



MONTHLY REPORT

JULY 2026



SNAPSHOT YTD

July 2025/2026



HOW MANY ARRIVALS?

PAX

1,006,359

11.3% ▲



HOW LONG DID THEY STAY?

NIGHTS

6,800,966

11.5% ▲



HOW MANY CRUISE TOURISM?

PAX

590,415

6.01% ▲



HOW MANY TOTAL GUESTS?

STAY OVER AND CRUISE PAX

1,596,774

WHERE DID THEY STAY?

EP



NIGHTS

1,547,930

SHARE %

22.8%

ALL INCLUSIVE



NIGHTS

746,144

SHARE %

11.0%

TIME SHARE



NIGHTS

1,679,145

SHARE %

24.7%

OTHERS

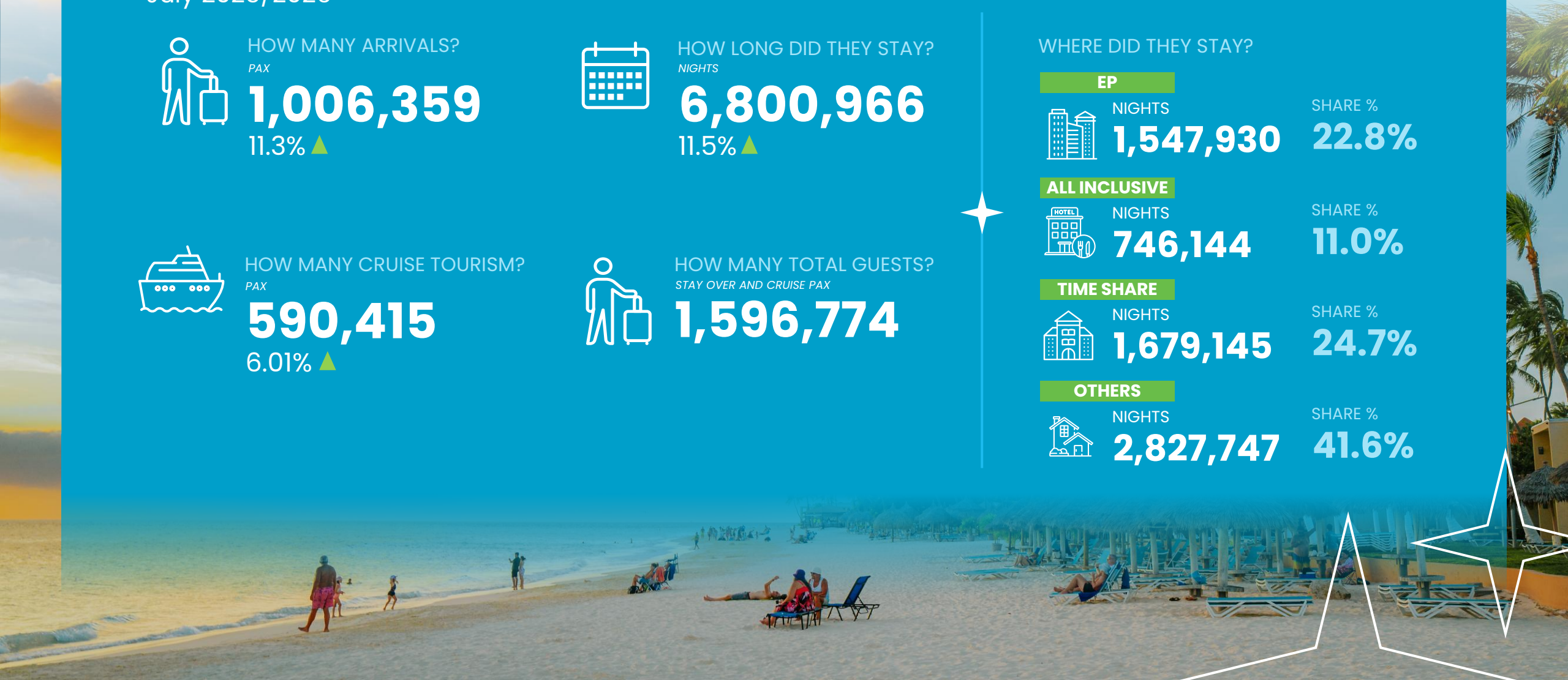


NIGHTS

2,827,747

SHARE %

41.6%



WHAT DID THEY SPEND?

July 2025/2026



Tourism credits foreign
exchange banks 2025/ 2024

AWG. **5,554,000**
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

1,006,359

11.3% ▲

	2025		Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
USA	670,294		35,855	706,149	5.3%	74.1%	70.2%
Canada	46,428		5,986	52,414	12.9%	5.1%	5.2%
NA	716,722		41,841	758,563	5.8%	79.3%	75.4%
Venezuela	1,926		22	1,948	1.1%	0.2%	0.2%
Colombia	34,194		2,802	36,996	8.2%	3.8%	3.7%
Brazil	17,181	-318		16,863	-1.9%	1.9%	1.7%
Argentina	33,654		53,838	87,492	160.0%	3.7%	8.7%
Chile	8,155	-1,223		6,932	-15.0%	0.9%	0.7%
Ecuador	5,941	-325		5,616	-5.5%	0.7%	0.6%
Peru	11,945		318	12,263	2.7%	1.3%	1.2%
Paraguay	1,000		50	1,050	5.0%	0.1%	0.1%
Uruguay	2,802		390	3,192	13.9%	0.3%	0.3%
Mexico	1,960		296	2,256	15.1%	0.2%	0.2%
Others	8,892	-421		8,471	-4.7%	1.0%	0.8%
SA	127,650		55,429	183,079	43.4%	14.1%	18.2%
Netherlands	21,098		1,794	22,892	8.5%	2.3%	2.3%
UK	2,859		50	2,909	1.7%	0.3%	0.3%
Germany	2,544		153	2,697	6.0%	0.3%	0.3%
Italy	2,367		431	2,798	18.2%	0.3%	0.3%
Sweden	563		106	669	18.8%	0.1%	0.1%
Belgium	1,078	-38		1,040	-3.5%	0.1%	0.1%
Austria	366		10	376	2.7%	0.0%	0.0%
Switzerland	1,142		157	1,299	13.7%	0.1%	0.1%
Others	6,823		498	7,321	7.3%	0.8%	0.7%
Europe	38,840		3,161	42,001	8.1%	4.3%	4.2%
ROW	21,048		1,668	22,716	7.9%	2.3%	2.3%
Total	904,260		102,099	1,006,359	11.3%		
W/O Ven.	902,334		102,000	1,004,411	11.3%		



ARRIVALS USA

YTD 2026/2025

TOTAL
706,149
5.3% ▲

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
New York	122,924	4,634	127,558	3.8%	18.3%	18.1%
Massachusetts	81,561	275	81,836	0.3%	12.2%	11.6%
New Jersey	77,647	1,541	79,188	2.0%	11.6%	11.2%
Pennsylvania	39,523	1,592	41,115	4.0%	5.9%	5.8%
Illinois	16,650	4,706	21,356	28.3%	2.5%	3.0%
Connecticut	24,765	866	25,631	3.5%	3.7%	3.6%
Florida	34,099	4,257	38,356	12.5%	5.1%	5.4%
Ohio	19,716	1,512	21,228	7.7%	2.9%	3.0%
Maryland	19,767	712	20,479	3.6%	2.9%	2.9%
Michigan	11,933	938	12,871	7.9%	1.8%	1.8%
Virginia	19,457	2,055	21,512	10.6%	2.9%	3.0%
Georgia	15,776	1,642	17,418	10.4%	2.4%	2.5%
North Carolina	18,971	790	19,761	4.2%	2.8%	2.8%
Texas	24,453	2,836	27,289	11.6%	3.6%	3.9%
California	11,895	221	12,116	1.9%	1.8%	1.7%
Other	131,157	7,278	138,435	5.5%	19.6%	19.6%
Total	670,294	35,855	706,149	5.3%		



NIGHTS

YTD 2026/2025

TOTAL
6,800,966
11.5% ▲

	2025		Growth	2026	% Growth	ALOS 2025	ALOS 2026
USA	4,245,944		186,520	4,432,464	4.4%	6.3	6.3
Canada	412,113		45,374	457,487	11.0%	8.9	8.7
NA	4,658,057		231,894	4,889,951	5.0%	6.5	6.4
Venezuela	20,624	-923		19,701	-4.5%	10.7	10.1
Colombia	217,054		7,708	224,762	3.6%	6.3	6.1
Brazil	104,634	-2,809		101,825	-2.7%	6.1	6.0
Argentina	290,800		454,715	745,515	156.4%	8.6	8.5
Chile	61,573	-10,242		51,331	-16.6%	7.6	7.4
Ecuador	26,254	-540		25,714	-2.1%	4.4	4.6
Peru	65,156		1,067	66,223	1.6%	5.5	5.4
Paraguay	6,372		595	6,967	9.3%	6.4	6.6
Uruguay	21,365		3,372	24,737	15.8%	7.6	7.7
Mexico	13,763		1,049	14,812	7.6%	7.0	6.6
Others	55,430	-3,697		51,733	-6.7%	6.2	6.1
SA	883,025		450,295	1,333,320	51.0%	6.9	7.3
Netherlands	281,510		7,781	289,291	2.8%	13.3	12.6
UK	26,188	-2,016		24,172	-7.7%	9.2	8.3
Germany	23,419		1,358	24,777	5.8%	9.2	9.2
Italy	19,092		1,769	20,861	9.3%	8.1	7.5
Sweden	5,956		233	6,189	3.9%	10.6	9.3
Belgium	13,811	-1,086		12,725	-7.9%	12.8	12.2
Austria	3,140		376	3,516	12.0%	8.6	9.4
Switzerland	9,755		679	10,434	7.0%	8.5	8.0
Others	59,605		3,104	62,709	5.2%	8.7	8.6
Europe	442,476		12,198	454,674	2.8%	11.4	10.8
ROW	116,935		6,086	123,021	5.2%	5.6	5.4
Total	6,100,493		700,473	6,800,966	11.5%	6.7	6.8



ACCOMMODATIONS

YTD 2026/2025

TOTAL

1,006,359

11.3% ▲

ARRIVALS BY ACCOMMODATION

	2025		Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
EP	243,897		 37,224	281,121	15.3%	 27.0%	 27.9%
All Inclusive	130,363	-1,693		128,670	-1.3%	 14.4%	 12.8%
Timeshare	209,911		 4,189	214,100	2.0%	 23.2%	 21.3%
Others	320,089		 62,379	382,468	19.5%	 35.4%	 38.0%
Total	904,260		 102,099	1,006,359	11.3%		

NIGHTS BY ACCOMMODATION

	2025		Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
EP	1,344,604		 203,326	1,547,930	15.1%	 22.0%	 22.8%
All Inclusive	753,011	-6,867		746,144	-0.9%	 12.3%	 11.0%
Timeshare	1,627,778		 51,367	1,679,145	3.2%	 26.7%	 24.7%
Others	2,375,100		 452,647	2,827,747	19.1%	 38.9%	 41.6%
Total	6,100,493		 700,473	6,800,966	11.5%		



ACCOMODATIONS BY MARKETS

YTD 2026/2025

TOTAL

1,006,359

11.3% ▲

	EP			ALL INCLUSIVE		
	2026	2025	%Growth	2026	2025	%Growth
USA	227,850	204,379	11.5%	106,945	106,804	0.1%
Venezuela	421	412	2.2%	12	11	9.1%
Netherlands	2,446	2,268	7.8%	418	636	-34.3%
Canada	10,254	8,057	27.3%	7,197	8,675	-17.0%
Brazil	5,855	5,026	16.5%	680	671	1.3%
Colombia	4,423	3,791	16.7%	1,596	1,661	-3.9%
Argentina	12,268	4,545	169.9%	6,379	5,832	9.4%
Chile	1,570	1,351	16.2%	1,149	1,420	-19.1%
Peru	2,448	1,755	39.5%	1,404	1,541	-8.9%
UK	927	791	17.2%	209	138	51.4%
Italy	836	647	29.2%	431	331	30.2%
Total mainmkt	269,298	233,022	15.6%	126,420	127,720	-1.0%
All Visitors	281,121	243,897	15.3%	128,670	130,363	-1.3%

	TIME SHARE			OTHERS		
	2026	2025	%Growth	2026	2025	% Growth
USA	185,020	186,681	-0.9%	186,334	172,430	8.1%
Venezuela	251	238	5.5%	1,264	1,265	-0.1%
Netherlands	686	785	-12.6%	19,342	17,409	11.1%
Canada	6,313	5,765	9.5%	28,650	23,931	19.7%
Brazil	988	1,462	-32.4%	9,340	10,022	-6.8%
Colombia	3,223	3,548	-9.2%	27,754	25,194	10.2%
Argentina	12,481	5,159	141.9%	56,364	18,118	211.1%
Chile	801	1,086	-26.2%	3,412	4,298	-20.6%
Peru	756	953	-20.7%	7,655	7,696	-0.5%
UK	220	237	-7.2%	1,553	1,693	-8.3%
Italy	157	160	-1.9%	1,374	1,229	11.8%
Total mainmkt	210,896	206,074	2.3%	343,042	283,285	21.1%
All Visitors	214,100	209,911	2.0%	382,468	320,089	19.5%



TOTAL
1,006,359
11.3%▲

	EP		ALL INCLUSIVE		TIMESHARE		OTHERS	
	2026	2025	2026	2025	2026	2025	2026	2025
USA	81.1%	83.8%	83.1%	81.9%	86.4%	88.9%	48.7%	53.9%
Venezuela	0.1%	0.2%	0.0%	0.0%	0.1%	0.1%	0.3%	0.4%
Netherlands	0.9%	0.9%	0.3%	0.5%	0.3%	0.4%	5.1%	5.4%
Canada	3.6%	3.3%	5.6%	6.7%	2.9%	2.7%	7.5%	7.5%
Brazil	2.1%	2.1%	0.5%	0.5%	0.5%	0.7%	2.4%	3.1%
Colombia	1.6%	1.6%	1.2%	1.3%	1.5%	1.7%	7.3%	7.9%
Argentina	4.4%	1.9%	5.0%	4.5%	5.8%	2.5%	14.7%	5.7%
Chile	0.6%	0.6%	0.9%	1.1%	0.4%	0.5%	0.9%	1.3%
Peru	0.9%	0.7%	1.1%	1.2%	0.4%	0.5%	2.0%	2.4%
UK	0.3%	0.3%	0.2%	0.1%	0.1%	0.1%	0.4%	0.5%
Italy	0.3%	0.3%	0.3%	0.3%	0.1%	0.1%	0.4%	0.4%
Total Main Market	95.8%	95.5%	98.3%	98.0%	98.5%	98.2%	89.7%	88.5%
All visitors	100.0%	100.0%	100.0%	100.0%	100.0			



VISITORS BY AGE / GENERATION

YTD 2026/2025

TOTAL

1,006,359

11.3% ▲

VISITOR BY AGE

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
0 - 11	66,960	 10,147	77,107	15.2%	 7.4%	 7.7%
12-19	74,016	 11,177	85,193	15.1%	 8.2%	 8.5%
20 - 29	109,829	 16,503	126,332	15.0%	 12.1%	 12.6%
30 - 39	135,322	 16,962	152,284	12.5%	 15.0%	 15.1%
40 - 49	151,877	 21,925	173,802	14.4%	 16.8%	 17.3%
50 - 59	162,059	 13,041	175,100	8.0%	 17.9%	 17.4%
60 - 69	132,958	 7,268	140,226	5.5%	 14.7%	 13.9%
70 +	71,227	 5,078	76,305	7.1%	 7.9%	 7.6%
Not Stated	12	-2	10	-16.7%	0.0%	0.0%
Total	904,260	 102,099	1,006,359	11.3%		

GENERATION

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
Gen A	52,227	 8,005	60,232	15.3%	 5.8%	 6.0%
Gen Z	151,087	 22,787	173,874	15.1%	 16.7%	 17.3%
Millennials	213,754	 28,597	242,351	13.4%	 23.6%	 24.1%
Gen X	237,299	 27,644	264,943	11.6%	 26.2%	 26.3%
Baby Boomers	223,553	 12,867	236,420	5.8%	 24.7%	 23.5%
Silent Generations	26,328	 2,201	28,529	8.4%	 2.9%	 2.8%
Age not specified	12	-2	10	-16.7%	0.0%	0.0%
Total	904,260	 102,099	1,006,359	11.3%		



CARRIERS

YTD 2026/2025

TOTAL

1,006,359

11.3% ▲

	2025		Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
JETBLUE	202,036		4,503	206,539	2.2%	22.3%	20.5%
AMERICAN AIRLINES	165,734		11,700	177,434	7.1%	18.3%	17.6%
UNITED AIRLINES	126,949		21,236	148,185	16.7%	14.0%	14.7%
DELTA AIRLINES	108,898		11,800	120,698	10.8%	12.0%	12.0%
COPA AIRLINES	39,720		13,618	53,338	34.3%	4.4%	5.3%
AVIANCA	39,092		8,964	48,056	22.9%	4.3%	4.8%
SOUTHWEST AIRLINES	40,963		2,487	43,450	6.1%	4.5%	4.3%
WESTJET AIRLINES	25,899		7,340	33,239	28.3%	2.9%	3.3%
LATAM AIRLINES PERU	21,472		6,520	27,992	30.4%	2.4%	2.8%
KLM ROYAL DUTCH	20,986		1,125	22,111	5.4%	2.3%	2.2%
WINGO	16,953		4,923	21,876	29.0%	1.9%	2.2%
AEROLINEAS ARGENTINAS	0		17,620	17,620	-	0.0%	1.8%
DIVI DIVI AIR	12,003		3,453	15,456	28.8%	1.3%	1.5%
AIR CANADA	10,281		3,876	14,157	37.7%	1.1%	1.4%
SPIRIT AIRLINES	12,686	-3,733		8,953	-29.4%	1.4%	0.9%
GOL	8,646	-23		8,623	-0.3%	1.0%	0.9%
EZ AIR	7,650	-256		7,394	-3.3%	0.8%	0.7%
TUI FLY NL	6,130		764	6,894	12.5%	0.7%	0.7%
WINAIR	6,197		541	6,738	8.7%	0.7%	0.7%
PRIVATE	7,024	-1,340		5,684	-19.1%	0.8%	0.6%
SURINAM AIRWAYS	3,361		227	3,588	6.8%	0.4%	0.4%
CHARTER/NON-SCHEDULED	7,991	-5,022		2,969	-62.8%	0.9%	0.3%
SUN COUNTRY AIRLINES	4,363	-2,064		2,299	-47.3%	0.5%	0.2%
ARAJET	1,117		358	1,475	32.1%	0.1%	0.1%
FRONTIER AIRLINES	1,281	-610		671	-47.6%	0.1%	0.1%
AIR CENTURY	419		59	478	14.1%	0.0%	0.0%
OTHERS	6,409	-5,967		442	-93.1%	0.7%	0.0%
Total	904,260		102,099	1,006,359	11.3%		



EMBARKATION POINTS

YTD 2026/2025

TOTAL

1,006,359

11.3% ▲

		2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
JFK NY	JFK	132,488	-24	132,464	0.0%	14.7%	13.2%
Boston	BOS	112,500	-133	112,367	-0.1%	12.4%	11.2%
Newark	EWR	90,876	-6,874	84,002	-7.6%	10.0%	8.3%
Miami	MIA	60,295	9,174	69,469	15.2%	6.7%	6.9%
Atlanta	ATL	51,658	6,159	57,817	11.9%	5.7%	5.7%
Bogota	BOG	45,565	11,248	56,813	24.7%	5.0%	5.6%
Charlotte	CLT	58,319	-2,526	55,793	-4.3%	6.4%	5.5%
Panama City	PTY	39,777	13,629	53,406	34.3%	4.4%	5.3%
Toronto	YYZ	41,414	5,998	47,412	14.5%	4.6%	4.7%
Philadelphia	PHL	40,030	-3,461	36,569	-8.6%	4.4%	3.6%
Chicago	ORD	13,831	22,413	36,244	162.0%	1.5%	3.6%
G.Bush DC	IAD	27,853	5,190	33,043	18.6%	3.1%	3.3%
Orlando	MCO	29,055	1,735	30,790	6.0%	3.2%	3.1%
Amsterdam	AMS	27,051	1,968	29,019	7.3%	3.0%	2.9%
Lima, Peru	LIM	21,473	5,602	27,075	26.1%	2.4%	2.7%
Curacao	CUR	23,073	3,346	26,419	14.5%	2.6%	2.6%
Fort Lauderdale	FLL	12,934	7,667	20,601	59.3%	1.4%	2.0%
Ezeiza International Airport ARG	EZE	0	17,131	17,131	-	0.0%	1.7%
Houston International	IAH	13,974	630	14,604	4.5%	1.5%	1.5%
Baltimore	BWI	11,926	761	12,687	6.4%	1.3%	1.3%
Medellin	MDE	8,327	352	8,679	4.2%	0.9%	0.9%
Sao Paulo	GRU	8,646	-141	8505	-1.6%	1.0%	0.8%
Minneapolis St. Paul Inter Airp	MSP	8,857	-2,085	6,772	-23.5%	1.0%	0.7%
Sint Maarten	SXM	6,188	573	6,761	9.3%	0.7%	0.7%
Dallas Fort Worth Int Airport	DFW	4,170	-349	3,821	-8.4%	0.5%	0.4%
OTHERS	Others	13,980	4,116	18,096	29.4%	1.5%	1.8%
Total		904,260	102,099	1,006,359	11.3%		



CRUISE COMPARATION

CRUISE YTD

July 2025/2026



CRUISE PAX

2025

556,935

2026

590,415

ABSOLUTE GROWTH PAX

YTD JULY 2026

33,480

6.01% ▲



CRUISE CALL

2025

212

2026

227

ABSOLUTE GROWTH CALLS

YTD JULY 2026

15

7.08% ▲



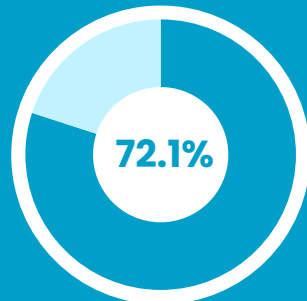
RESULT MONTH 2026

TOTAL
ARRIVALS

160,858



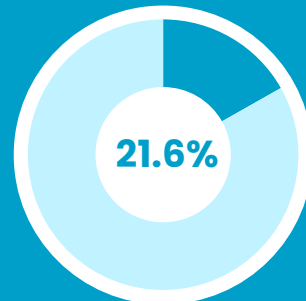
NORTH AMERICA



115,932



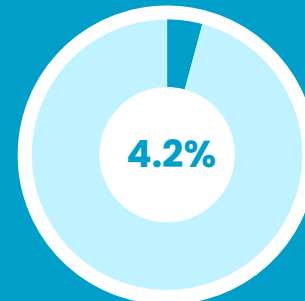
SOUTH AMERICA



34,693



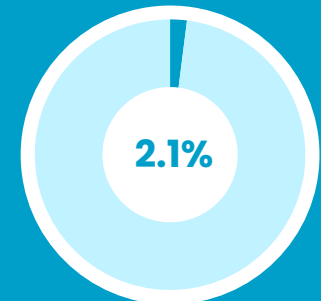
EUROPE



6,787



OTHERS



3,446



ARRIVALS

JULY 2026/2025

TOTAL

160,858

13.4%▲

	2025		Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
USA	103,430		7,806	111,236	7.5%	72.9%	69.2%
Canada	4,674		22	4,696	0.5%	3.3%	2.9%
NA	108,104		7,828	115,932	7.2%	76.2%	72.1%
Venezuela	376	-51		325	-13.6%	0.3%	0.2%
Colombia	5,594		2,168	7,762	38.8%	3.9%	4.8%
Brazil	3,076		174	3,250	5.7%	2.2%	2.0%
Argentina	8,592		8,313	16,905	96.8%	6.1%	10.5%
Chile	1,122		71	1,193	6.3%	0.8%	0.7%
Ecuador	770	-22		748	-2.9%	0.5%	0.5%
Peru	1,979	-12		1,967	-0.6%	1.4%	1.2%
Paraguay	134		58	192	43.3%	0.1%	0.1%
Uruguay	608		40	648	6.6%	0.4%	0.4%
Mexico	396		43	439	10.9%	0.3%	0.3%
Others	1,432	-168		1,264	-11.7%	1.0%	0.8%
SA	24,079		10,614	34,693	44.1%	17.0%	21.6%
Netherlands	3,373		253	3,626	7.5%	2.4%	2.3%
UK	327		52	379	15.9%	0.2%	0.2%
Germany	335	-25		310	-7.5%	0.2%	0.2%
Italy	535		65	600	12.1%	0.4%	0.4%
Sweden	58		18	76	31.0%	0.0%	0.0%
Belgium	178	-24		154	-13.5%	0.1%	0.1%
Austria	58		24	82	41.4%	0.0%	0.1%
Switzerland	280		23	303	8.2%	0.2%	0.2%
Others	1,148		109	1,257	9.5%	0.8%	0.8%
Europe	6,292		495	6,787	7.9%	4.4%	4.2%
ROW	3,429		17	3,446	0.5%	2.4%	2.1%
Total	141,904		18,954	160,858	13.4%		
W/O Ven.	141,528		19,005	160,533	13.4%		



ARRIVALS USA

JULY 2026/2025

TOTAL
111,236
7.5% ▲

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
New York	22,315	-844 	21,471	-3.8%	 21.6%	 19.3%
Massachusetts	8,643	 1,087	9,730	12.6%	 8.4%	 8.7%
New Jersey	15,469	-592 	14,877	-3.8%	 15.0%	 13.4%
Pennsylvania	6,599	-153 	6,446	-2.3%	 6.4%	 5.8%
Illinois	2,185	 696	2,881	31.9%	 2.1%	 2.6%
Connecticut	3,610	 158	3,768	4.4%	 3.5%	 3.4%
Florida	5,788	 1,467	7,255	25.3%	 5.6%	 6.5%
Ohio	2,676	 408	3,084	15.2%	 2.6%	 2.8%
Maryland	3,839	 436	4,275	11.4%	 3.7%	 3.8%
Michigan	838	 75	913	8.9%	 0.8%	 0.8%
Virginia	3,441	 542	3,983	15.8%	 3.3%	 3.6%
Georgia	2,973	 52	3,025	1.7%	 2.9%	 2.7%
North Carolina	3,025	 108	3,133	3.6%	 2.9%	 2.8%
Texas	5,123	 1,678	6,801	32.8%	 5.0%	 6.1%
California	2,347	 482	2,829	20.5%	 2.3%	 2.5%
Other	14,559	 2,206	16,765	15.2%	 14.1%	 15.1%
Total	103,430	 7,806	111,236	7.5%		



NIGHTS

JULY 2026/2025

TOTAL
1,073,422
12.9%▲

	2025		Growth	2026	% Growth	ALOS 2025	ALOS 2026
USA	633,136		42,318	675,454	6.7%	6.1	6.1
Canada	38,556	-184		38,372	-0.5%	8.2	8.2
NA	671,692		42,134	713,826	6.3%	6.2	6.2
Venezuela	4,941	-1,296		3,645	-26.2%	13.1	11.2
Colombia	38,394		6,534	44,928	17.0%	6.9	5.8
Brazil	19,912		1,119	21,031	5.6%	6.5	6.5
Argentina	74,315		71,215	145,530	95.8%	8.6	8.6
Chile	8,659		249	8,908	2.9%	7.7	7.5
Ecuador	3,753	-29		3,724	-0.8%	4.9	5.0
Peru	11,812	-343		11,469	-2.9%	6.0	5.8
Paraguay	946		311	1,257	32.9%	7.1	6.5
Uruguay	4,771		326	5,097	6.8%	7.8	7.9
Mexico	3,072	-364		2,708	-11.8%	7.8	6.2
Others	10,220	-1,886		8,334	-18.5%	7.1	6.6
SA	180,795		75,836	256,631	41.9%	7.5	7.4
Netherlands	49,606		1,441	51,047	2.9%	14.7	14.1
UK	2,980		292	3,272	9.8%	9.1	8.6
Germany	3,520	-362		3,158	-10.3%	10.5	10.2
Italy	4,247		89	4,336	2.1%	7.9	7.2
Sweden	536		172	708	32.1%	9.2	9.3
Belgium	1,921	-351		1,570	-18.3%	10.8	10.2
Austria	671	-6		665	-0.9%	11.6	8.1
Switzerland	2,404	-15		2,389	-0.6%	8.6	7.9
Others	11,438		371	11,809	3.2%	10.0	9.4
Europe	77,323		1,631	78,954	2.1%	12.3	11.6
ROW	21,253		2,758	24,011	13.0%	6.2	7.0
Total	951,063		122,359	1,073,422	12.9%	6.7	6.7



ACCOMMODATIONS

JULY 2026/2025

TOTAL
160,858
13.4%▲

ARRIVALS BY ACCOMMODATION

	2025		Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
EP	38,870		7,603	46,473	19.6%	27.4%	28.9%
All Inclusive	21,151	-2,837		18,314	-13.4%	14.9%	11.4%
Timeshare	32,335		2,407	34,742	7.4%	22.8%	21.6%
Others	49,548		11,781	61,329	23.8%	34.9%	38.1%
Total	141,904		18,954	160,858	13.4%		

NIGHTS BY ACCOMMODATION

	2025		Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
EP	216,952		44,065	261,017	20.3%	22.8%	24.3%
All Inclusive	119,798	-17,304		102,494	-14.4%	12.6%	9.5%
Timeshare	239,972		17,766	257,738	7.4%	25.2%	24.0%
Others	374,341		77,832	452,173	20.8%	39.4%	42.1%
Total	951,063		122,359	1,073,422	12.9%		



ACCOMODATIONS BY MARKETS

JULY 2026/2025

TOTAL
160,858
13.4%▲

	EP			ALL INCLUSIVE		
	2026	2025	%Growth	2026	2025	%Growth
USA	36,347	31,354	15.9%	15,326	17,446	-12.2%
Venezuela	57	67	-14.9%	0	3	-100.0%
Netherlands	414	390	6.2%	64	127	-49.6%
Canada	935	801	16.7%	335	944	-64.5%
Brazil	1,549	1,317	17.6%	126	140	-10.0%
Colombia	977	590	65.6%	284	240	18.3%
Argentina	2,926	1,560	87.6%	1,135	1,092	3.9%
Chile	354	257	37.7%	188	221	-14.9%
Peru	641	398	61.1%	244	342	-28.7%
UK	135	121	11.6%	28	24	16.7%
Italy	207	180	15.0%	158	117	35.0%
Total mainmkt	44,542	37,035	20.3%	17,888	20,696	-13.6%
All Visitors	46,473	38,870	19.6%	18,314	21,151	-13.4%

	TIME SHARE			OTHERS		
	2026	2025	%Growth	2026	2025	% Growth
USA	28,924	27,529	5.1%	30,639	27,101	13.1%
Venezuela	99	67	47.8%	169	239	-29.3%
Netherlands	135	174	-22.4%	3,013	2,682	12.3%
Canada	503	384	31.0%	2,923	2,545	14.9%
Brazil	287	377	-23.9%	1,288	1,242	3.7%
Colombia	857	817	4.9%	5,644	3,947	43.0%
Argentina	2,757	1,683	63.8%	10,087	4,257	137.0%
Chile	187	195	-4.1%	464	449	3.3%
Peru	248	278	-10.8%	834	961	-13.2%
UK	50	35	42.9%	166	147	12.9%
Italy	41	36	13.9%	194	202	-4.0%
Total mainmkt	34,088	31,575	8.0%	55,421	43,772	26.6%
All Visitors	34,742	32,335	7.4%	61,329	49,548	23.8%



TOTAL
160,858
13.4%▲

	EP		ALL INCLUSIVE		TIMESHARE		OTHERS	
	2026	2025	2026	2025	2026	2025	2026	2025
USA	78.2%	80.7%	83.7%	82.5%	83.3%	85.1%	50.0%	54.7%
Venezuela	0.1%	0.2%	0.0%	0.0%	0.3%	0.2%	0.3%	0.5%
Netherlands	0.9%	1.0%	0.3%	0.6%	0.4%	0.5%	4.9%	5.4%
Canada	2.0%	2.1%	1.8%	4.5%	1.4%	1.2%	4.8%	5.1%
Brazil	3.3%	3.4%	0.7%	0.7%	0.8%	1.2%	2.1%	2.5%
Colombia	2.1%	1.5%	1.6%	1.1%	2.5%	2.5%	9.2%	8.0%
Argentina	6.3%	4.0%	6.2%	5.2%	7.9%	5.2%	16.4%	8.6%
Chile	0.8%	0.7%	1.0%	1.0%	0.5%	0.6%	0.8%	0.9%
Peru	1.4%	1.0%	1.3%	1.6%	0.7%	0.9%	1.4%	1.9%
UK	0.3%	0.3%	0.2%	0.1%	0.1%	0.1%	0.3%	0.3%
Italy	0.4%	0.5%	0.9%	0.6%	0.1%	0.1%		



VISITORS BY AGE/GENERATION

YTD JULY 2026/2025

TOTAL
160,858
13.4%▲

VISITOR BY AGE

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
0 - 11	13,273	 2,243	15,516	16.9%	 9.4%	 9.6%
12-19	18,813	 3,276	22,089	17.4%	 13.3%	 13.7%
20 - 29	18,845	 2,671	21,516	14.2%	 13.3%	 13.4%
30 - 39	19,509	 2,686	22,195	13.8%	 13.7%	 13.8%
40 - 49	27,818	 4,153	31,971	14.9%	 19.6%	 19.9%
50 - 59	23,688	 2,739	26,427	11.6%	 16.7%	 16.4%
60 - 69	12,616	 722	13,338	5.7%	 8.9%	 8.3%
70 +	7,341	 465	7,806	6.3%	 5.2%	 4.9%
Not Stated	1	-1	0	-100.0%	0.0%	0.0%
Total	141,904	 18,954	160,858	13.4%		

GENERATION

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
Gen A	9,801	 1,686	11,487	17.2%	 6.9%	 7.1%
Gen Z	34,054	 5,481	39,535	16.1%	 24.0%	 24.6%
Millennials	31,768	 4,519	36,287	14.2%	 22.4%	 22.6%
Gen X	40,952	 5,534	46,486	13.5%	 28.9%	 28.9%
Baby Boomers	22,471	 1,586	24,057	7.1%	 15.8%	 15.0%
Silent Generations	2,857	 149	3,006	5.2%	 2.0%	 1.9%
Age not specified	1	-1	0	-100.0%	0.0%	0.0%
Total	141,904	 18,954	160,858	13.4%		



CARRIERS

JULY 2026/2025

TOTAL

160,858

13.4%▲

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
JETBLUE	36,940	477	37,417	1.3%	26.0%	23.3%
AMERICAN AIRLINES	25,001	2,628	27,629	10.5%	17.6%	17.2%
UNITED AIRLINES	21,740	3,976	25,716	18.3%	15.3%	16.0%
DELTA AIRLINES	11,953	1,012	12,965	8.5%	8.4%	8.1%
COPA AIRLINES	6,885	3,206	10,091	46.6%	4.9%	6.3%
SOUTHWEST AIRLINES	6,720	2,007	8,727	29.9%	4.7%	5.4%
AVIANCA	7,734	837	8,571	10.8%	5.5%	5.3%
WINGO	3,545	2,366	5,911	66.7%	2.5%	3.7%
LATAM AIRLINES PERU	3,171	1,624	4,795	51.2%	2.2%	3.0%
WESTJET AIRLINES	3,668	-185	3,483	-5.0%	2.6%	2.2%
KLM ROYAL DUTCH	3,305	-185	3,120	-5.6%	2.3%	1.9%
AEROLINEAS ARGENTINAS	0	2,755	2,755	-	0.0%	1.7%
DIVI DIVI AIR	1,929	563	2,492	29.2%	1.4%	1.5%
GOL	2,111	-712	1,399	-33.7%	1.5%	0.9%
EZ AIR	1,259	74	1,333	5.9%	0.9%	0.8%
TUI FLY NL	813	239	1,052	29.4%	0.6%	0.7%
WINAIR	1,066	-29	1,037	-2.7%	0.8%	0.6%
PRIVATE	744	154	898	20.7%	0.5%	0.6%
AIR CANADA	0	475	475	-	0.0%	0.3%
SURINAM AIRWAYS	447	26	473	5.8%	0.3%	0.3%
CHARTER	355	-104	251	-29.3%	0.3%	0.2%
ARAJET	222	-27	195	-12.2%	0.2%	0.1%
AIR CENTURY	53	19	72	35.8%	0.0%	0.0%
ARUBA AIRLINES	0	1	1	-	0.0%	0.0%
FRONTIER AIRLINES	582	-582	0	-100.0%	0.4%	0.0%
SKY HIGH AVIATION	58	-58	0	-100.0%	0.0%	0.0%
OTHERS	1,603	-1,603	0	-100.0%	1.1%	0.0%
Total	141,904	18,954	160,858	13.4%		



EMBARKATION POINTS

JULY 2026/2025

TOTAL

160,858

13.4%▲

		2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
JFK NY	JFK	25,730	-1,759	23,971	-6.8%	18.1%	14.9%
Boston	BOS	12,163	2,321	14,484	19.1%	8.6%	9.0%
Miami	MIA	8,694	3,481	12,175	40.0%	6.1%	7.6%
Newark	EWR	15,367	-3,271	12,096	-21.3%	10.8%	7.5%
Panama City	PTY	6,885	3,208	10,093	46.6%	4.9%	6.3%
Bogota	BOG	9,121	710	9,831	7.8%	6.4%	6.1%
Charlotte	CLT	9,417	-77	9,340	-0.8%	6.6%	5.8%
Atlanta	ATL	6,927	-7	6,920	-0.1%	4.9%	4.3%
Philadelphia	PHL	6,179	-743	5,436	-12.0%	4.4%	3.4%
Orlando	MCO	3,844	1,415	5,259	36.8%	2.7%	3.3%
G.Bush DC	IAD	5,118	123	5,241	2.4%	3.6%	3.3%
Houston International	IAH	4,569	402	4,971	8.8%	3.2%	3.1%
Chicago	ORD	1,351	3,553	4,904	263.0%	1.0%	3.0%
Lima, Peru	LIM	3,171	1,624	4,795	51.2%	2.2%	3.0%
Curacao	CUR	3,980	448	4,428	11.3%	2.8%	2.8%
Amsterdam	AMS	4,118	56	4,174	1.4%	2.9%	2.6%
Toronto	YYZ	3,668	290	3,958	7.9%	2.6%	2.5%
Fort Lauderdale	FLL	1623	1,932	3,555	119.0%	1.1%	2.2%
Baltimore	BWI	2,876	594	3,470	20.7%	2.0%	2.2%
Ezeiza International Airport ARG	EZE	0	2,760	2,760	-	0.0%	1.7%
Medellin	MDE	1,147	367	1,514	32.0%	0.8%	0.9%
Cali, Alfonso Bonilla Aragon	CLO	1,082	363	1445	33.5%	0.8%	0.9%
Sao Paulo	GRU	2,111	-708	1,403	-33.5%	1.5%	0.9%
Sint Maarten	SXM	1,035	-3	1,032	-0.3%	0.7%	0.6%
Bucaramanga, Palo Negro Airport	BGA	0	1,012	1,012	-	0.0%	0.6%
OTHERS	Others	1,728	863	2,591	49.9%	1.2%	1.6%
Total		141,904	18,954	160,858	13.4%		



CRUISE COMPARATION

CRUISE

July 2025/2026



CRUISE PAX

2025

42,085

2026

39,247

ABSOLUTE GROWTH PAX

JULY 2026

-2,838

-6.67 % ▼



CRUISE CALL

2025

15

2026

14

ABSOLUTE GROWTH CALLS

JULY 2026

-1

-6.74% ▼



ARUBA
ARUBA TOURISM
AUTHORITY

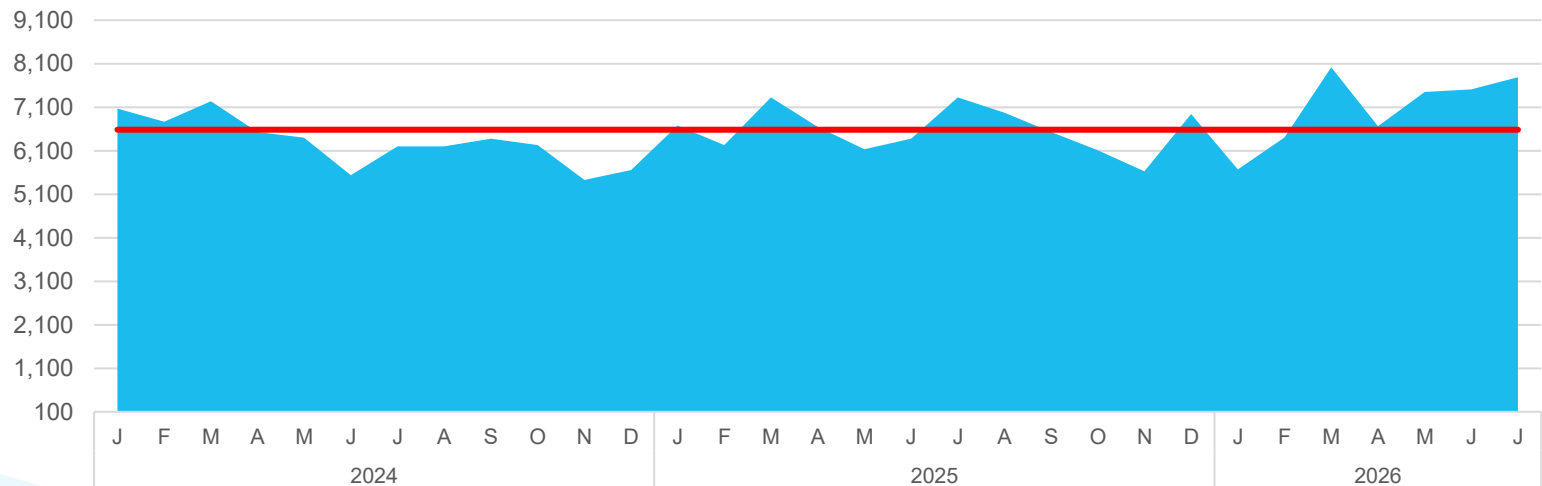


GUEST
SATISFACTION



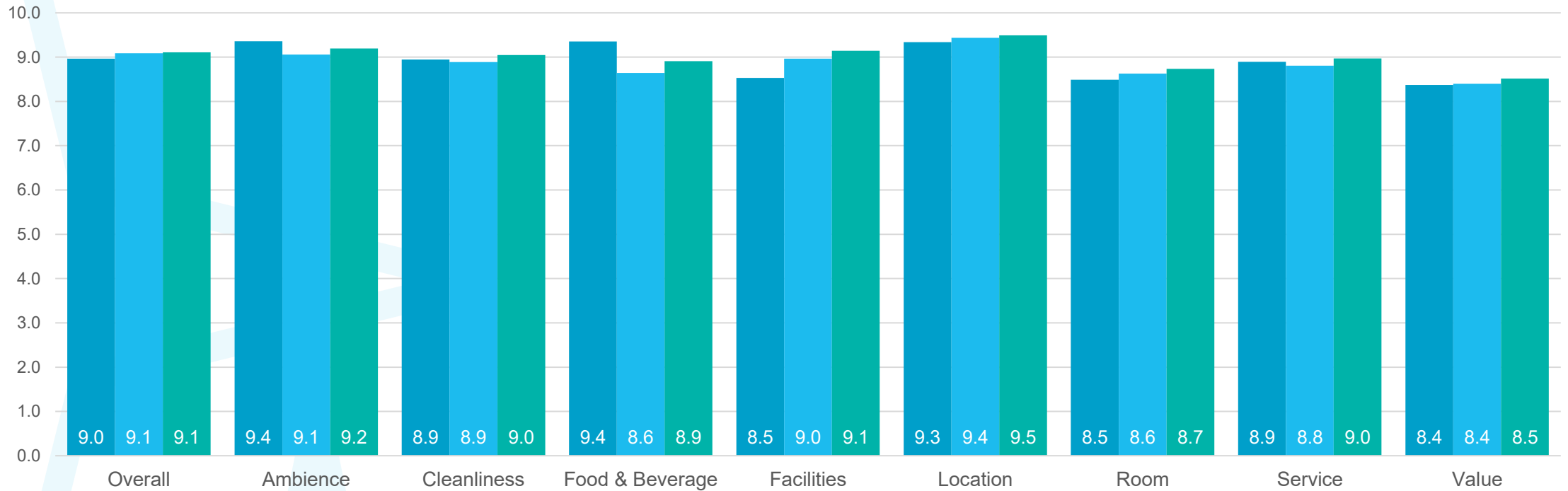
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GUEST EXPERIENCE INDEX (GEI)





VACATIONS RENTALS



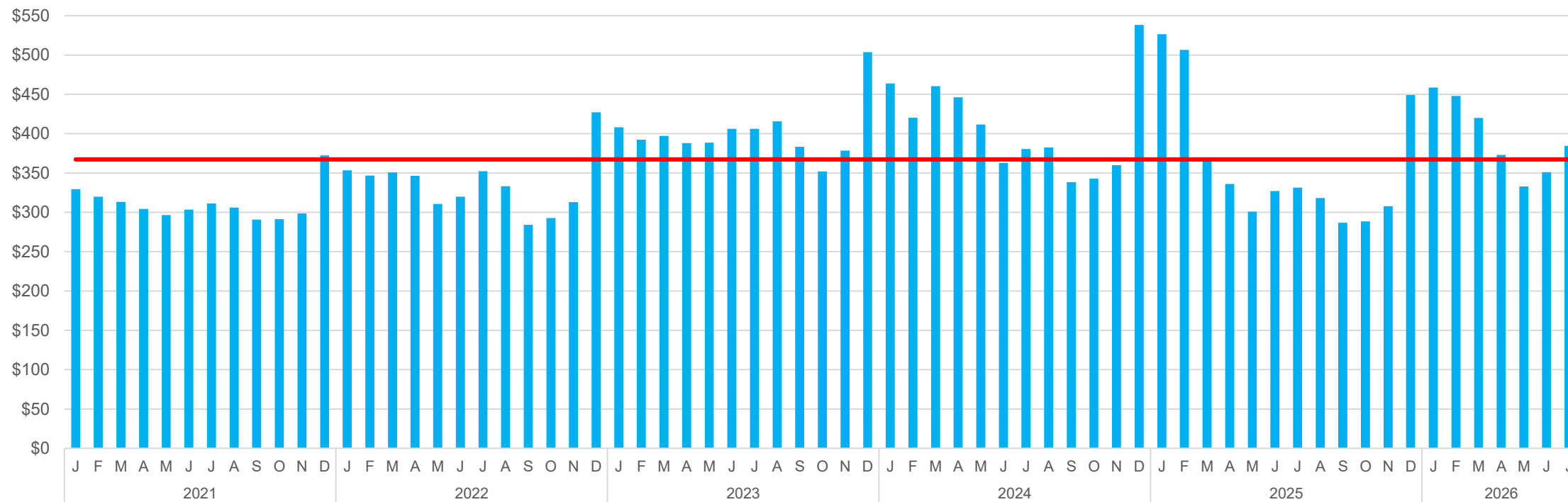


INTRODUCTION

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.





TIDBITS

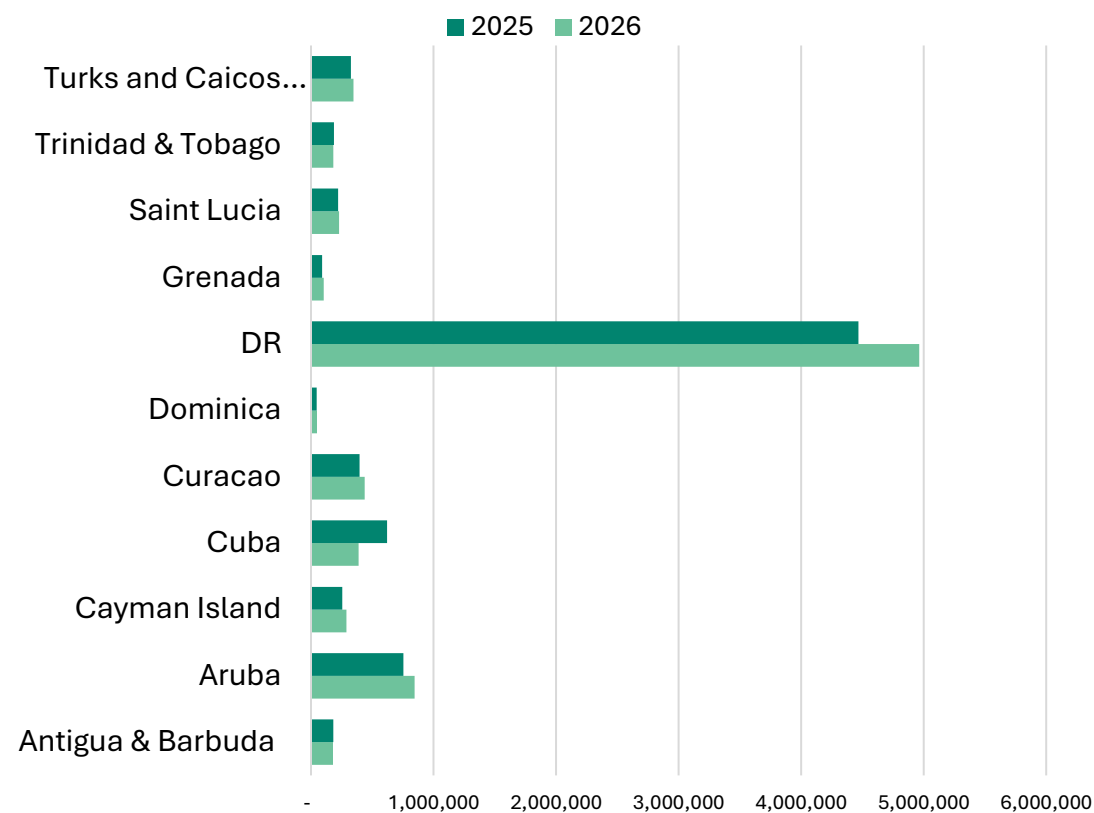
Caribbean Arrivals (CTO)- Q2 2026
Visa Credit Card - Q2 2026

CTO - Caribbean Arrivals Q2 - 2026

THIS ANALYSIS INCLUDES ONLY THOSE ISLANDS FOR WHICH RESULTS WERE REPORTED BETWEEN JANUARY AND JUNE 2026.



	2026	% Growth
Antigua & Barbuda	179,943	-0.5%
Aruba	845,501	10.9%
Cayman Island	288,694	11.3%
Cuba	387,591	-60.5%
Curacao	437,084	9.3%
Dominica	49,877	6.4%
Dominican Republic	4,963,343	10.0%
Grenada	103,014	11.7%
Saint Lucia	228,091	2.5%
Trinidad & Tobago	182,938	-2.6%
Turks and Caicos Islands	345,590	5.7%



Visa Credit Card

METHODOLOGICAL OVERVIEW

Data scope definition

- The Visa Destination Insights reports **sales volume for international Visa Cardholders visiting Aruba.**
- The data is sourced from VisaNet which contains **all transactions conducted using Visa-branded cards and settled through Visa's network “physically” present in Aruba.** Visa Destination Insights data is empirical. based on verified transaction data from VisaNet. includes all Visa credit. debit. prepaid. commercial and small business transactions. as well as ATM cash transactions processed through Visa's PLUS ATM Network on Aruba.
- Data are selected with **the following criteria:**
 - ✓ The Visa card was issued by a **foreign bank.**
 - ✓ The transaction was conducted **in Aruba during Q2 2026.**
 - ✓ The transaction was **conducted face-to-face.** not through the Internet or as a telephone transaction. *Online booking* of accommodations. travel packages and attractions are not included in the data.
 - ✓ The transaction **excluded the following merchant categories:** *Direct Marketing. Catalog Marketing. Telemarketing. Airlines. Schools. colleges and universities.*
- Any cardholder whose purchase history indicates that they are a **long-term resident** rather than a tourist will have all their transactions excluded (based on consecutive spending on the last 3 months and/or in specific categories such as electrical, phone, water, self storage or insurance...).
- No individual cardholder or merchant data is ever displayed or analyzed.

Visa Credit Card Metrics Definition & Scope

METHODOLOGICAL OVERVIEW



Metrics Definition

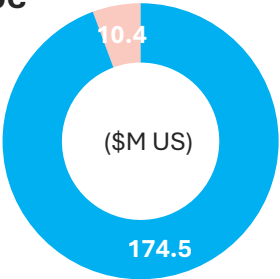
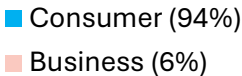
- **Consumer / Commercial:** based on the type of Visa card used in the transaction. All business cards are aggregated as "Commercial" ; all personal cards are aggregated as "Consumer" .
- **Originating Country:** the home of the cardholder of the Visa card used in the transaction.
- **Quarter:** the calendar quarter, based on the date of the transaction.
- **Cardholder Count:** the number of distinct Visa cards used. Note that this is a **count of cards**, not persons. One person using multiple cards will be counted for each different card used. If there were fewer than 10 distinct cardholders from a given Country, the value for that Country is shown as "< 10".
- **Sales Amount / Total Spend Amount:** the value (\$US) of purchases at the point of sale.
- **Transaction Count:** the number of Visa transactions.
- **Avg Ticket:** the average dollar value of each transaction (Total Spend Amount / Transaction Count).
- **Cash withdrawal:** the total value (\$US) of cash withdrawn using a Visa card at an ATM or bank. Spend categories with cash are not tracked.

Visa Credit Card Spending Trends

OVERALL SPENDING & Y/Y EVOLUTIONS

<i>Sales transactions</i>	# of Issuer Countries	Total Spend Amount	Y/Y Growth	Average Ticket / transaction	Spend / Cardholder
Q2 2026	136	\$184 879 067	↑16,9%	\$ 100	\$ 608

Spend by Card Type



Q2 2026 – Card transactions						Y/Y Growth				
	Cardholder Count (Net)	Total Spend Amount	Spend per Cardholder	Trans Count	Avg Ticket	Cardholder Count (Net)	Total Spend Amount	Spend per Cardholder	Trans Count	Avg Ticket
Consumer	293 318	\$174 514 749	\$595	1 790 310	\$98	20%	17%	-2%	25%	-6%
Business	10 990	\$10 364 318	\$943	59 117	\$175	13%	15%	2%	16%	-1%
Total	304 308	\$184 879 067	\$608	1 849 427	\$100	19%	17%	-2%	25%	-6%

Cash withdrawal
\$ 15 019 587



During Q2 2026, **304 308 VISA cardholders** from **136 issuer countries** have spent **US\$ 184.9 millions** in Aruba, a **Y/Y growth of 16.9%** in total sales. This was supported by a 19% **increase in cardholder count** and a 25% rise in **transactions**. **US\$ 15 Million was withdrawn in cash**. Consumer cards drove the vast majority of spend (94%), while the average ticket eased slightly to \$100 (-6% Y/Y).

Visa Credit Card Top Spend Categories

(% OF TOTAL SPEND AMOUNT)

In Q2 2026, **Restaurants & Dining** remained the top spending category at \$56.7 million (30.7% of total spend), up 19.5% Y/Y. **Hotels & Lodging** and **Retail** followed, at 23.8% and 21.3% of spend, respectively. The **strongest growth came from Fuel** (+42.6%) and **Food & Grocery** (+33.3%), while **Travel Services** (-12.0%) was the only category to really decline.

■ RESTAURANTS & DINING

■ HOTELS & LODGING

■ RETAIL

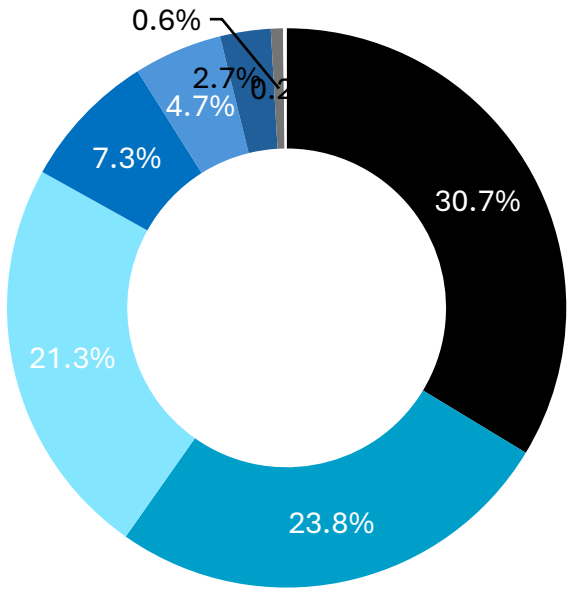
■ FOOD & GROCERY

■ TRANSPORTATION

■ ENTERTAINMENT

■ FUEL

DRUG STORES &
PHARMACIES



TOP 10 Categories	Spend Amount (US \$)	\$ Y/Y Growth	Cardholder Count	Spend per Cardholder
RESTAURANTS & DINING	\$56 728 158	19.5%	208 578	\$272
HOTELS & LODGING	\$43 962 405	15.0%	43 311	\$1,015
RETAIL	\$39 293 207	15.6%	176 079	\$223
FOOD & GROCERY	\$13 440 159	33.3%	110 479	\$122
TRANSPORTATION	\$8 616 493	24.7%	41 257	\$209
ENTERTAINMENT	\$4 922 150	0.4%	31 856	\$155
FUEL	\$1 185 289	42.6%	31 221	\$38
DRUG STORES & PHARMACIES	\$345 144	27.3%	12 270	\$28

Visa Credit Card Focus on Accommodation

QUARTERLY TRENDS

PERIOD	Spend Amount (US \$)	% of Total Spend	Cardholder Count	Spend per Cardholder
Q3-2024 	\$33 994 613	 26%	36 970 	\$920 
Q4-2024 	\$34 623 187	 22%	35 348 	\$ 979 
Q1-2025 	\$49 614 276	 25%	45 598 	\$ 1 088 
Q2-2025 	\$38 218 255	 24%	39 776 	\$961 
Q3-2025 	\$38 466 452	 24%	39 698 	\$969 
Q4-2025 	\$40 680 299	 23%	40 427 	\$1 006 
Q1-2026 	\$56 892 331	 25%	47 153 	\$1 207 
Q2 - 2026 	\$43 962 405	 24%	43 311 	\$1 015 

In Q2 2026, **lodging spend reached \$43.96 million** across **43,311 cardholders**, averaging \$1,015 per cardholder, accounting for **24% of total spend**.

Both spending and cardholder count increased **from the Q1 2026 peak** (\$56.9 million, 47,153 cardholders).

Year over year, however, lodging spend rose from \$38.2 million in Q2 2025 to \$43.6 million in Q2 2026, with cardholders up from 39,776 to 43,057.

Average spend per cardholder on lodging increased from \$961 (Q2 2025) to \$ 1,015 (Q2 2026).

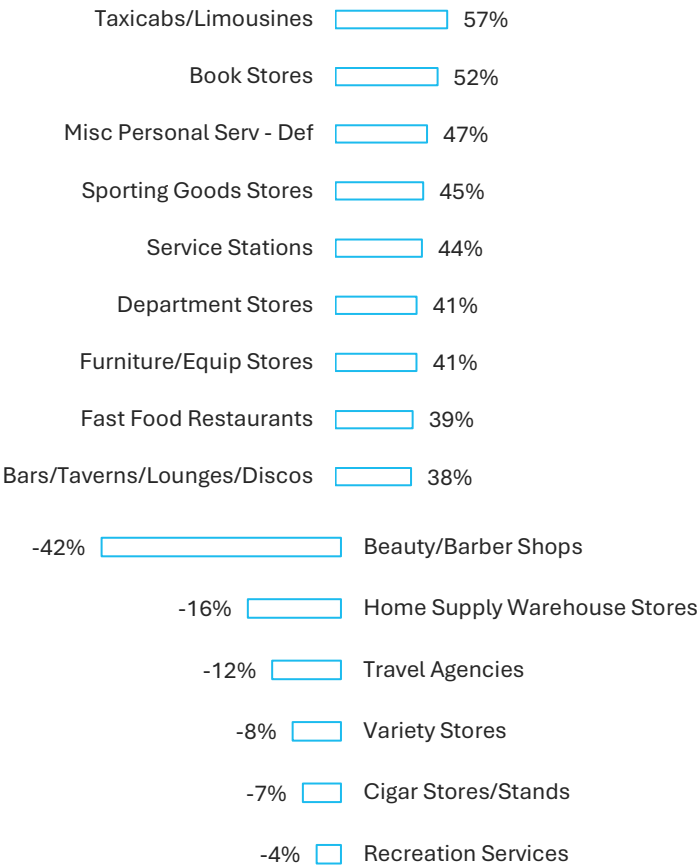
Visa Credit Card Focus on Sub-Categories

SPECIFIC MERCHANT CATEGORIES - ZOOM AMONG KEY CATEGORIES SELECTED BY ARUBA



Top Sub-Categories \$ Y/Y Growth

(based on all individual Visa Merchant Codes with min \$100k spend)





THANK YOU



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