

MONTHLY REPORT

SEPTEMBER 2026

ARUBA TOURISM AUTHORITY

SNAPSHOT YTD

September 2025/2026

HOW MANY ARRIVALS?

PAX

1,266,626

11.6% ▲

HOW MANY VISITOR NIGHTS?

NIGHTS

8,529,524

11.8% ▲

HOW MANY CRUISE TOURISM?

PAX

693,058

6.1% ▲

HOW MANY TOTAL GUESTS?

STAY OVER AND CRUISE PAX

1,959,684

WHERE DID THEY STAY?

EP

NIGHTS **1,933,381**

SHARE % **22.7%**

ALL INCLUSIVE

NIGHTS **989,918**

SHARE % **11.6%**

TIME SHARE

NIGHTS **2,105,445**

SHARE % **24.7%**

OTHERS

NIGHTS **3,500,780**

SHARE % **41.0%**



WHAT DID THEY SPEND?

Data update Sept 2026

Tourism Credits YTD June 2026/ 2025

AWG. **3,225** *Millions*

12%

YTD Tourism Credits: AWG. 2,8780.4 millions

Average Daily Tourist Spending Q1 2026/2025

AWG. **573.29**

-1.2%

Average Daily Tourist Spending Q2 2026/2025

AWG. **552.24**

3.1%

Total amount Spend Visa YTD June 2026

USD$ **409,436,348**

	Arrivals			Tourism Credits AWG. Source CBA Figures in the tables are quoted in millions			Average Daily Tourist Spending (ADTS) in AWG.		
	2025	2026	% Growth 2026 vs 2025	2025	2026	% Growth 2026 vs 2025	2025	2026	% Growth 2026 vs. 2025
Q1	392,421	427,343	8.90%	1,630.00	1,751.70	7.5%	580.18	573.29	-1.2%
Q2	369,935	418,158	13.0%	1,248.40	1,473.30	18.0%	535.66	552.24	3.1%
Q3	372,410			1,250.80			501.85		
Q4	380,336			1,440.40			540.73		
Total	1,515,102			5,569.60	3,225.00		541.66		

***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

1,266,626

11.6% ▲

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
USA	830,814	42,807	873,621	5.2%	73.2%	69.0%
Canada	54,086	6,245	60,331	11.5%	4.8%	4.8%
NA	**884,900**	**49,052**	**933,952**	**5.5%**	**78.0%**	**73.7%**
Venezuela	3,149	71	3,220	2.3%	0.3%	0.3%
Colombia	43,319	6,975	50,294	16.1%	3.8%	4.0%
Brazil	21,404	968	22,372	4.5%	1.9%	1.8%
Argentina	49,905	67,474	117,379	135.2%	4.4%	9.3%
Chile	10,396	-971	9,425	-9.3%	0.9%	0.7%
Ecuador	7,749	45	7,794	0.6%	0.7%	0.6%
Peru	14,857	594	15,451	4.0%	1.3%	1.2%
Paraguay	1,282	226	1,508	17.6%	0.1%	0.1%
Uruguay	3,765	972	4,737	25.8%	0.3%	0.4%
Mexico	2,635	661	3,296	25.1%	0.2%	0.3%
Others	12,386	-601	11,785	-4.9%	1.1%	0.9%
SA	**170,847**	**76,414**	**247,261**	**44.7%**	**15.1%**	**19.5%**
Netherlands	26,369	2,012	28,381	7.6%	2.3%	2.2%
UK	3,751	324	4,075	8.6%	0.3%	0.3%
Germany	3,355	183	3,538	5.5%	0.3%	0.3%
Italy	5,260	1,150	6,410	21.9%	0.5%	0.5%
Sweden	652	101	753	15.5%	0.1%	0.1%
Belgium	1,323	2	1,325	0.2%	0.1%	0.1%
Austria	478	28	506	5.9%	0.0%	0.0%
Switzerland	1,389	210	1,599	15.1%	0.1%	0.1%
Others	8,688	**987**	9,675	11.4%	**0.8%**	**0.8%**
Europe	**51,265**	4,997	**56,262**	**9.7%**	**4.5%**	**4.4%**
ROW	**27,754**	1,397	**29,151**	**5.0%**	2.4%	2.3%
Total	**1,134,766**	131,860	**1,266,626**	**11.6%**		
W/O Ven.	**1,131,617**	131..	**1,263,406**	**11.6%**		



ARRIVALS USA

YTD 2026/2025

TOTAL

873,621

5.2% ▲

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
New York	158,523	6,247	164,770	3.9%	19.1%	18.9%
Massachusetts	96,509	1,691	98,200	1.8%	11.6%	11.2%
New Jersey	101,425	585	102,010	0.6%	12.2%	11.7%
Pennsylvania	48,172	1,937	50,109	4.0%	5.8%	5.7%
Illinois	20,085	4,998	25,083	24.9%	2.4%	2.9%
Connecticut	30,619	1,115	31,734	3.6%	3.7%	3.6%
Florida	42,880	5,001	47,881	11.7%	5.2%	5.5%
Ohio	23,683	1,660	25,343	7.0%	2.9%	2.9%
Maryland	25,596	498	26,094	1.9%	3.1%	3.0%
Michigan	13,971	1,203	15,174	8.6%	1.7%	1.7%
Virginia	23,732	2,704	26,436	11.4%	2.9%	3.0%
Georgia	20,287	1,451	21,738	7.2%	2.4%	2.5%
North Carolina	23,827	634	24,461	2.7%	2.9%	2.8%
Texas	30,976	3,564	34,540	11.5%	3.7%	4.0%
California	15,312	542	15,854	3.5%	1.8%	1.8%
Other	155,217	8,977	164,194	5.8%	18.7%	18.8%
Total	**830,814**	**42,807**	**873,621**	**5.2%**		



NIGHTS
YTD 2026/2025

TOTAL
8,529,524
11.8% ▲

	2025	Growth	2026	% Growth	ALOS 2025	ALOS 2026
USA	5,224,071	230,462	5,454,533	4.4%	6.3	6.2
Canada	473,006	46,613	519,619	9.9%	8.7	8.6
NA	**5,697,077**	**277,075**	**5,974,152**	**4.9%**	6.4	6.4
Venezuela	34,021	-668	33,353	-2.0%	10.8	10.4
Colombia	275,546	22,952	298,498	8.3%	6.4	5.9
Brazil	131,419	3,854	135,273	2.9%	6.1	6.0
Argentina	425,644	563,394	989,038	132.4%	8.5	8.4
Chile	77,941	-8,351	69,590	-10.7%	7.5	7.4
Ecuador	35,159	1,239	36,398	3.5%	4.5	4.7
Peru	80,869	1,409	82,278	1.7%	5.4	5.3
Paraguay	8,169	1,392	9,561	17.0%	6.4	6.3
Uruguay	28,603	7,371	35,974	25.8%	7.6	7.6
Mexico	19,403	2,082	21,485	10.7%	7.4	6.5
Others	79,990	-4,987	75,003	-6.2%	6.5	6.4
SA	**1,196,764**	589,687	**1,786,451**	**49.3%**	7.0	7.2
Netherlands	358,270	6,874	365,144	1.9%	13.6	12.9
UK	34,193	571	34,764	1.7%	9.1	8.5
Germany	32,005	1,658	33,663	5.2%	9.5	9.5
Italy	39,550	6,615	46,165	16.7%	7.5	7.2
Sweden	6,814	275	7,089	4.0%	10.5	9.4
Belgium	17,497	-779	16,718	-4.5%	13.2	12.6
Austria	4,101	538	4,639	13.1%	8.6	9.2
Switzerland	11,605	1,269	12,874	10.9%	8.4	8.1
Others	76,671	**7,751**	84,422	10.1%	8.8	8.7
Europe	**580,706**	24,772	**605,478**	**4.3%**	11.3	10.8
ROW	**157,861**	5,582	**163,443**	**3.5%**	5.7	5.6
Total	**7,632,408**	897,116	**8,529,524**	**11.8%**	6.7	6.7



ACCOMMODATIONS

YTD 2026/2025

TOTAL

1,266,626

11.6% ▲

ARRIVALS BY ACCOMMODATION

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
EP	305,273	45,039	350,312	14.8%	26.9%	27.7%
All Inclusive	167,741	3,957	171,698	2.4%	14.8%	13.6%
Timeshare	265,100	6,395	271,495	2.4%	23.4%	21.4%
Others	396,652	76,469	473,121	19.3%	35.0%	37.4%
Total	**1,134,766**	131,860	**1,266,626**	**11.6%**		

NIGHTS BY ACCOMMODATION

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
EP	1,665,674	267,707	1,933,381	16.1%	21.8%	22.7%
All Inclusive	981,429	8,489	989,918	0.9%	12.9%	11.6%
Timeshare	2,037,387	68,058	2,105,445	3.3%	26.7%	24.7%
Others	2,947,918	552,862	3,500,780	18.8%	38.6%	41.0%
Total	**7,632,408**	897,116	**8,529,524**	**11.8%**		

ACCOMMODATIONS BY MARKETS

YTD 2026/2025

TOTAL
1,266,626
11.6% ▲

EP

	2026	2025	%Growth
USA	280,071	253,117	10.6%
Venezuela	560	578	-3.1%
Netherlands	3,015	2,938	2.6%
Canada	12,153	9,332	30.2%
Brazil	7,505	6,356	18.1%
Colombia	5,873	4,873	20.5%
Argentina	16,385	6,635	146.9%
Chile	2,092	1,750	19.5%
Peru	3,095	2,260	36.9%
UK	1,368	1,098	24.6%
Italy	2,324	1,846	25.9%
Total mainmkt	**334,441**	**290,783**	15.0%
All Visitors	**350,312**	**305,273**	14.8%

ALL INCLUSIVE

	2026	2025	%Growth
USA	139,633	135,904	2.7%
Venezuela	15	16	-6.3%
Netherlands	575	842	-31.7%
Canada	8,414	10,897	-22.8%
Brazil	1,143	946	20.8%
Colombia	3,045	2,335	30.4%
Argentina	9,964	8,163	22.1%
Chile	1,823	1,936	-5.8%
Peru	2,005	2,015	-0.5%
UK	315	210	50.0%
Italy	1,093	869	25.8%
Total mainmkt	**168,025**	**164,133**	2.4%
All Visitors	**171,698**	**167,741**	2.4%

TIME SHARE

	2026	2025	%Growth
USA	231,476	233,976	-1.1%
Venezuela	820	761	7.8%
Netherlands	917	982	-6.6%
Canada	7,319	6,562	11.5%
Brazil	1,372	1,759	-22.0%
Colombia	4,455	4,468	-0.3%
Argentina	17,745	8,237	115.4%
Chile	1,087	1,493	-27.2%
Peru	1,002	1,162	-13.8%
UK	332	320	3.8%
Italy	341	330	3.3%
Total mainmkt	**266,866**	**260,050**	2.6%
All Visitors	**271,495**	**265,100**	2.4%

OTHERS

	2026	2025	% Growth
USA	222,441	207,817	7.0%
Venezuela	1,825	1,794	1.7%
Netherlands	23,874	21,607	10.5%
Canada	32,445	27,295	18.9%
Brazil	12,352	12,343	0.1%
Colombia	36,921	31,643	16.7%
Argentina	73,285	26,870	172.7%
Chile	4,423	5,217	-15.2%
Peru	9,349	9,420	-0.8%
UK	2,060	2,123	-3.0%
Italy	2,652	2,215	19.7%
Total mainmkt	**421,627**	**348,344**	21.0%
All Visitors	**473,121**	**396,652**	19.3%

ACCOMMODATION CATEGORY BY COUNTRY

YTD 2026/2025

TOTAL
1,266,626
11.6% ▲

Below you will see each **country's share of an accommodation** category

	EP		ALL INCLUSIVE		TIMESHARE		OTHERS	
	2026	2025	2026	2025	2026	2025	2026	2025
USA	79.9%	82.9%	81.3%	81.0%	85.3%	88.3%	47.0%	52.4%
Venezuela	0.2%	0.2%	0.0%	0.0%	0.3%	0.3%	0.4%	0.5%
Netherlands	0.9%	1.0%	0.3%	0.5%	0.3%	0.4%	5.0%	5.4%
Canada	3.5%	3.1%	4.9%	6.5%	2.7%	2.5%	6.9%	6.9%
Brazil	2.1%	2.1%	0.7%	0.6%	0.5%	0.7%	2.6%	3.1%
Colombia	1.7%	1.6%	1.8%	1.4%	1.6%	1.7%	7.8%	8.0%
Argentina	4.7%	2.2%	5.8%	4.9%	6.5%	3.1%	15.5%	6.8%
Chile	0.6%	0.6%	1.1%	1.2%	0.4%	0.6%	0.9%	1.3%
Peru	0.9%	0.7%	1.2%	1.2%	0.4%	0.4%	2.0%	2.4%
UK	0.4%	0.4%	0.2%	0.1%	0.1%	0.1%	0.4%	0.5%
Italy	0.7%	0.6%	0.6%	0.5%	0.1%	0.1%	0.6%	0.6%
Total Main Market	95.5%	95.3%	97.9%	97.8%	98.3%	98.1%	89.1%	87.8%
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
1,266,626
11.6% ▲

VISITOR BY AGE

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
0 - 11	83,329	12,911	96,240	15.5%	7.3%	7.6%
12-19	87,958	13,152	101,110	15.0%	7.8%	8.0%
20 - 29	140,209	19,761	159,970	14.1%	12.4%	12.6%
30 - 39	175,083	21,963	197,046	12.5%	15.4%	15.6%
40 - 49	191,935	28,147	220,082	14.7%	16.9%	17.4%
50 - 59	203,042	17,472	220,514	8.6%	17.9%	17.4%
60 - 69	165,264	10,764	176,028	6.5%	14.6%	13.9%
70 +	87,931	7,693	95,624	8.7%	7.7%	7.5%
Not Stated	15	-3	12	-20.0%	0.0%	0.0%
Total	**1,134,766**	131,860	**1,266,626**	**11.6%**		

GENERATION

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
Gen A	65,224	10,277	75,501	15.8%	5.7%	6.0%
Gen Z	184,030	26,707	210,737	14.5%	16.2%	16.6%
Millennials	276,929	36,650	313,579	13.2%	24.4%	24.8%
Gen X	298,244	35,921	334,165	12.0%	26.3%	26.4%
Baby Boomers	277,976	19,126	297,102	6.9%	24.5%	23.5%
Silent Generations	32,348	3,182	35,530	9.8%	2.9%	2.8%
Age not specified	15	-3	12	-20.0%	0.0%	0.0%
Total	**1,134,766**	131,860	**1,266,626**	**11.6%**		



CARRIERS

YTD 2026/2025

TOTAL
1,266,626
11.6% ▲

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
JETBLUE	257,313	10,543	267,856	4.1%	22.7%	21.1%
AMERICAN AIRLINES	207,320	9,583	216,903	4.6%	18.3%	17.1%
UNITED AIRLINES	157,905	22,198	180,103	14.1%	13.9%	14.2%
DELTA AIRLINES	130,899	14,832	145,731	11.3%	11.5%	11.5%
COPA AIRLINES	52,061	22,485	74,546	43.2%	4.6%	5.9%
AVIANCA	54,526	9,825	64,351	18.0%	4.8%	5.1%
SOUTHWEST AIRLINES	52,834	1,944	54,778	3.7%	4.7%	4.3%
WESTJET AIRLINES	31,710	7,145	38,855	22.5%	2.8%	3.1%
LATAM AIRLINES PERU	27,863	9,164	37,027	32.9%	2.5%	2.9%
WINGO	22,002	9,025	31,027	41.0%	1.9%	2.4%
KLM ROYAL DUTCH	26,347	1,708	28,055	6.5%	2.3%	2.2%
AEROLINEAS ARGENTINAS	0	23,331	23,331	-	0.0%	1.8%
DIVI DIVI AIR	15,650	4,528	20,178	28.9%	1.4%	1.6%
AIR CANADA	10,281	5,080	15,361	49.4%	0.9%	1.2%
GOL	11,102	135	11,237	1.2%	1.0%	0.9%
EZ AIR	9,720	-140	9,580	-1.4%	0.9%	0.8%
SPIRIT AIRLINES	14,207	-5,254	8,953	-37.0%	1.3%	0.7%
TUI FLY NL	8,066	735	8,801	9.1%	0.7%	0.7%
WINAIR	8,054	546	8,600	6.8%	0.7%	0.7%
PRIVATE	8,042	-1,131	6,911	-14.1%	0.7%	0.5%
SURINAM AIRWAYS	5,322	-305	5,017	-5.7%	0.5%	0.4%
CHARTER/NON-SCHEDULED	8,584	-5,156	3,428	-60.1%	0.8%	0.3%
SUN COUNTRY AIRLINES	4,363	-2,064	2,299	-47.3%	0.4%	0.2%
ARAJET	1,578	375	1,953	23.8%	0.1%	0.2%
FRONTIER AIRLINES	1,933	-1,262	671	-65.3%	0.2%	0.1%
AIR CENTURY	576	33	609	5.7%	0.1%	0.0%
Others	6,508	-6,043	465	-92.9%	0.6%	0.0%
Total	**1,134,766**	131,860	**1,266,626**	**11.6%**		



EMBARKATION POINTS

YTD 2026/2025

TOTAL
1,266,626
11.6% ▲

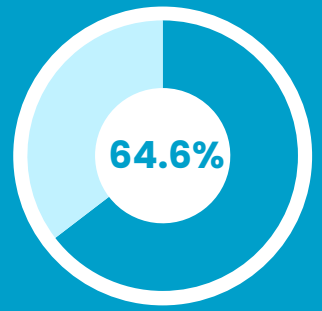
		2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
JFK Int. Airport NY	JFK	170,249	3,843	174,092	2.3%	15.0%	13.7%
Boston Logan Int. Airport	BOS	132,909	3,390	136,299	2.6%	11.7%	10.8%
Newark Liberty Int. Airport	EWR	119,388	-14,652	104,736	-12.3%	10.5%	8.3%
Miami Int. Airport	MIA	78,219	7,927	86,146	10.1%	6.9%	6.8%
Bogota, El Dorado Int. Airport	BOG	63,014	12,163	75,177	19.3%	5.6%	5.9%
Panama City, Tocumen Int. Airport	PTY	52,169	22,456	74,625	43.0%	4.6%	5.9%
Atlanta Int. Airport	ATL	63,550	7,167	70,717	11.3%	5.6%	5.6%
Charlotte Douglas Int. Airport	CLT	74,250	-3,865	70,385	-5.2%	6.5%	5.6%
Toronto Pearson Int. Airport	YYZ	47,225	7,008	54,233	14.8%	4.2%	4.3%
Philadelphia Int. Airport	PHL	47,002	-3,023	43,979	-6.4%	4.1%	3.5%
Orlando Int. Airport	MCO	37,937	1,439	39,376	3.8%	3.3%	3.1%
Dulles Int. Airport,Washington DC	IAD	33,554	5,231	38,785	15.6%	3.0%	3.1%
Chicago O'Hare Int. Airport	ORD	15,090	23,582	38,672	156.3%	1.3%	3.1%
Amsterdam Airport , Schiphol	AMS	34,349	2,499	36,848	7.3%	3.0%	2.9%
Lima, Jorge Chavez Int. Airport	LIM	27,864	8,251	36,115	29.6%	2.5%	2.9%
Curacao, Hato Int. Airport	CUR	29,602	4,491	34,093	15.2%	2.6%	2.7%
Ft Lauderdale - Hollywood Int.	FLL	14,485	14,124	28,609	97.5%	1.3%	2.3%
Ezeiza International Airport ARG	EZE	0	22,842	22,842	-	0.0%	1.8%
Houston George Bush Int. Airport	IAH	17,356	111	17,467	0.6%	1.5%	1.4%
Baltimore/ Washington Int. Airport	BWI	14,921	517	15,438	3.5%	1.3%	1.2%
MDE, Jose Maria Cordova Int. Airp.	MDE	10,889	479	11,368	4.4%	1.0%	0.9%
Sao Paolo, Guarulhos Int. Airport	GRU	11,102	25	11127	0.2%	1.0%	0.9%
SXM, Princess Juliana Int. Airport	SXM	8,067	531	8,598	6.6%	0.7%	0.7%
Minneapolis St. Paul Inter Airp	MSP	8,857	-2,085	6,772	-23.5%	0.8%	0.5%
Cali, Alfonso Bonilla Aragon Int. Airp.	CLO	2,797	2,659	5,456	95.1%	0.2%	0.4%
OTHERS	Others	19,921	4,750	24,671	23.8%	1.8%	1.9%
Total		**1,134,766**	131,860	**1,266,626**	**11.6%**		

SEPTEMBER RESULT 2026

TOTAL ARRIVALS **114,517**



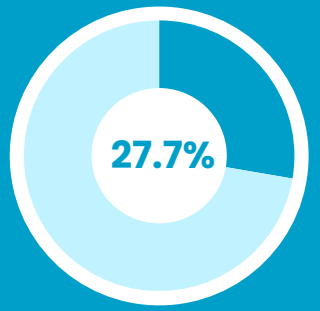
NORTH AMERICA



73,936



SOUTH AMERICA



31,700



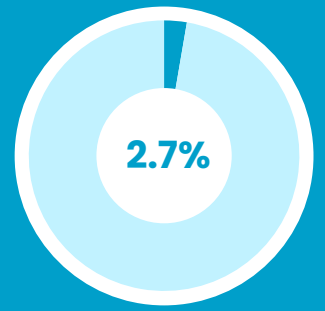
EUROPE



5,762



OTHERS



3,119



ARRIVALS

September 2026/2025

TOTAL

114,517

17.1% ▲

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
USA	65,150	5,532	70,682	8.5%	66.6%	61.7%
Canada	3,206	48	3,254	1.5%	3.3%	2.8%
NA	**68,356**	**5,580**	**73,936**	**8.2%**	**69.9%**	**64.6%**
Venezuela	461	-46	415	-10.0%	0.5%	0.4%
Colombia	4,059	2,062	6,121	50.8%	4.2%	5.3%
Brazil	2,376	536	2,912	22.6%	2.4%	2.5%
Argentina	8,120	6,866	14,986	84.6%	8.3%	13.1%
Chile	1,319	232	1,551	17.6%	1.3%	1.4%
Ecuador	744	247	991	33.2%	0.8%	0.9%
Peru	1,323	100	1,423	7.6%	1.4%	1.2%
Paraguay	136	170	306	125.0%	0.1%	0.3%
Uruguay	538	307	845	57.1%	0.6%	0.7%
Mexico	327	175	502	53.5%	0.3%	0.4%
Others	1,818	-170	1,648	-9.4%	1.9%	1.4%
SA	**21,221**	10,479	**31,700**	**49.4%**	**21.7%**	**27.7%**
Netherlands	2,592	177	2,769	6.8%	2.7%	2.4%
UK	404	138	542	34.2%	0.4%	0.5%
Germany	384	-21	363	-5.5%	0.4%	0.3%
Italy	603	86	689	14.3%	0.6%	0.6%
Sweden	54	-3	51	-5.6%	0.1%	0.0%
Belgium	134	-11	123	-8.2%	0.1%	0.1%
Austria	57	-18	39	-31.6%	0.1%	0.0%
Switzerland	134	55	189	41.0%	0.1%	0.2%
Others	773	**224**	997	29.0%	**0.8%**	**0.9%**
Europe	**5,135**	627	**5,762**	**12.2%**	**5.3%**	**5.0%**
ROW	**3,066**	**53**	**3,119**	**1.7%**	3.1%	2.7%
Total	**97,778**	16,739	**114,517**	**17.1%**		
W/O Ven.	**97,317**	**16,785**	**114,102**	**17.2%**		

ARRIVALS USA

September 2026/2025

TOTAL

70,682

8.5% ▲

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
New York	11,853	1,508	13,361	12.7%	18.2%	18.9%
Massachusetts	6,101	230	6,331	3.8%	9.4%	9.0%
New Jersey	8,199	-111	8,088	-1.4%	12.6%	11.4%
Pennsylvania	3,721	144	3,865	3.9%	5.7%	5.5%
Illinois	1,515	278	1,793	18.3%	2.3%	2.5%
Connecticut	2,196	397	2,593	18.1%	3.4%	3.7%
Florida	4,036	376	4,412	9.3%	6.2%	6.2%
Ohio	2,000	85	2,085	4.3%	3.1%	2.9%
Maryland	2,062	46	2,108	2.2%	3.2%	3.0%
Michigan	1,078	200	1,278	18.6%	1.7%	1.8%
Virginia	1,550	268	1,818	17.3%	2.4%	2.6%
Georgia	2,341	-44	2,297	-1.9%	3.6%	3.2%
North Carolina	2,438	-74	2,364	-3.0%	3.7%	3.3%
Texas	2,900	224	3,124	7.7%	4.5%	4.4%
California	1,404	346	1,750	24.6%	2.2%	2.5%
Other	11,756	1,659	13,415	14.1%	18.0%	19.0%
Total	**65,150**	**5,532**	**70,682**	**8.5%**		



NIGHTS

September 2026/2025

TOTAL
761,557
14.8%▲

	2025	Growth	2026	% Growth	ALOS 2025	ALOS 2026
USA	406,308	26,414	432,722	6.5%	6.2	6.1
Canada	26,426	-195	26,231	-0.7%	8.2	8.1
NA	**432,734**	**26,219**	**458,953**	**6.1%**	6.3	6.2
Venezuela	4,689	-413	4,276	-8.8%	10.2	10.3
Colombia	28,041	6,191	34,232	22.1%	6.9	5.6
Brazil	15,416	1,709	17,125	11.1%	6.5	5.9
Argentina	66,871	53,778	120,649	80.4%	8.2	8.1
Chile	9,689	1,475	11,164	15.2%	7.3	7.2
Ecuador	3,522	1,221	4,743	34.7%	4.7	4.8
Peru	7,161	153	7,314	2.1%	5.4	5.1
Paraguay	846	929	1,775	109.8%	6.2	5.8
Uruguay	4,051	2,183	6,234	53.9%	7.5	7.4
Mexico	3,607	-525	3,082	-14.6%	11.0	6.1
Others	12,928	-1,393	11,535	-10.8%	7.1	7.0
SA	**156,821**	65,308	**222,129**	**41.6%**	7.4	7.0
Netherlands	34,443	1,108	35,551	3.2%	13.3	12.8
UK	3,675	1,426	5,101	38.8%	9.1	9.4
Germany	3,779	-421	3,358	-11.1%	9.8	9.3
Italy	3,700	659	4,359	17.8%	6.1	6.3
Sweden	549	46	595	8.4%	10.2	11.7
Belgium	1,560	-31	1,529	-2.0%	11.6	12.4
Austria	543	-258	285	-47.5%	9.5	7.3
Switzerland	1,022	418	1,440	40.9%	7.6	7.6
Others	7,078	**2,258**	9,336	31.9%	9.2	9.4
Europe	**56,349**	5,205	**61,554**	**9.2%**	11.0	10.7
ROW	**17,603**	1,318	**18,921**	**7.5%**	5.7	6.1
Total	**663,507**	98,050	**761,557**	**14.8%**	6.8	6.7



ACCOMMODATIONS

September 2026/2025

TOTAL
114,517
17.1% ▲

ARRIVALS BY ACCOMMODATION

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
EP	24,859	5,503	30,362	22.1%	25.4%	26.5%
All Inclusive	16,992	3,260	20,252	19.2%	17.4%	17.7%
Timeshare	23,379	1,056	24,435	4.5%	23.9%	21.3%
Others	32,548	6,920	39,468	21.3%	33.3%	34.5%
Total	**97,778**	16,739	**114,517**	**17.1%**		

NIGHTS BY ACCOMMODATION

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
EP	136,201	31,300	167,501	23.0%	20.5%	22.0%
All Inclusive	98,936	16,269	115,205	16.4%	14.9%	15.1%
Timeshare	179,657	6,255	185,912	3.5%	27.1%	24.4%
Others	248,713	44,226	292,939	17.8%	37.5%	38.5%
Total	**663,507**	98,050	**761,557**	**14.8%**		



ACCOMMODATIONS BY MARKETS

September 2026/2025

TOTAL
114,517
17.1% ▲

EP

	2026	2025	%Growth
USA	22,223	19,126	16.2%
Venezuela	49	79	-38.0%
Netherlands	349	309	12.9%
Canada	763	468	63.0%
Brazil	973	785	23.9%
Colombia	699	488	43.2%
Argentina	2,195	1,063	106.5%
Chile	353	277	27.4%
Peru	259	235	10.2%
UK	211	120	75.8%
Italy	284	264	7.6%
Total mainmkt	**28,358**	**23,214**	22.2%
All Visitors	**30,362**	**24,859**	22.1%

ALL INCLUSIVE

	2026	2025	%Growth
USA	14,968	12,720	17.7%
Venezuela	3	4	-25.0%
Netherlands	93	102	-8.8%
Canada	551	1,153	-52.2%
Brazil	323	196	64.8%
Colombia	735	342	114.9%
Argentina	1,907	1,280	49.0%
Chile	413	300	37.7%
Peru	282	213	32.4%
UK	54	49	10.2%
Italy	216	187	15.5%
Total mainmkt	**19,545**	**16,546**	18.1%
All Visitors	**20,252**	**16,992**	19.2%

TIME SHARE

	2026	2025	%Growth
USA	19,187	19,690	-2.6%
Venezuela	136	159	-14.5%
Netherlands	122	89	37.1%
Canada	453	310	46.1%
Brazil	171	163	4.9%
Colombia	546	358	52.5%
Argentina	2,769	1,658	67.0%
Chile	161	217	-25.8%
Peru	115	104	10.6%
UK	51	36	41.7%
Italy	26	23	13.0%
Total mainmkt	**23,737**	**22,807**	4.1%
All Visitors	**24,435**	**23,379**	4.5%

OTHERS

	2026	2025	% Growth
USA	14,304	13,614	5.1%
Venezuela	227	219	3.7%
Netherlands	2,205	2,092	5.4%
Canada	1,487	1,275	16.6%
Brazil	1,445	1,232	17.3%
Colombia	4,141	2,871	44.2%
Argentina	8,115	4,119	97.0%
Chile	624	525	18.9%
Peru	767	771	-0.5%
UK	226	199	13.6%
Italy	163	129	26.4%
Total mainmkt	**33,704**	**27,046**	24.6%
All Visitors	**39,468**	**32,548**	21.3%

ACCOMMODATION CATEGORY BY COUNTRY

September 2026/2025

TOTAL
114,517
17.1% ▲

Below you will see each **country's share of an accommodation** category

	EP		ALL INCLUSIVE		TIMESHARE		OTHERS	
	2026	2025	2026	2025	2026	2025	2026	2025
USA	73.2%	76.9%	73.9%	74.9%	78.5%	84.2%	36.2%	41.8%
Venezuela	0.2%	0.3%	0.0%	0.0%	0.6%	0.7%	0.6%	0.7%
Netherlands	1.1%	1.2%	0.5%	0.6%	0.5%	0.4%	5.6%	6.4%
Canada	2.5%	1.9%	2.7%	6.8%	1.9%	1.3%	3.8%	3.9%
Brazil	3.2%	3.2%	1.6%	1.2%	0.7%	0.7%	3.7%	3.8%
Colombia	2.3%	2.0%	3.6%	2.0%	2.2%	1.5%	10.5%	8.8%
Argentina	7.2%	4.3%	9.4%	7.5%	11.3%	7.1%	20.6%	12.7%
Chile	1.2%	1.1%	2.0%	1.8%	0.7%	0.9%	1.6%	1.6%
Peru	0.9%	0.9%	1.4%	1.3%	0.5%	0.4%	1.9%	2.4%
UK	0.7%	0.5%	0.3%	0.3%	0.2%	0.2%	0.6%	0.6%
Italy	0.9%	1.1%	1.1%	1.1%	0.1%	0.1%	0.4%	0.4%
Total Main Market	93.4%	93.4%	96.5%	97.4%	97.1%	97.6%	85.4%	83.1%
All visitors	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**



VISITORS BY AGE/GENERATION

September 2026/2025

TOTAL
114,517
17.1% ▲

VISITOR BY AGE

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
0 - 11	4,567	1,291	5,858	28.3%	4.7%	5.1%
12-19	2,106	954	3,060	45.3%	2.2%	2.7%
20 - 29	12,230	1,820	14,050	14.9%	12.5%	12.3%
30 - 39	18,323	3,090	21,413	16.9%	18.7%	18.7%
40 - 49	15,747	3,477	19,224	22.1%	16.1%	16.8%
50 - 59	18,327	2,856	21,183	15.6%	18.7%	18.5%
60 - 69	17,563	1,946	19,509	11.1%	18.0%	17.0%
70 +	8,913	1,305	10,218	14.6%	9.1%	8.9%
Not Stated	2		2	0.0%	0.0%	0.0%
Total	**97,778**	16,739	**114,517**	**17.1%**		

GENERATION

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
Gen A	3,902	1,018	4,920	26.1%	4.0%	4.3%
Gen Z	8,111	1,966	10,077	24.2%	8.3%	8.8%
Millennials	28,952	4,884	33,836	16.9%	29.6%	29.5%
Gen X	24,671	5,047	29,718	20.5%	25.2%	26.0%
Baby Boomers	29,032	3,320	32,352	11.4%	29.7%	28.3%
Silent Generations	3,108	504	3,612	16.2%	3.2%	3.2%
Age not specified	2		2	0.0%	0.0%	0.0%
Total	**97,778**	16,739	**114,517**	**17.1%**		



CARRIERS

September 2026/2025

TOTAL
114,517
17.1% ▲

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
JETBLUE	19,362	4,801	24,163	24.8%	19.8%	21.1%
AMERICAN AIRLINES	18,117	-1,032	17,085	-5.7%	18.5%	14.9%
DELTA AIRLINES	10,612	1,323	11,935	12.5%	10.9%	10.4%
UNITED AIRLINES	11,336	124	11,460	1.1%	11.6%	10.0%
COPA AIRLINES	6,040	4,673	10,713	77.4%	6.2%	9.4%
AVIANCA	7,740	304	8,044	3.9%	7.9%	7.0%
SOUTHWEST AIRLINES	5,903	-385	5,518	-6.5%	6.0%	4.8%
LATAM AIRLINES PERU	3,242	1,288	4,530	39.7%	3.3%	4.0%
WINGO	2,082	1,996	4,078	95.9%	2.1%	3.6%
KLM ROYAL DUTCH	2,579	434	3,013	16.8%	2.6%	2.6%
AEROLINEAS ARGENTINAS	0	2,686	2,686	-	0.0%	2.3%
DIVI DIVI AIR	1,691	629	2,320	37.2%	1.7%	2.0%
WESTJET AIRLINES	2,412	-116	2,296	-4.8%	2.5%	2.0%
GOL	1,041	274	1,315	26.3%	1.1%	1.1%
EZ AIR	1,034	73	1,107	7.1%	1.1%	1.0%
TUI FLY NL	1,045	-81	964	-7.8%	1.1%	0.8%
WINAIR	890	33	923	3.7%	0.9%	0.8%
SURINAM AIRWAYS	1,076	-275	801	-25.6%	1.1%	0.7%
AIR CANADA	0	524	524	-	0.0%	0.5%
PRIVATE	331	122	453	36.9%	0.3%	0.4%
ARAJET	245	22	267	9.0%	0.3%	0.2%
CHARTER/NON-SCHEDULED	326	-64	262	-19.6%	0.3%	0.2%
AIR CENTURY	75	-18	57	-24.0%	0.1%	0.0%
ARUBA AIRLINES	0	3	3	-	0.0%	0.0%
SPIRIT AIRLINES	565	-565	0	-100.0%	0.6%	0.0%
SKY HIGH AVIATION	34	-34	0	-100.0%	0.0%	0.0%
Others	0		0	-	0.0%	0.0%
Total	**97,778**	16,739	**114,517**	**17.1%**		



EMBARKATION POINTS

SEPTEMBER 2026/2025

TOTAL
114,517
17.1% ▲

	APO Code	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
JFK Int. Airport NY	JFK	12,952	3,551	16,503	27.4%	13.2%	14.4%
Panama City, Tocumen Int. Airport	PTY	6,090	4,623	10,713	75.9%	6.2%	9.4%
Newark Liberty Int. Airport	EWR	13,167	-3,098	10,069	-23.5%	13.5%	8.8%
Boston Logan Int. Airport	BOS	8,286	797	9,083	9.6%	8.5%	7.9%
Bogota, El Dorado Int. Airport	BOG	8,713	342	9,055	3.9%	8.9%	7.9%
Miami Int. Airport	MIA	9,363	-1,360	8,003	-14.5%	9.6%	7.0%
Charlotte Douglas Int. Airport	CLT	7,892	-514	7,378	-6.5%	8.1%	6.4%
Atlanta Int. Airport	ATL	5,527	800	6,327	14.5%	5.7%	5.5%
Lima, Peru, Jorge Chavez Int. Airport	LIM	3,242	1,288	4,530	39.7%	3.3%	4.0%
Orlando Int. Airport	MCO	4,705	-342	4,363	-7.3%	4.8%	3.8%
Ft Lauderdale - Hollywood Int. Airport	FLL	569	3,698	4,267	649.9%	0.6%	3.7%
Amsterdam Airport , Schiphol	AMS	3,624	329	3,953	9.1%	3.7%	3.5%
Curacao, Hato Int. Airport	CUR	2,933	627	3,560	21.4%	3.0%	3.1%
Toronto Pearson Int. Airport	YYZ	2,412	408	2,820	16.9%	2.5%	2.5%
Ezeiza International Airport ARG	EZE	0	2,686	2,686	-	0.0%	2.3%
Philadelphia Int. Airport	PHL	888	677	1,565	76.2%	0.9%	1.4%
Sao Paolo, Guarulhos Int. Airport	GRU	1,041	282	1,323	27.1%	1.1%	1.2%
MDE, Jose Maria Cordova Int. Airport	MDE	1120	122	1,242	10.9%	1.1%	1.1%
Baltimore/ Washington Int. Airport	BWI	1,204	-44	1,160	-3.7%	1.2%	1.0%
Cali, Alfonso Bonilla Aragon Int. Airp.	CLO	0	1,003	1,003	-	0.0%	0.9%
SXM, Princess Juliana Int. Airport	SXM	895	3	898	0.3%	0.9%	0.8%
Ernesto Cortissoz Int. Airport, BAQ	BAQ	0	825	825	-	0.0%	0.7%
Johan A. Pengel Int Airport, Suriname	PBM	1,076	-270	806	-25.1%	1.1%	0.7%
Dulles Int. Airport,Washington DC	IAD	738	-39	699	-5.3%	0.8%	0.6%
Houston George Bush Int. Airport	IAH	647	45	692	7.0%	0.7%	0.6%
OTHERS	Others	694	300	994	43.2%	0.7%	0.9%
Total		**97,778**	16,739	**114,517**	**17.1%**		



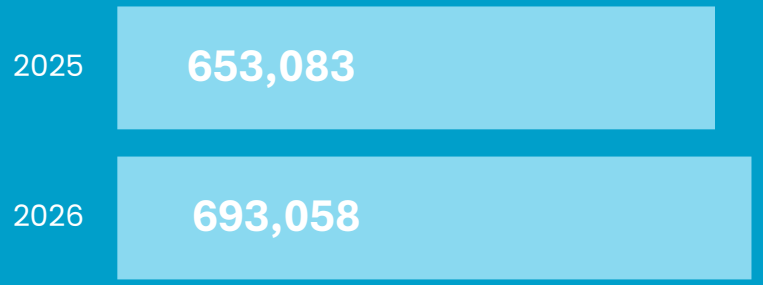
CRUISE

CRUISE YTD

YTD September 2025/2026

CRUISE PAX





ABSOLUTE GROWTH PAX

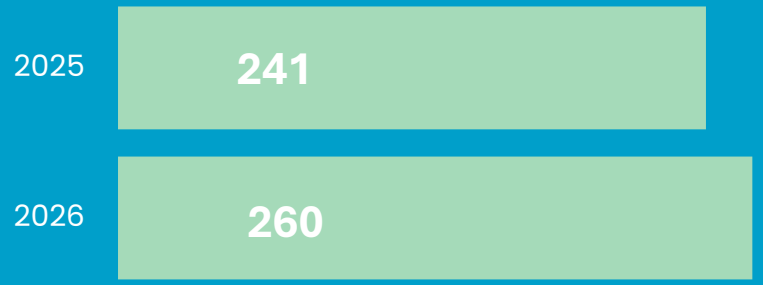
YTD SEPTMBER 2026

39,975

6.1 % ▲

CRUISE CALL





ABSOLUTE GROWTH CALLS

YTD SEPTEMBER 2026

19

7.9% ▲

CRUISE

September 2025/2026

CRUISE PAX



ABSOLUTE GROWTH PAX

SEPTEMBER 2026

16,917

35.5% ▲

CRUISE CALL



ABSOLUTE GROWTH CALLS

SEPTEMBER 2026

6

42.9% ▲









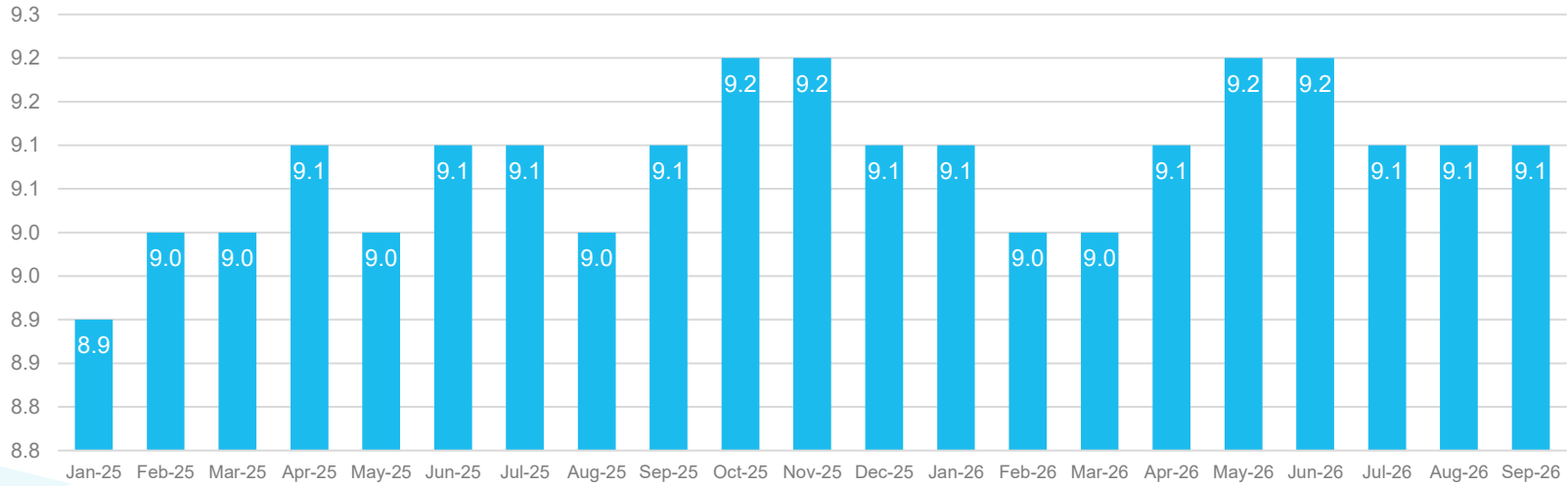
ARUBA TOURISM AUTHORITY

GUEST SATISFACTION

GUEST EXPERIENCE INDEX (GEI)

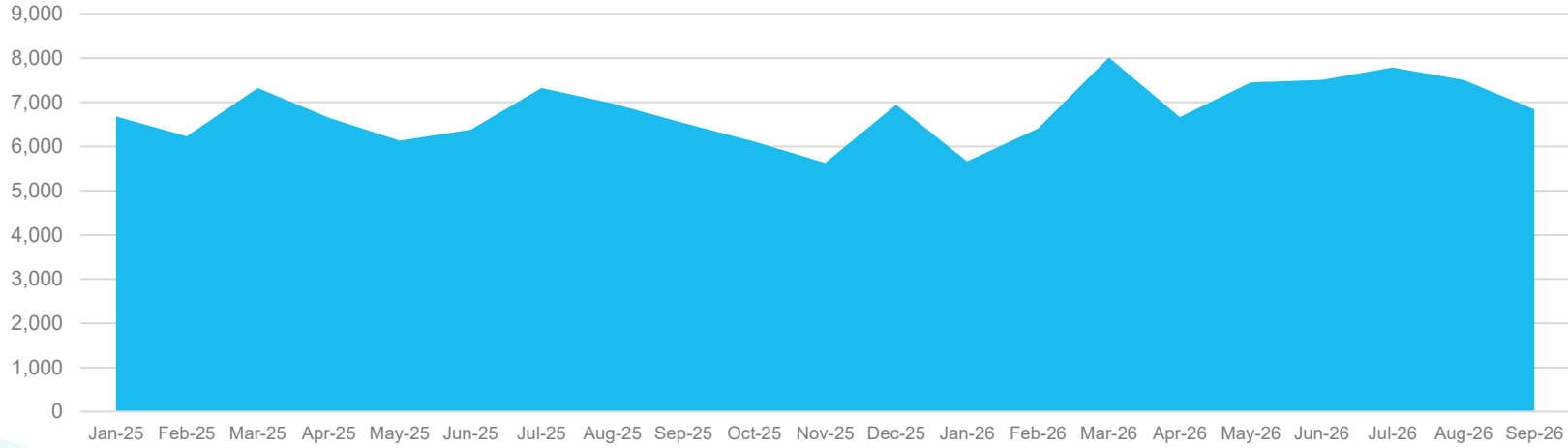
RATING

Sept	**9.1**
Average	9.1



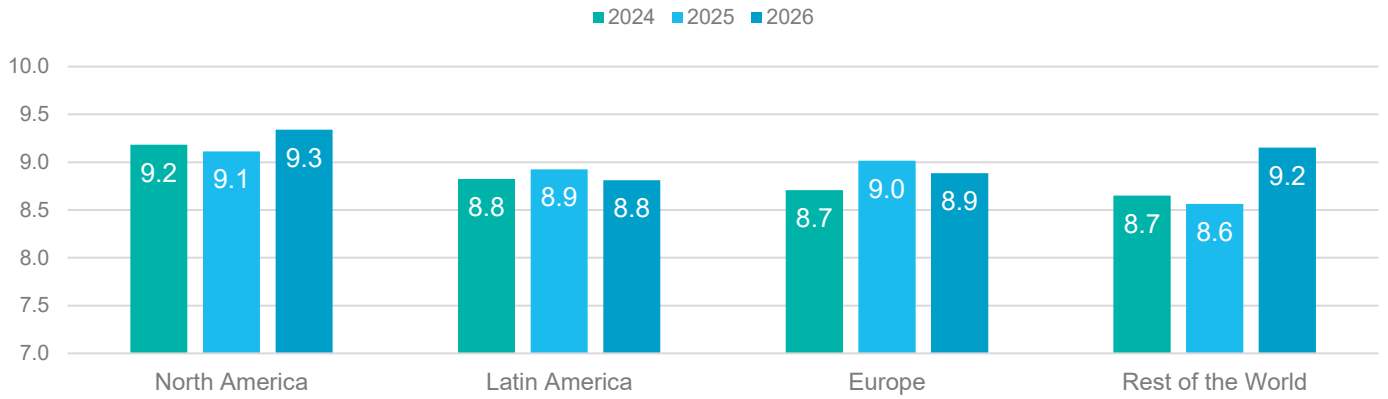
REVIEWS

Sept	**6,844**
Jan–Sept Total	63,856

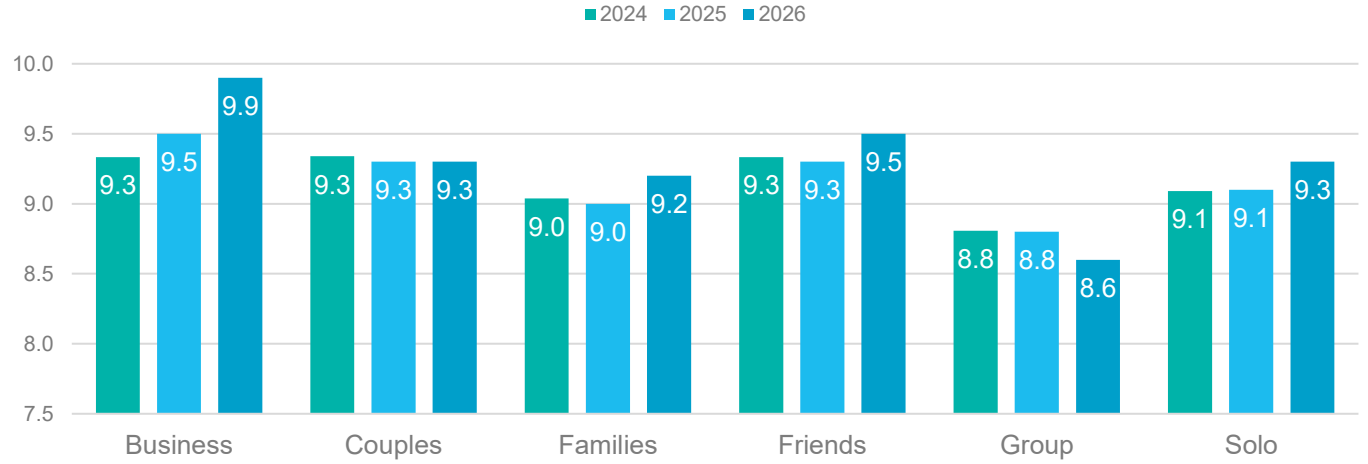


GUEST EXPERIENCE INDEX (GEI)

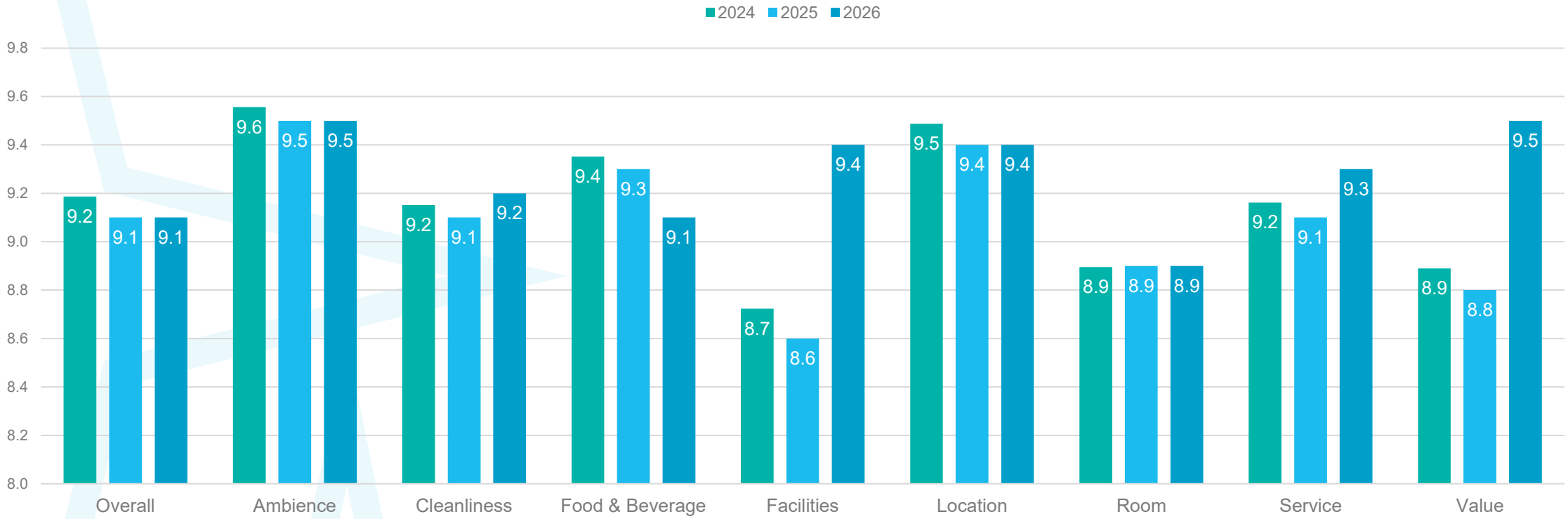
RATING BY REGION



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.

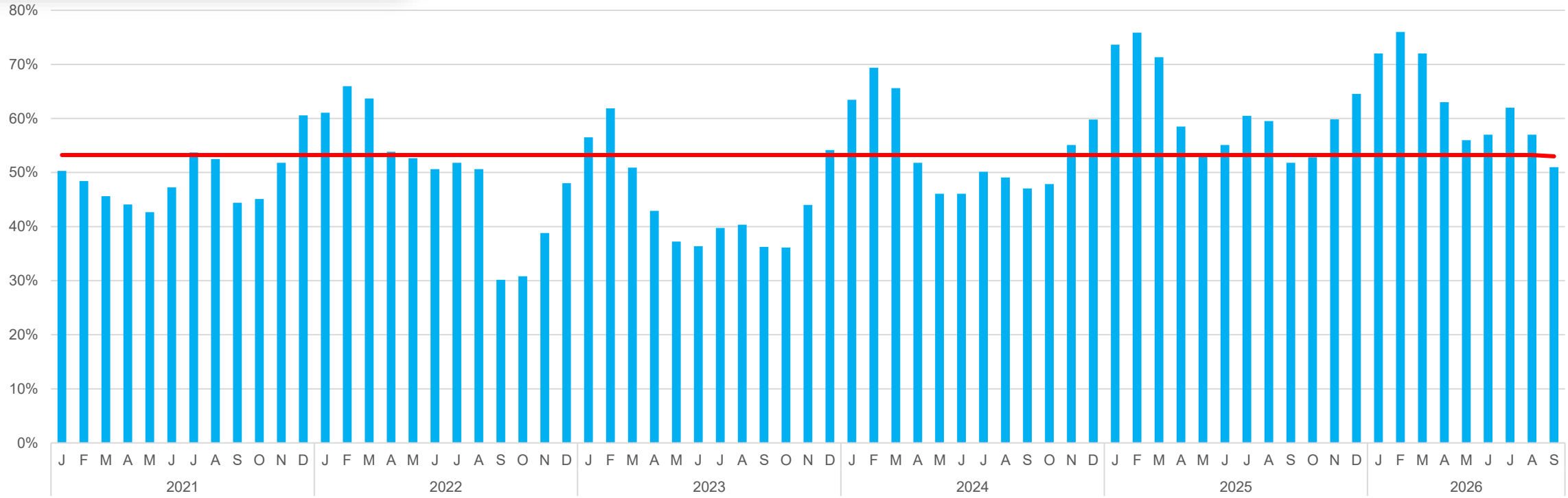
With Lighthouse, A.T.A. is able to do the following:

- 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

Sept **51%**

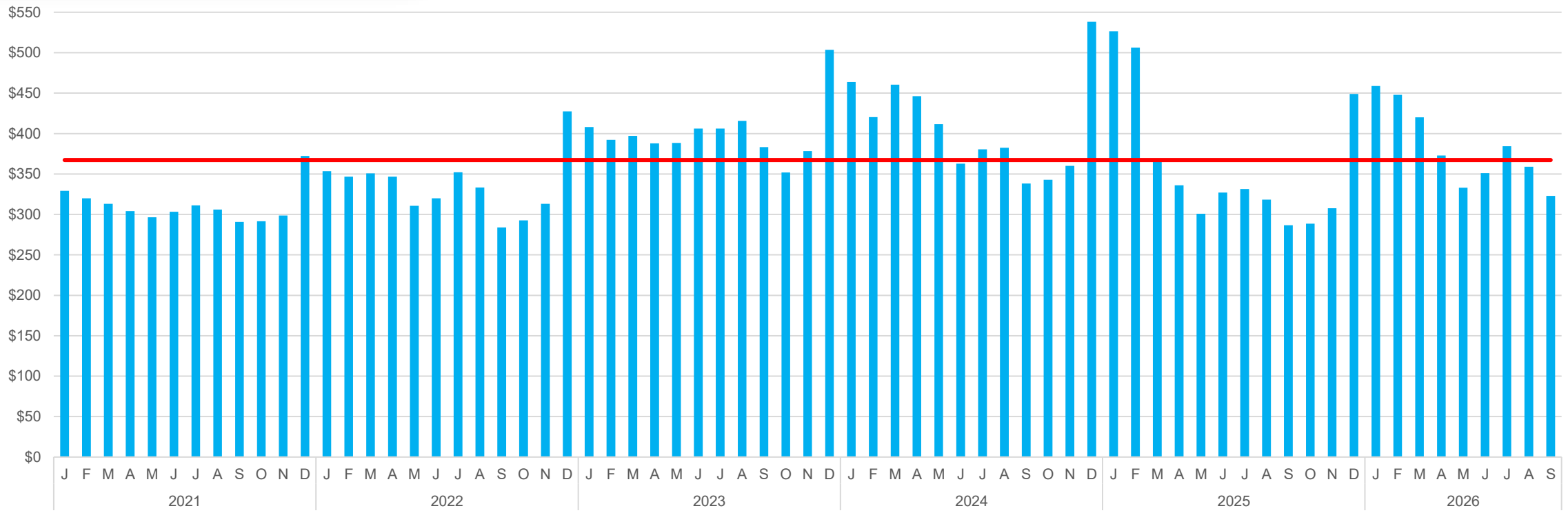


AVERAGE DAILY RATE

ADR

Sept **$323**

Average Jan- Sept $383

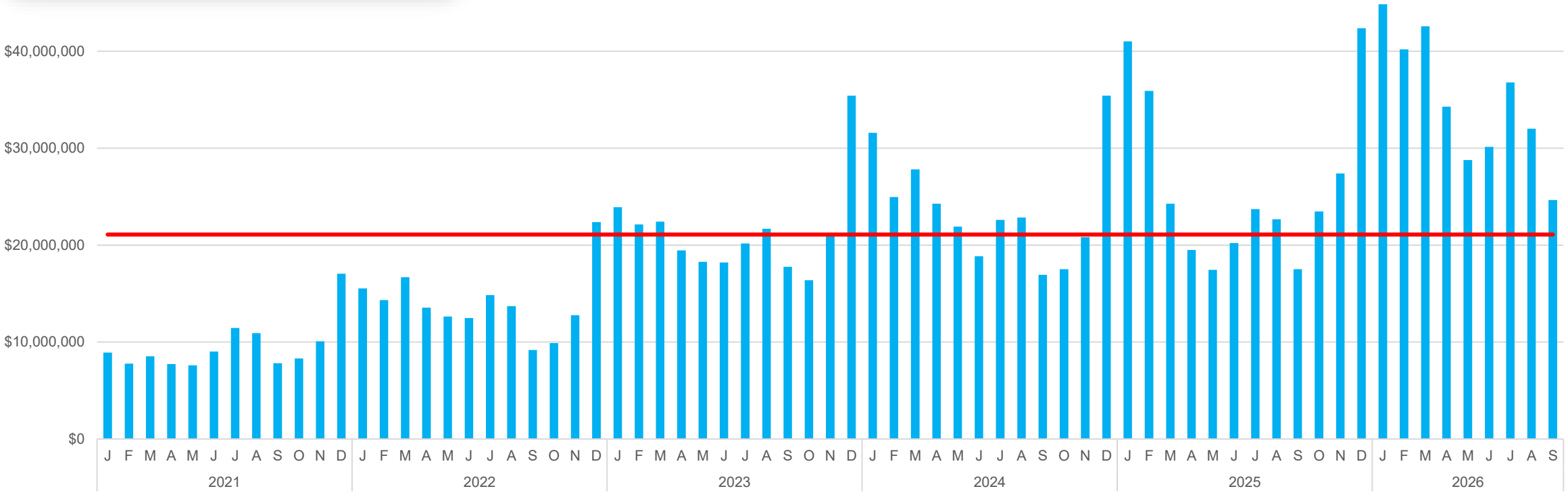


REVENUE

REVENUE

Sept **$24,657,396**

Total Jan-Sept $314,236,347



Study commissioned by the
Aruba Tourism Authority

SAYING *"I DO"* TO THE BUSINESS OF ARUBA WEDDINGS





2026 · Aruba-based wedding & honeymoon planners

THE GLOBAL WEDDING & ROMANCE LANDSCAPE

1

What's changing in how couples plan, spend, and choose a destination before we narrow to Aruba.

Skift ADVISORY

MARKET SCALE & GROWTH

A RISING TIDE — AND THE CARIBBEAN IS *IN THE FRAME*

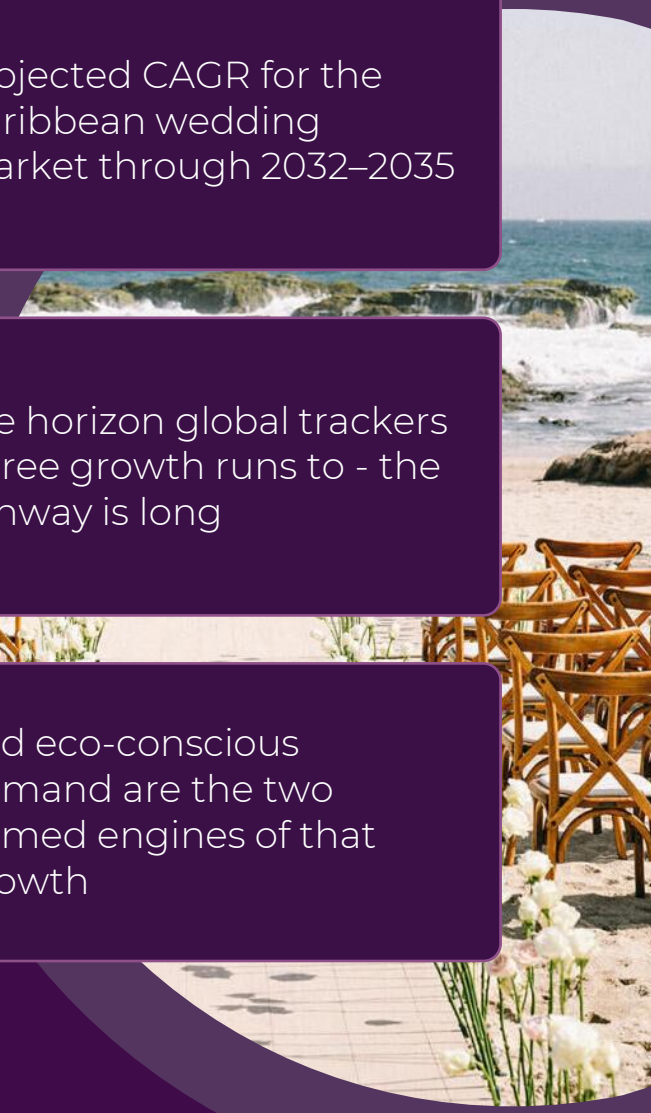
Trackers disagree on the exact market size, but agree on direction: strong, sustained growth into the early 2030s, several projecting double-digit annual growth.

For a small island, a growing pie means Aruba can add revenue without adding crowds.

12.8–13.8% projected CAGR for the Caribbean wedding market through 2032–2035

Early 2030s the horizon global trackers agree growth runs to - the runway is long

Personalization and eco-conscious demand are the two named engines of that growth

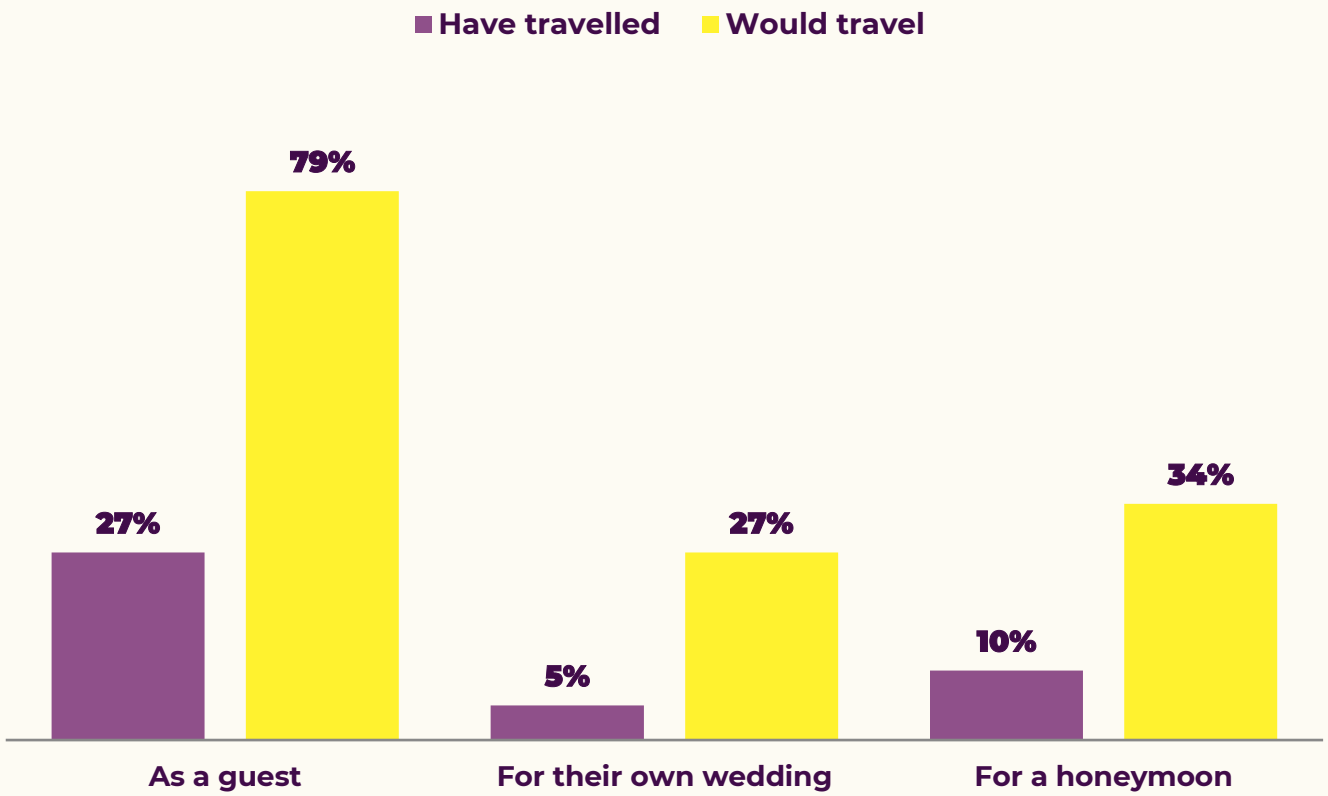


Skift ADVISORY

LATENT DEMAND

THE DESIRE IS THERE — IT'S UNTAPPED

WOULD TRAVEL vs. HAVE TRAVELED FOR A DESTINATION WEDDING (%)



79%

would attend a destination wedding as a guest — nearly 3× the 27% who already have.

1%

say they would never consider destination-wedding travel. The ceiling is almost the entire market.

Skift ADVISORY

BEHAVIOR SHIFTS AT THE TABLE

FOUR THINGS TODAY'S COUPLES DO DIFFERENTLY

"Wedding day" has become "wedding week."

Multi-day, multi-event itineraries - welcome parties, curated excursions, a day-after brunch - are now the default expectation, not an upsell.

Micro-weddings, by choice, not budget.

Guest counts of ~20–50 are increasingly deliberate. Fewer guests frees budget for elevated, higher per-guest experiences.

Sustainability holds purchase power.

It's moved from "nice to mention" to monetizable. Couples will pay a premium for verified sustainable features - and ask about them unprompted.

AI researches; humans still book.

Couples arrive having already "decided" from AI-assisted research. What they read months out shapes the brief before they ever call you.

Skift ADVISORY

WHAT TODAY'S COUPLES DECIDE ON

THE NEW LUXURY IS *RARE*, NOT EXPENSIVE



Exclusivity, privacy, personalization

are the new luxury benchmarks. Couples chase rare, high-touch experiences over price tags or physical extras.

Long planning windows: 8–12 months

across most of Aruba's source markets — so the message a couple reads today shapes a booking a full year out.

WHAT THIS MEANS FOR YOU

Stop selling price. Sell rarity.
The couples worth winning are not comparing you on cost, but they ARE comparing on how special they'll feel.

Your marketing works a year ahead.
What you publish and how ATA positions Aruba now is what an 8–12-month-out couple discovers first.

Skift ADVISORY

ARUBA-SPECIFIC INSIGHTS

2

The economic weight of your own industry, what couples love about Aruba, and where the island is losing ground.

Skift ADVISORY

WHO SPENDS WHAT

THREE TRAVELERS, THREE SELLING MOTIONS

WEDDING COUPLE

$27,000

avg. spend

Range $16,800 – $33,600

Top spend
Guest accommodation, venue rental

WEDDING GUEST (each)

$4,000

avg. spend

Range $3,000 – $5,000

Top spend
Accommodation, food & beverage

HONEYMOON TRAVELER

$10,500

avg. spend

Range $3,600 – $17,400

Top spend
Shopping, accommodation

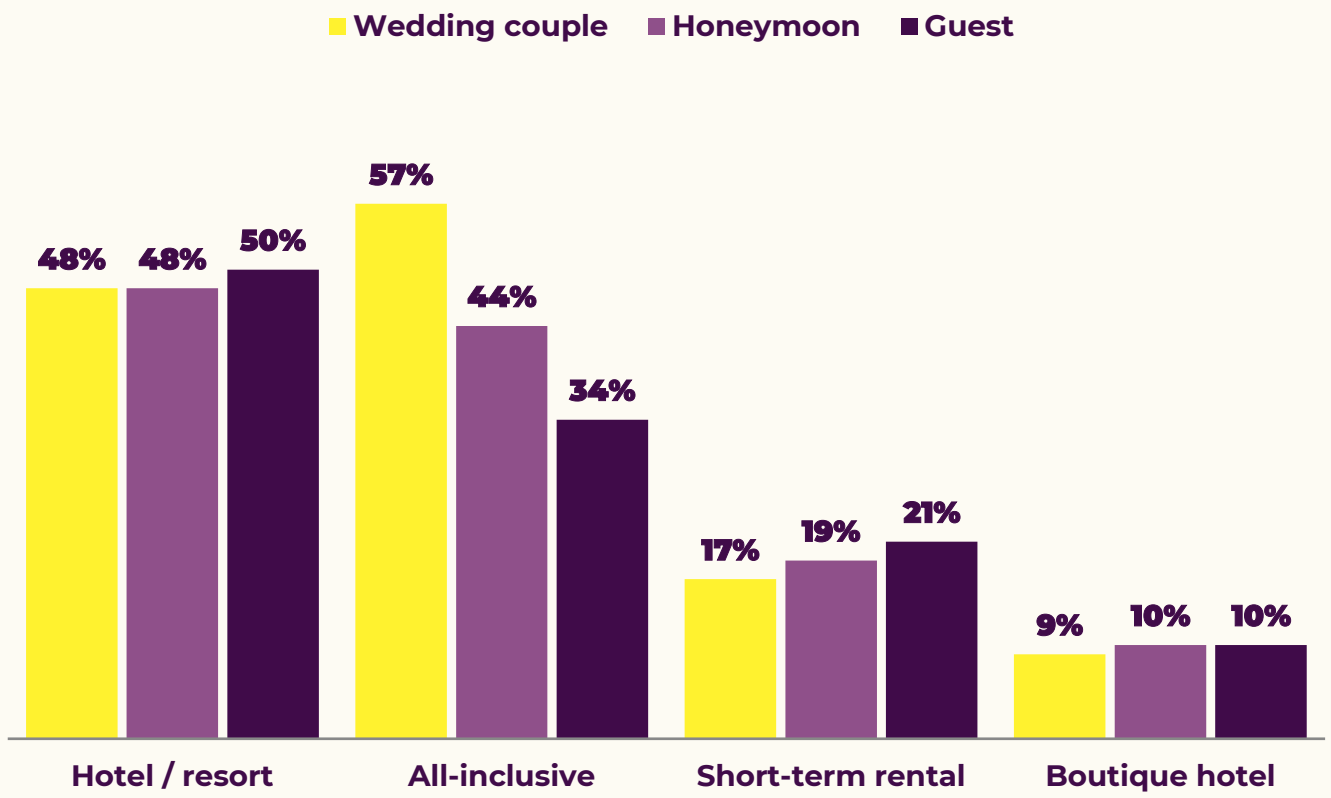
The U.S. drives 88% of destination-wedding visitation and the highest impact per wedding, followed by Canada ($242,013) and Europe ($214,443).

Skift ADVISORY

WHERE THE PARTY STAYS

EVERY TRAVELER TYPE IS A ROOM TO BOOK

ACCOMMODATION TYPE BY TRAVELER (%)



Couples skew all-inclusive (57%).

Guests and honeymooners spread across hotels, rentals, and boutiques. This means every tier of stay is a booking you can place or influence. It doesn't stop at the couple.

Skift ADVISORY

WHAT COUPLES VALUE ABOUT ARUBA

ARUBA'S REAL STRENGTHS — LEAN IN

Romance & exclusivity

Consistently scores as one of Aruba's strongest brand attributes.

Distinctive venues

Unique settings couples can't replicate at a generic Caribbean resort.

Safety & security

A core driver of destination choice — and a genuine Aruba strength.

Mature service ecosystem

Established resorts and vendors mean reliable, professional delivery.

THE ADVANTAGES COUPLES DON'T KNOW ABOUT YET

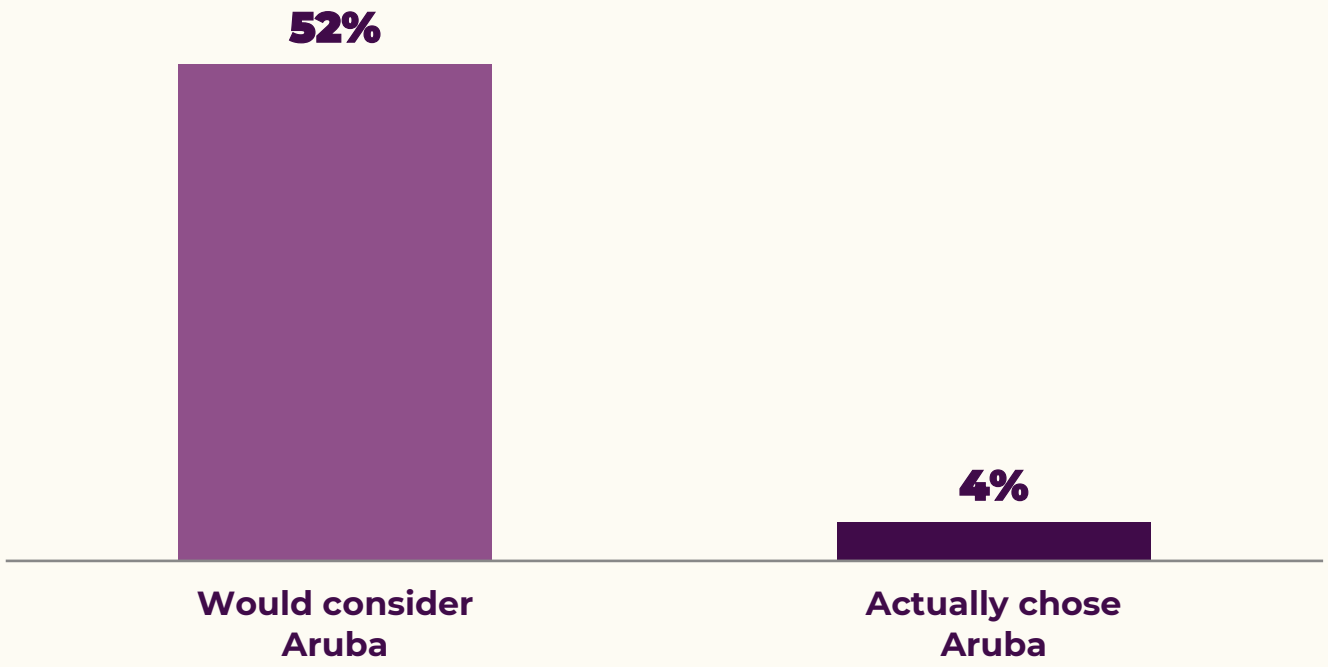
U.S. dollar pricing • **same-sex marriage legal since July 2024** • **outside the hurricane belt** (reliable weather)

Skift ADVISORY

CONSIDERED, NOT CHOSEN

HALF CONSIDER ARUBA — FEW BOOK IT

ARUBA: WEDDING CONSIDERATION vs. ACTUAL MARKET SHARE (%)



13×

gap between couples who'd consider Aruba and those who actually book it.

The barrier isn't appeal.

When couples are shown Aruba, they want it. They just aren't thinking of it as a wedding place first. That's a familiarity problem, and it's a fixable one.

Skift ADVISORY

WHERE ARUBA IS LOSING GROUND

THE GAP IS *FAMILIARITY,* NOT DESIRABILITY

Low wedding-specific familiarity	Aruba trails the Bahamas, Mexico, and Puerto Rico in wedding recognition, yet general consideration is close. People just don't know Aruba as a wedding place.
Perception gaps on 3 top drivers	Affordability, accessibility, and cultural vibrancy (all top drivers of destination choice) score low, even where the reality is better than the perception.
Permitting & regulatory friction	Beach-permit delays flagged directly by Aruba stakeholders as a recurring source of planner stress — sometimes approved after the event.
Seasonal beach closures	Turtle-nesting and environmental closures can force last-minute relocations, creating planning uncertainty and couple anxiety.

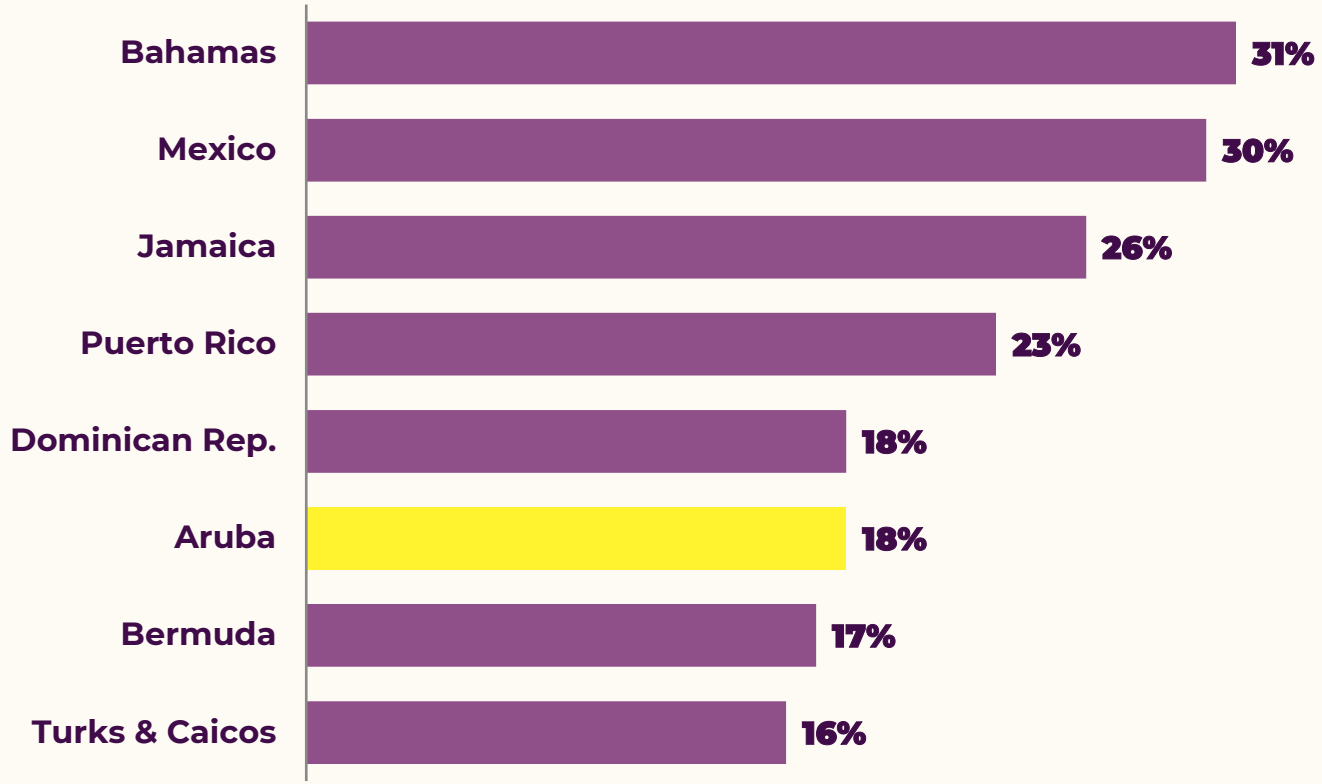


Skift ADVISORY

THE FAMILIARITY GAP

NOT UNKNOWN — JUST NOT KNOWN FOR WEDDINGS

FAMILIARITY AS A WEDDING DESTINATION (top-3 box, %)



Aruba sits near the bottom for wedding familiarity,

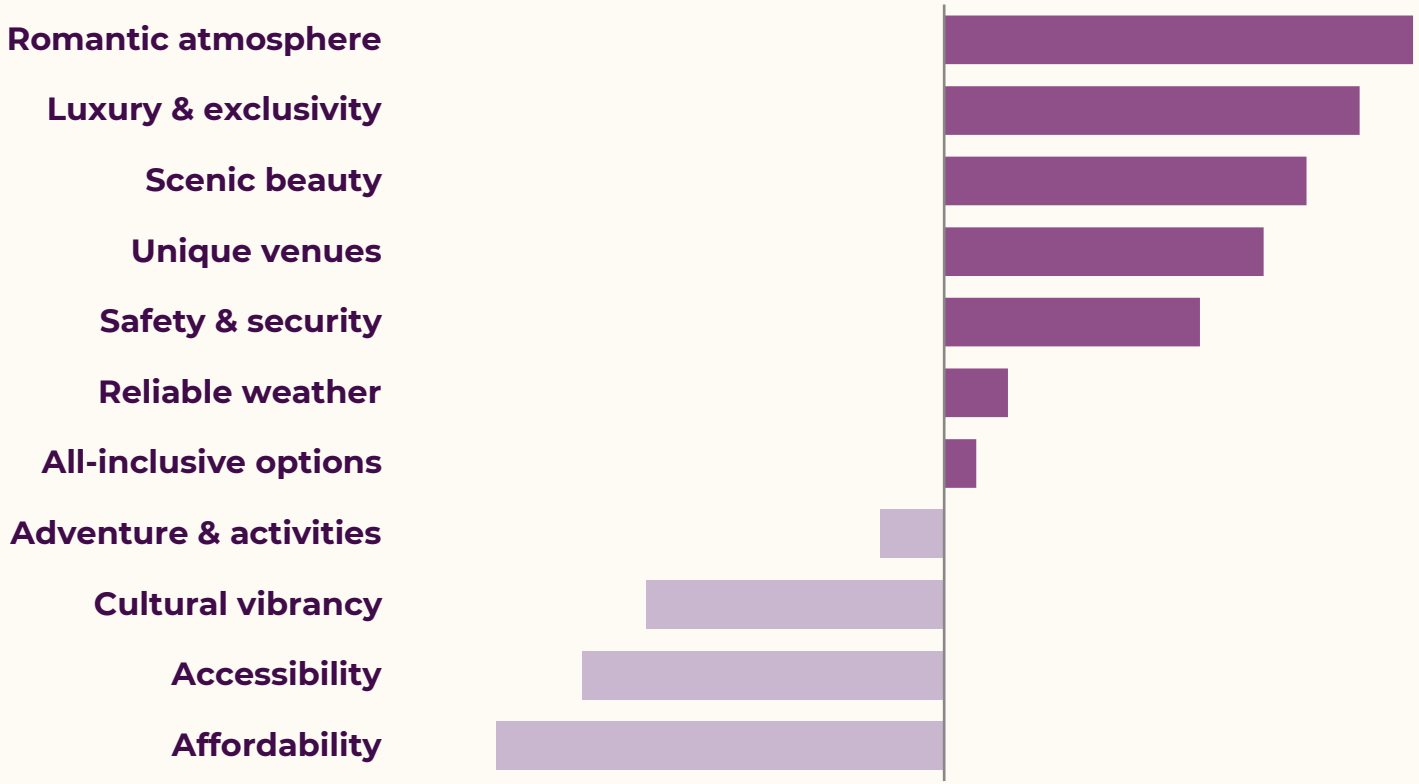
even though it scores mid-pack on consideration. The lever is repetition and awareness. No need to reinvent the product.

Skift ADVISORY

WHERE ARUBA WINS AND LOSES

STRONG ON ROMANCE. WEAK ON THE BASICS.

RELATIVE BRAND ASSOCIATION vs. PEER DESTINATIONS



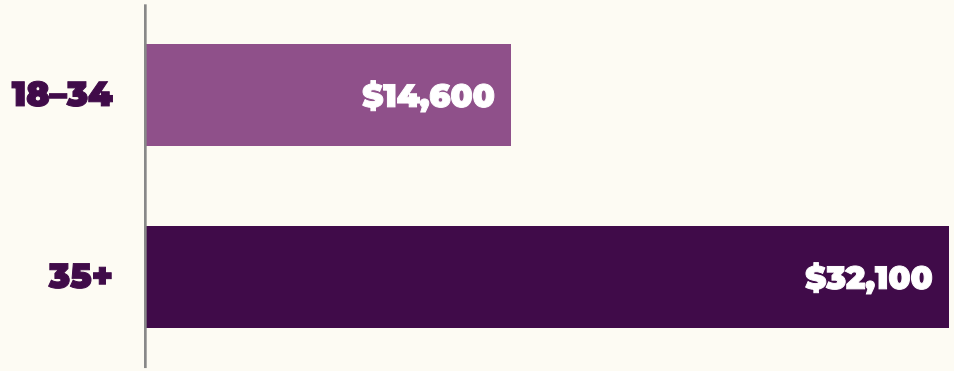
Romance, luxury, and safety already land. The three gaps (culture, access, affordability) are the exact drivers couples weigh most. Fixable with messaging – no rebuilding required here.

Skift ADVISORY

SEGMENTS PLANNERS SHOULD KNOW

AGE AND INCOME CHANGE THE MATH

WEDDING SPEND BY AGE (avg. USD)



Age 35+ couples spend more than double on the wedding and hold a stronger overall impression of Aruba.

+120%

Age 35+ spend on weddings vs. 18–34 travelers ($32,100 vs. $14,600).

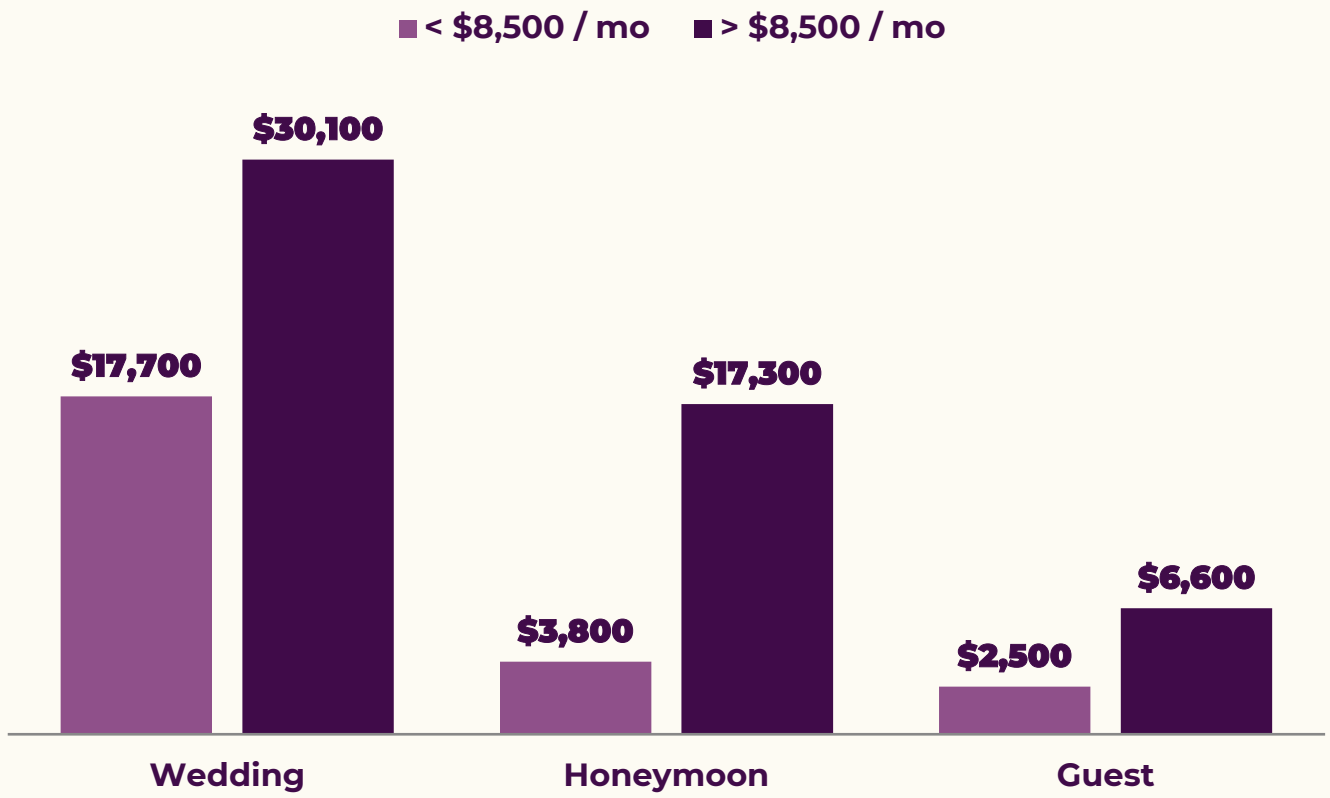
18–34

over-index on sustainability and local tradition, and say they'll pay for it.

INCOME CHANGES THE MATH

HIGHER INCOME, HIGHER EVERYTHING

AVERAGE SPEND BY MONTHLY HOUSEHOLD INCOME (USD)



+70%

more on the wedding from higher-income couples, who also rate Aruba higher on every brand measure.

4.5×

higher honeymoon spend from higher-income couples ($17,300 vs. $3,800).

Skift ADVISORY

SUSTAINABILITY SELLS

VALUES THEY'LL PAY A PREMIUM FOR

AGREE SUSTAINABLE PRACTICES MATTER WHEN CHOOSING (top-2 box, %)



30–50%

premium affluent couples will pay for verified sustainable features, skewing younger and higher-income.

46%

feel strongly about sustainability overall; a near-majority, and a monetizable one.

Skift ADVISORY



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