



MONTHLY REPORT

JUNE 2026



SNAPSHOT YTD

December 2025/2026



HOW MANY ARRIVALS?

PAX

845,501

10.9%▲



HOW LONG DID THEY STAY?

NIGHTS

5,727,544

11.2%▲



HOW MANY CRUISE TOURISM?

PAX

551,168

7.1%▲



HOW MANY TOTAL GUESTS?

STAY OVER AND CRUISE PAX

1,396,132

WHERE DID THEY STAY?

EP



NIGHTS

1,286,913

SHARE %

22.5%

ALL INCLUSIVE



NIGHTS

643,650

SHARE %

11.2%

TIME SHARE



NIGHTS

1,421,407

SHARE %

24.8%

OTHERS

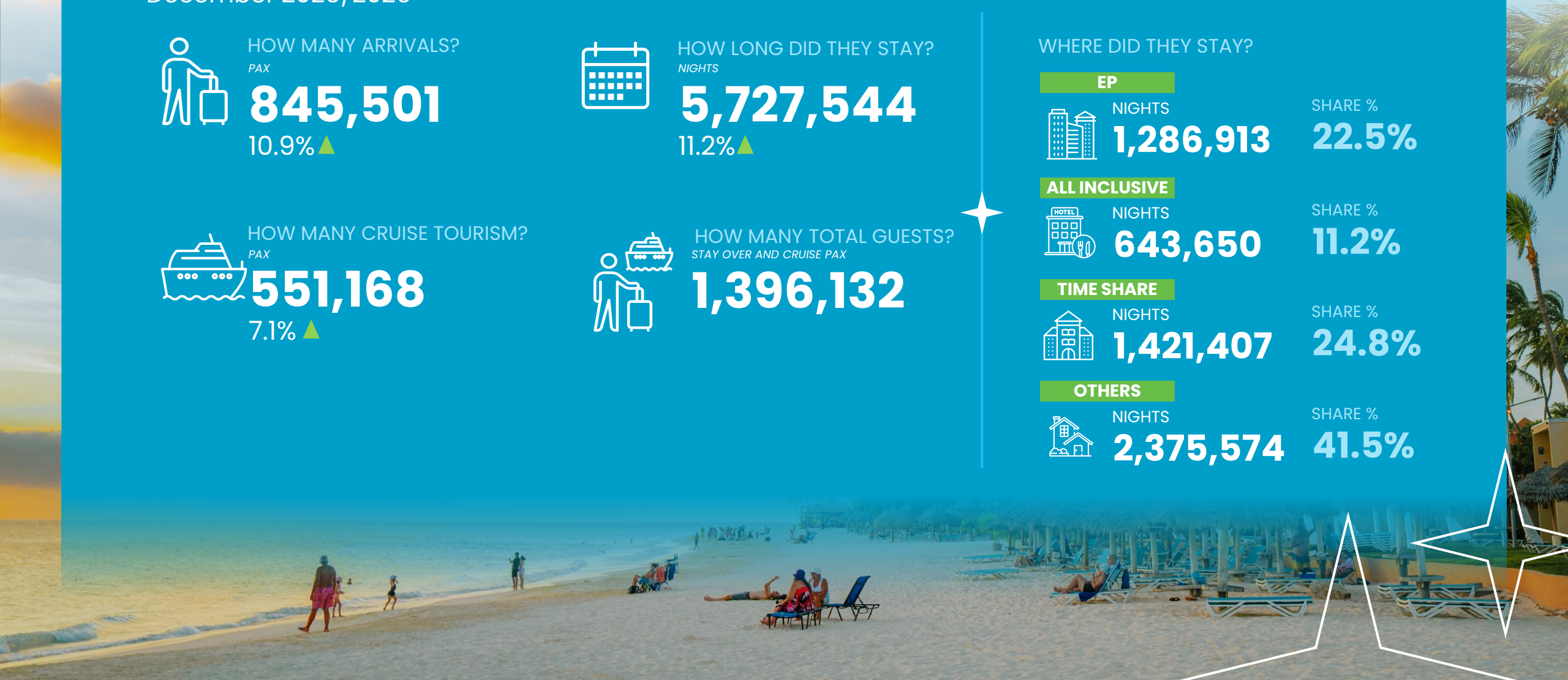


NIGHTS

2,375,574

SHARE %

41.5%



WHAT DID THEY SPEND?



Tourism credits foreign
exchange banks 2025/ 2024

AWG. **5,554,000**
6.5%



Average Daily Tourist
Spending 2025/2024

AWG. **539**
1.3%



Total amount
spend Visa Q1 2026

USD\$ **224,537,281**
12.7%



Average spending
per Visa cardholders Q1 2026

USD\$ **672**
0%

	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 JUNE 2026/2025

TOTAL

845,501

10.9%▲

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
USA	566,864	28,049	594,913	4.9%	74.4%	70.4%
Canada	41,754	5,964	47,718	14.3%	5.5%	5.6%
NA	608,618	34,013	642,631	5.6%	79.8%	76.0%
Venezuela	1,550	73	1,623	4.7%	0.2%	0.2%
Colombia	28,600	634	29,234	2.2%	3.8%	3.5%
Brazil	14,105	-492	13,613	-3.5%	1.9%	1.6%
Argentina	25,062	45,525	70,587	181.6%	3.3%	8.3%
Chile	7,033	-1,294	5,739	-18.4%	0.9%	0.7%
Ecuador	5,171	-303	4,868	-5.9%	0.7%	0.6%
Peru	9,966	330	10,296	3.3%	1.3%	1.2%
Paraguay	866	-8	858	-0.9%	0.1%	0.1%
Uruguay	2,194	350	2,544	16.0%	0.3%	0.3%
Mexico	1,564	253	1,817	16.2%	0.2%	0.2%
Others	7,460	-253	7,207	-3.4%	1.0%	0.9%
SA	103,571	44,815	148,386	43.3%	13.6%	17.6%
Netherlands	17,725	1,541	19,266	8.7%	2.3%	2.3%
UK	2,532	-2	2,530	-0.1%	0.3%	0.3%
Germany	2,209	178	2,387	8.1%	0.3%	0.3%
Italy	1,832	366	2,198	20.0%	0.2%	0.3%
Sweden	505	88	593	17.4%	0.1%	0.1%
Belgium	900	-14	886	-1.6%	0.1%	0.1%
Austria	308	-14	294	-4.5%	0.0%	0.0%
Switzerland	862	134	996	15.5%	0.1%	0.1%
Others	5,675	389	6,064	6.9%	0.7%	0.7%
Europe	32,548	2,666	35,214	8.2%	4.3%	4.2%
ROW	17,619	1,651	19,270	9.4%	2.3%	2.3%
Total	762,356	83,145	845,501	10.9%		
W/O Ven.	760,806	83,072	843,878	10.9%		



ARRIVALS USA

YTD JUNE 2026/2025

TOTAL
594,913
4.9% ▲

	2025		Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
New York	100,609		5,478	106,087	5.4%	17.7%	17.8%
Massachusetts	72,918	-812		72,106	-1.1%	12.9%	12.1%
New Jersey	62,178		2,133	64,311	3.4%	11.0%	10.8%
Pennsylvania	32,924		1,745	34,669	5.3%	5.8%	5.8%
Illinois	14,465		4,010	18,475	27.7%	2.6%	3.1%
Connecticut	21,155		708	21,863	3.3%	3.7%	3.7%
Florida	28,311		2,790	31,101	9.9%	5.0%	5.2%
Ohio	17,040		1,104	18,144	6.5%	3.0%	3.0%
Maryland	15,928		276	16,204	1.7%	2.8%	2.7%
Michigan	11,095		863	11,958	7.8%	2.0%	2.0%
Virginia	16,016		1,513	17,529	9.4%	2.8%	2.9%
Georgia	12,803		1,590	14,393	12.4%	2.3%	2.4%
North Carolina	15,946		682	16,628	4.3%	2.8%	2.8%
Texas	19,330		1,158	20,488	6.0%	3.4%	3.4%
California	9,548	-261		9,287	-2.7%	1.7%	1.6%
Other	116,598		5,072	121,670	4.3%	20.6%	20.5%
Total	566,864		28,049	594,913	4.9%		



NIGHTS

YTD JUNE 2026/2025

TOTAL

5,727,544

11.2% ▲

	2025		Growth	2026	% Growth	ALOS 2025	ALOS 2026
USA	3,612,808		144,202	3,757,010	4.0%	6.4	6.3
Canada	373,557		45,558	419,115	12.2%	8.9	8.8
NA	3,986,365		189,760	4,176,125	4.8%	6.5	6.5
Venezuela	15,683		373	16,056	2.4%	10.1	9.9
Colombia	178,660		1,174	179,834	0.7%	6.2	6.2
Brazil	84,722	-3,928		80,794	-4.6%	6.0	5.9
Argentina	216,485		383,500	599,985	177.1%	8.6	8.5
Chile	52,914	-10,491		42,423	-19.8%	7.5	7.4
Ecuador	22,501	-511		21,990	-2.3%	4.4	4.5
Peru	53,344		1,410	54,754	2.6%	5.4	5.3
Paraguay	5,426		86	5,512	1.6%	6.3	6.4
Uruguay	16,594		3,046	19,640	18.4%	7.6	7.7
Mexico	10,691		1,413	12,104	13.2%	6.8	6.7
Others	45,210	-1,613		43,597	-3.6%	6.1	6.0
SA	702,230		374,459	1,076,689	53.3%	6.8	7.3
Netherlands	231,904		6,340	238,244	2.7%	13.1	12.4
UK	23,208	-2,308		20,900	-9.9%	9.2	8.3
Germany	19,899		1,720	21,619	8.6%	9.0	9.1
Italy	14,845		1,680	16,525	11.3%	8.1	7.5
Sweden	5,420		61	5,481	1.1%	10.7	9.2
Belgium	11,890	-735		11,155	-6.2%	13.2	12.6
Austria	2,469		382	2,851	15.5%	8.0	9.7
Switzerland	7,351		694	8,045	9.4%	8.5	8.1
Others	48,167		2,733	50,900	5.7%	8.5	8.4
Europe	365,153		10,567	375,720	2.9%	11.2	10.7
ROW	95,682		3,328	99,010	3.5%	5.4	5.1
Total	5,149,430		578,114	5,727,544	11.2%	6.8	6.8



ACCOMMODATIONS

YTD JUNE 2026/2025

TOTAL
845,501
10.9%▲

ARRIVALS BY ACCOMMODATION

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
EP	205,027	 29,621	234,648	14.4%	 26.9%	 27.8%
All Inclusive	109,212	 1,144	110,356	1.0%	 14.3%	 13.1%
Timeshare	177,576	 1,782	179,358	1.0%	 23.3%	 21.2%
Others	270,541	 50,598	321,139	18.7%	 35.5%	 38.0%
Total	762,356	 83,145	845,501	10.9%		

NIGHTS BY ACCOMMODATION

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
EP	1,117,607	 169,306	1,286,913	15.1%	 21.7%	 22.5%
All Inclusive	643,258	 392	643,650	0.1%	 12.5%	 11.2%
Timeshare	1,387,806	 33,601	1,421,407	2.4%	 27.0%	 24.8%
Others	2,000,759	 374,815	2,375,574	18.7%	 38.9%	 41.5%
Total	5,149,430	 578,114	5,727,544	11.2%		



ACCOMODATIONS BY MARKETS

YTD JUNE 2026/2025

TOTAL
845,501
10.9%▲

Visitors	EP			All Inclusive			Timeshare			Others		
	2026	2025	% Growth	2026	2025	% Growth	2026	2025	% Growth	2026	2025	% Growth
USA	191,503	173,025	10.7%	91,619	89,358	2.5%	156,096	159,152	-1.9%	155,695	145,329	7.1%
Venezuela	364	345	5.5%	12	8	50.0%	152	171	-11.1%	1,095	1,026	6.7%
Netherlands	2,032	1,878	8.2%	354	509	-30.5%	551	611	-9.8%	16,329	14,727	10.9%
Canada	9,319	7,256	28.4%	6,862	7,731	-11.2%	5,810	5,381	8.0%	25,727	21,386	20.3%
Brazil	4,306	3,709	16.1%	554	531	4.3%	701	1,085	-35.4%	8,052	8,780	-8.3%
Colombia	3,446	3,201	7.7%	1,312	1,421	-7.7%	2,366	2,731	-13.4%	22,110	21,247	4.1%
Argentina	9,342	2,985	213.0%	5,244	4,740	10.6%	9,724	3,476	179.7%	46,277	13,861	233.9%
Chile	1,216	1,094	11.2%	961	1,199	-19.8%	614	891	-31.1%	2,948	3,849	-23.4%
Peru	1,807	1,357	33.2%	1,160	1,199	-3.3%	508	675	-24.7%	6,821	6,735	1.3%
UK	792	670	18.2%	181	114	58.8%	170	202	-15.8%	1,387	1,546	-10.3%
Italy	629	467	34.7%	273	214	27.6%	116	124	-6.5%	1,180	1,027	14.9%
Total Main Market	224,756	195,987	14.7%	108,532	107,024	1.4%	176,808	174,499	1.3%	287,621	239,513	20.1%
All visitors	234,648	205,027	14.4%	110,356	109,212	1.0%	179,358	177,576	1.0%	321,139	270,541	18.7%



YTD JUNE 2026/2025

845,501

10.9%▲

[illegible]



VISITORS BY AGE

YTD JUNE 2026/2025

TOTAL

845,501

10.9%▲

	2025	Growth	2026	% Growth
0 - 11	53,687	 7,904	61,591	14.7%
12-19	55,203	 7,901	63,104	14.3%
20 - 29	90,984	 13,832	104,816	15.2%
30 - 39	115,813	 14,276	130,089	12.3%
40 - 49	124,059	 17,772	141,831	14.3%
50 - 59	138,371	 10,302	148,673	7.4%
60 - 69	120,342	 6,546	126,888	5.4%
70 +	63,886	 4,613	68,499	7.2%
Not Stated	11	-1	10	-9.1%
Total	762,356	 83,145	845,501	10.9%



GENERATIONS

YTD JUNE 2026/2025

TOTAL
845,501
10.9%▲

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
Gen A	42,426	 6,319	48,745	14.9%	 5.6%	 5.8%
Gen Z	117,033	 17,306	134,339	14.8%	 15.4%	 15.9%
Millennials	181,986	 24,078	206,064	13.2%	 23.9%	 24.4%
Gen X	196,347	 22,110	218,457	11.3%	 25.8%	 25.8%
Baby Boomers	201,082	 11,281	212,363	5.6%	 26.4%	 25.1%
Silent Generations	23,471	 2,052	25,523	8.7%	 3.1%	 3.0%
Age not specified	11	-1	10	-9.1%	0.0%	0.0%
Total	762,356	 83,145	845,501	10.9%		



CARRIERS

YTD JUNE 2026/2025

TOTAL
845,501
10.9%▲

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
JETBLUE	165,096	4,026	169,122	2.4%	21.7%	20.0%
AMERICAN AIRLINES	140,733	9,072	149,805	6.4%	18.5%	17.7%
UNITED AIRLINES	105,209	17,260	122,469	16.4%	13.8%	14.5%
DELTA AIRLINES	96,945	10,788	107,733	11.1%	12.7%	12.7%
COPA AIRLINES	32,835	10,412	43,247	31.7%	4.3%	5.1%
AVIANCA	31,358	8,127	39,485	25.9%	4.1%	4.7%
SOUTHWEST AIRLINES	34,243	480	34,723	1.4%	4.5%	4.1%
WESTJET AIRLINES	22,231	7,525	29,756	33.8%	2.9%	3.5%
LATAM AIRLINES PERU	18,301	4,896	23,197	26.8%	2.4%	2.7%
KLM ROYAL DUTCH	17,681	1,310	18,991	7.4%	2.3%	2.2%
WINGO	13,408	2,557	15,965	19.1%	1.8%	1.9%
AEROLINEAS ARGENTINAS	0	14,865	14,865	-	0.0%	1.8%
AIR CANADA	10,281	3,401	13,682	33.1%	1.3%	1.6%
DIVI DIVI AIR	10,074	2,890	12,964	28.7%	1.3%	1.5%
SPIRIT AIRLINES	11,083	-2,130	8,953	-19.2%	1.5%	1.1%
GOL	6,535	689	7,224	10.5%	0.9%	0.9%
EZ AIR	6,391	-330	6,061	-5.2%	0.8%	0.7%
TUI FLY NL	5,317	525	5,842	9.9%	0.7%	0.7%
WINAIR	5,131	570	5,701	11.1%	0.7%	0.7%
PRIVATE	6,280	-1,494	4,786	-23.8%	0.8%	0.6%
SURINAM AIRWAYS	2,914	201	3,115	6.9%	0.4%	0.4%
CHARTER/NON-SCHEDULED	7,636	-4,918	2,718	-64.4%	1.0%	0.3%
SUN COUNTRY AIRLINES	4,363	-2,064	2,299	-47.3%	0.6%	0.3%
ARAJET	895	385	1,280	43.0%	0.1%	0.2%
FRONTIER AIRLINES	699	-28	671	-4.0%	0.1%	0.1%
AIR CENTURY	366	40	406	10.9%	0.0%	0.0%
OTHERS	6,351	-5,910	441	-93.1%	0.8%	0.1%
Total	762,356	83,145	845,501	10.9%		



EMBARKATION POINTS

YTD JUNE 2026/2025

TOTAL

845,501

10.9%▲

City	APO Code	2026	Marketshare	2025	Marketshare	% Growth
JFK NY	JFK	108,493	12.8%	106,758	14.0%	1.6%
Boston	BOS	97,883	11.6%	100,337	13.2%	-2.4%
Newark	EWR	71,906	8.5%	75,509	9.9%	-4.8%
Miami	MIA	57,294	6.8%	51,601	6.8%	11.0%
Atlanta	ATL	50,897	6.0%	44,731	5.9%	13.8%
Bogota	BOG	46,982	5.6%	36,444	4.8%	28.9%
Charlotte	CLT	46,453	5.5%	48,902	6.4%	-5.0%
Toronto	YYZ	43,454	5.1%	37,746	5.0%	15.1%
Panama City	PTY	43,313	5.1%	32,892	4.3%	31.7%
Chicago	ORD	31,340	3.7%	12,480	1.6%	151.1%
Philadelphia	PHL	31,133	3.7%	33,851	4.4%	-8.0%
G.Bush DC	IAD	27,802	3.3%	22,735	3.0%	22.3%
Orlando	MCO	25,531	3.0%	25,211	3.3%	1.3%
Amsterdam	AMS	24,845	2.9%	22,933	3.0%	8.3%
Lima, Peru	LIM	22,280	2.6%	18,302	2.4%	21.7%
Curacao	CUR	21,991	2.6%	19,093	2.5%	15.2%
Fort Lauderdale	FLL	17,046	2.0%	11,311	1.5%	50.7%
Ezeiza International Airport ARG	EZE	14,371	1.7%	0	0.0%	—
Houston International	IAH	9,633	1.1%	9,405	1.2%	2.4%
Baltimore	BWI	9,217	1.1%	9,050	1.2%	1.8%
Medellin	MDE	7,165	0.8%	7,180	0.9%	-0.2%
Sao Paolo	GRU	7,102	0.8%	6,535	0.9%	8.7%
Minneapolis St. Paul Inter Airp	MSP	6,772	0.8%	8,857	1.2%	-23.5%
Sint Maarten	SXM	5,729	0.7%	5,153	0.7%	11.2%
Dallas Fort Worth Int Airport	DFW	3,111	0.4%	3,438	0.5%	-9.5%
	Others	13,758	1.6%	11,902	1.6%	15.6%
Total		845,501	100.0%	762,356	100.0%	10.9%



CRUISE

CRUISE YTD

June 2025/2026



CRUISE PAX

2025

514,850

2026

551,168

ABSOLUTE GROWTH PAX

YTD JUNE 2026

36,318

7.1% ▲



CRUISE CALL

2025

197

2026

213

ABSOLUTE GROWTH CALLS

YTD JUNE 2026

16

8.1% ▲



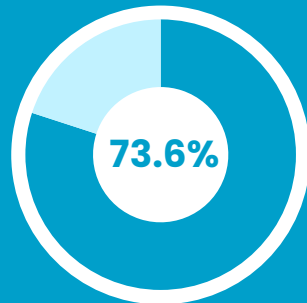
RESULT MONTH JUNE 2026

TOTAL
ARRIVALS

143,343



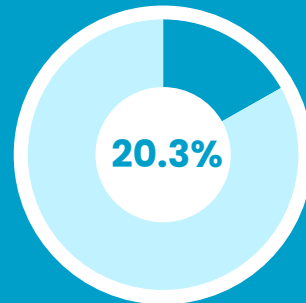
NORTH AMERICA



105,488



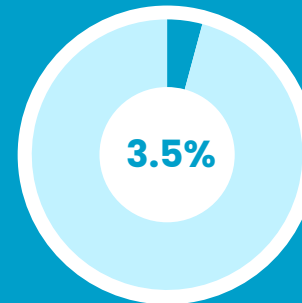
SOUTH AMERICA



29,149



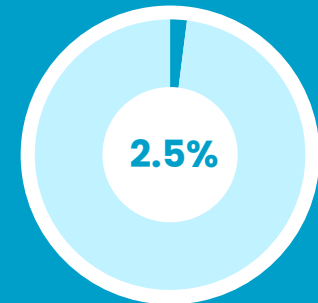
EUROPE



5,065



OTHERS



3,641



ARRIVALS

JUNE 2026/2025

TOTAL
143,343
13.4%▲

	2025		Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
USA	95,034		7,190	102,224	7.6%	75.2%	71.3%
Canada	3,417	-153		3,264	-4.5%	2.7%	2.3%
NA	98,451		7,037	105,488	7.1%	77.9%	73.6%
Venezuela	233		9	242	3.9%	0.2%	0.2%
Colombia	7,216		1,207	8,423	16.7%	5.7%	5.9%
Brazil	1,979		547	2,526	27.6%	1.6%	1.8%
Argentina	4,989		6,693	11,682	134.2%	3.9%	8.1%
Chile	1,430		41	1,471	2.9%	1.1%	1.0%
Ecuador	636		8	644	1.3%	0.5%	0.4%
Peru	1,216		458	1,674	37.7%	1.0%	1.2%
Paraguay	156	-61		95	-39.1%	0.1%	0.1%
Uruguay	565		274	839	48.5%	0.4%	0.6%
Mexico	299		21	320	7.0%	0.2%	0.2%
Others	1,395	-162		1,233	-11.6%	1.1%	0.9%
SA	20,114		9,035	29,149	44.9%	15.9%	20.3%
Netherlands	2,444		311	2,755	12.7%	1.9%	1.9%
UK	359		30	389	8.4%	0.3%	0.3%
Germany	275		52	327	18.9%	0.2%	0.2%
Italy	340		98	438	28.8%	0.3%	0.3%
Sweden	79	-9		70	-11.4%	0.1%	0.0%
Belgium	117	-1		116	-0.9%	0.1%	0.1%
Austria	30		4	34	13.3%	0.0%	0.0%
Switzerland	102	-1		101	-1.0%	0.1%	0.1%
Others	795		40	835	5.0%	0.6%	0.6%
Europe	4,541		524	5,065	11.5%	3.6%	3.5%
ROW	3,285		356	3,641	10.8%	2.6%	2.5%
Total	126,391		16,952	143,343	13.4%		
W/O Ven.	126,158		16,943	143,101	13.4%		



ARRIVALS USA

JUNE 2026/2025

TOTAL
102,224
7.6% ▲

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
New York	13,437	1,341	14,778	10.0%	14.1%	14.5%
Massachusetts	9,398	353	9,751	3.8%	9.9%	9.5%
New Jersey	11,231	213	11,444	1.9%	11.8%	11.2%
Pennsylvania	7,027	694	7,721	9.9%	7.4%	7.6%
Illinois	2,250	732	2,982	32.5%	2.4%	2.9%
Connecticut	3,566	-241	3,325	-6.8%	3.8%	3.3%
Florida	5,701	1,146	6,847	20.1%	6.0%	6.7%
Ohio	3,278	341	3,619	10.4%	3.4%	3.5%
Maryland	3,291	258	3,549	7.8%	3.5%	3.5%
Michigan	1,083	-43	1,040	-4.0%	1.1%	1.0%
Virginia	3,417	299	3,716	8.8%	3.6%	3.6%
Georgia	2,949	224	3,173	7.6%	3.1%	3.1%
North Carolina	3,537	94	3,631	2.7%	3.7%	3.6%
Texas	4,918	1,020	5,938	20.7%	5.2%	5.8%
California	2,173	441	2,614	20.3%	2.3%	2.6%
Other	17,778	318	18,096	1.8%	18.7%	17.7%
Total	95,034	7,190	102,224	7.6%		



NIGHTS

JUNE 2026/2025

TOTAL
912,256
13.4%▲

	2025		Growth	2026	% Growth	ALOS 2025	ALOS 2026
USA	573,867		38,043	611,910	6.6%	6.0	6.0
Canada	25,343	-1,356		23,987	-5.4%	7.4	7.3
NA	599,210		36,687	635,897	6.1%	6.1	6.0
Venezuela	2,434		122	2,556	5.0%	10.4	10.6
Colombia	46,626		6,503	53,129	13.9%	6.5	6.3
Brazil	12,087		3,573	15,660	29.6%	6.1	6.2
Argentina	42,175		53,883	96,058	127.8%	8.5	8.2
Chile	11,052	-6		11,046	-0.1%	7.7	7.5
Ecuador	2,981	-117		2,864	-3.9%	4.7	4.4
Peru	6,125		2,690	8,815	43.9%	5.0	5.3
Paraguay	943	-401		542	-42.5%	6.0	5.7
Uruguay	4,458		2,341	6,799	52.5%	7.9	8.1
Mexico	2,035	-374		1,661	-18.4%	6.8	5.2
Others	8,852	-1,212		7,640	-13.7%	6.3	6.2
SA	139,768		67,002	206,770	47.9%	6.9	7.1
Netherlands	30,267		2,732	32,999	9.0%	12.4	12.0
UK	3,315		390	3,705	11.8%	9.2	9.5
Germany	2,129		790	2,919	37.1%	7.7	8.9
Italy	2,568		592	3,160	23.1%	7.6	7.2
Sweden	758	-88		670	-11.6%	9.6	9.6
Belgium	1,140		139	1,279	12.2%	9.7	11.0
Austria	192		47	239	24.5%	6.4	7.0
Switzerland	831	-17		814	-2.0%	8.1	8.1
Others	7,366	-460		6,906	-6.2%	9.3	8.3
Europe	48,566		4,125	52,691	8.5%	10.7	10.4
ROW	17,012	-114		16,898	-0.7%	5.2	4.6
Total	804,556		107,700	912,256	13.4%	6.4	6.4



ACCOMMODATIONS

JUNE 2026/2025

TOTAL
143,343
13.4%▲

ARRIVALS BY ACCOMMODATION

	2025		Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
EP	33,355		 7,009	40,364	21.0%	 26.4%	 28.2%
All Inclusive	19,138	-1,859		17,279	-9.7%	 15.1%	 12.1%
Timeshare	31,295		 538	31,833	1.7%	 24.8%	 22.2%
Others	42,603		 11,264	53,867	26.4%	 33.7%	 37.6%
Total	126,391		 16,952	143,343	13.4%		

NIGHTS BY ACCOMMODATION

	2025		Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
EP	174,909		 39,884	214,793	22.8%	 21.7%	 23.5%
All Inclusive	106,787	-11,789		94,998	-11.0%	 13.3%	 10.4%
Timeshare	223,431		 5,297	228,728	2.4%	 27.8%	 25.1%
Others	299,429		 74,308	373,737	24.8%	 37.2%	 41.0%
Total	804,556		 107,700	912,256	13.4%		



ACCOMODATIONS BY MARKETS

JUNE 2026/2025

TOTAL
143,343
13.4%▲

Visitors	EP			All Inclusive			Timeshare			Others		
	2026	2025	% Growth	2026	2025	% Growth	2026	2025	% Growth	2026	2025	% Growth
USA	32,667	27,942	16.9%	14,829	15,935	-6.9%	26,915	27,374	-1.7%	27,813	23,783	16.9%
Venezuela	32	44	-27.3%	4	0	-	34	22	54.5%	172	167	3.0%
Netherlands	307	338	-9.2%	39	81	-51.9%	74	119	-37.8%	2,335	1,906	22.5%
Canada	735	538	36.6%	289	934	-69.1%	295	285	3.5%	1,945	1,660	17.2%
Brazil	988	605	63.3%	94	88	6.8%	195	269	-27.5%	1,249	1,017	22.8%
Colombia	1,086	882	23.1%	373	408	-8.6%	1,295	1,272	1.8%	5,669	4,654	21.8%
Argentina	1,670	674	147.8%	758	858	-11.7%	1,958	829	136.2%	7,296	2,628	177.6%
Chile	344	291	18.2%	221	227	-2.6%	244	261	-6.5%	662	651	1.7%
Peru	312	200	56.0%	237	146	62.3%	114	144	-20.8%	1,011	726	39.3%
UK	120	97	23.7%	30	13	130.8%	38	52	-26.9%	201	197	2.0%
Italy	173	126	37.3%	108	73	47.9%	21	22	-4.5%	136	119	14.3%
Total Main Market	38,434	31,737	21.1%	16,982	18,763	-9.5%	31,183	30,649	1.7%	48,489	37,508	29.3%
All visitors	40,364	33,355	21.0%	17,279	19,138	-9.7%	31,833	31,295	1.7%	53,867	42,603	26.4%



TOTAL
143,343
13.4%▲

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VISITORS BY AGE

JUNE 2026/2025

TOTAL
143,343
13.4%▲

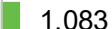
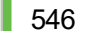
	2025	Growth	2026	% Growth
0 - 11	9,510	 1,251	10,761	13.2%
12-19	13,421	 1,910	15,331	14.2%
20 - 29	18,134	 2,632	20,766	14.5%
30 - 39	19,688	 2,909	22,597	14.8%
40 - 49	22,473	 3,281	25,754	14.6%
50 - 59	21,889	 2,079	23,968	9.5%
60 - 69	14,042	 1,617	15,659	11.5%
70 +	7,234	 1,273	8,507	17.6%
Not Stated	0		0	#DIV/0!
Total	126,391	 16,952	143,343	13.4%



GENERATIONS

JUNE 2026/2025

TOTAL
143,343
13.4%▲

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
Gen A	7,299	 1,083	8,382	14.8%	 5.8%	 5.8%
Gen Z	26,442	 3,412	29,854	12.9%	 20.9%	 20.8%
Millennials	31,539	 4,916	36,455	15.6%	 25.0%	 25.4%
Gen X	34,408	 4,040	38,448	11.7%	 27.2%	 26.8%
Baby Boomers	24,035	 2,955	26,990	12.3%	 19.0%	 18.8%
Silent Generations	2,668	 546	3,214	20.5%	 2.1%	 2.2%
Age not specified	0		0	#DIV/0!	0.0%	0.0%
Total	126,391	 16,952	143,343	13.4%		



CARRIERS

JUNE 2026/2025

TOTAL
143,343
13.4%▲

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
JETBLUE	29,526	782	30,308	2.6%	23.4%	21.1%
AMERICAN AIRLINES	25,427	1,671	27,098	6.6%	20.1%	18.9%
UNITED AIRLINES	20,001	4,051	24,052	20.3%	15.8%	16.8%
DELTA AIRLINES	11,048	1,805	12,853	16.3%	8.7%	9.0%
COPA AIRLINES	5,904	2,731	8,635	46.3%	4.7%	6.0%
SOUTHWEST AIRLINES	6,926	1,280	8,206	18.5%	5.5%	5.7%
AVIANCA	6,741	272	7,013	4.0%	5.3%	4.9%
WINGO	3,591	1,496	5,087	41.7%	2.8%	3.5%
LATAM AIRLINES PERU	2,997	1,464	4,461	48.8%	2.4%	3.1%
AEROLINEAS ARGENTINAS	0	2,730	2,730	-	0.0%	1.9%
KLM ROYAL DUTCH	2,331	177	2,508	7.6%	1.8%	1.7%
DIVI DIVI AIR	1,692	602	2,294	35.6%	1.3%	1.6%
WESTJET AIRLINES	2,840	-568	2,272	-20.0%	2.2%	1.6%
GOL	834	257	1,091	30.8%	0.7%	0.8%
EZ AIR	1,103	-38	1,065	-3.4%	0.9%	0.7%
WINAIR	949	90	1,039	9.5%	0.8%	0.7%
TUI FLY NL	927	16	943	1.7%	0.7%	0.7%
AIR CANADA	0	459	459	-	0.0%	0.3%
SURINAM AIRWAYS	519	-138	381	-26.6%	0.4%	0.3%
PRIVATE	251	72	323	28.7%	0.2%	0.2%
ARAJET	142	93	235	65.5%	0.1%	0.2%
CHARTER/NON-SCHEDULED	321	-102	219	-31.8%	0.3%	0.2%
AIR CENTURY	57	-6	51	-10.5%	0.0%	0.0%
AMBULANCE FLIGHT	0	14	14	-	0.0%	0.0%
ARUBA AIRLINES	0	6	6	-	0.0%	0.0%
SPIRIT AIRLINES	1,707	-1,707	0	-100.0%	1.4%	0.0%
OTHERS	557	-557	0	-100.0%	0.4%	0.0%
Total	126,391	16,952	143,343	13.4%		



EMBARKATION POINTS

JUNE 2026/2025

TOTAL

143,343

13.4%▲

City	APO Code	2026	Marketshare	2025	Marketshare	% Growth
JFK NY	JFK	18,895	13.2%	19,446	15.4%	-2.8%
Newark	EWR	13,066	9.1%	12,656	10.0%	3.2%
Boston	BOS	12,310	8.6%	11,494	9.1%	7.1%
Miami	MIA	12,075	8.4%	9,150	7.2%	32.0%
Charlotte	CLT	8,901	6.2%	9,487	7.5%	-6.2%
Bogota	BOG	8,668	6.0%	8,046	6.4%	7.7%
Panama City	PTY	8,641	6.0%	5,912	4.7%	46.2%
Atlanta	ATL	7,035	4.9%	6,628	5.2%	6.1%
Philadelphia	PHL	5,595	3.9%	6,100	4.8%	-8.3%
Orlando	MCO	5,208	3.6%	4,030	3.2%	29.2%
G.Bush DC	IAD	4,906	3.4%	4,924	3.9%	-0.4%
Chicago	ORD	4,686	3.3%	1,476	1.2%	217.5%
Houston International	IAH	4,590	3.2%	4,610	3.6%	-0.4%
Lima, Peru	LIM	4,461	3.1%	2,997	2.4%	48.8%
Curacao	CUR	3,511	2.4%	2,965	2.3%	18.4%
Amsterdam	AMS	3,451	2.4%	3,259	2.6%	5.9%
Baltimore	BWI	2,998	2.1%	2,896	2.3%	3.5%
Toronto	YYZ	2,731	1.9%	2,840	2.2%	-3.8%
Ezeiza International Airport ARG	EZE	2,730	1.9%	0	0.0%	—
Medellin	MDE	2,017	1.4%	1,725	1.4%	16.9%
Fort Lauderdale	FLL	1,635	1.1%	1,728	1.4%	-5.4%
Sint Maarten	SXM	1040	0.7%	959	0.8%	8.4%
Sao Paulo	GRU	969	0.7%	834	0.7%	16.2%
Cali, Alfonso Bonilla Aragon	CLO	853	0.6%	561	0.4%	52.0%
Dallas Fort Worth Int Airport	DFW	653	0.5%	719	0.6%	-9.2%
	Others	1,718	1.2%	949	0.8%	81.0%
Total		143,343	100.0%	126,391	100.0%	13.4%



CRUISE

CRUISE

June 2025/2026



CRUISE PAX

2025

43,367

2026

46,142

ABSOLUTE GROWTH PAX

JUNE 2026

2,775

6.4%▲



CRUISE CALL

2025

11

2026

13

ABSOLUTE GROWTH CALLS

JUNE 2026

2

18.2%▲



GUEST
SATISFACTION



GUEST EXPERIENCE INDEX (GEI)

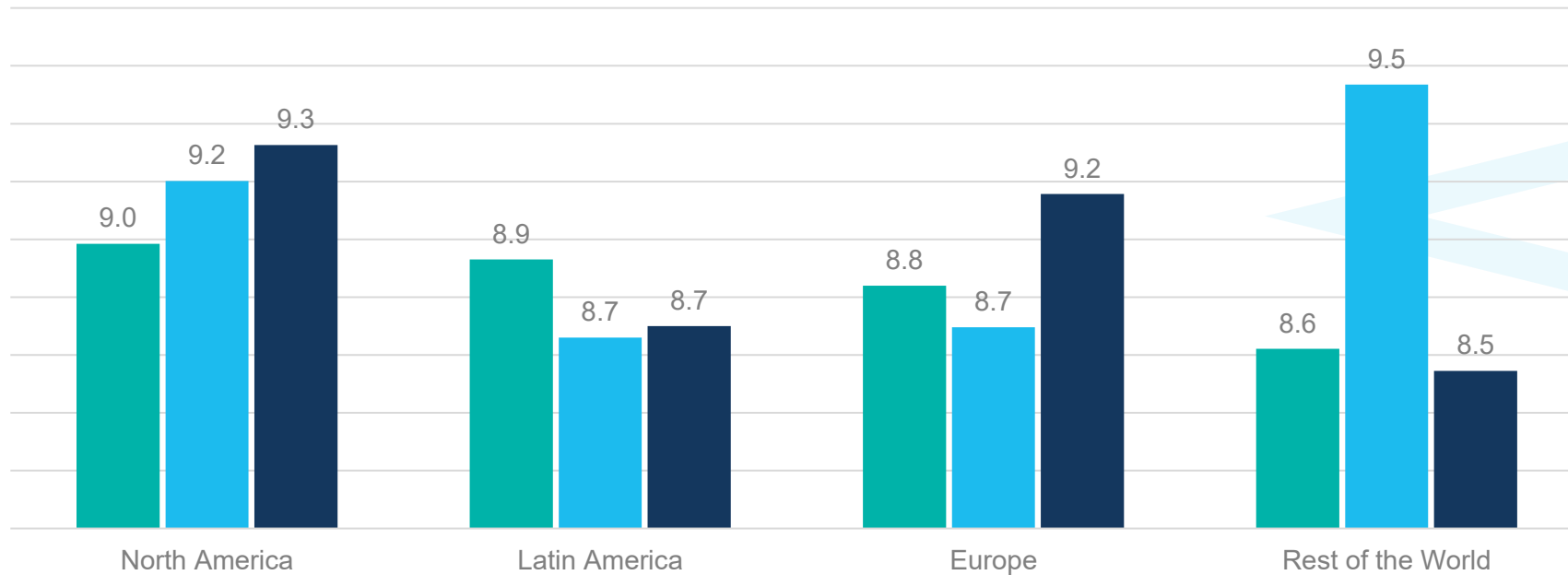




GEI BY REGION

June

■ 2024 ■ 2025 ■ 2026

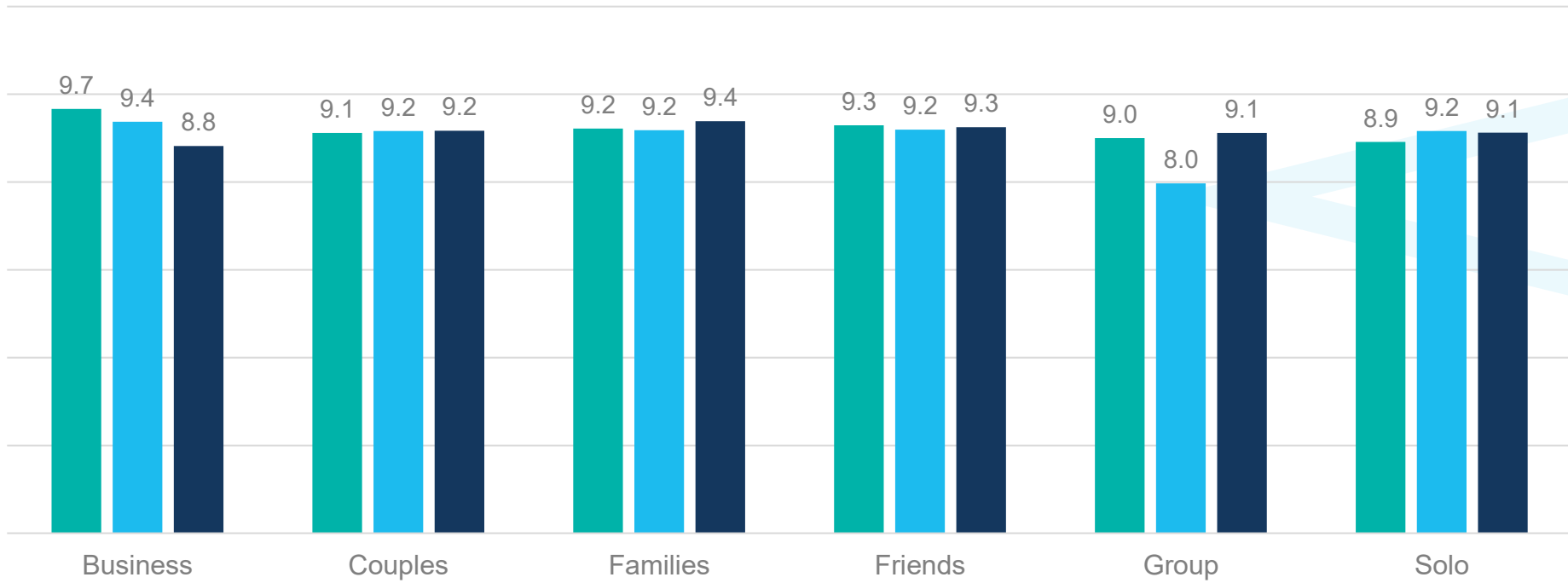




GEI BY TRAVEL PARTY

June

■ 2024 ■ 2025 ■ 2026

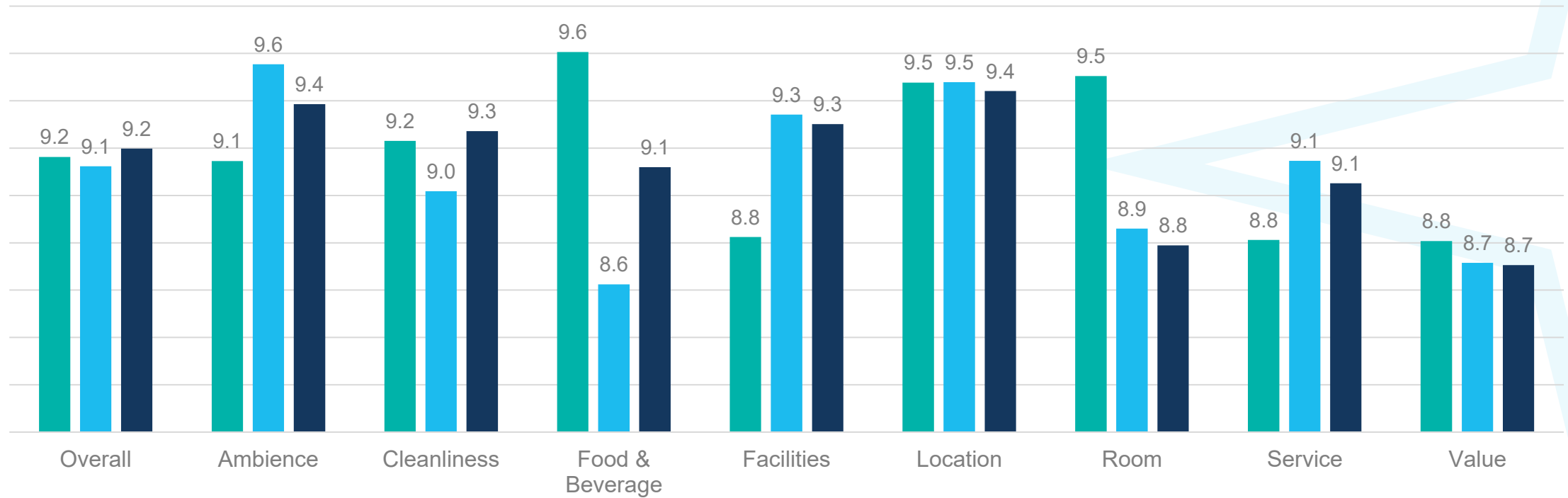




GEI BY CATEGORY

June

2024 2025 2026





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.

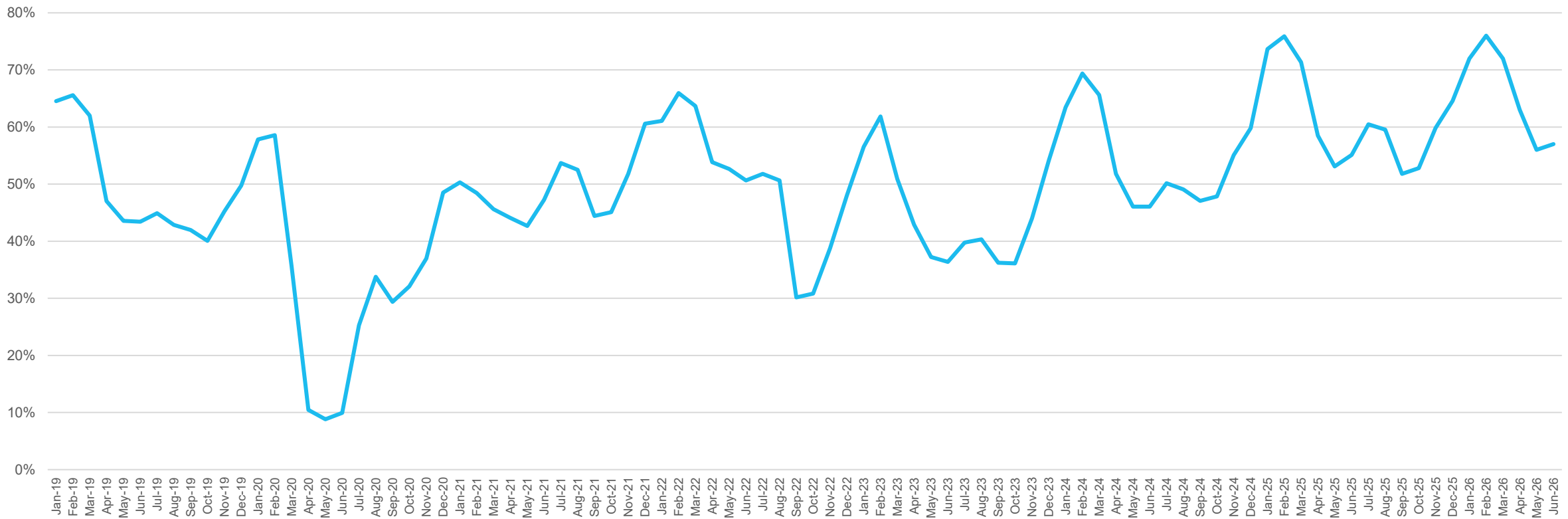
With Lighthouse, A.T.A. is able to do the following:

- 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

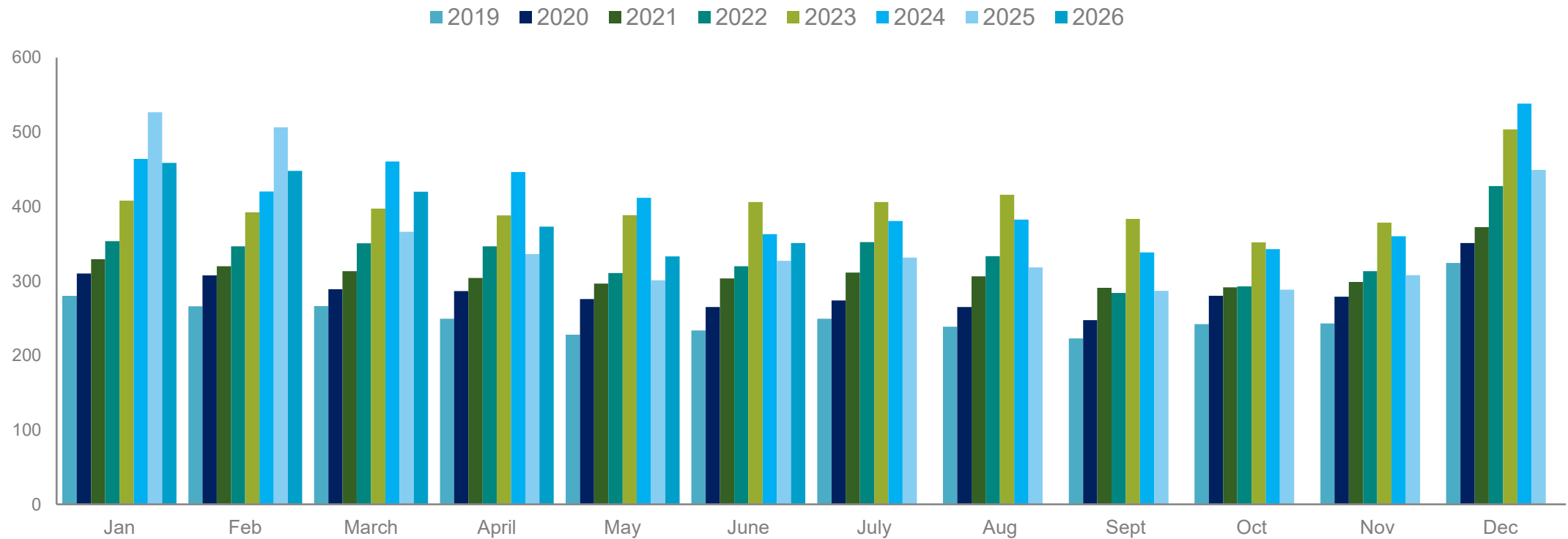
Occupancy: **June 57%** and **Average YTD June 66%**

Occupancy



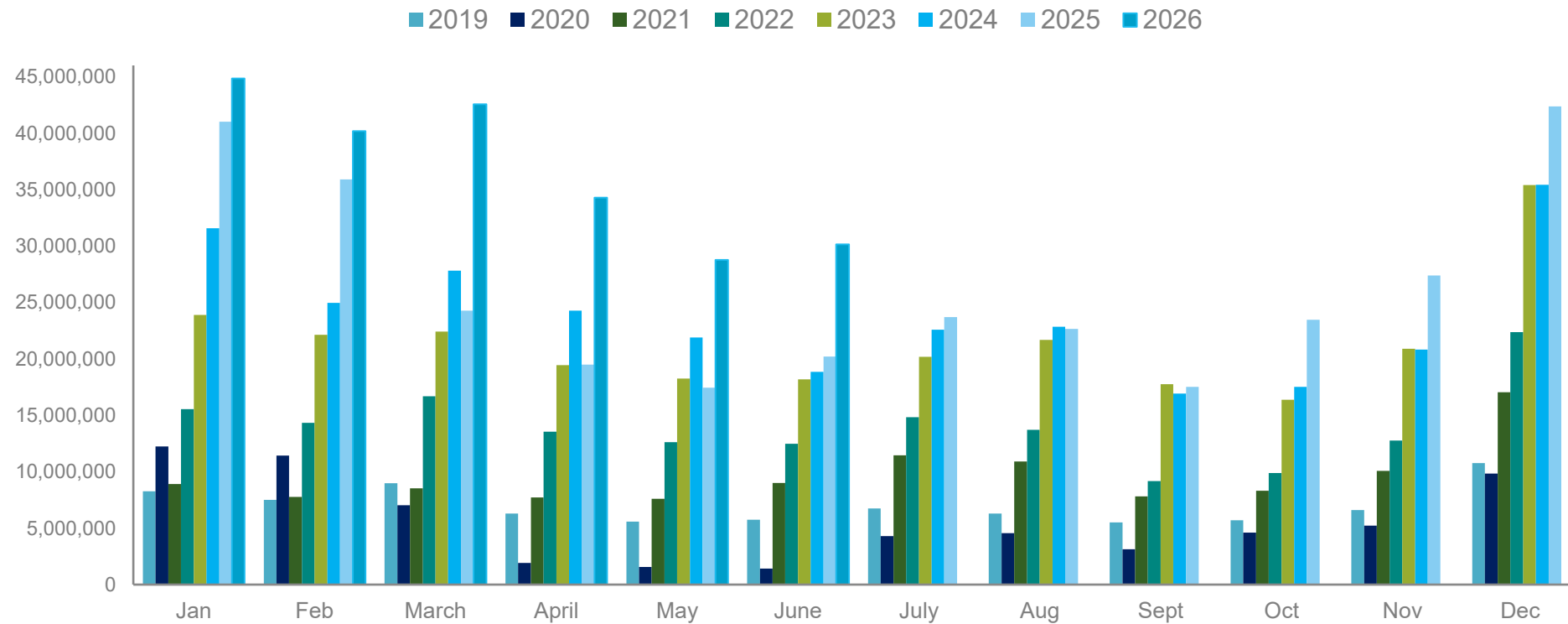
✦ Average Daily Rate (ADR)

ADR: **USD\$351** and Average YTD June **USD\$397**



★ Revenue

Revenue % growth: **June 49% and YTD June 40%**



Cruise Survey Report

2025

Presented by

Strategy, Research and Planning Department

Date June 2026

Methodology

This research provides the Aruba Tourism Authority with insights to inform cruise tourism strategy and policy decisions. The Cruise Passenger Report presents an analysis of Aruba's cruise visitor profile, covering on-island spending patterns, destination experience ratings, cruise travel habits and motivations, and the likelihood of returning to Aruba as a stayover guest.

In 2025, the Aruba Tourism Authority conducted face-to-face surveys between February 18 and December 28, 2025, at the visitor center within the Aruba Port Authority.

Surveys were administered to cruise passengers who had completed their island visit and were preparing to reboard their cruise ship, ensuring responses reflected their full on-island experience. The survey was available in both English and Spanish to accommodate the diverse nationalities of Aruba's cruise visitors.

A total of 2,422 surveys were collected over the course of the year. Each response was reviewed for completeness and imported into Qualtrics, the Authority's designated survey management and data storage platform, where all data are securely maintained.

Total valid responses: **N = 2,422**

Final dataset after cleaning: **N = 2,414**

Final spending dataset (after outlier removal): **N = 2,309**

Sample sizes vary slightly per question due to optional responses. Each chart reflects only respondents who answered that specific question.

The collected data underwent a thorough cleaning process before analysis. This included identifying and addressing missing or inconsistent responses, detecting and managing outliers, and standardizing open-ended inputs into comparable categories. Spending data received an additional layer of validation, with outliers identified using a three-standard-deviation rule and excluded from average spend calculations. Because spending is reported per travel party, average spend per visitor was calculated using a ratio-of-totals approach weighted by party size. This ensures each party contributes proportionally and prevents larger parties from being overrepresented in the final estimate.

Result: a statistically robust, population-representative measure of per-visitor spending suitable for trend analysis and total expenditure estimation.

Country of Resident

United States: 62%

Top 5 States:

1. Florida: 22%
2. New York: 10%
3. Texas: 8%
4. Massachusetts: 6%
5. New Jersey: 4%

Canada: 6%

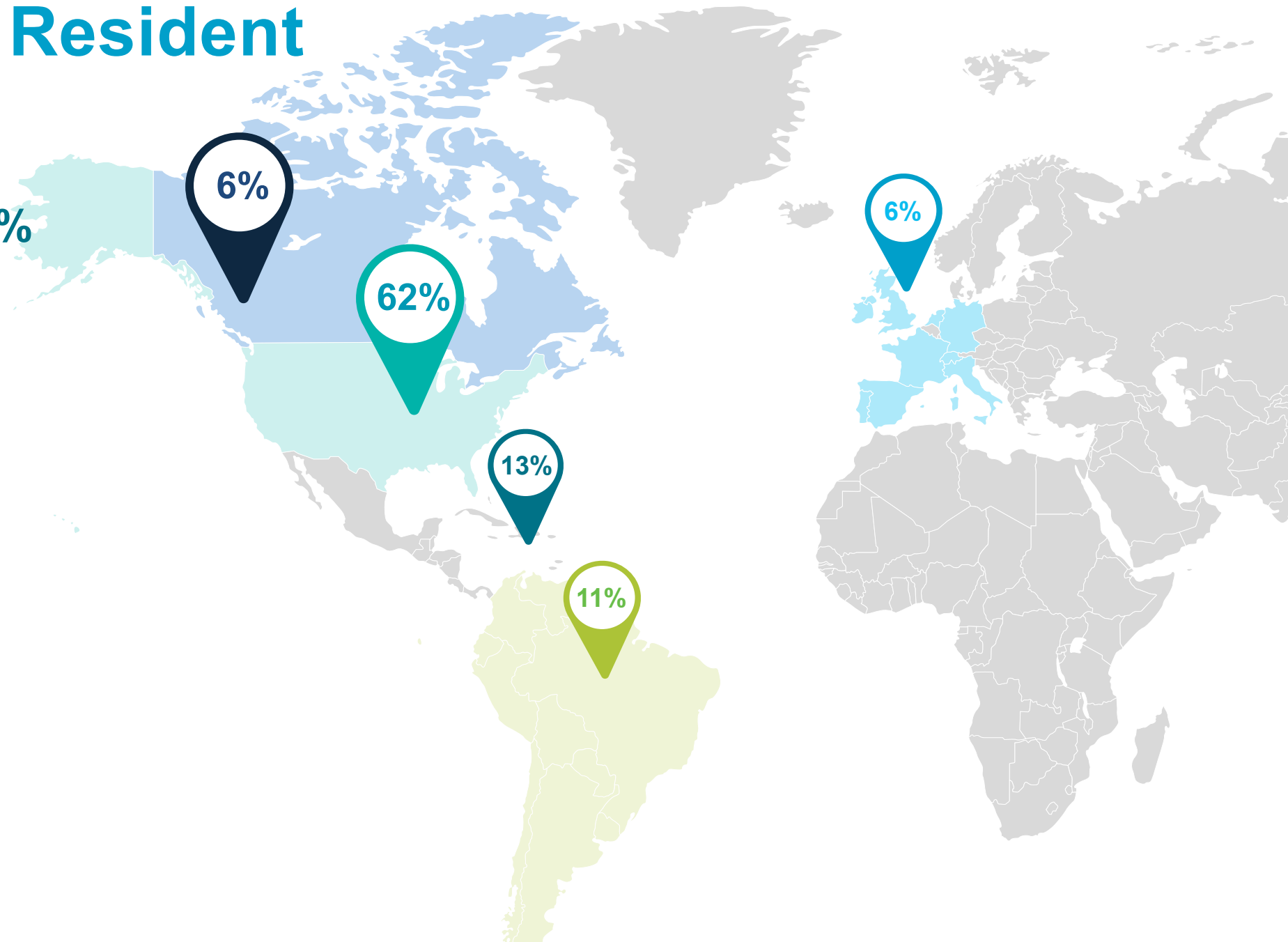
Europe: 6%

Latin America: 11%

Caribbean: 13%

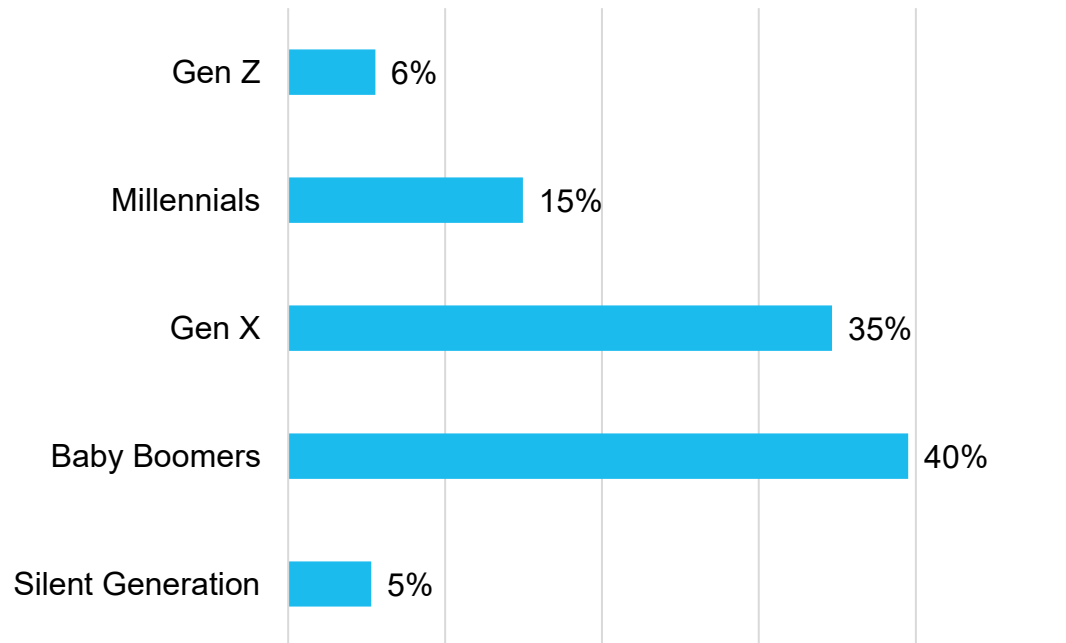
***Rest of the world 2%**

Africa, Asia, Australia, India

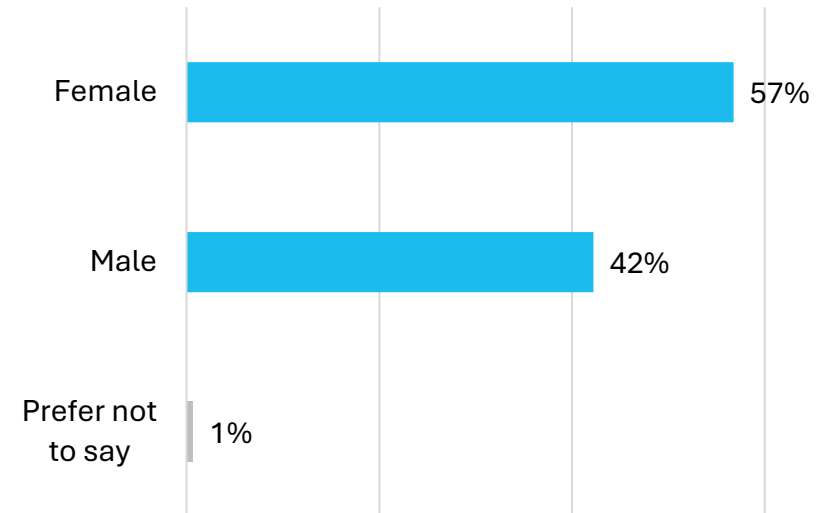


Age and Gender

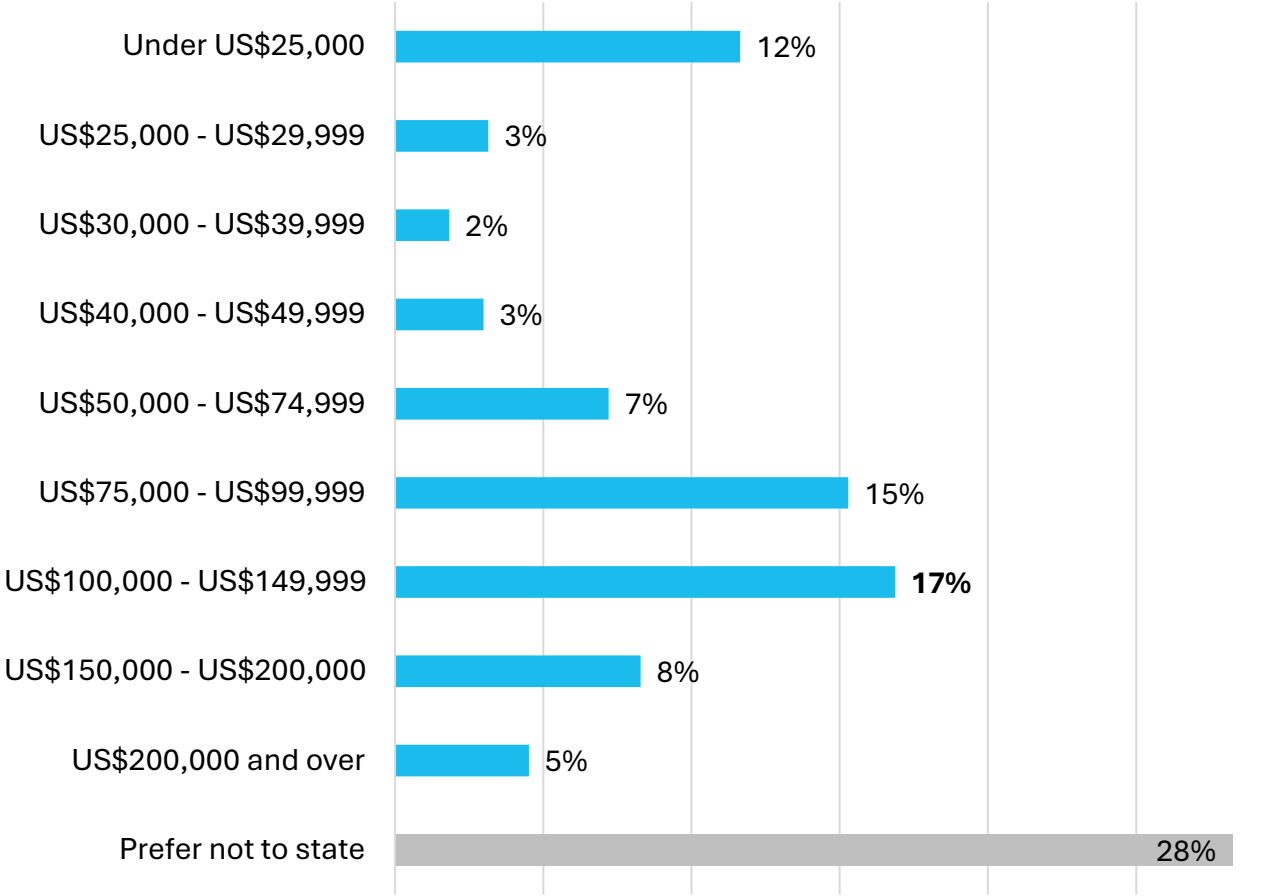
Among respondents, 75% are Gen X or older, with Baby Boomers alone accounting for 40%. Gen X at 35%.



Among respondents, 57% identify as female and 42% as male, a relatively balanced split with a slight female majority.



Household Income



Key Findings:

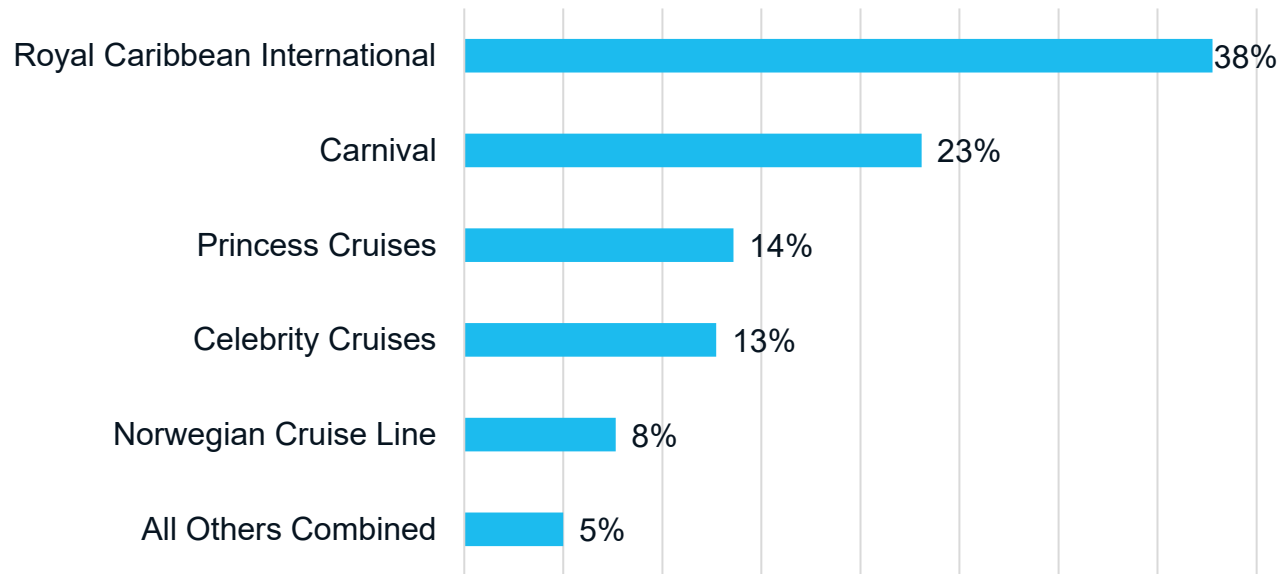
Among respondents who disclosed income (72%), 42% reported earning \$100,000 or more annually, with \$100k–\$149k as the dominant group.

This points to a mid-to-upper income audience with meaningful vacation spending capacity.

Cruise Results



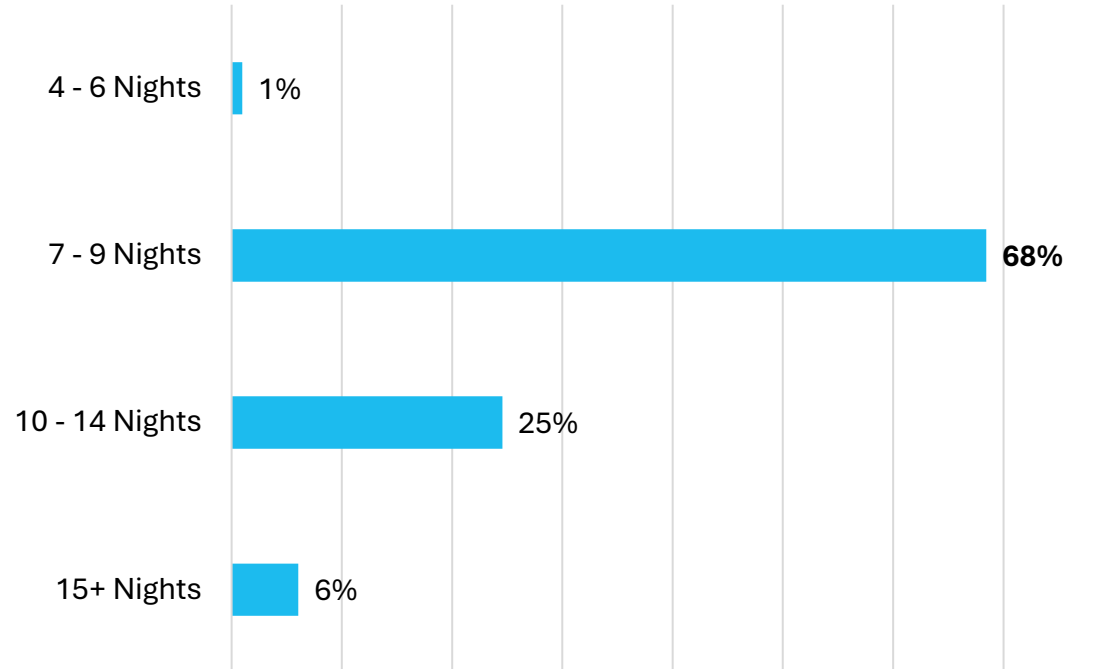
Cruise Lines



Key Findings:

Among survey respondents, **Royal Caribbean International** at **38%** was the most represented cruise line, followed by **Carnival (23%)** and **Princess Cruises (14%)**. The top 5 lines account for 96% of survey responses

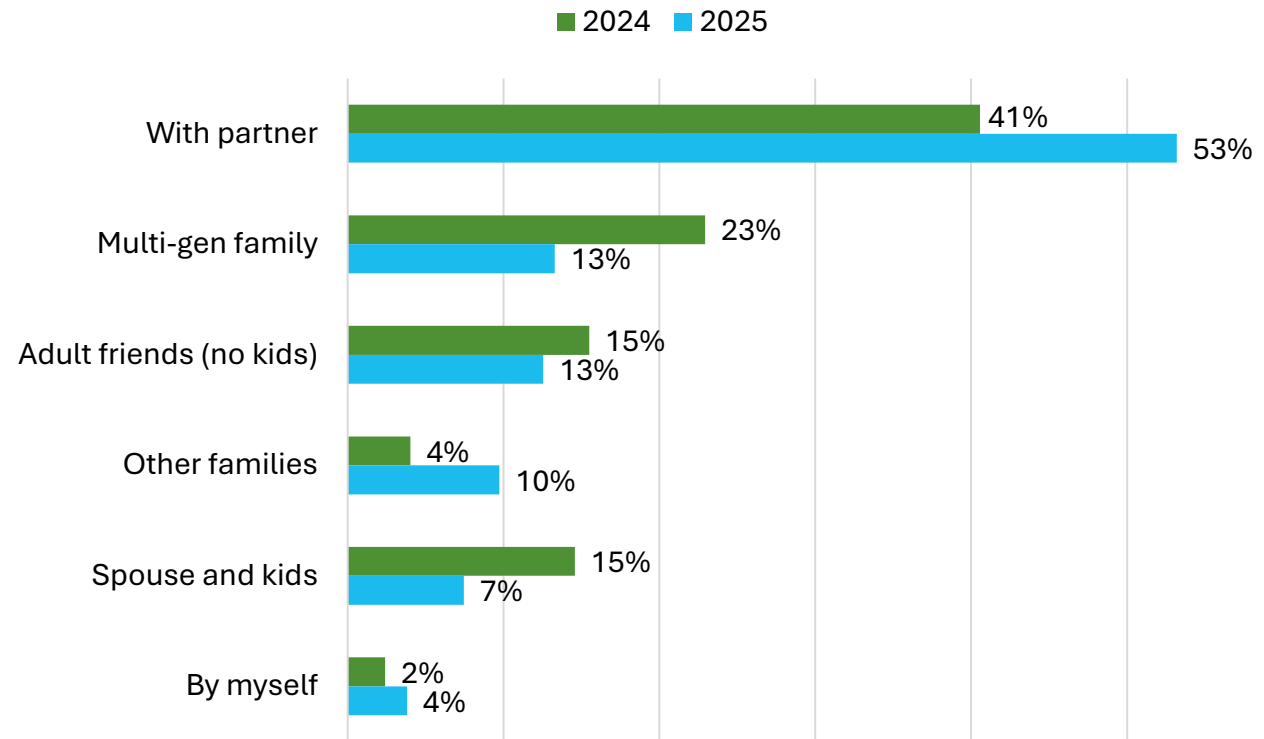
Cruise Nights



Key Findings:

Among respondents, **68% were on a 7 to 9 night** itinerary and 93% on trips of 7 nights or longer. This confirms that Aruba primarily attracts committed, mid- to long-haul cruise travelers rather than short-trip travelers.

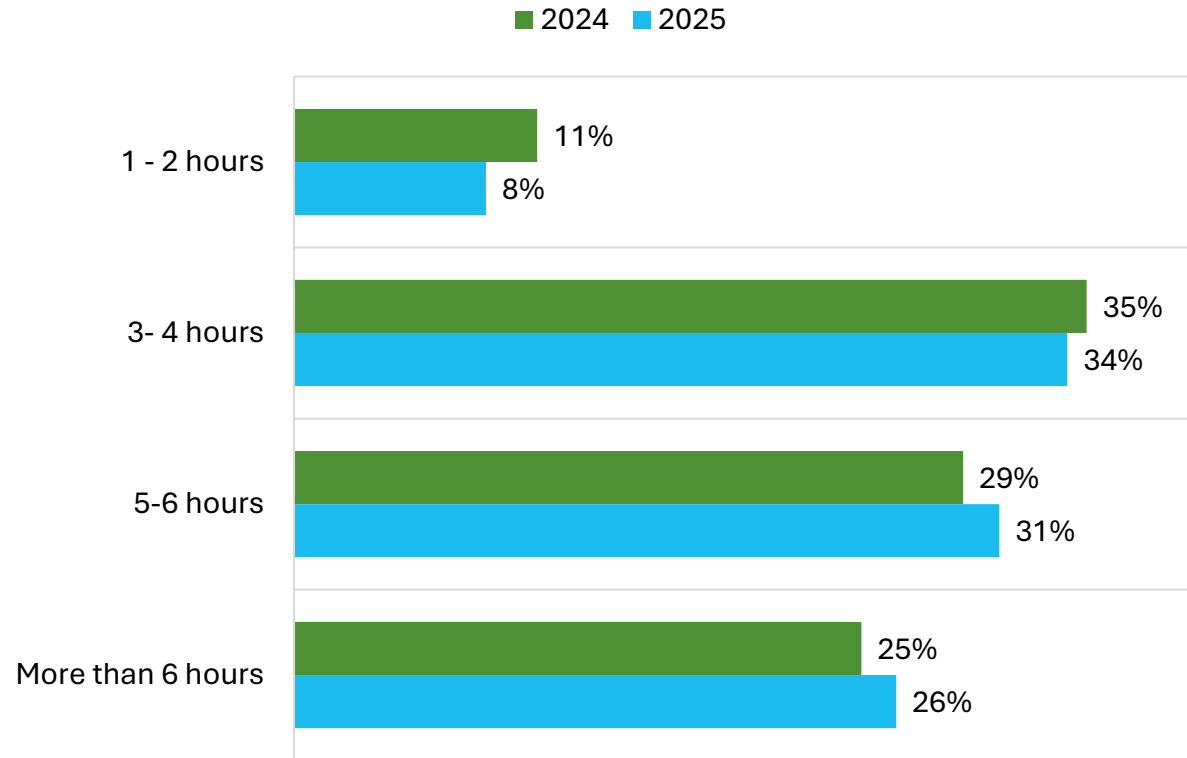
Travel Party – Comparison



Key Findings:

Based on the respondents couples grew from 41% to 53% of respondents while family travel in all forms declined sharply, suggesting Aruba's 2025 cruise audience skews more toward adult and couple-focused experiences than family-oriented ones.

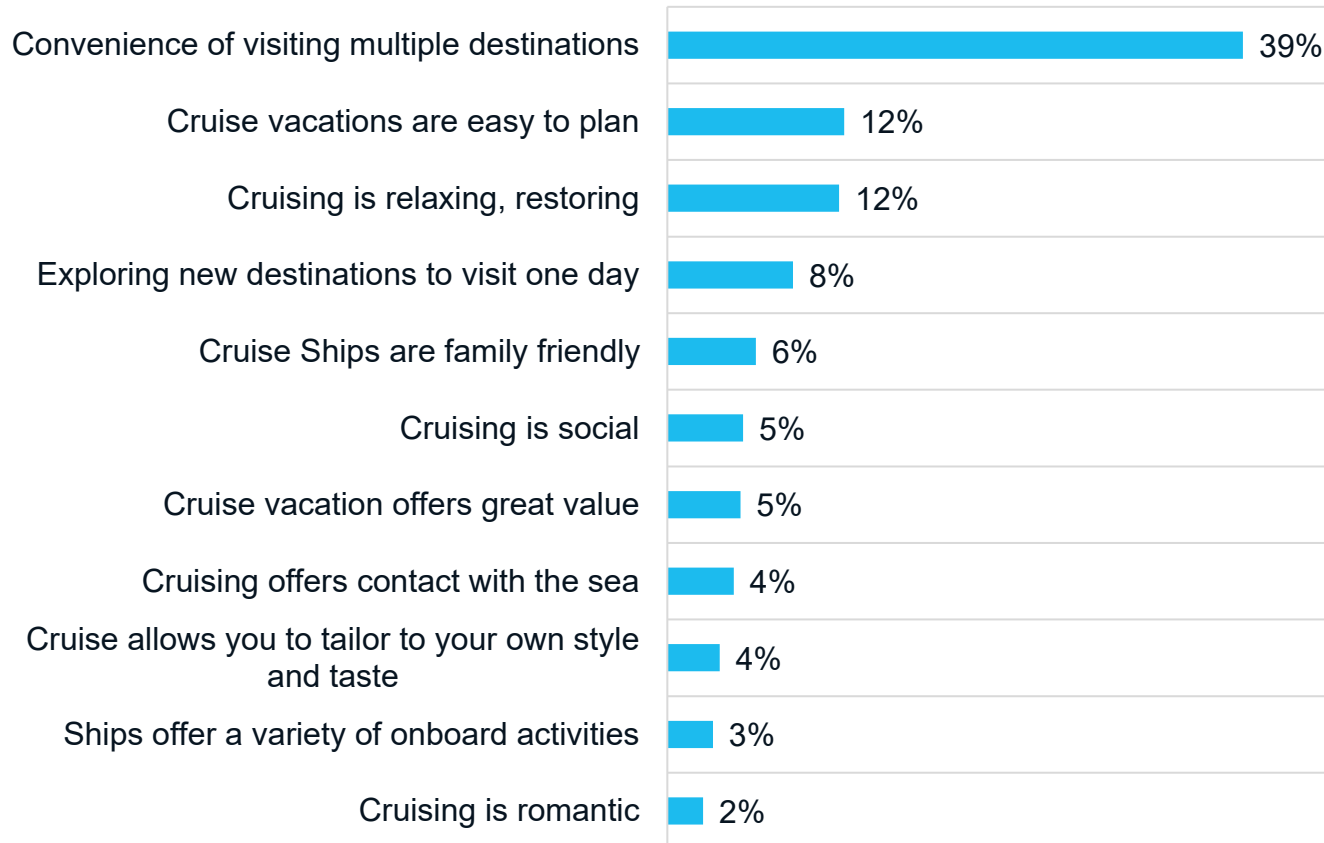
Hours on-island – Comparison



Key Findings:

Based on respondent's visitor time on land remained stable between 2024 and 2025 with a slight positive shift toward longer stays. The share spending 5 or more hours on the island grew from 54% to 57%, while rushed 1–2 hour visits declined from 11% to 8%

Top Cruise Motivation

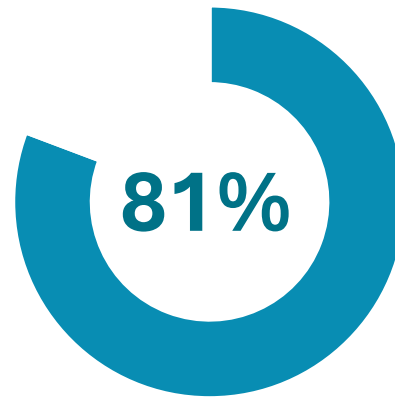


Key Findings:

The convenience of visiting multiple destinations in one trip, at 39%, remains the dominant reason for choosing a cruise. Ease of planning and relaxation follow at around 12% each, while romance, socializing, and value play a minimal role in the decision.

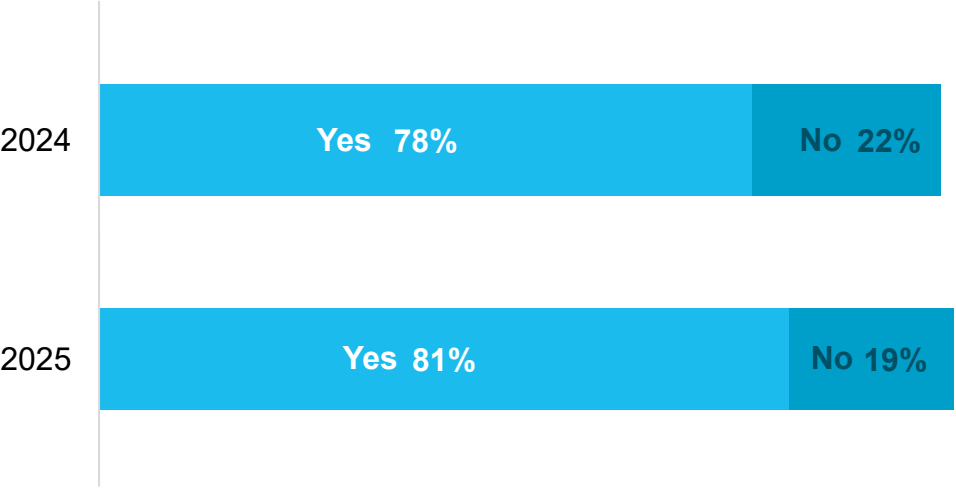
Influence of Aruba on **Cruise Itinerary**

Presence of Aruba



81% of respondents say Aruba's presence influenced their choice of itinerary, highlighting the island's strong appeal as a destination.

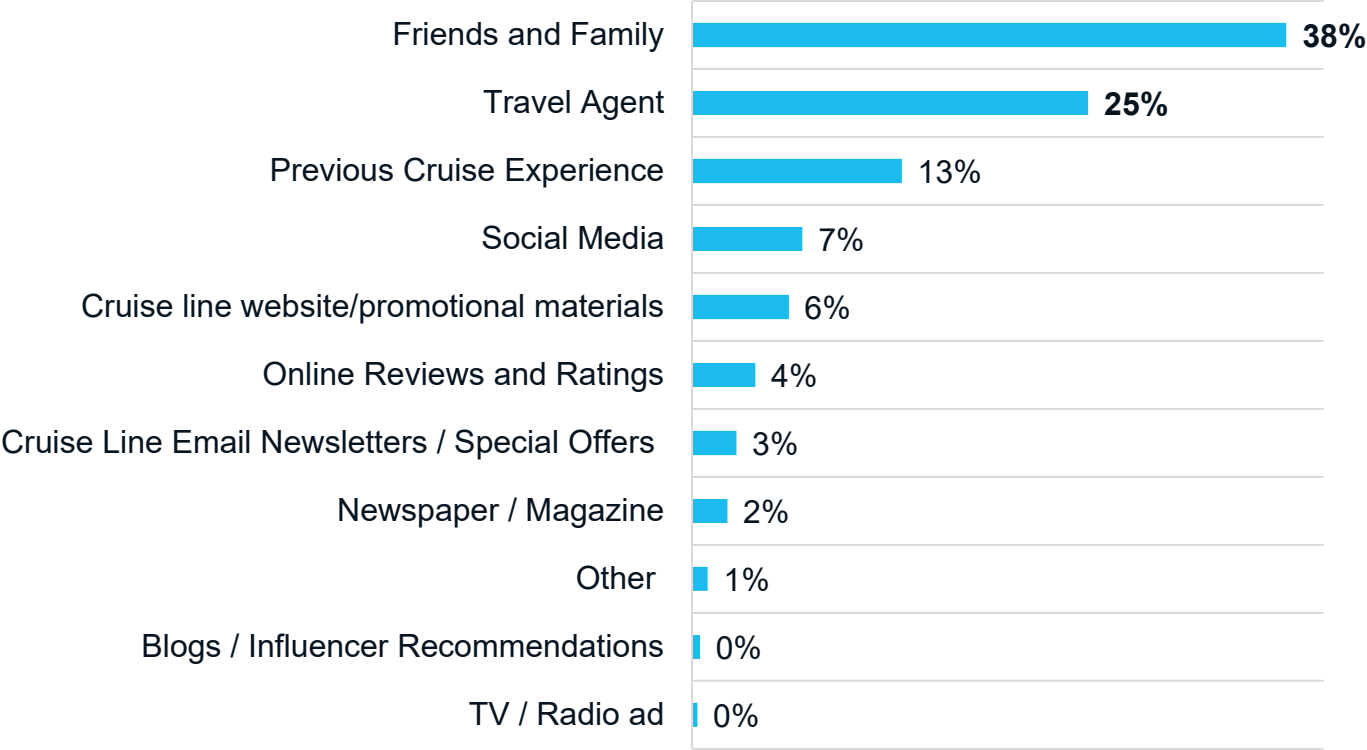
Influence of Aruba – Comparison



Key Findings:

Aruba's pull power as a cruise destination remains strong, with 81% of respondents in 2025 saying Aruba influenced their cruise choice, up from 78% in 2024. This positions Aruba as a genuine destination driver

Influence of Aruba on Cruise Itinerary



Key Findings:

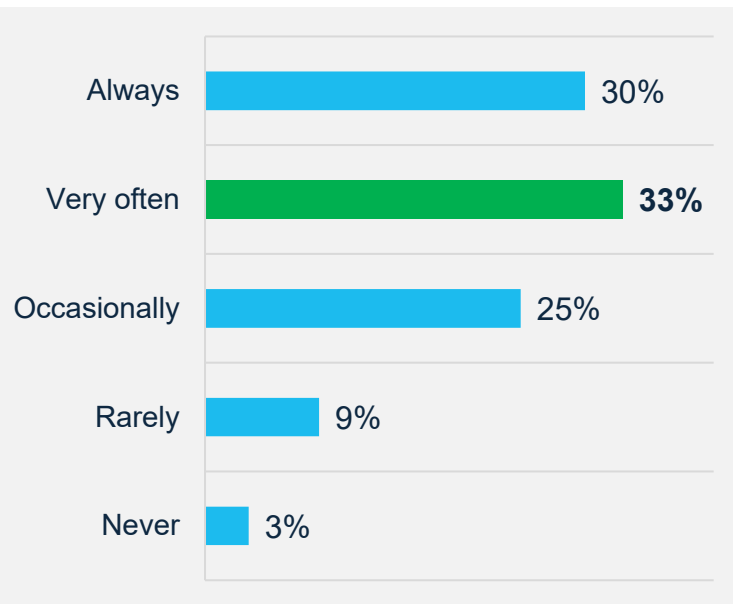
Friends and family remain the most influential booking source **at 38%**, followed **by travel agents at 25%**.

Together, personal trust channels drive 63% of decisions, while traditional media has virtually no impact on cruise booking choices.

Shore Excursion Preferences

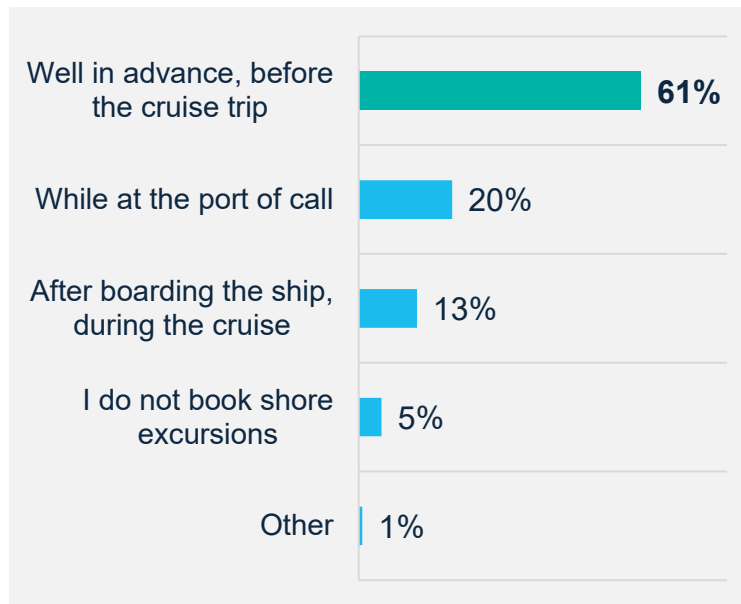
Frequency

Nearly two-thirds (63%) take excursions always or very often, confirming strong demand for on-island activities at every port.



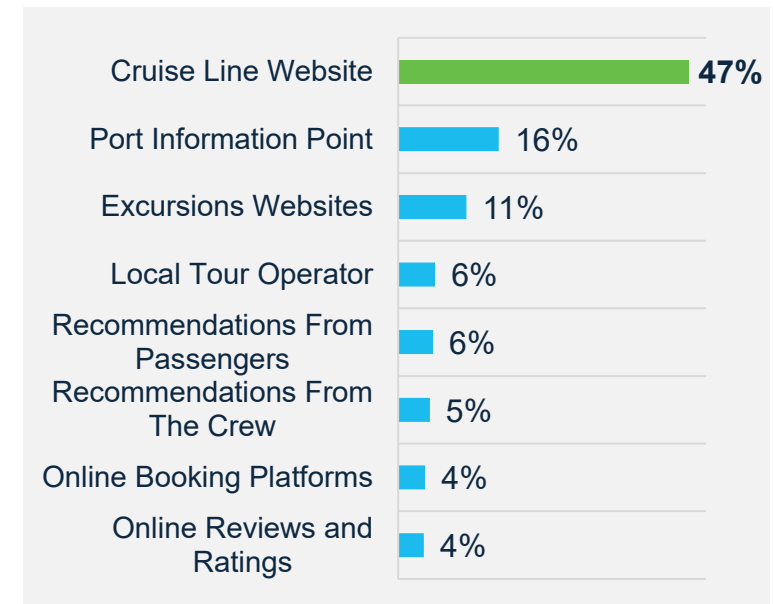
Booking

61% book well before the trip, meaning Aruba must be visible and compelling in pre-cruise planning channels, not just at the port.



Source of Planning

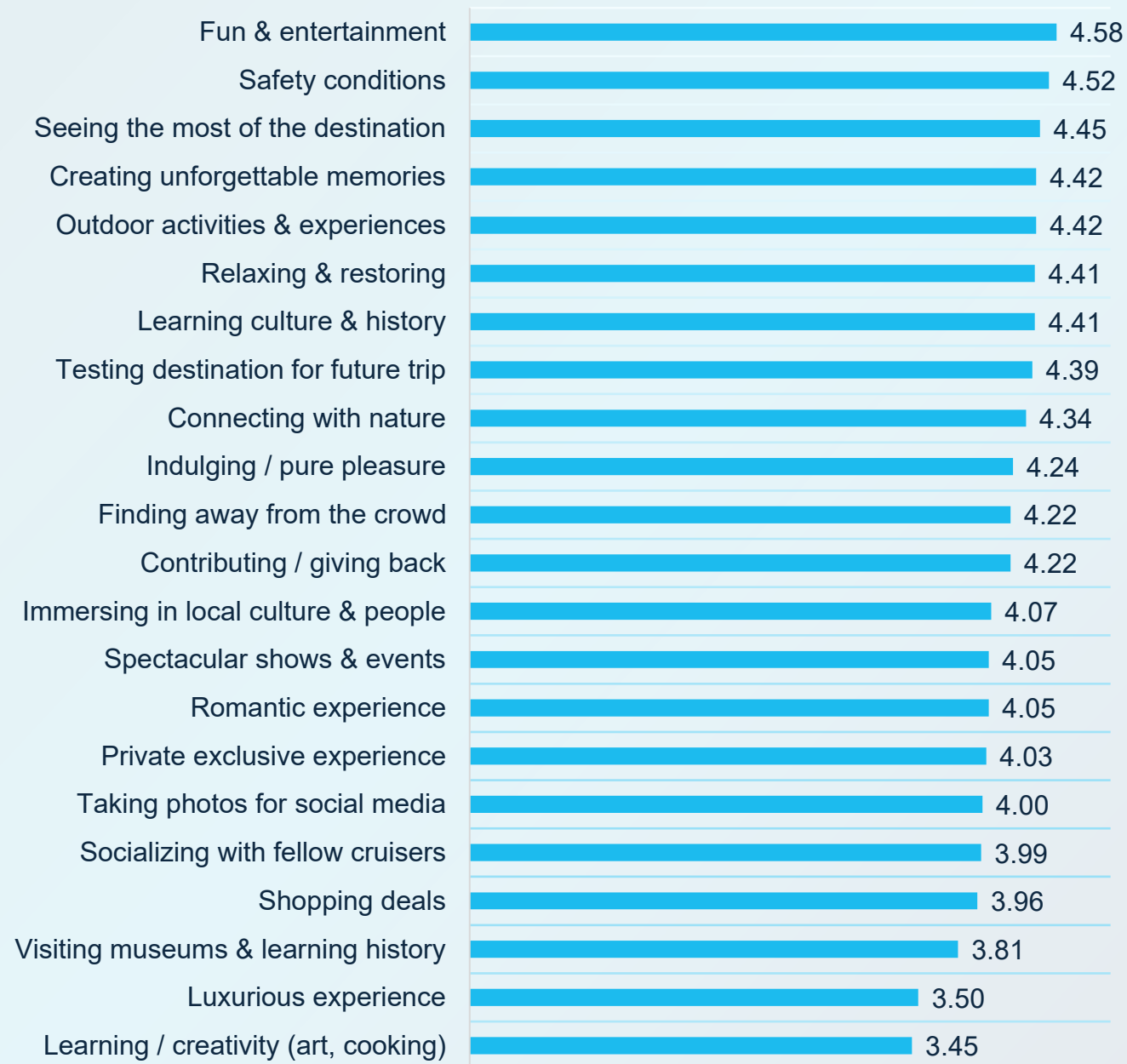
Nearly half rely on the cruise line website, meaning partnerships with cruise lines are the single most important lever for excursion visibility.



Shore Excursion Key Decision Factors

Key Finding:

When choosing shore excursions, cruise visitors prioritize **fun and entertainment (4.58)**, **safety conditions (4.52)**, and **seeing the most of their destination (4.45)**. Relaxation, outdoor experiences, and creating unforgettable memories also score highly, while luxury experiences, creative learning, and shopping deals rank lowest in importance.



How important are the following aspects when you choosing a shore excursion?

N: 2414

On-island Experience – Comparison

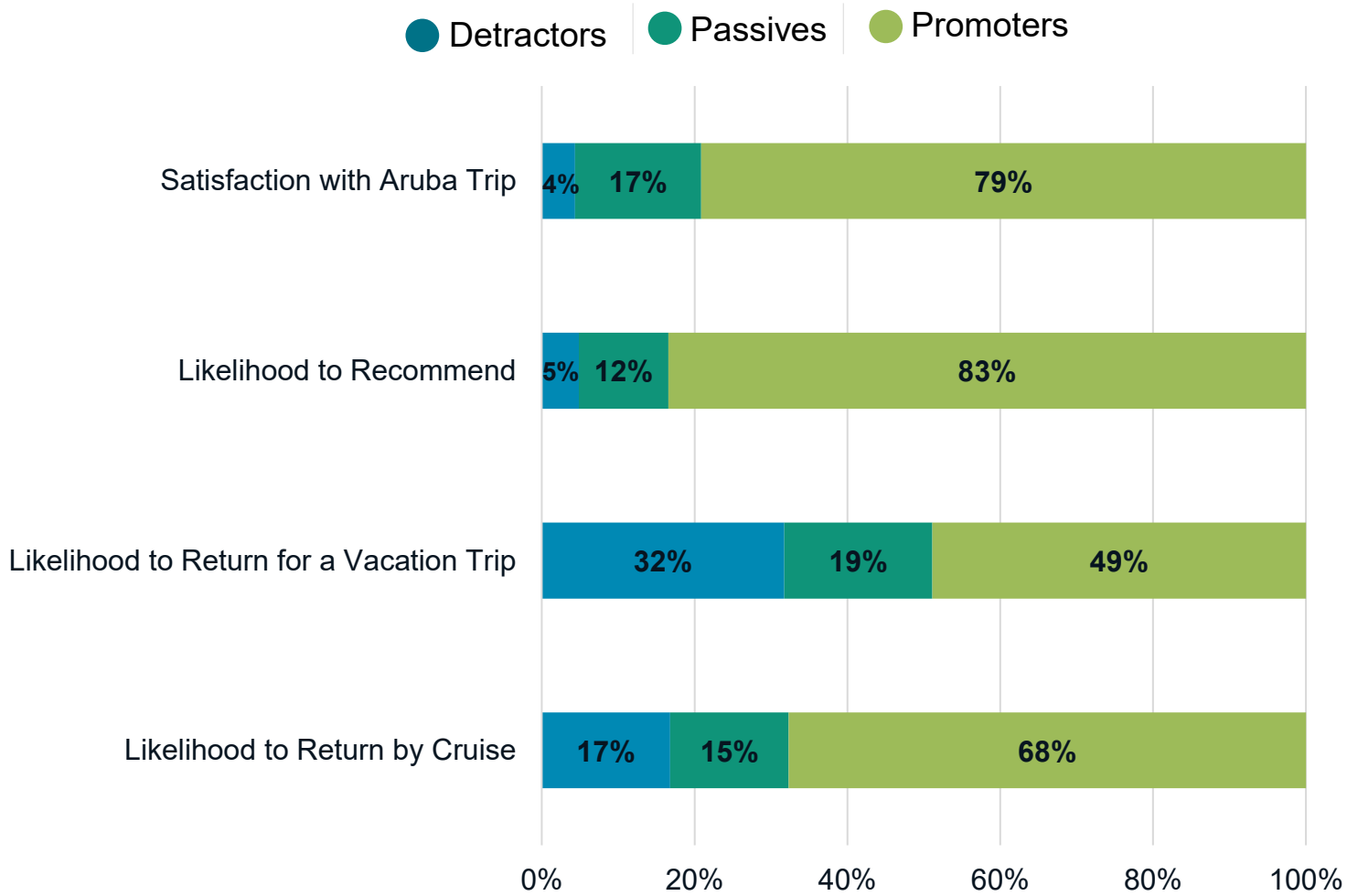
Key Finding:

All 14 attributes improved between 2024 and 2025. Variety of Activities (+0.36) and Variety of F&B (+0.35) saw the largest improvements, while Value for Money saw the smallest gain (+0.07) and remains Aruba's lowest-rated attribute. The overall picture is one of broad experience improvement, with pricing perception as the only persistent challenge.

	Mean 2024	Mean 2025
Beaches	4.49	4.74
Safety & Security	4.48	4.72
Local Hospitality	4.53	4.71
Cruise Portal	4.48	4.67
Tours & Excursions	4.40	4.66
Customer Service Hospitality	4.46	4.64
Variety of Activities	4.28	4.64
Downtown Oranjestad	4.35	4.59
Variety of F&B Availability	4.19	4.54
Ease of Going Around	4.33	4.51
Transportation Availability	4.28	4.41
Shoreline Impression	4.30	4.41
Shopping Variety	4.24	4.33
Value for Money	4.08	4.15

Scale: 1 = Very poor – 5 = Excellent – N/A excluded from mean calculation

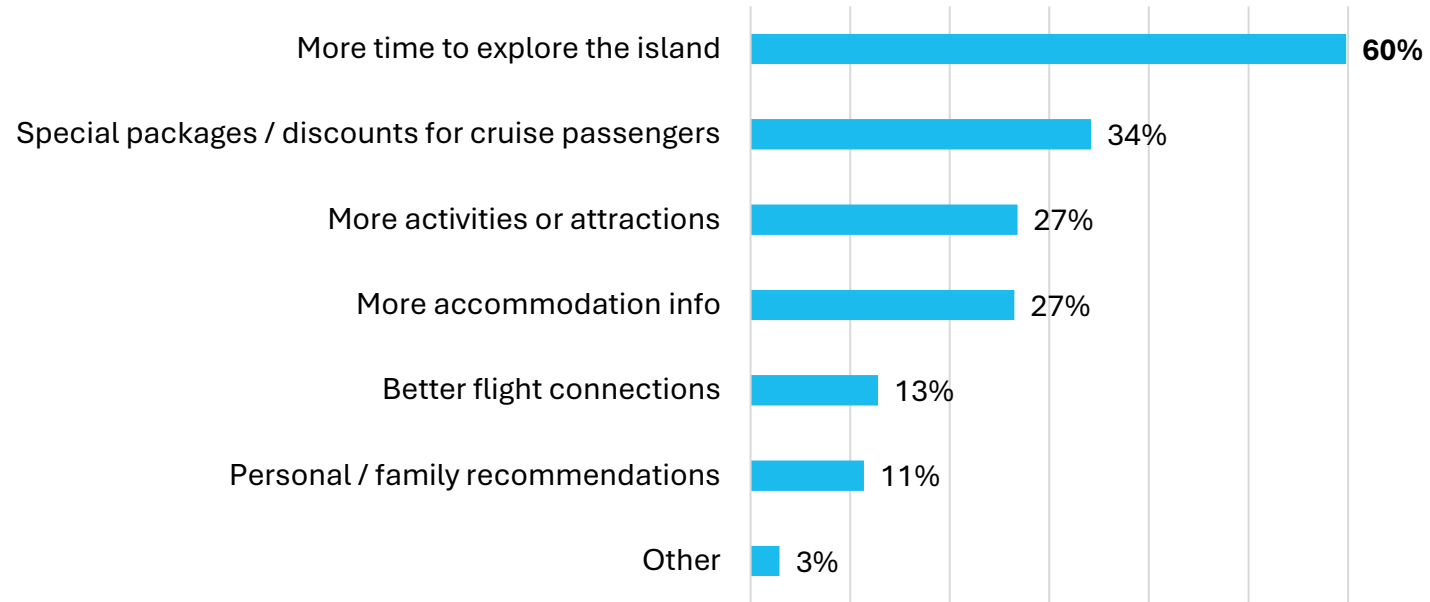
Net Promoter Score



Key Finding

Satisfaction and recommendation levels are high among cruise visitors, with **70% or more being promoters**. However, the **likelihood to return for a vacation trip** shows a lower promoter rate (**48%**) and a higher share of **detractors (30%)**, suggesting fewer visitors plan to return outside of cruising. In contrast, **returning by cruise is more favorable**, with **60% promoters** and fewer detractors (**16%**).

Conversion Drivers

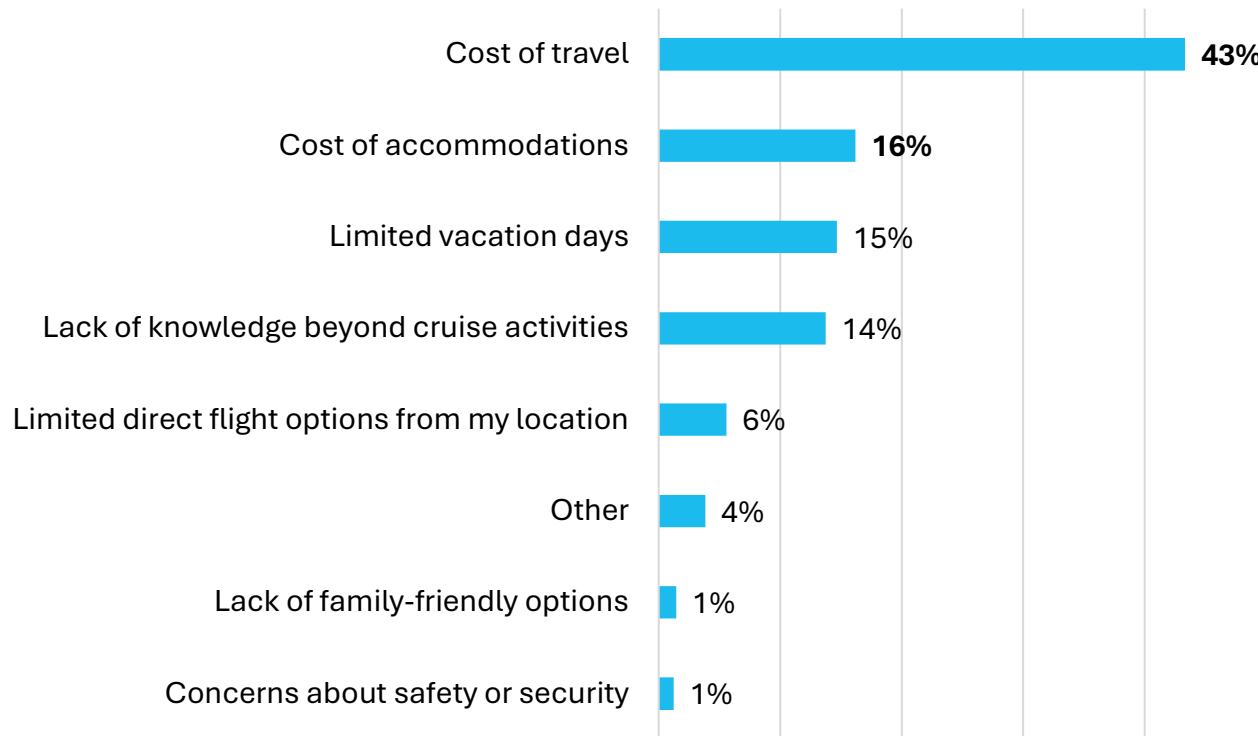


Key Finding

60% of detractors say more time to explore would make them reconsider. The single biggest barrier is not dissatisfaction with Aruba, but the constraint of a cruise port stop. 34% want cruise-specific packages or discounts. This is a structural challenge that requires advocacy with cruise lines, not just destination improvements.

Note: 743 of the 766 detractors (highly unlikely to return to the island) were asked the following question: “What would make you more likely to return to Aruba for a Vacation Trip?” about the likelihood of returning for a vacation trip to Aruba.

Conversion Barriers



Key Finding

Cost is the dominant barrier preventing respondents from returning to Aruba as vacation guests, with travel costs (43%) and accommodation costs (16%) together accounting for 59% of responses. Notably, 14% cite a lack of knowledge about Aruba beyond the cruise experience, an awareness gap that targeted marketing can directly address.

Note: all respondents received the below question to provide us with barriers for all respondents.

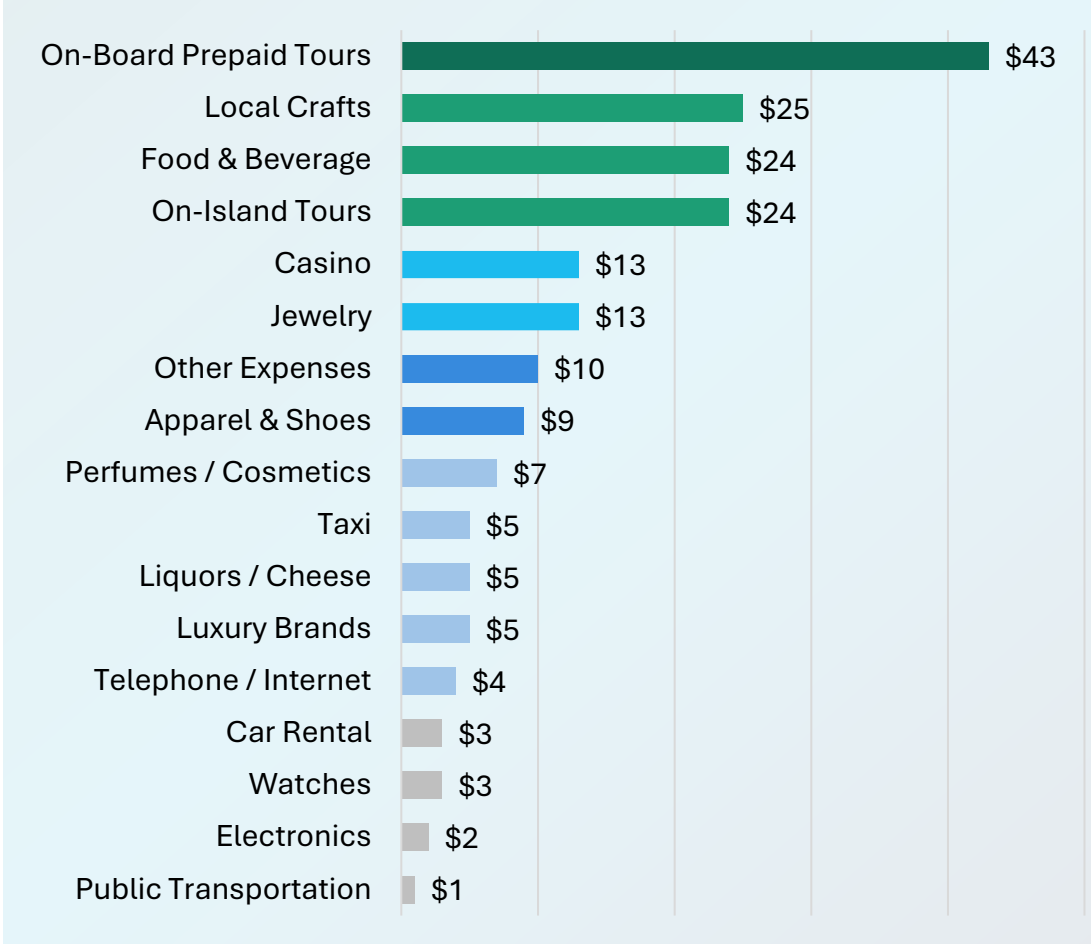
Average Spend Per Person in \$

\$197

Average spend per person 2025

2.1

avg. party size

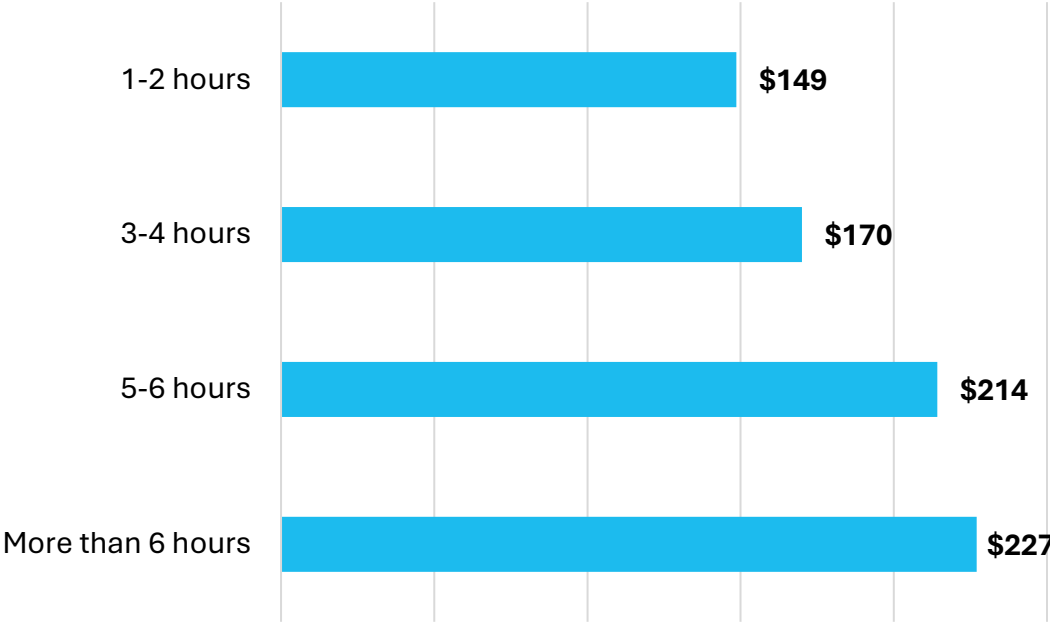


Key Finding

Among survey respondents, cruise visitors report spending an average of \$197 per person on island, with 86% reporting spend in at least one category. The biggest reported revenue contributors are on-board prepaid tours (\$43), local crafts (\$25), and food & beverage (\$24), driven by high participation rates rather than big-ticket items. Casino, jewelry, and luxury categories show very low reach (1–6%) but high reported spend per buyer (\$141–\$239), confirming that broad-reach categories drive total revenue while luxury and gambling serve a small premium segment. All figures are self-reported estimates and should be interpreted as directional.

Note: the following results are based on averages from all respondents, including those respondents who did not spend in the category.

Spending by Hours on-island



Key Finding

Spending increases with time spent on the island. Visitors who stay **more than 6 hours** spend the most on average (\$164), while those onshore for **3–4 hours** spend the least (\$131). This suggests that **longer stays provide more opportunities for spending**, likely due to increased participation in tours, dining, and shopping experiences.



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