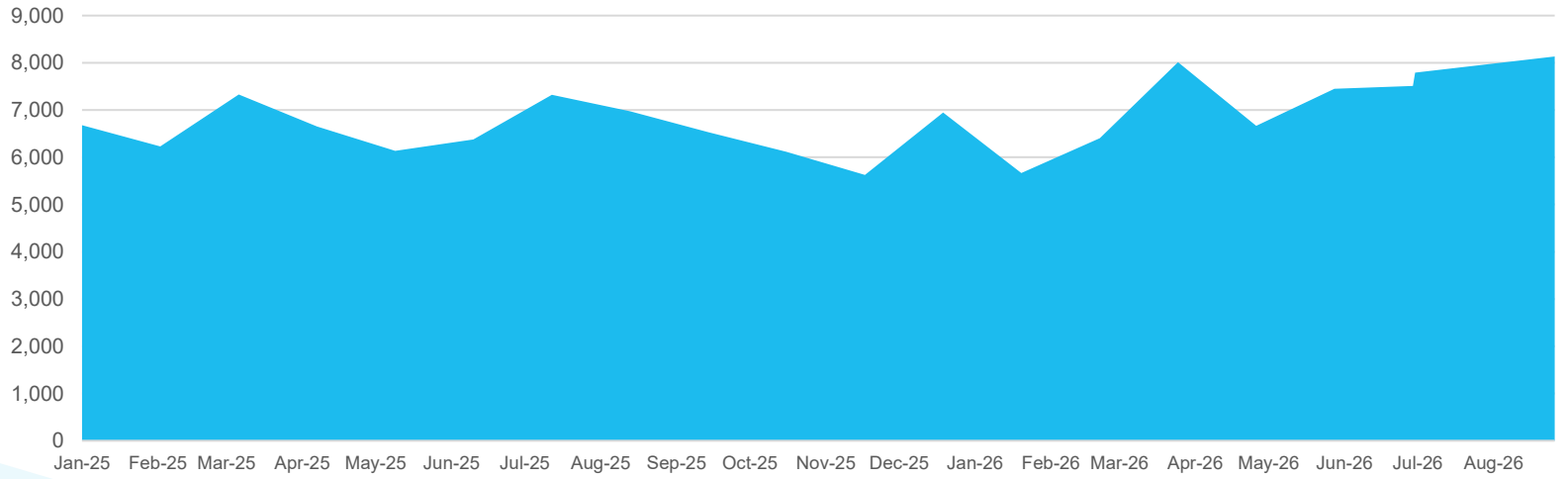
RATING

Aug	**9.1**
Average	9.1



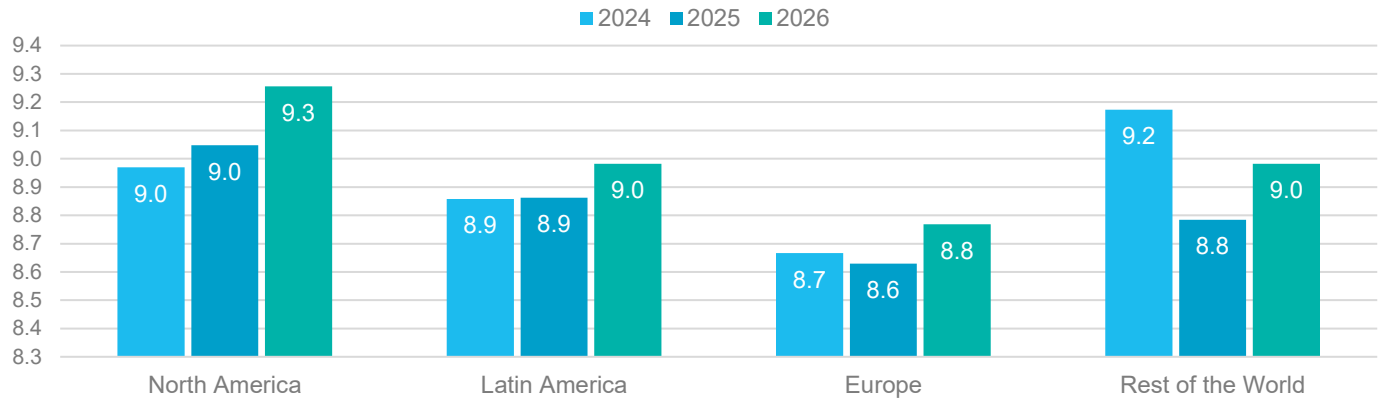
REVIEWS

Aug	**8,134**
Average	7,205

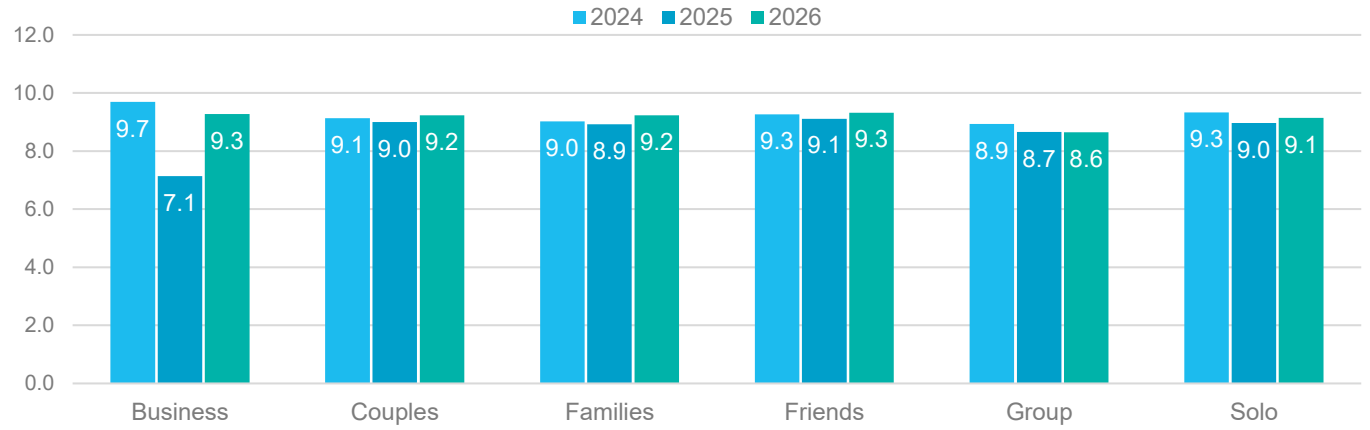


GUEST EXPERIENCE INDEX (GEI)

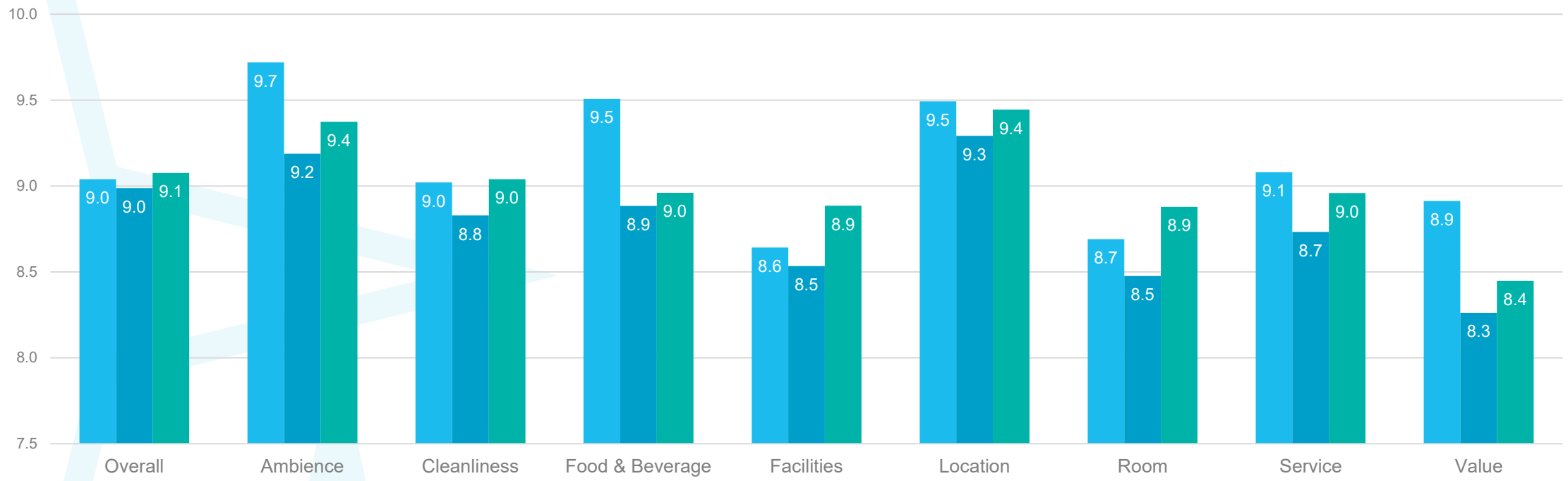
RATING BY REGION



RATING BY TRAVEL PARTY



GUEST EXPERIENCE INDEX (GEI)



ARUBA TOURISM AUTHORITY

VACATIONS
RENTALS









INTRODUCTION

In 2023, A.T.A. began working with Lighthouse, formerly known as 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:

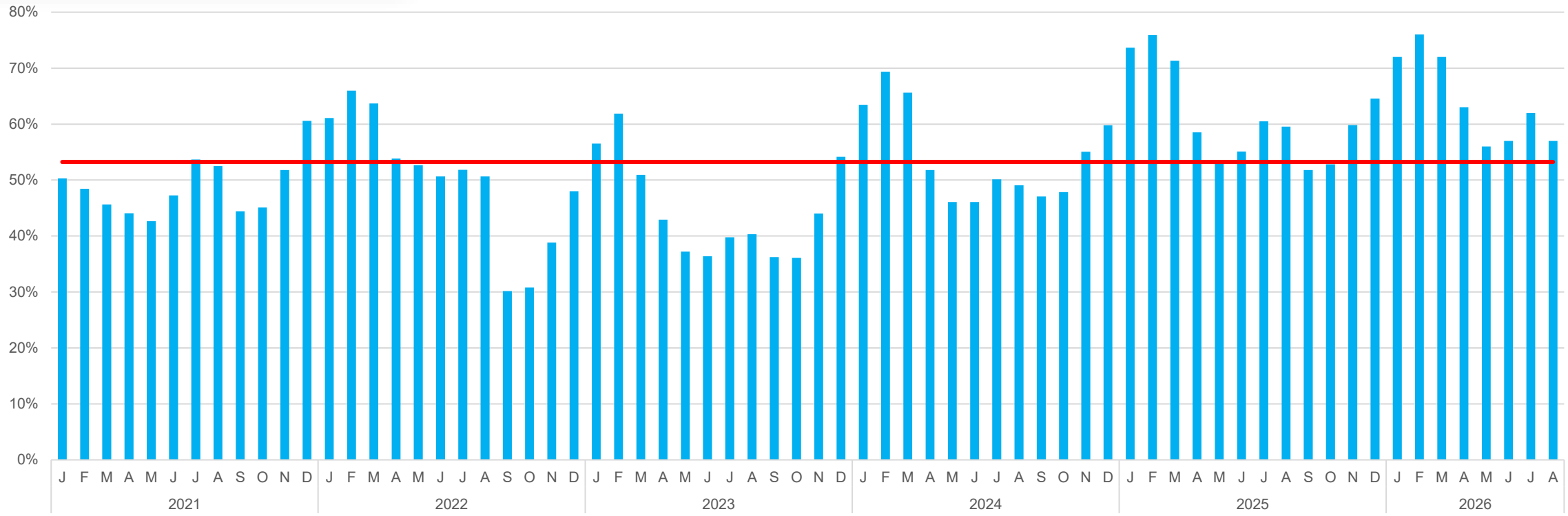
- Measure the economic impact of short-term rentals, track ADR and occupancy, and analyze the booking window.
- The above data points are also forward-looking, making it possible to make demand and revenue predictions based on the current status of property calendars and advertised rates.
- Track visitors' 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.

OCCUPANCY

OCCUPANCY

Aug **57%**

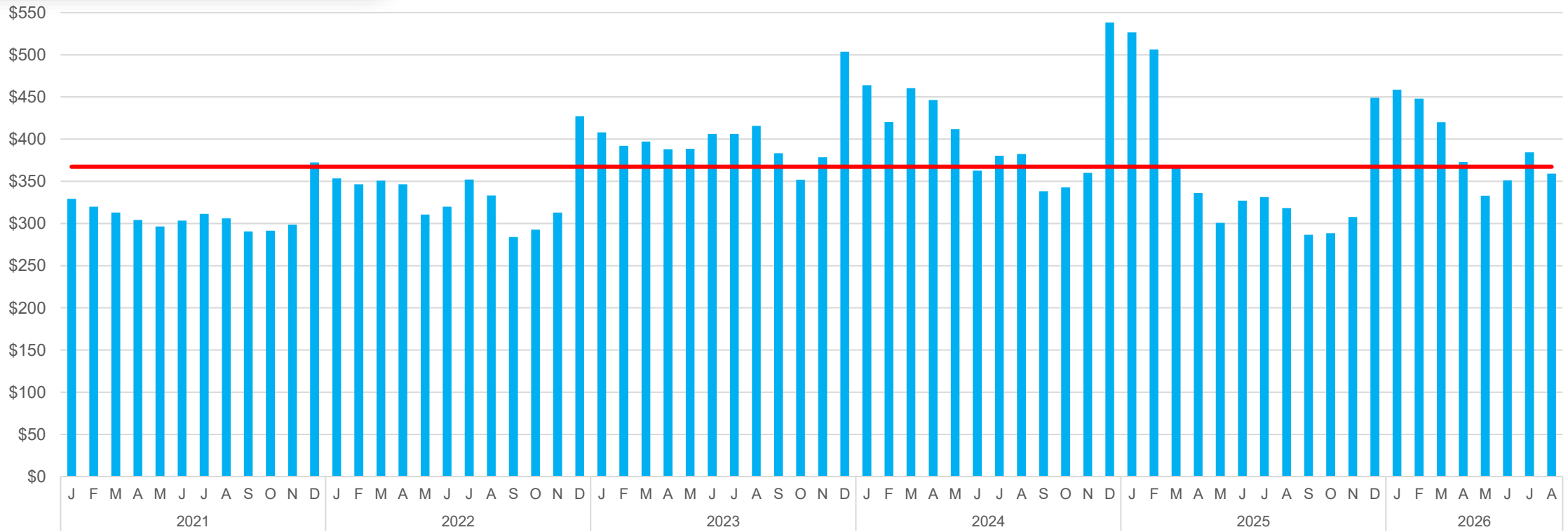
Average YTD Aug 64%



AVERAGE DA DAILY RATE

ADR

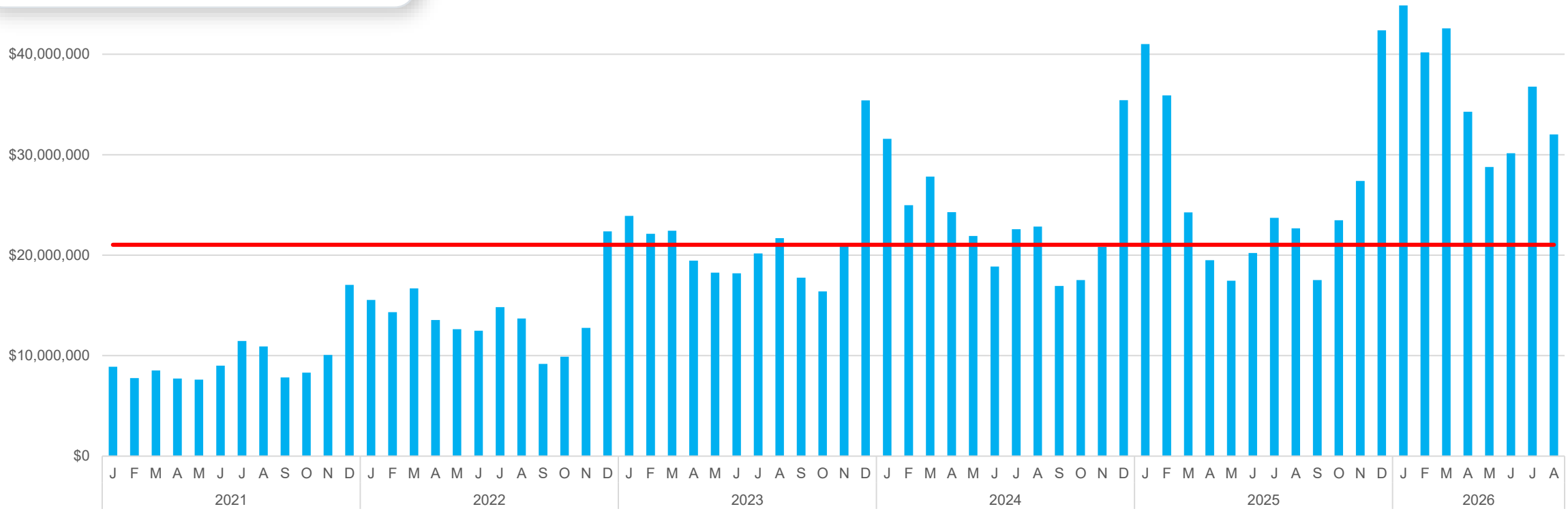
Aug	**$359**
Average YTD Aug	$391



REVENUE

REVENUE

Aug	**$36,770,058**
YTD Aug	$289,578,951





THANK YOU

ARUBA TOURISM AUTHORITY

For any questions related to the report and/or additional information requests, please contact Melanie Evans Kelly, Senior Manager, Strategy, Research, and Planning, at m.kelly@aruba.com
Or visit our website ata.aw