



MAY 2026

Monthly Report

SNAPSHOT YTD MAY 2026/2025



HOW MANY TOTAL
STAY OVER AND CRUISE?

1,207,184



HOW MANY
STAY OVER ARRIVALS?

702,158

10.4%



HOW MANY
CRUISE ARRIVALS?

505,026

7%



HOW LONG
DID THEY STAY?

4,815,288

10.8%

WHERE DID THEY STAY?

EP



1,072,120

NIGHTS

22.3%

% Share

ALL INCLUSIVE



548,652

NIGHTS

11.4%

% Share

TIMESHARE



1,192,679

NIGHTS

24.8%

% Share

OTHERS



2,001,837

NIGHTS

41.6%

% Share

HOW MUCH DID THEY SPEND?



HOW MANY
STAY OVER ARRIVALS IN 2025

1,515,102

6.6%

2025 vs 2024



TOURISM CREDITS
Source: CBA

Awg. **5,554** Millions

6.5%

2025 vs 2024



AVERAGE DAILY TOURIST
SPENDING (ADTS)

Awg. **539**

1.3%

2025 vs 2024

| | Arrivals | | | | Tourism Credits in millions of AWG Source CBA | | | Average Daily Tourist Spending (ADTS) in AWG. | | |
|--------------|------------------|---------------------------|---------|----------|--|----------------|-------------|--|---------------|-------------|
| | 2025 | % Growth 2025 vs. 2024 | 2026 | % Growth | 2024 | 2025 | % Growth | 2024 | 2025 | % Growth |
| Q1 | 392,421 | 2.5% | 427,343 | 8.9% | 1,544.8 | 1,619.60 | 4.8% | 548.74 | 576.48 | 5.1% |
| Q2 | 369,935 | 4.2% | | | 1,242.2 | 1,249.70 | 0.6% | 538.04 | 536.22 | -0.3% |
| Q3 | 372,410 | 8.0% | | | 1,141.7 | 1,252.50 | 9.7% | 493.47 | 502.53 | 1.8% |
| Q4 | 380,336 | 12.1% | | | 1,287.5 | 1,432.60 | 11.3% | 542.30 | 537.80 | -0.8% |
| Total | 1,515,102 | 6.6% | | | 5,216.2 | 5,554.4 | 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 the maintenance fee arising from the Timeshare arrangement from "Other Services" to "Travel Services" (Tourism). With this reclassification, it should be noted that the term Tourism Receipts has changed to Tourism Credits in the new presentation of Balance of Payments. This reclassification resulted in an upward adjustment of the previously used term Tourism Receipts.



ARRIVALS YTD MAY 2026/2025

702,158
ARRIVALS

10.4%
GROWTH

| | 2025 | Growth | 2026 | % Growth | Marketshare 2025 | Marketshare 2026 |
|-----------------|----------------|---------------|----------------|--------------|------------------|------------------|
| USA | 471,830 | 20,859 | 492,689 | 4.4% | 74.2% | 70.2% |
| Canada | 38,337 | 6,117 | 44,454 | 16.0% | 6.0% | 6.3% |
| NA | 510,167 | 26,976 | 537,143 | 5.3% | 80.2% | 76.5% |
| Venezuela | 1,317 | 64 | 1,381 | 4.9% | 0.2% | 0.2% |
| Colombia | 21,384 | -573 | 20,811 | -2.7% | 3.4% | 3.0% |
| Brazil | 12,126 | -1,039 | 11,087 | -8.6% | 1.9% | 1.6% |
| Argentina | 20,073 | 38,832 | 58,905 | 193.5% | 3.2% | 8.4% |
| Chile | 5,603 | -1,335 | 4,268 | -23.8% | 0.9% | 0.6% |
| Ecuador | 4,535 | -311 | 4,224 | -6.9% | 0.7% | 0.6% |
| Peru | 8,750 | -128 | 8,622 | -1.5% | 1.4% | 1.2% |
| Paraguay | 710 | 53 | 763 | 7.5% | 0.1% | 0.1% |
| Uruguay | 1,629 | 76 | 1,705 | 4.7% | 0.3% | 0.2% |
| Mexico | 1,265 | 232 | 1,497 | 18.3% | 0.2% | 0.2% |
| Others | 6,065 | -91 | 5,974 | -1.5% | 1.0% | 0.9% |
| SA | 83,457 | 35,780 | 119,237 | 42.9% | 13.1% | 17.0% |
| Netherlands | 15,281 | 1,230 | 16,511 | 8.0% | 2.4% | 2.4% |
| UK | 2,173 | -32 | 2,141 | -1.5% | 0.3% | 0.3% |
| Germany | 1,934 | 126 | 2,060 | 6.5% | 0.3% | 0.3% |
| Italy | 1,492 | 268 | 1,760 | 18.0% | 0.2% | 0.3% |
| Sweden | 426 | 97 | 523 | 22.8% | 0.1% | 0.1% |
| Belgium | 783 | -13 | 770 | -1.7% | 0.1% | 0.1% |
| Austria | 278 | -18 | 260 | -6.5% | 0.0% | 0.0% |
| Switzerland | 760 | 135 | 895 | 17.8% | 0.1% | 0.1% |
| Others | 4,880 | 349 | 5,229 | 7.2% | 0.8% | 0.7% |
| Europe | 28,007 | 2,142 | 30,149 | 7.6% | 4.4% | 4.3% |
| ROW | 14,334 | 1,295 | 15,629 | 9.0% | 2.3% | 2.2% |
| Total | 635,965 | 66,193 | 702,158 | 10.4% | | |
| W/O Ven. | 634,648 | 66,129 | 700,777 | 10.4% | | |



ARRIVALS USA

YTD MAY 2026/2025

492,689
ARRIVALS

4.4%
GROWTH

| | 2025 | | Growth | 2026 | % Growth | Marketshare 2025 | Marketshare 2026 |
|----------------|----------------|--------|---------------|----------------|-------------|------------------|------------------|
| New York | 87,172 | | 4,137 | 91,309 | 4.7% | 18.5% | 18.5% |
| Massachusetts | 63,520 | -1,165 | | 62,355 | -1.8% | 13.5% | 12.7% |
| New Jersey | 50,947 | | 1,920 | 52,867 | 3.8% | 10.8% | 10.7% |
| Pennsylvania | 25,897 | | 1,051 | 26,948 | 4.1% | 5.5% | 5.5% |
| Illinois | 12,215 | | 3,278 | 15,493 | 26.8% | 2.6% | 3.1% |
| Connecticut | 17,589 | | 949 | 18,538 | 5.4% | 3.7% | 3.8% |
| Florida | 22,610 | | 1,644 | 24,254 | 7.3% | 4.8% | 4.9% |
| Ohio | 13,762 | | 763 | 14,525 | 5.5% | 2.9% | 2.9% |
| Maryland | 12,637 | | 18 | 12,655 | 0.1% | 2.7% | 2.6% |
| Michigan | 10,012 | | 906 | 10,918 | 9.0% | 2.1% | 2.2% |
| Virginia | 12,599 | | 1,214 | 13,813 | 9.6% | 2.7% | 2.8% |
| Georgia | 9,854 | | 1,366 | 11,220 | 13.9% | 2.1% | 2.3% |
| North Carolina | 12,409 | | 588 | 12,997 | 4.7% | 2.6% | 2.6% |
| Texas | 14,412 | | 138 | 14,550 | 1.0% | 3.1% | 3.0% |
| California | 7,375 | -702 | | 6,673 | -9.5% | 1.6% | 1.4% |
| Other | 98,820 | | 4,754 | 103,574 | 4.8% | 20.9% | 21.0% |
| Total | 471,830 | | 20,859 | 492,689 | 4.4% | | |



NIGHTS YTD MAY 2026/2025

4,815,288
ARRIVALS

10.8%
GROWTH

| | 2025 | | Growth | 2026 | % Growth | ALOS 2025 | ALOS 2026 |
|---------------|------------------|---------|----------------|------------------|--------------|-----------|-----------|
| USA | 3,038,941 | | 106,159 | 3,145,100 | 3.5% | 6.4 | 6.4 |
| Canada | 348,214 | | 46,914 | 395,128 | 13.5% | 9.1 | 8.9 |
| NA | 3,387,155 | | 153,073 | 3,540,228 | 4.5% | 6.6 | 6.6 |
| Venezuela | 13,249 | | 251 | 13,500 | 1.9% | 10.1 | 9.8 |
| Colombia | 132,034 | -5,329 | | 126,705 | -4.0% | 6.2 | 6.1 |
| Brazil | 72,635 | -7,501 | | 65,134 | -10.3% | 6.0 | 5.9 |
| Argentina | 174,310 | | 329,617 | 503,927 | 189.1% | 8.7 | 8.6 |
| Chile | 41,862 | -10,485 | | 31,377 | -25.0% | 7.5 | 7.4 |
| Ecuador | 19,520 | -394 | | 19,126 | -2.0% | 4.3 | 4.5 |
| Peru | 47,219 | -1,280 | | 45,939 | -2.7% | 5.4 | 5.3 |
| Paraguay | 4,483 | | 487 | 4,970 | 10.9% | 6.3 | 6.5 |
| Uruguay | 12,136 | | 705 | 12,841 | 5.8% | 7.4 | 7.5 |
| Mexico | 8,656 | | 1,787 | 10,443 | 20.6% | 6.8 | 7.0 |
| Others | 36,358 | -401 | | 35,957 | -1.1% | 6.0 | 6.0 |
| SA | 562,462 | | 307,457 | 869,919 | 54.7% | 6.7 | 7.3 |
| Netherlands | 201,637 | | 3,608 | 205,245 | 1.8% | 13.2 | 12.4 |
| UK | 19,893 | -2,698 | | 17,195 | -13.6% | 9.2 | 8.0 |
| Germany | 17,770 | | 930 | 18,700 | 5.2% | 9.2 | 9.1 |
| Italy | 12,277 | | 1,088 | 13,365 | 8.9% | 8.2 | 7.6 |
| Sweden | 4,662 | | 149 | 4,811 | 3.2% | 10.9 | 9.2 |
| Belgium | 10,750 | -874 | | 9,876 | -8.1% | 13.7 | 12.8 |
| Austria | 2,277 | | 335 | 2,612 | 14.7% | 8.2 | 10.0 |
| Switzerland | 6,520 | | 711 | 7,231 | 10.9% | 8.6 | 8.1 |
| Others | 40,801 | | 3,193 | 43,994 | 7.8% | 8.4 | 8.4 |
| Europe | 316,587 | | 6,442 | 323,029 | 2.0% | 11.3 | 10.7 |
| ROW | 78,670 | | 3,442 | 82,112 | 4.4% | 5.5 | 5.3 |
| Total | 4,344,874 | | 470,414 | 4,815,288 | 10.8% | 6.8 | 6.9 |



ACCOMMODATIONS

YTD MAY 2026/2025

702,158
ARRIVALS

10.4%
GROWTH

ARRIVALS BY ACCOMMODATION

| | 2025 | Growth | 2026 | % Growth | Marketshare 2025 | Marketshare 2026 |
|---------------|----------------|--------|----------------|--------------|------------------|------------------|
| EP | 171,672 | 22,612 | 194,284 | 13.2% | 27.0% | 27.7% |
| All Inclusive | 90,074 | 3,003 | 93,077 | 3.3% | 14.2% | 13.3% |
| Timeshare | 146,281 | 1,244 | 147,525 | 0.9% | 23.0% | 21.0% |
| Others | 227,938 | 39,334 | 267,272 | 17.3% | 35.8% | 38.1% |
| Total | 635,965 | 66,193 | 702,158 | 10.4% | | |

NIGHTS BY ACCOMMODATION

| | 2025 | Growth | 2026 | % Growth | Marketshare 2025 | Marketshare 2026 |
|---------------|------------------|---------|------------------|--------------|------------------|------------------|
| EP | 937,497 | 134,623 | 1,072,120 | 14.4% | 21.6% | 22.3% |
| All Inclusive | 541,672 | 6,980 | 548,652 | 1.3% | 12.5% | 11.4% |
| Timeshare | 1,164,375 | 28,304 | 1,192,679 | 2.4% | 26.8% | 24.8% |
| Others | 1,701,330 | 300,507 | 2,001,837 | 17.7% | 39.2% | 41.6% |
| Total | 4,344,874 | 470,414 | 4,815,288 | 10.8% | | |

Note: The European Plan, sometimes abbreviated as EP in hotel listings, indicates that the quoted rate is strictly for lodging and does not include any meals.



ACCOMMODATIONS BY MAIN MARKETS

YTD MAY 2026/2025

702,158
ARRIVALS

10.4%
GROWTH

| Visitors | EP | | | ALL INCLUSIVE | | | Timeshare | | | Others | | |
|-----------------------|----------------|----------------|--------------|---------------|---------------|-------------|----------------|----------------|-------------|----------------|----------------|--------------|
| | 2026 | 2025 | % grwth | 2026 | 2025 | % grwth | 2026 | 2025 | % grwth | 2026 | 2025 | % grwth |
| USA | 158,834 | 145,083 | 9.5% | 76,790 | 73,423 | 4.6% | 129,181 | 131,778 | -2.0% | 127,884 | 121,546 | 5.2% |
| Venezuela | 332 | 301 | 10.3% | 8 | 8 | 0.0% | 118 | 149 | -20.8% | 923 | 859 | 7.5% |
| Netherlands | 1,725 | 1,540 | 12.0% | 315 | 428 | -26.4% | 477 | 492 | -3.0% | 13,994 | 12,821 | 9.1% |
| Canada | 8,584 | 6,718 | 27.8% | 6,573 | 6,797 | -3.3% | 5,515 | 5,096 | 8.2% | 23,782 | 19,726 | 20.6% |
| Brazil | 3,318 | 3,104 | 6.9% | 460 | 443 | 3.8% | 506 | 816 | -38.0% | 6,803 | 7,763 | -12.4% |
| Colombia | 2,360 | 2,319 | 1.8% | 939 | 1,013 | -7.3% | 1,071 | 1,459 | -26.6% | 16,441 | 16,593 | -0.9% |
| Argentina | 7,672 | 2,311 | 232.0% | 4,486 | 3,882 | 15.6% | 7,766 | 2,647 | 193.4% | 38,981 | 11,233 | 247.0% |
| Chile | 872 | 803 | 8.6% | 740 | 972 | -23.9% | 370 | 630 | -41.3% | 2,286 | 3,198 | -28.5% |
| Peru | 1,495 | 1,157 | 29.2% | 923 | 1,053 | -12.3% | 394 | 531 | -25.8% | 5,810 | 6,009 | -3.3% |
| UK | 672 | 573 | 17.3% | 151 | 101 | 49.5% | 132 | 150 | -12.0% | 1,186 | 1,349 | -12.1% |
| Italy | 456 | 341 | 33.7% | 165 | 141 | 17.0% | 95 | 102 | -6.9% | 1,044 | 908 | 15.0% |
| Total main mkt | 186,320 | 164,250 | 13.4% | 91,550 | 88,261 | 3.7% | 145,625 | 143,850 | 1.2% | 239,134 | 202,005 | 18.4% |
| All visitors | 194,284 | 171,672 | 13.2% | 93,077 | 90,074 | 3.3% | 147,525 | 146,281 | 0.9% | 267,272 | 227,938 | 17.3% |



ACCOMMODATIONS BY MAIN MARKETS

YTD MAY 2026/2025

702,158
ARRIVALS

10.4%
GROWTH

MARKETSHARE OF THE COUNTRY BY ACCOMMODATION CATEGORY

| | EP | | All Inclusive | | Timeshare | | Others | |
|-----------------------|--------------|--------------|---------------|--------------|--------------|--------------|--------------|--------------|
| | 2025 | 2026 | 2025 | 2026 | 2025 | 2026 | 2025 | 2026 |
| USA | 84.5% | 81.8% | 81.5% | 82.5% | 90.1% | 87.6% | 53.3% | 47.8% |
| Venezuela | 0.2% | 0.2% | 0.0% | 0.0% | 0.1% | 0.1% | 0.4% | 0.3% |
| Netherlands | 0.9% | 0.9% | 0.5% | 0.3% | 0.3% | 0.3% | 5.6% | 5.2% |
| Canada | 3.9% | 4.4% | 7.5% | 7.1% | 3.5% | 3.7% | 8.7% | 8.9% |
| Brazil | 1.8% | 1.7% | 0.5% | 0.5% | 0.6% | 0.3% | 3.4% | 2.5% |
| Colombia | 1.4% | 1.2% | 1.1% | 1.0% | 1.0% | 0.7% | 7.3% | 6.2% |
| Argentina | 1.3% | 3.9% | 4.3% | 4.8% | 1.8% | 5.3% | 4.9% | 14.6% |
| Chile | 0.5% | 0.4% | 1.1% | 0.8% | 0.4% | 0.3% | 1.4% | 0.9% |
| Peru | 0.7% | 0.8% | 1.2% | 1.0% | 0.4% | 0.3% | 2.6% | 2.2% |
| UK | 0.3% | 0.3% | 0.1% | 0.2% | 0.1% | 0.1% | 0.6% | 0.4% |
| Italy | 0.2% | 0.2% | 0.2% | 0.2% | 0.1% | 0.1% | 0.4% | 0.4% |
| Total main mkt | 95.7% | 95.9% | 98.0% | 98.4% | 98.3% | 98.7% | 88.6% | 89.5% |



VISITORS BY AGE YTD MAY 2026/2025

702,158
ARRIVALS

10.4%
GROWTH

| | 2025 | Growth | 2026 | % Growth |
|--------------|----------------|---------------|----------------|--------------|
| 0 - 11 | 44,177 | 6,653 | 50,830 | 15.1% |
| 12-19 | 41,782 | 5,991 | 47,773 | 14.3% |
| 20 - 29 | 72,850 | 11,200 | 84,050 | 15.4% |
| 30 - 39 | 96,125 | 11,367 | 107,492 | 11.8% |
| 40 - 49 | 101,586 | 14,491 | 116,077 | 14.3% |
| 50 - 59 | 116,482 | 8,223 | 124,705 | 7.1% |
| 60 - 69 | 106,300 | 4,929 | 111,229 | 4.6% |
| 70 + | 56,652 | 3,340 | 59,992 | 5.9% |
| Not Stated | 11 | -1 | 10 | -9.1% |
| Total | 635,965 | 66,193 | 702,158 | 10.4% |



GENERATIONS

YTD MAY 2026/2025

702,158
VISITORS

10.4%
GROWTH

| | 2025 | Growth | 2026 | % Growth | Marketshare 2025 | Marketshare 2026 |
|--------------------|----------------|--------|----------------|--------------|------------------|------------------|
| Gen A | 35,127 | 5,236 | 40,363 | 14.9% | 5.5% | 5.7% |
| Gen Z | 90,591 | 13,894 | 104,485 | 15.3% | 14.2% | 14.9% |
| Millennials | 150,447 | 19,161 | 169,608 | 12.7% | 23.7% | 24.2% |
| Gen X | 161,939 | 18,070 | 180,009 | 11.2% | 25.5% | 25.6% |
| Baby Boomers | 177,047 | 8,327 | 185,374 | 4.7% | 27.8% | 26.4% |
| Silent Generations | 20,803 | 1,506 | 22,309 | 7.2% | 3.3% | 3.2% |
| Age not specified | 11 | -1 | 10 | -9.1% | 0.0% | 0.0% |
| Total | 635,965 | 66,193 | 702,158 | 10.4% | | |



CARRIERS YTD MAY 2026/2025

702,158
VISITORS

10.4%
GROWTH

| | 2025 | Growth | 2026 | % Growth | Marketshare 2025 | Marketshare 2026 |
|-----------------------|----------------|---------------|----------------|--------------|------------------|------------------|
| JETBLUE | 135,570 | 3,244 | 138,814 | 2.4% | 21.3% | 19.8% |
| AMERICAN AIRLINES | 115,306 | 7,401 | 122,707 | 6.4% | 18.1% | 17.5% |
| UNITED AIRLINES | 85,208 | 13,209 | 98,417 | 15.5% | 13.4% | 14.0% |
| DELTA AIRLINES | 85,897 | 8,983 | 94,880 | 10.5% | 13.5% | 13.5% |
| COPA AIRLINES | 26,931 | 7,681 | 34,612 | 28.5% | 4.2% | 4.9% |
| AVIANCA | 24,617 | 7,855 | 32,472 | 31.9% | 3.9% | 4.6% |
| WESTJET AIRLINES | 19,391 | 8,093 | 27,484 | 41.7% | 3.0% | 3.9% |
| SOUTHWEST AIRLINES | 27,317 | -800 | 26,517 | -2.9% | 4.3% | 3.8% |
| LATAM AIRLINES PERU | 15,304 | 3,432 | 18,736 | 22.4% | 2.4% | 2.7% |
| KLM ROYAL DUTCH | 15,350 | 1,133 | 16,483 | 7.4% | 2.4% | 2.3% |
| AIR CANADA | 10,281 | 2,942 | 13,223 | 28.6% | 1.6% | 1.9% |
| AEROLINEAS ARGENTINAS | 0 | 12,135 | 12,135 | - | 0.0% | 1.7% |
| WINGO | 9,817 | 1,061 | 10,878 | 10.8% | 1.5% | 1.5% |
| DIVI DIVI AIR | 8,382 | 2,288 | 10,670 | 27.3% | 1.3% | 1.5% |
| SPIRIT AIRLINES | 9,376 | -423 | 8,953 | -4.5% | 1.5% | 1.3% |
| GOL | 5,701 | 432 | 6,133 | 7.6% | 0.9% | 0.9% |
| EZ AIR | 5,288 | -292 | 4,996 | -5.5% | 0.8% | 0.7% |
| TUI FLY NL | 4,390 | 509 | 4,899 | 11.6% | 0.7% | 0.7% |
| WINAIR | 4,182 | 480 | 4,662 | 11.5% | 0.7% | 0.7% |
| PRIVATE | 6,029 | -1,566 | 4,463 | -26.0% | 0.9% | 0.6% |
| SURINAM AIRWAYS | 2,395 | 339 | 2,734 | 14.2% | 0.4% | 0.4% |
| CHARTER | 7,298 | -4,799 | 2,499 | -65.8% | 1.1% | 0.4% |
| SUN COUNTRY AIRLINES | 4,363 | -2,064 | 2,299 | -47.3% | 0.7% | 0.3% |
| ARAJET | 753 | 292 | 1,045 | 38.8% | 0.1% | 0.1% |
| FRONTIER AIRLINES | 163 | 508 | 671 | 311.7% | 0.0% | 0.1% |
| AIR CENTURY | 309 | 46 | 355 | 14.9% | 0.0% | 0.1% |
| OTHERS | 6,347 | -5,926 | 421 | -93.4% | 1.0% | 0.1% |
| Total | 635,965 | 66,193 | 702,158 | 10.4% | | |



CARRIERS YTD MAY 2026/2025

702,158
VISITORS

10.4%
GROWTH

| City | APO Code | YTD JAN - MAY'26 | Mkt Share | YTD JAN - MAY'25 | Mkt Share | 26 vs 25 |
|---------------------------------------|---------------|------------------|---------------|------------------|---------------|--------------|
| JFK NY | JFK | 89,598 | 12.8% | 87,312 | 13.7% | 2.6% |
| Boston | BOS | 85,573 | 12.2% | 88,843 | 14.0% | -3.7% |
| Newark | EWR | 58,840 | 8.4% | 62,853 | 9.9% | -6.4% |
| Miami | MIA | 45,219 | 6.4% | 42,451 | 6.7% | 6.5% |
| Atlanta | ATL | 43,862 | 6.2% | 38,103 | 6.0% | 15.1% |
| Toronto | YYZ | 40,723 | 5.8% | 34,906 | 5.5% | 16.7% |
| Bogota | BOG | 38,314 | 5.5% | 28,398 | 4.5% | 34.9% |
| Charlotte | CLT | 37,552 | 5.3% | 39,415 | 6.2% | -4.7% |
| Panama City | PTY | 34,672 | 4.9% | 26,980 | 4.2% | 28.5% |
| Chicago | ORD | 26,654 | 3.8% | 11,004 | 1.7% | 142.2% |
| Philadelphia | PHL | 25,538 | 3.6% | 27,751 | 4.4% | -8.0% |
| G.Bush DC | IAD | 22,896 | 3.3% | 17,811 | 2.8% | 28.5% |
| Amsterdam | AMS | 21,394 | 3.0% | 19,674 | 3.1% | 8.7% |
| Orlando | MCO | 20,323 | 2.9% | 21,181 | 3.3% | -4.1% |
| Curacao | CUR | 18,480 | 2.6% | 16,128 | 2.5% | 14.6% |
| Lima, Peru | LIM | 17,819 | 2.5% | 15,305 | 2.4% | 16.4% |
| Fort Lauderdale | FLL | 15,411 | 2.2% | 9,583 | 1.5% | 60.8% |
| Ezeiza International Airport ARG | EZE | 11,641 | 1.7% | 0 | 0.0% | — |
| Minneapolis St. Paul Inter Airp | MSP | 6,772 | 1.0% | 8,857 | 1.4% | -23.5% |
| Baltimore | BWI | 6,219 | 0.9% | 6,154 | 1.0% | 1.1% |
| Sao Paolo | GRU | 6,133 | 0.9% | 5,701 | 0.9% | 7.6% |
| Medellin | MDE | 5,148 | 0.7% | 5,455 | 0.9% | -5.6% |
| Houston International | IAH | 5,043 | 0.7% | 4,795 | 0.8% | 5.2% |
| Sint Maarten | SXM | 4,689 | 0.7% | 4,194 | 0.7% | 11.8% |
| Johan A. Pengel Int Airport, Suriname | PBM | 2,726 | 0.4% | 2,291 | 0.4% | 19.0% |
| | Others | 10,919 | 1.6% | 10,820 | 1.7% | 0.9% |
| Total | | 702,158 | 100.0% | 635,965 | 100.0% | 10.4% |



CRUISE YTD MAY 2026/2025



2025



CRUISE PAX

471,483

CRUISE CALLS

186



2026



CRUISE PAX

505,026

7%

CRUISE CALLS

200

7.5%

ABSOLUTE GROWTH PAX YTD MAY 2026

33,543
7%

ABSOLUTE GROWTH CALLS YTD MAY 2026

14
7.5%

MAY RESULT 2026

NORTH AMERICA



99,416

74.4%

SOUTH AMERICA



25,465

19.0%

EUROPE



5,416

4.1%

OTHERS



3,383

2.5%

TOTAL ARRIVALS

133,680

100%



ARRIVALS MAY 2026/2025

133,680
ARRIVALS

14.1%
GROWTH

| | 2025 | Growth | 2026 | % Growth | Marketshare 2025 | Marketshare 2026 |
|-----------------|----------------|---------------|----------------|--------------|------------------|------------------|
| USA | 87,810 | 6,553 | 94,363 | 7.5% | 75.0% | 70.6% |
| Canada | 4,045 | 1,008 | 5,053 | 24.9% | 3.5% | 3.8% |
| NA | 91,855 | 7,561 | 99,416 | 8.2% | 78.4% | 74.4% |
| Venezuela | 275 | -33 | 242 | -12.0% | 0.2% | 0.2% |
| Colombia | 4,283 | -293 | 3,990 | -6.8% | 3.7% | 3.0% |
| Brazil | 1,835 | 506 | 2,341 | 27.6% | 1.6% | 1.8% |
| Argentina | 3,979 | 8,596 | 12,575 | 216.0% | 3.4% | 9.4% |
| Chile | 958 | 78 | 1,036 | 8.1% | 0.8% | 0.8% |
| Ecuador | 1,094 | -235 | 859 | -21.5% | 0.9% | 0.6% |
| Peru | 1,892 | 186 | 2,078 | 9.8% | 1.6% | 1.6% |
| Paraguay | 196 | -10 | 186 | -5.1% | 0.2% | 0.1% |
| Uruguay | 361 | 61 | 422 | 16.9% | 0.3% | 0.3% |
| Mexico | 401 | 27 | 428 | 6.7% | 0.3% | 0.3% |
| Others | 1,327 | -19 | 1,308 | -1.4% | 1.1% | 1.0% |
| SA | 16,601 | 8,864 | 25,465 | 53.4% | 14.2% | 19.0% |
| Netherlands | 2,892 | 183 | 3,075 | 6.3% | 2.5% | 2.3% |
| UK | 414 | 82 | 496 | 19.8% | 0.4% | 0.4% |
| Germany | 325 | 22 | 347 | 6.8% | 0.3% | 0.3% |
| Italy | 327 | -50 | 277 | -15.3% | 0.3% | 0.2% |
| Sweden | 58 | 6 | 64 | 10.3% | 0.0% | 0.0% |
| Belgium | 138 | -9 | 129 | -6.5% | 0.1% | 0.1% |
| Austria | 47 | -1 | 46 | -2.1% | 0.0% | 0.0% |
| Switzerland | 150 | 16 | 166 | 10.7% | 0.1% | 0.1% |
| Others | 984 | -168 | 816 | -17.1% | 0.8% | 0.6% |
| Europe | 5,335 | 81 | 5,416 | 1.5% | 4.6% | 4.1% |
| ROW | 3,334 | 49 | 3,383 | 1.5% | 2.8% | 2.5% |
| Total | 117,125 | 16,555 | 133,680 | 14.1% | | |
| W/O Ven. | 116,850 | 16,588 | 133,438 | 14.2% | | |



ARRIVALS USA

MAY 2026/2025

94,363
ARRIVALS

7.5%
GROWTH

| | 2025 | Growth | 2026 | % Growth | Marketshare 2025 | Marketshare 2026 |
|----------------|---------------|--------------|---------------|-------------|------------------|------------------|
| New York | 14,622 | 1,267 | 15,889 | 8.7% | 16.7% | 16.8% |
| Massachusetts | 9,464 | 1,067 | 10,531 | 11.3% | 10.8% | 11.2% |
| New Jersey | 10,162 | 150 | 10,312 | 1.5% | 11.6% | 10.9% |
| Pennsylvania | 4,810 | 279 | 5,089 | 5.8% | 5.5% | 5.4% |
| Illinois | 1,903 | 432 | 2,335 | 22.7% | 2.2% | 2.5% |
| Connecticut | 2,946 | 218 | 3,164 | 7.4% | 3.4% | 3.4% |
| Florida | 6,300 | -3 | 6,297 | 0.0% | 7.2% | 6.7% |
| Ohio | 2,507 | 143 | 2,650 | 5.7% | 2.9% | 2.8% |
| Maryland | 2,850 | | 2,850 | 0.0% | 3.2% | 3.0% |
| Michigan | 1,227 | 269 | 1,496 | 21.9% | 1.4% | 1.6% |
| Virginia | 2,615 | 428 | 3,043 | 16.4% | 3.0% | 3.2% |
| Georgia | 2,537 | 862 | 3,399 | 34.0% | 2.9% | 3.6% |
| North Carolina | 2,862 | 8 | 2,870 | 0.3% | 3.3% | 3.0% |
| Texas | 3,995 | 370 | 4,365 | 9.3% | 4.5% | 4.6% |
| California | 1,738 | 64 | 1,802 | 3.7% | 2.0% | 1.9% |
| Other | 17,272 | 999 | 18,271 | 5.8% | 19.7% | 19.4% |
| Total | 87,810 | 6,553 | 94,363 | 7.5% | | |



NIGHTS MAY 2026/2025

852,204
NIGHTS

16.7%
GROWTH

| | 2025 | | Growth | 2026 | % Growth | ALOS 2025 | ALOS 2026 |
|---------------|----------------|--------|----------------|----------------|--------------|------------|-------------|
| USA | 521,180 | | 37,097 | 558,277 | 7.1% | 5.9 | 5.9 |
| Canada | 29,951 | | 6,668 | 36,619 | 22.3% | 7.4 | 7.2 |
| NA | 551,131 | | 43,765 | 594,896 | 7.9% | 6.0 | 6.0 |
| Venezuela | 2,927 | -299 | | 2,628 | -10.2% | 10.6 | 10.9 |
| Colombia | 26,643 | -2,213 | | 24,430 | -8.3% | 6.2 | 6.1 |
| Brazil | 11,125 | | 3,742 | 14,867 | 33.6% | 6.1 | 6.4 |
| Argentina | 33,863 | | 71,677 | 105,540 | 211.7% | 8.5 | 8.4 |
| Chile | 7,140 | | 37 | 7,177 | 0.5% | 7.5 | 6.9 |
| Ecuador | 4,390 | -722 | | 3,668 | -16.4% | 4.0 | 4.3 |
| Peru | 10,024 | | 509 | 10,533 | 5.1% | 5.3 | 5.1 |
| Paraguay | 1,143 | | 53 | 1,196 | 4.6% | 5.8 | 6.4 |
| Uruguay | 2,630 | | 573 | 3,203 | 21.8% | 7.3 | 7.6 |
| Mexico | 2,254 | | 248 | 2,502 | 11.0% | 5.6 | 5.8 |
| Others | 7,564 | -160 | | 7,404 | -2.1% | 5.7 | 5.7 |
| SA | 109,703 | | 73,445 | 183,148 | 66.9% | 6.6 | 7.2 |
| Netherlands | 33,166 | | 759 | 33,925 | 2.3% | 11.5 | 11.0 |
| UK | 3,689 | | 806 | 4,495 | 21.8% | 8.9 | 9.1 |
| Germany | 2,786 | | 233 | 3,019 | 8.4% | 8.6 | 8.7 |
| Italy | 2,190 | -22 | | 2,168 | -1.0% | 6.7 | 7.8 |
| Sweden | 640 | | 7 | 647 | 1.1% | 11.0 | 10.1 |
| Belgium | 1,511 | -144 | | 1,367 | -9.5% | 10.9 | 10.6 |
| Austria | 391 | | 13 | 404 | 3.3% | 8.3 | 8.8 |
| Switzerland | 1,194 | | 184 | 1,378 | 15.4% | 8.0 | 8.3 |
| Others | 6,987 | | 222 | 7,209 | 3.2% | 7.1 | 8.8 |
| Europe | 52,554 | | 2,058 | 54,612 | 3.9% | 9.9 | 10.1 |
| ROW | 17,017 | | 2,531 | 19,548 | 14.9% | 5.1 | 5.8 |
| Total | 730,405 | | 121,799 | 852,204 | 16.7% | 6.2 | 6.4 |



ACCOMMODATIONS

MAY 2026/2025

133,680
ARRIVALS

14.1%
GROWTH

ARRIVALS BY ACCOMMODATION

| | 2025 | Growth | 2026 | % Growth | Marketshare 2025 | Marketshare 2026 |
|---------------|----------------|--------|----------------|--------------|------------------|------------------|
| EP | 30,387 | 6,737 | 37,124 | 22.2% | 25.9% | 27.8% |
| All Inclusive | 17,139 | -115 | 17,024 | -0.7% | 14.6% | 12.7% |
| Timeshare | 28,926 | 2,437 | 31,363 | 8.4% | 24.7% | 23.5% |
| Others | 40,673 | 7,496 | 48,169 | 18.4% | 34.7% | 36.0% |
| Total | 117,125 | 16,555 | 133,680 | 14.1% | | |

NIGHTS BY ACCOMMODATION

| | 2025 | Growth | 2026 | % Growth | Marketshare 2025 | Marketshare 2026 |
|---------------|----------------|---------|----------------|--------------|------------------|------------------|
| EP | 154,209 | 40,329 | 194,538 | 26.2% | 21.1% | 22.8% |
| All Inclusive | 96,480 | -3,030 | 93,450 | -3.1% | 13.2% | 11.0% |
| Timeshare | 209,362 | 20,543 | 229,905 | 9.8% | 28.7% | 27.0% |
| Others | 270,354 | 63,957 | 334,311 | 23.7% | 37.0% | 39.2% |
| Total | 730,405 | 121,799 | 852,204 | 16.7% | | |

Note: The European Plan, sometimes abbreviated as EP in hotel listings, indicates that the quoted rate is strictly for lodging and does not include any meals.



ACCOMMODATIONS BY MAIN MARKETS

MAY 2026/2025

133,680
ARRIVALS

14.1%
GROWTH

| Visitors | EP | | | All Inclusive | | | Timeshare | | | Others | | |
|-----------------------|---------------|---------------|--------------|---------------|---------------|--------------|---------------|---------------|-------------|---------------|---------------|--------------|
| | 2026 | 2025 | % grwth | 2026 | 2025 | % grwth | 2026 | 2025 | % grwth | 2026 | 2025 | % grwth |
| USA | 29,773 | 25,786 | 15.5% | 14,303 | 14,220 | 0.6% | 27,038 | 25,912 | 4.3% | 23,249 | 21,892 | 6.2% |
| Venezuela | 59 | 42 | 40.5% | 0 | 1 | -100.0% | 12 | 27 | -55.6% | 171 | 205 | -16.6% |
| Netherlands | 395 | 301 | 31.2% | 71 | 97 | -26.8% | 85 | 121 | -29.8% | 2,524 | 2,373 | 6.4% |
| Canada | 1,043 | 562 | 85.6% | 547 | 882 | -38.0% | 679 | 527 | 28.8% | 2,784 | 2,074 | 34.2% |
| Brazil | 638 | 541 | 17.9% | 104 | 84 | 23.8% | 157 | 164 | -4.3% | 1,442 | 1,046 | 37.9% |
| Colombia | 491 | 434 | 13.1% | 259 | 244 | 6.1% | 319 | 405 | -21.2% | 2,921 | 3,200 | -8.7% |
| Argentina | 1,925 | 536 | 259.1% | 844 | 602 | 40.2% | 2,150 | 758 | 183.6% | 7,656 | 2,083 | 267.5% |
| Chile | 237 | 121 | 95.9% | 182 | 211 | -13.7% | 123 | 136 | -9.6% | 494 | 490 | 0.8% |
| Peru | 480 | 332 | 44.6% | 311 | 278 | 11.9% | 145 | 184 | -21.2% | 1,142 | 1,098 | 4.0% |
| UK | 172 | 116 | 48.3% | 38 | 20 | 90.0% | 45 | 42 | 7.1% | 241 | 236 | 2.1% |
| Italy | 106 | 71 | 49.3% | 45 | 41 | 9.8% | 26 | 12 | 116.7% | 100 | 203 | -50.7% |
| Total main mkt | 35,319 | 28,842 | 22.5% | 16,704 | 16,680 | 0.1% | 30,779 | 28,288 | 8.8% | 42,724 | 34,900 | 22.4% |
| All visitors | 37,124 | 30,387 | 22.2% | 17,024 | 17,139 | -0.7% | 31,363 | 28,926 | 8.4% | 48,169 | 40,673 | 18.4% |



VISITORS BY AGE MAY 2026/2025

133,680
ARRIVALS

14.1%
GROWTH

| | 2025 | Growth | 2026 | % Growth |
|--------------|----------------|---------------|----------------|--------------|
| 0 - 11 | 5,868 | 1,712 | 7,580 | 29.2% |
| 12-19 | 4,835 | 1,109 | 5,944 | 22.9% |
| 20 - 29 | 17,626 | 2,428 | 20,054 | 13.8% |
| 30 - 39 | 20,188 | 3,231 | 23,419 | 16.0% |
| 40 - 49 | 17,835 | 3,736 | 21,571 | 20.9% |
| 50 - 59 | 22,013 | 2,206 | 24,219 | 10.0% |
| 60 - 69 | 19,275 | 1,328 | 20,603 | 6.9% |
| 70 + | 9,484 | 805 | 10,289 | 8.5% |
| Not Stated | 1 | | 1 | 0.0% |
| Total | 117,125 | 16,555 | 133,680 | 14.1% |



GENERATIONS

MAY 2026/2025

133,680
ARRIVALS

14.1%
GROWTH

| | 2025 | Growth | 2026 | % Growth | Marketshare 2025 | Marketshare 2026 |
|--------------------|----------------|--------|----------------|--------------|------------------|------------------|
| Gen A | 5,017 | 1,393 | 6,410 | 27.8% | 4.3% | 4.8% |
| Gen Z | 15,587 | 2,742 | 18,329 | 17.6% | 13.3% | 13.7% |
| Millennials | 31,837 | 5,126 | 36,963 | 16.1% | 27.2% | 27.7% |
| Gen X | 29,254 | 4,580 | 33,834 | 15.7% | 25.0% | 25.3% |
| Baby Boomers | 32,086 | 2,298 | 34,384 | 7.2% | 27.4% | 25.7% |
| Silent Generations | 3,343 | 416 | 3,759 | 12.4% | 2.9% | 2.8% |
| Age not specified | 1 | | 1 | 0.0% | 0.0% | 0.0% |
| Total | 117,125 | 16,555 | 133,680 | 14.1% | | |



CARRIERS MAY 2026/2025

133,680
ARRIVALS

14.1%
GROWTH

| | 2025 | Growth | 2026 | % Growth | Marketshare 2025 | Marketshare 2026 |
|-----------------------|----------------|---------------|----------------|--------------|------------------|------------------|
| JETBLUE | 26,559 | 749 | 27,308 | 2.8% | 22.7% | 20.4% |
| AMERICAN AIRLINES | 24,446 | 781 | 25,227 | 3.2% | 20.9% | 18.9% |
| UNITED AIRLINES | 16,889 | 2,781 | 19,670 | 16.5% | 14.4% | 14.7% |
| DELTA AIRLINES | 11,312 | 4,878 | 16,190 | 43.1% | 9.7% | 12.1% |
| COPA AIRLINES | 5,608 | 2,260 | 7,868 | 40.3% | 4.8% | 5.9% |
| AVIANCA | 5,012 | 1,380 | 6,392 | 27.5% | 4.3% | 4.8% |
| SOUTHWEST AIRLINES | 5,956 | 64 | 6,020 | 1.1% | 5.1% | 4.5% |
| LATAM AIRLINES PERU | 3,210 | 1,414 | 4,624 | 44.0% | 2.7% | 3.5% |
| WESTJET AIRLINES | 2,361 | 1,354 | 3,715 | 57.3% | 2.0% | 2.8% |
| KLM ROYAL DUTCH | 2,854 | 2 | 2,856 | 0.1% | 2.4% | 2.1% |
| AEROLINEAS ARGENTINAS | 0 | 2,757 | 2,757 | - | 0.0% | 2.1% |
| DIVI DIVI AIR | 1,735 | 541 | 2,276 | 31.2% | 1.5% | 1.7% |
| WINGO | 1,942 | 130 | 2,072 | 6.7% | 1.7% | 1.5% |
| GOL | 754 | 405 | 1,159 | 53.7% | 0.6% | 0.9% |
| EZ AIR | 1,091 | 28 | 1,119 | 2.6% | 0.9% | 0.8% |
| TUI FLY NL | 949 | 158 | 1,107 | 16.6% | 0.8% | 0.8% |
| WINAIR | 760 | 165 | 925 | 21.7% | 0.6% | 0.7% |
| SURINAM AIRWAYS | 432 | 221 | 653 | 51.2% | 0.4% | 0.5% |
| AIR CANADA | 0 | 610 | 610 | - | 0.0% | 0.5% |
| PRIVATE | 1,561 | -1,223 | 338 | -78.3% | 1.3% | 0.3% |
| ARAJET | 128 | 131 | 259 | 102.3% | 0.1% | 0.2% |
| CHARTER | 401 | -147 | 254 | -36.7% | 0.3% | 0.2% |
| SPIRIT AIRLINES | 1,944 | -1,735 | 209 | -89.2% | 1.7% | 0.2% |
| AIR CENTURY | 92 | -22 | 70 | -23.9% | 0.1% | 0.1% |
| AMBULANCE FLIGHT | 0 | 1 | 1 | - | 0.0% | 0.0% |
| ARUBA AIRLINES | 0 | 1 | 1 | - | 0.0% | 0.0% |
| OTHERS | 1,129 | -1,129 | 0 | -100.0% | 1.0% | 0.0% |
| Total | 117,125 | 16,555 | 133,680 | 14.1% | | |



CARRIERS

MAY 2026/2025

133,680
ARRIVALS

14.1%
GROWTH

| City | APO Code | May '26 | Mkt Share | May '25 | Mkt Share | 26 vs 25 |
|---------------------------------------|----------|----------------|---------------|----------------|---------------|--------------|
| JFK NY | JFK | 17,199 | 12.9% | 16,596 | 14.2% | 3.6% |
| Boston | BOS | 14,125 | 10.6% | 12,488 | 10.7% | 13.1% |
| Newark | EWR | 11,146 | 8.3% | 12,023 | 10.3% | -7.3% |
| Miami | MIA | 10,277 | 7.7% | 9,098 | 7.8% | 13.0% |
| Atlanta | ATL | 9,926 | 7.4% | 6,322 | 5.4% | 57.0% |
| Charlotte | CLT | 8,602 | 6.4% | 8,902 | 7.6% | -3.4% |
| Panama City | PTY | 7,872 | 5.9% | 5,608 | 4.8% | 40.4% |
| Bogota | BOG | 7,333 | 5.5% | 5,982 | 5.1% | 22.6% |
| Philadelphia | PHL | 5,158 | 3.9% | 5,539 | 4.7% | -6.9% |
| G.Bush DC | IAD | 4,945 | 3.7% | 4,714 | 4.0% | 4.9% |
| Lima, Peru | LIM | 4,624 | 3.5% | 3,211 | 2.7% | 44.0% |
| Orlando | MCO | 4,599 | 3.4% | 4,697 | 4.0% | -2.1% |
| Toronto | YYZ | 4,326 | 3.2% | 3,096 | 2.6% | 39.7% |
| Amsterdam | AMS | 3,969 | 3.0% | 3,733 | 3.2% | 6.3% |
| Curacao | CUR | 3,520 | 2.6% | 4,129 | 3.5% | -14.7% |
| Ezeiza International Airport ARG | EZE | 2,757 | 2.1% | 0 | 0.0% | — |
| Chicago | ORD | 2,188 | 1.6% | 950 | 0.8% | 130.3% |
| Houston International | IAH | 2,131 | 1.6% | 2,042 | 1.7% | 4.4% |
| Fort Lauderdale | FLL | 1,736 | 1.3% | 1,984 | 1.7% | -12.5% |
| Baltimore | BWI | 1,424 | 1.1% | 1,259 | 1.1% | 13.1% |
| Sao Paolo | GRU | 1,159 | 0.9% | 754 | 0.6% | 53.7% |
| Medellin | MDE | 1,131 | 0.8% | 1,019 | 0.9% | 11.0% |
| Sint Maarten | SXM | 942 | 0.7% | 764 | 0.7% | 23.3% |
| Dallas Fort Worth Int Airport | DFW | 871 | 0.7% | 854 | 0.7% | 2.0% |
| Johan A. Pengel Int Airport, Suriname | PBM | 648 | 0.5% | 428 | 0.4% | 51.4% |
| | Others | 1,072 | 0.8% | 933 | 0.8% | 14.9% |
| Total | | 133,680 | 100.0% | 117,125 | 100.0% | 14.1% |



CRUISE MAY 2026/2025



2025



CRUISE PAX
47,631

CRUISE CALLS
16



2026



CRUISE PAX
42,118

CRUISE CALLS
12

-11.6%

-25%

ABSOLUTE GROWTH PAX MAY 2026

5,513
-11.6%

ABSOLUTE GROWTH CALLS MAY 2026

4
-25%



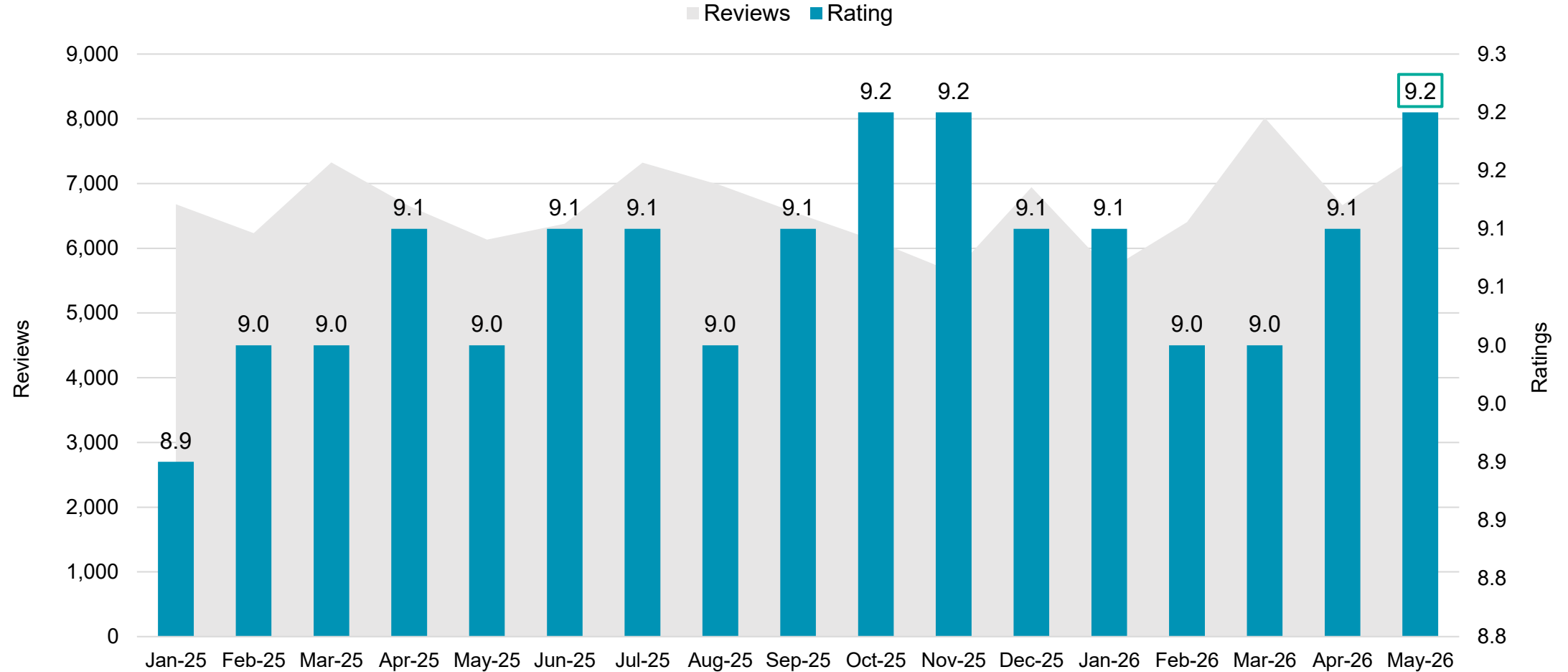
SATISFACTION GUEST





GUEST EXPERIENCE INDEX (GEI)

Monthly results

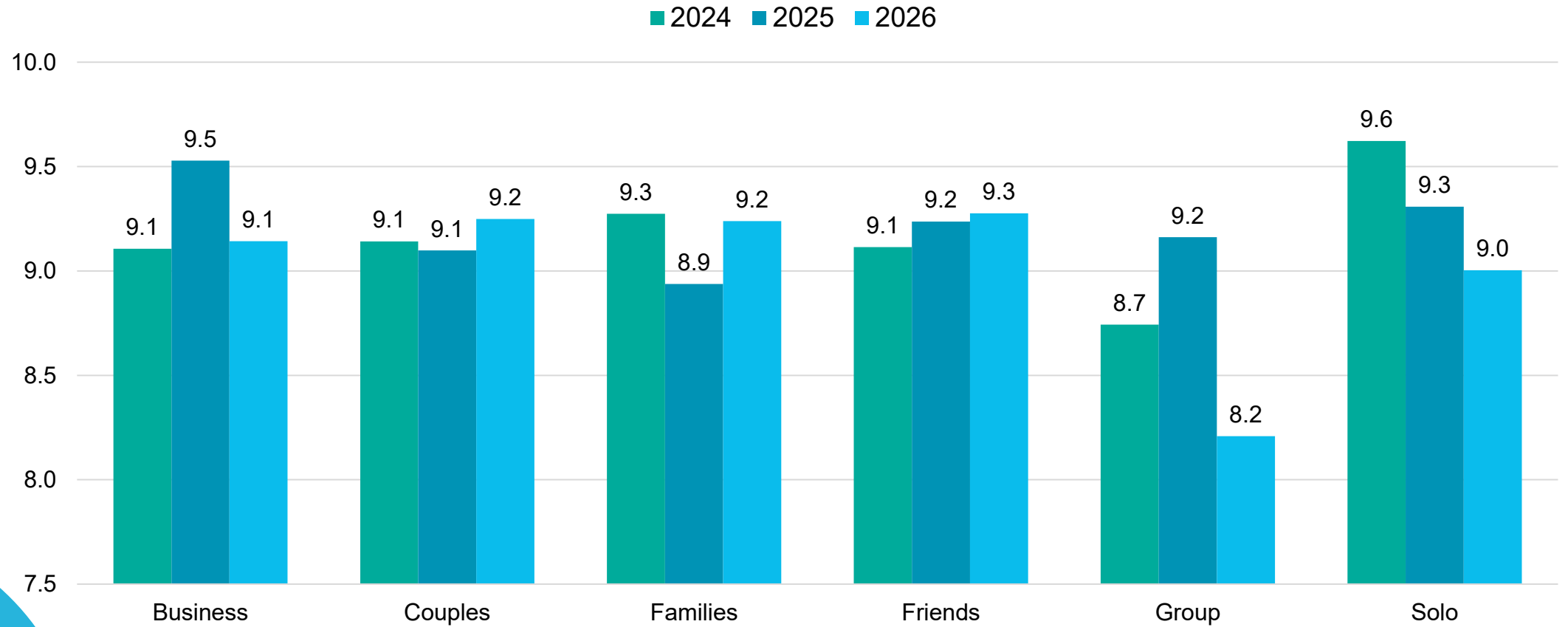




May 2024 - 2026

Year-over-Year Comparison

Results by Travel Party

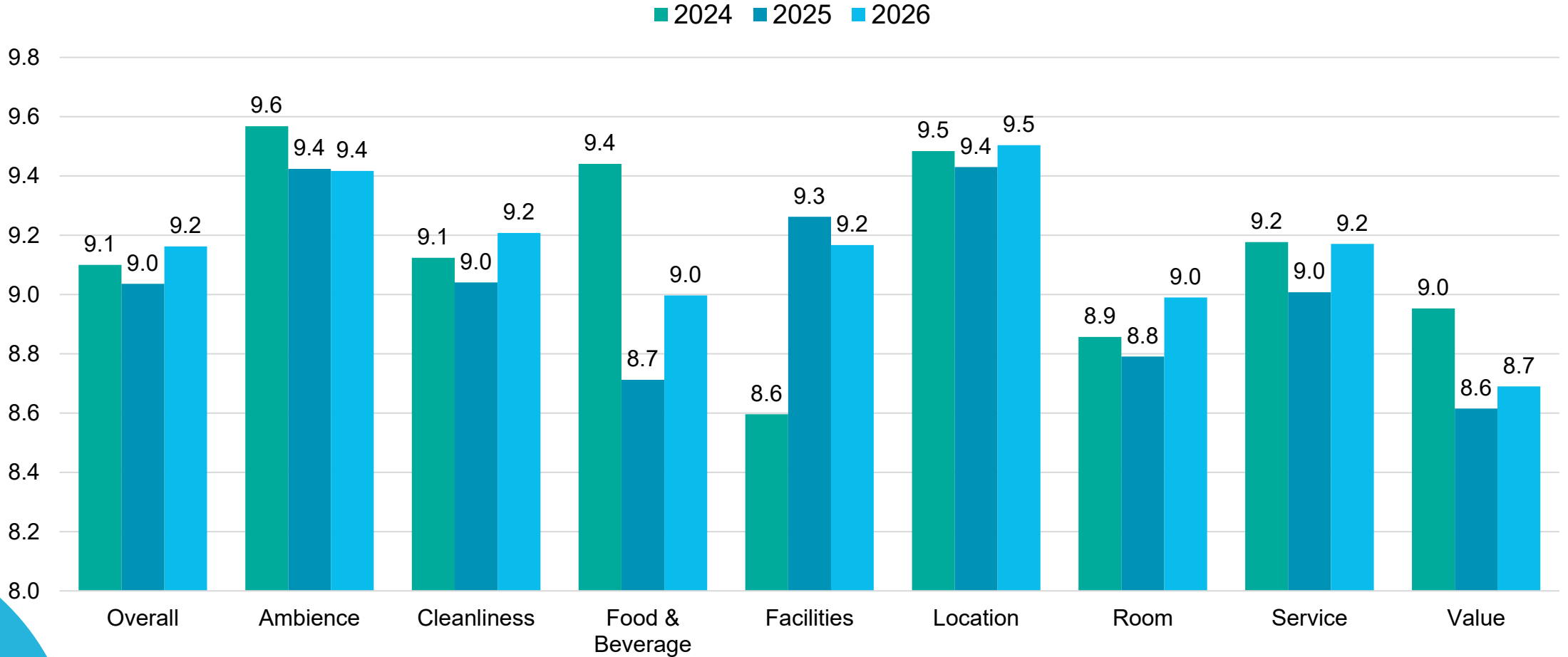




May 2024 - 2026

Year-over-Year Comparison

Results by Category





VACATIONS RENTALS

 **Transparent**
an OTA INSIGHT company

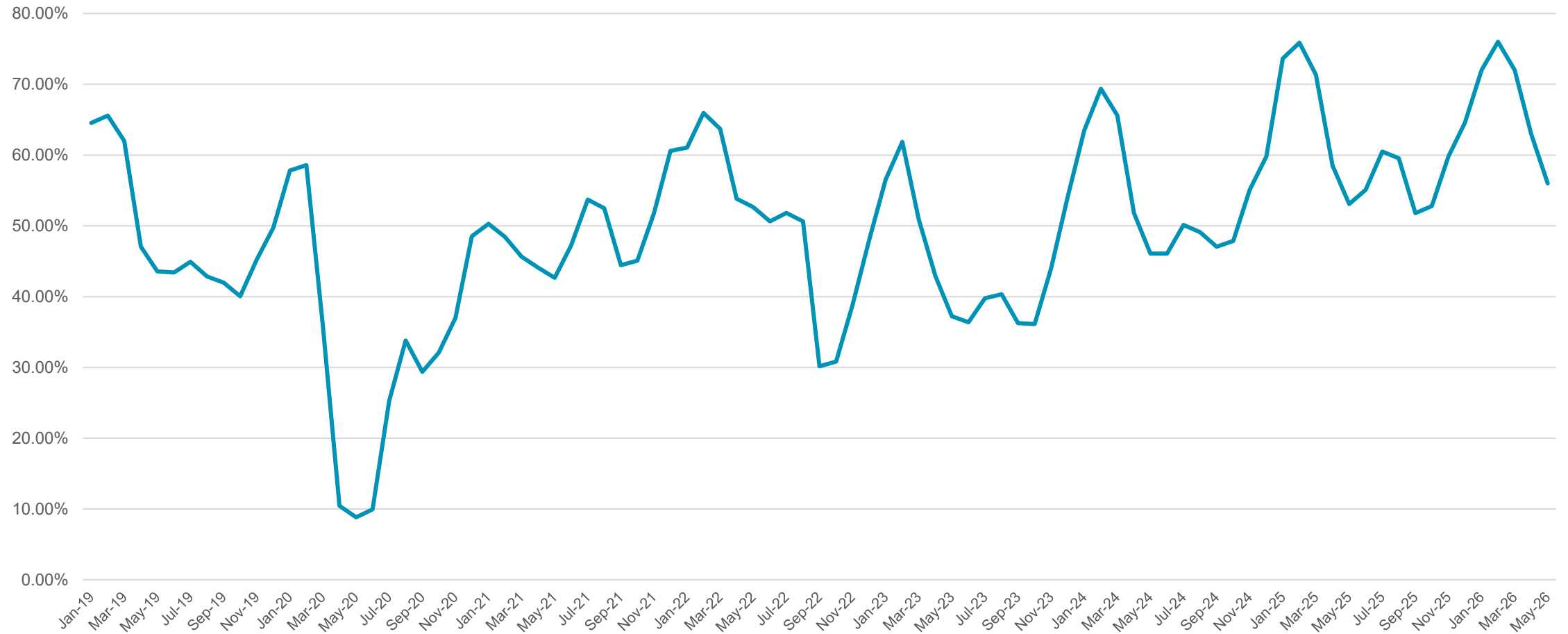
INTRODUCTION

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



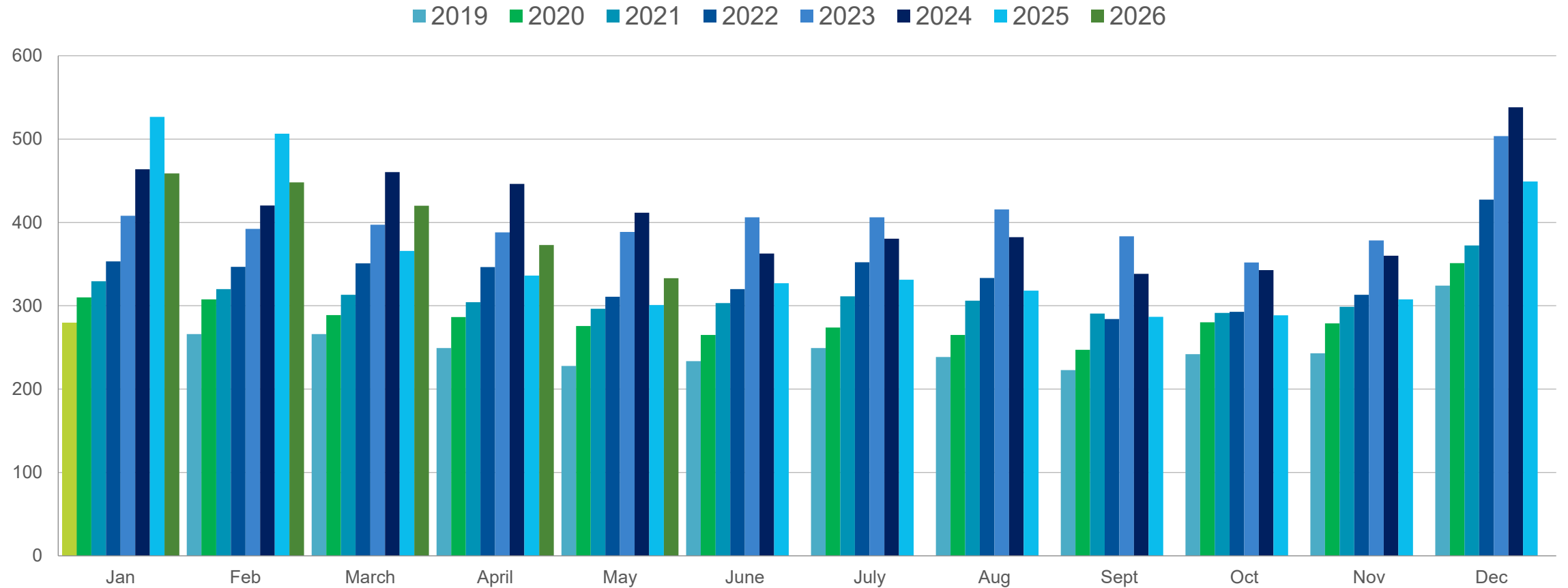
OCCUPANCY

May 2025 Occupancy: 53% | May 2026 Occupancy: 56%



ADR

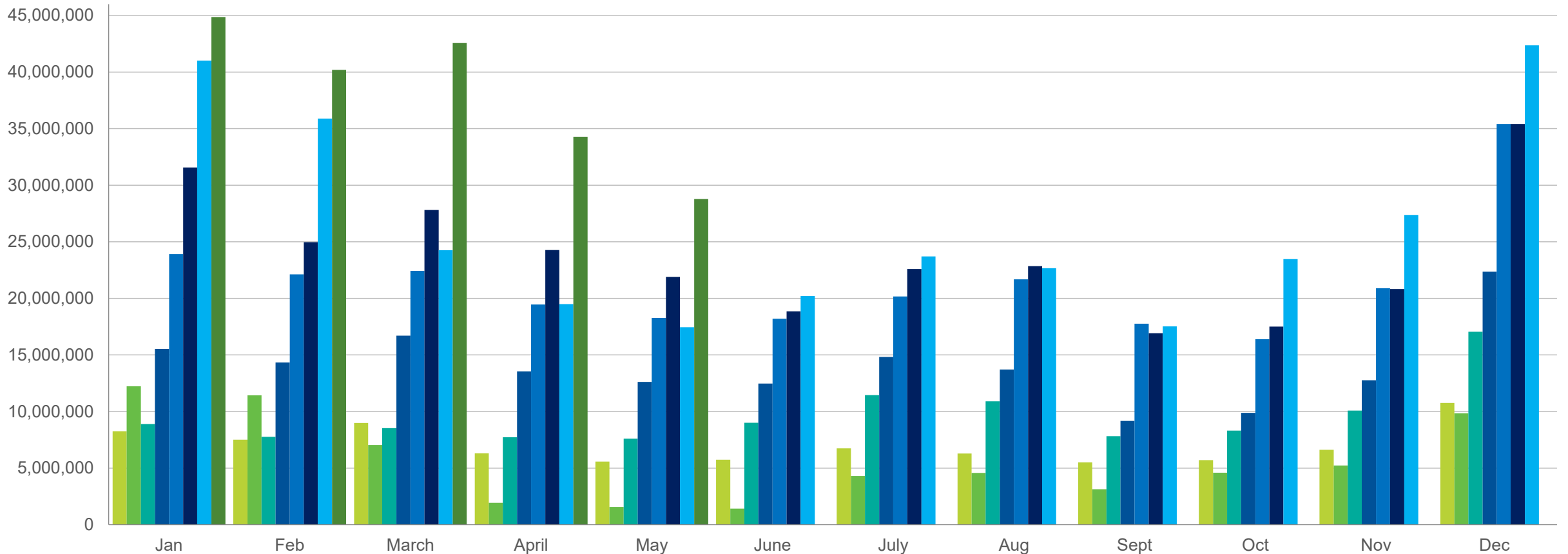
May 2025 ADR: \$301 | May 2026 ADR: \$333
% Growth 2026 vs 2025: +11%



REVENUE

Revenue YTD May 2025: USD\$ 138,131,775 | Revenue YTD May 2026: USD\$ 190,664,177
% Growth 2026 vs 2025: 38%

■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023 ■ 2024 ■ 2025 ■ 2026



A photograph of a cutting board with sliced mango and dragon fruit, a knife, and a whole mango. The background is a light blue surface.

SPENDING INSIGHTS

2025

Turning Data Into Insights

Strategy, Research and Planning Department

Date: June 2026

Background *and* Methodology



Background

ATA Airport Exit Survey (Reinstated 2024)

- Monthly face-to-face survey capturing departing visitor spending and behavior
- Tracks key indicators: NPS, satisfaction, likelihood to return/recommend, visitor type, group composition, length of stay, accommodation, income, and more.
- Provides a comprehensive profile of visitor segments in Aruba

Why Average Daily Expenditures (ADEX) Matters

- Tourism spend provides a stronger measure of economic impact than arrivals alone
- Enables more targeted market investments and informed budgeting decisions

2025 Coverage

- 8,800+ surveys completed across key markets and segments :
 - North America: 5,852; Latin America; 2,418, Europe; 406, Rest of World; 120
 - First timers: 5,608 (64%); Repeaters: 3,188 (36%)
 - Average age 45.6 years
- Continued data collection in 2026 to ensure robust insights

Key Limitations of the ATA Airport Exit Research

- Not equivalent to hotel revenue, tax revenue, Tourism Satellite Account, Tourism Credits, or GDP
- Excludes: timeshare ownership and maintenance fees
- Does not capture pre-arrival spend breakdown (only total spend by category)
- Package allocation based on modeled assumptions

Methodology

Data Quality & Statistical Base: Rigorous cleaning removes incomplete and inconsistent surveys and Large, validated sample ensures reliable market and regional analysis

SPPD (Spend per Person per Day)

- Standardizes spend to reflect daily per-person economic impact
- Enables fair comparisons across markets, trip lengths, and group sizes

Calculation Methodology: SPPD is calculated by dividing total party spending by party size, then by the number of nights stayed, to yield daily per-person spend.

Management Benefits: SPPD enables fair market comparisons and guides strategic decisions regarding marketing and product alignment using normalized data.

Spend per Person per Day (SPPD – Party Level)

$$SPPD_i = \frac{\text{TotalSpend}_i}{\text{PartySize}_i \times \text{Nights}_i}$$

Managing Extreme Values Through Trimmed Means

1. **Skewed Spending Distribution:** Visitor spending is skewed by a few extremely high or low values, affecting average calculations.
2. **Use of Trimmed Mean:** The top and bottom one percent of spending values are removed to calculate a more representative average.
3. **Benefits of Trimmed Means:** Trimmed means stabilize spending estimates and improve confidence in comparisons over time and across markets

Methodology

Methodological Enhancements Average SPPD

- **Ratio-of-totals:** reflects exposure (people × days), avoids simple average bias
- **Party-size weighting:** ensures fair representation of small vs. large groups

Average Spend per Person per Day (Ratio-of-Totals)

$$\text{Average SPPD} = \frac{\sum_{i=1}^n \text{TotalSpend}_i}{\sum_{i=1}^n (\text{PartySize}_i \times \text{Nights}_i)}$$

Average Spend per Person per Day (Weighted)

$$\text{Average SPPD} = \frac{\sum_{i=1}^n (w_i \cdot \text{TotalSpend}_i)}{\sum_{i=1}^n (w_i \cdot \text{PartySize}_i \cdot \text{Nights}_i)}$$

$$\text{where } w_i = \frac{1}{\text{PartySize}_i}$$

Scaling Survey Results to Total Tourism Spend

- **Alignment with Visitor Nights: SPPD** is scaled using official visitor-night statistics to produce accurate population-level estimates
- **Market-Level Scaling:** Scaling is applied at the market level to reflect differences in travel behavior and length of stay before aggregation

Market-Level Scaling Equation

$$\text{Total Spend}_m = \text{Average SPPD}_m \times \text{Visitor Nights}_m$$

Total Visitor Spend (All Markets)

$$\text{Total Spend} = \sum_{m=1}^M (\text{Average SPPD}_m \times \text{Visitor Nights}_m)$$

What does the ATA Total visitor Spending entail?

| Dimension | Total Visitor Spend (ATA) | CBA Tourism Credits | CBS Tourism Satellite Account (TSA) |
|--------------------------------|---|--|---|
| Produced by | Aruba Tourism Authority (ATA) | Central Bank of Aruba (CBA) | Central Bureau of Statistics (CBS) |
| Primary purpose | Measure **visitor spending behavior** | Measure **foreign exchange inflows** | Measure **tourism's contribution to the economy** |
| Main question answered | How much do visitors spend per day and in total? | How much foreign currency enters Aruba due to tourism? | How much does tourism contribute to GDP, jobs, and value added? |
| Data source | ATA Airport Exit Survey | Balance of Payments (BoP) data | National Accounts + Tourism demand & supply |
| Based on | Self-reported visitor spending | Observed financial transactions | Economic accounting framework |
| Level of detail | Market-level, trip-level, category-level | Aggregate national total | Aggregate + sectoral |
| Best use for management | Market and behavior comparison, Acquisition and Tourism Strategy, ROI, Tourism Policy | Macro-economic monitoring | Policy, GDP, employment analysis |
| What it should NOT be used for | GDP or FX measurement | Market performance analysis | Marketing or campaign evaluation |

What are visitors saying about us?



What Visitors value most

A recent visitor study confirms three core strengths driving satisfaction:

01

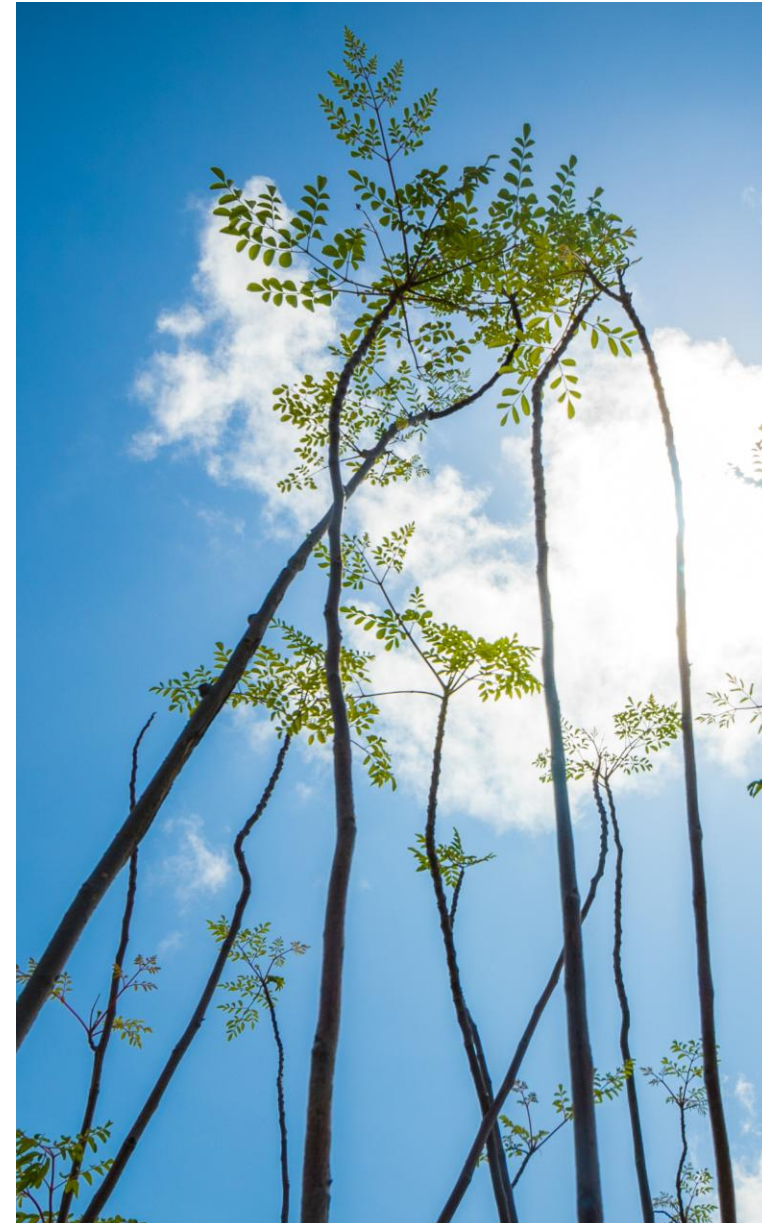
Safety, spatial comfort, and environmental care are the strongest positive drivers.

02

Infrastructure and beaches, while highly rated, are seen as expected rather than memorable.

03

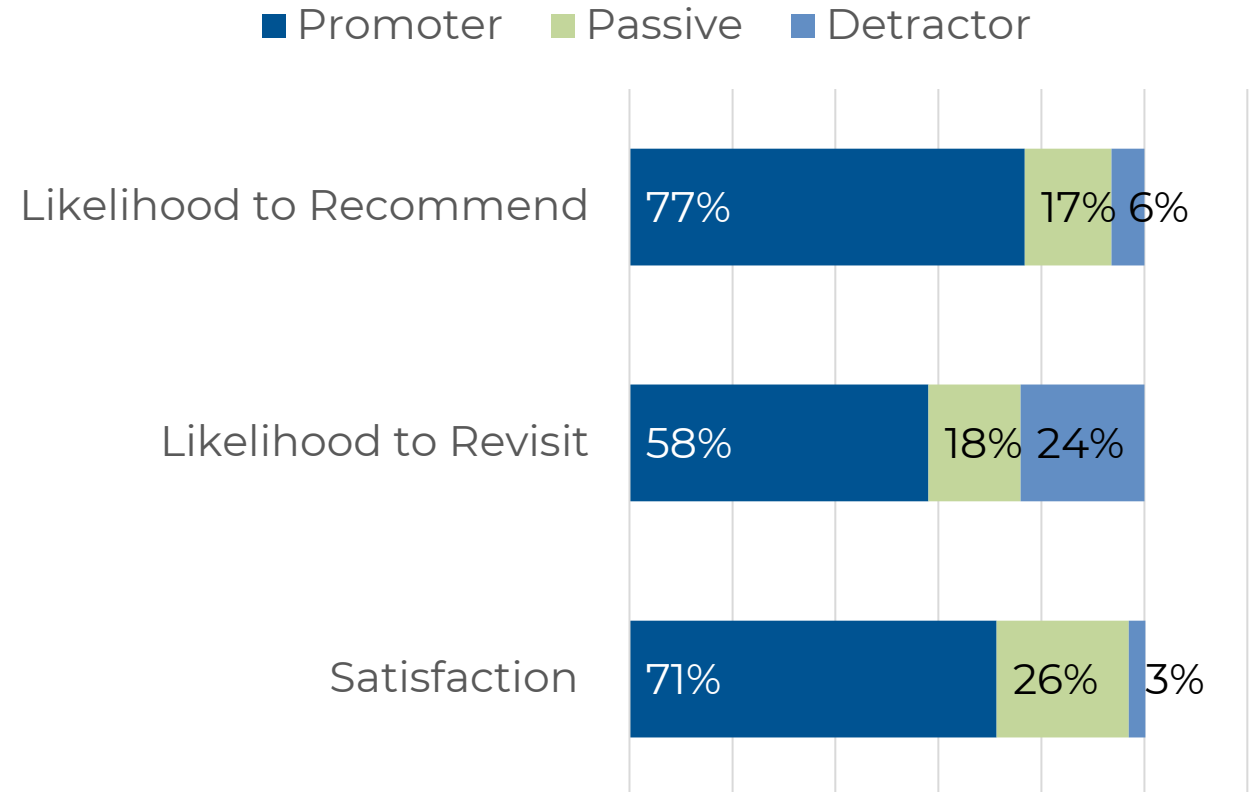
Focusing on the first group is what builds emotional connection and long-term loyalty.



Net Promoter Score 2025


Highlights:

- Satisfaction Average Rating: 9.04
- Likelihood to Revisit Average Rating: 7.90
- Likelihood to Recommend Average Rating 9.12



Note:

1. Promoters (Score: 9–10). These are your most enthusiastic and loyal visitors.
2. Passives (Score: 7–8). These visitors are satisfied but not enthusiastic.
3. Detractors (Score: 0–6). These visitors are unhappy or disappointed.



As part of the Airport Survey, ATA received a total of 1,650 Comments reflecting visitors' sentiments. The comments were coded as positive and negative.

Positive and Negative comments



POSITIVE
COMMENTS

671

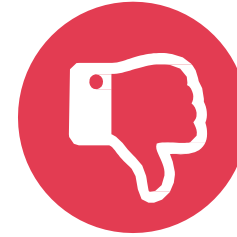
41%



NEUTRAL

90

5%



NEGATIVE
COMMENTS

889

54%

Examples Positive Comments



Beautiful island and a great way to spend vacation with the ones you love

USA -First Timer – Gen Z

Nos encanto Aruba, we would like to come back soon because my mom has special needs and we found Aruba very accessible from the all inclusive to the beach. The beach is calm where we spent all of our afternoons.

Argentina -First Timer – Gen Z

Loved everything about this trip. It far exceeded our expectations. Everyone was beyond friendly even when they didn't need to be.

USA -First Timer – Millennials

You feel very safe leaving your resort, unlike other Caribbean islands. You can easily walk to amazing restaurants and shop without being scared of environment. Beautiful island and very nice locals.

USA -Repeater– Gen Z

Me encanta que en Aruba tambien hablan Espanol.

Colombia –First Timer– Gen Z

Examples Negative Comments



Aruba needs much stronger programs to **protect the environment**, particularly the marine environment. The **major threats come from the diverse effects of overdevelopment, and much more needs to be done to educate tourists about their role in not abusing the environment**, such as coral beds, etc. The country would be well advised to develop an ecotourism industry, rather than just more and more large hotels. Otherwise, Aruba's natural treasures could disappear, or be irreversibly degraded within a generation. For example, planting new coral, without addressing the underlying causes of reef degradation, is a pointless waste of resources.

Been common here 20 years I'm watching the island decline over build the island can't sustain the growth, hotels are **OVER PRICED, FOOD IS TOO MUCH AND THE SERVICE IS GOING DOWN**, many tourists say the same thing , for 2 people 300 a night for food is too much and it's nothing special, gaucho 300 for what , 2 sausages 15\$ small appetizer, 1 case of beer 80\$, 9.50 for. 1 Coors light. **I wish you luck I don't see you surviving in 10 years, the overbuilding of hotels is crazy, they not even at 50% , baby beach area with new hotels how will you dispose of the waste. Palm beach m eagle beach the water is yellow and smells good luck**

Examples Negative Comments



PRICES are crazy high. We wanted to do a lot of activities, but they were all embarrassingly expensive. I would not recommend anyone to visit. If you are millionaire that is different. Extremely disappointed. Will never come again its disgusting. Everyone was very nice, but it cost an arm and a leg for any excursion.

Fix the sewage smell on Eagle beach. It is disgusting and I couldn't enjoy my walk without gagging. Fix sustainability fee I pay every time I come here, but it should be one time a year. And I heard that the money is not being used the sewage. So I'm getting scammed.

We had read that tipping was not expected, yet we found it to be expected, and we were always asked. That was a surprise.

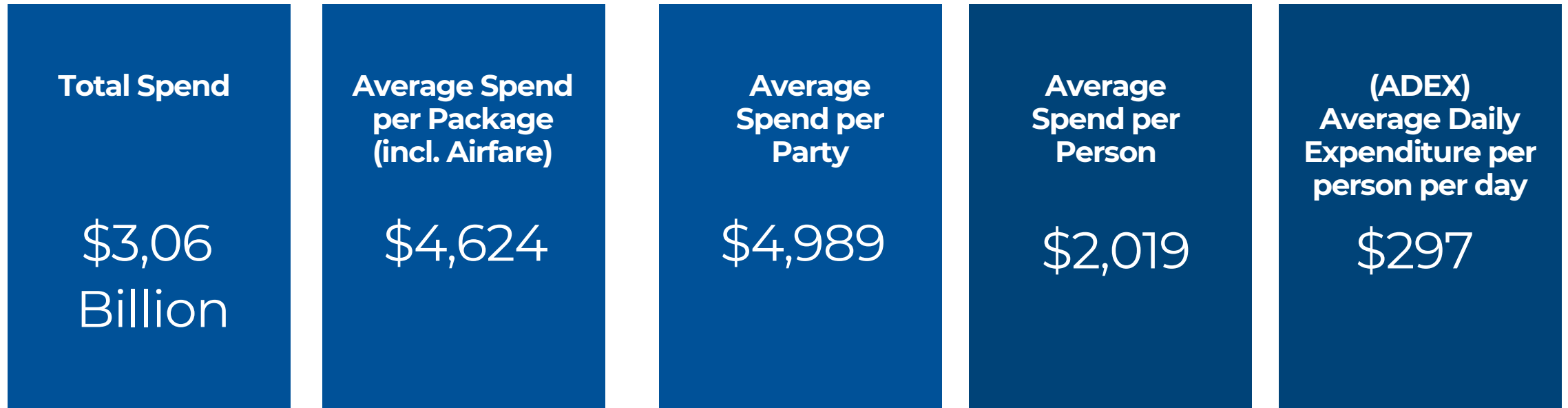
US Visitor – First Timers- Gen X

Total Visitor Spend



What does the data say?

Main highlights:



Total Spend

| Total Spend | Total respondents | % Share |
|---------------------------|------------------------|-------------|
| Accommodation | \$1,172,031,356 | 38% |
| F&B Outside Accommodation | \$410,016,460 | 13% |
| F&B Inside Accommodation | \$354,190,522 | 12% |
| Land Activities | \$98,601,177 | 3% |
| Sea Activities | \$81,866,557 | 3% |
| Transportation | \$72,794,100 | 2% |
| Car Rental | \$118,380,510 | 4% |
| Retail | \$114,235,474 | 4% |
| Tips | \$118,152,231 | 4% |
| Food Stores/ Supermarket | \$127,267,595 | 4% |
| Other | \$98,304,331 | 3% |
| Jewelry | \$145,186,191 | 5% |
| Casino | \$148,437,992 | 5% |
| Total | \$3,058,691,026 | 100% |

ADEX - Average Daily Expenditure per person

| Average Daily Expenditure per person | Total | % Share |
|--------------------------------------|--------------|-------------|
| Accommodation | \$114 | 38% |
| F&B Outside Accommodation | \$40 | 13% |
| F&B Inside Accommodation | \$34 | 12% |
| Land Activities | \$10 | 3% |
| Sea Activities | \$8 | 3% |
| Transportation | \$7 | 2% |
| Car Rental | \$11 | 4% |
| Retail | \$11 | 4% |
| Tips | \$11 | 4% |
| Food Stores/ Supermarket | \$12 | 4% |
| Other | \$10 | 3% |
| Jewelry | \$14 | 5% |
| Casino | \$14 | 5% |
| Total | \$297 | 100% |

Source: ATA Airport Exit Survey 2025 (n=8417)

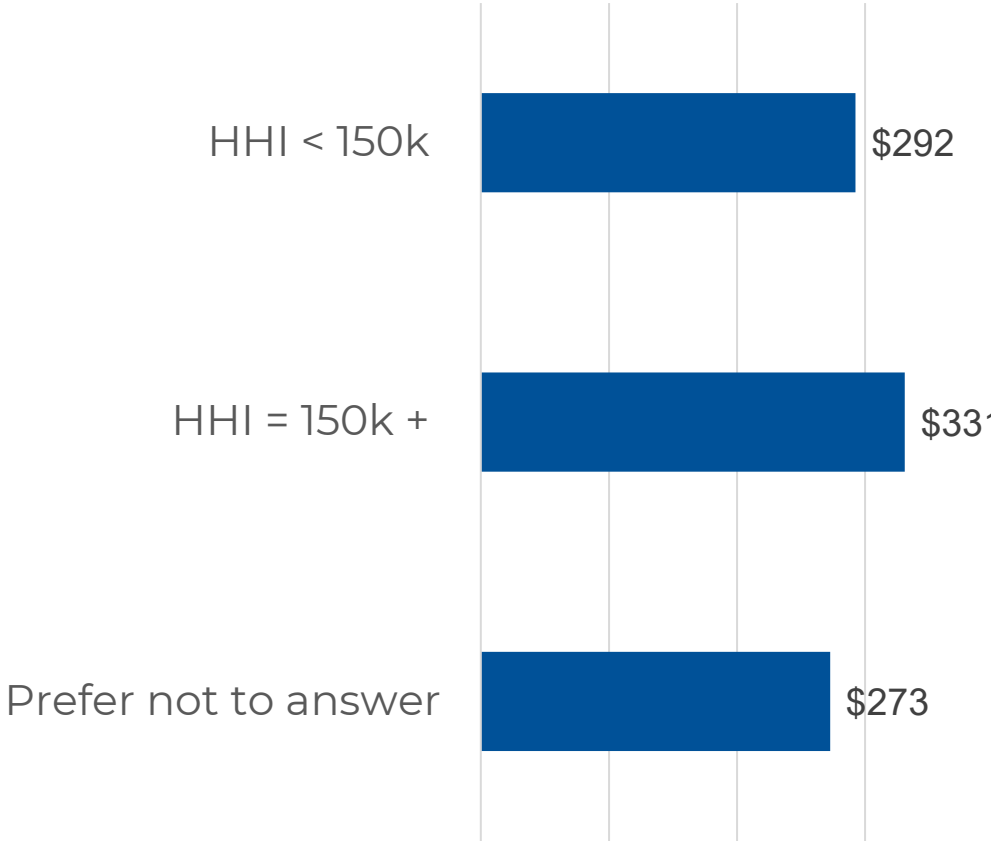
Total Spending

| Region | Total Visitors | Total Spend | % Share of total spend |
|---------------|----------------|-----------------|------------------------|
| North America | 1,172,855 | \$2,374,146,156 | 78% |
| LATAM | 231,939 | \$460,043,830 | 15% |
| Europe | 71,231 | \$144,557,903 | 5% |

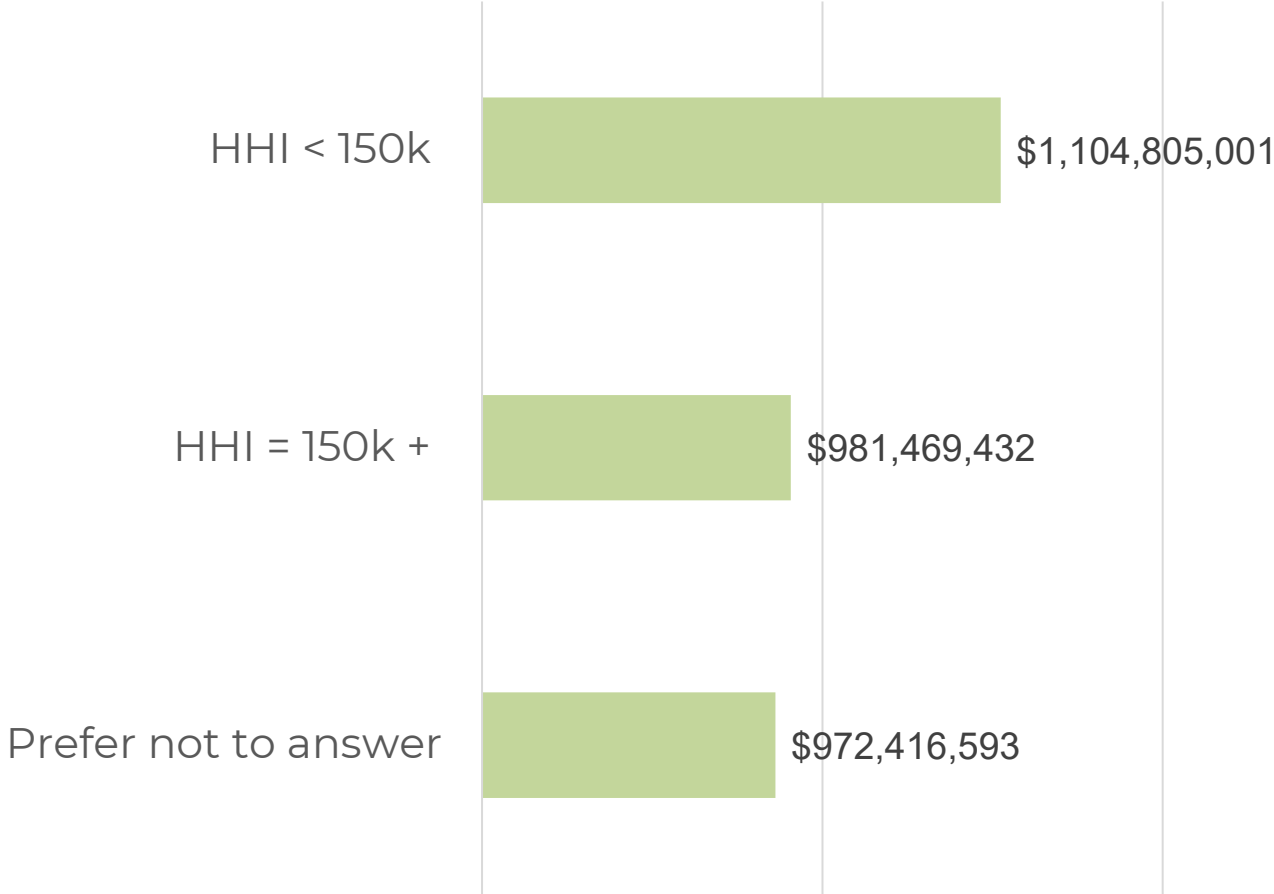
Source: ATA Airport Exit Survey 2025 (n=8417)

Spending by HHI

Average Daily Expenditure per person



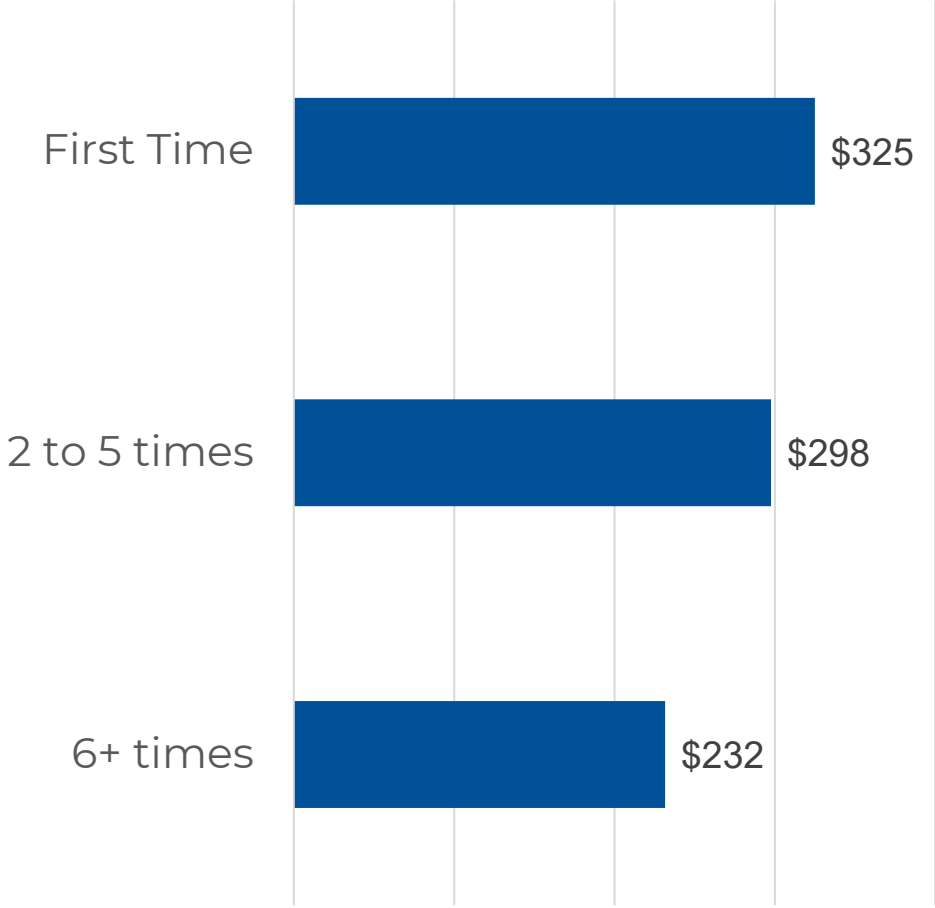
Total Spend



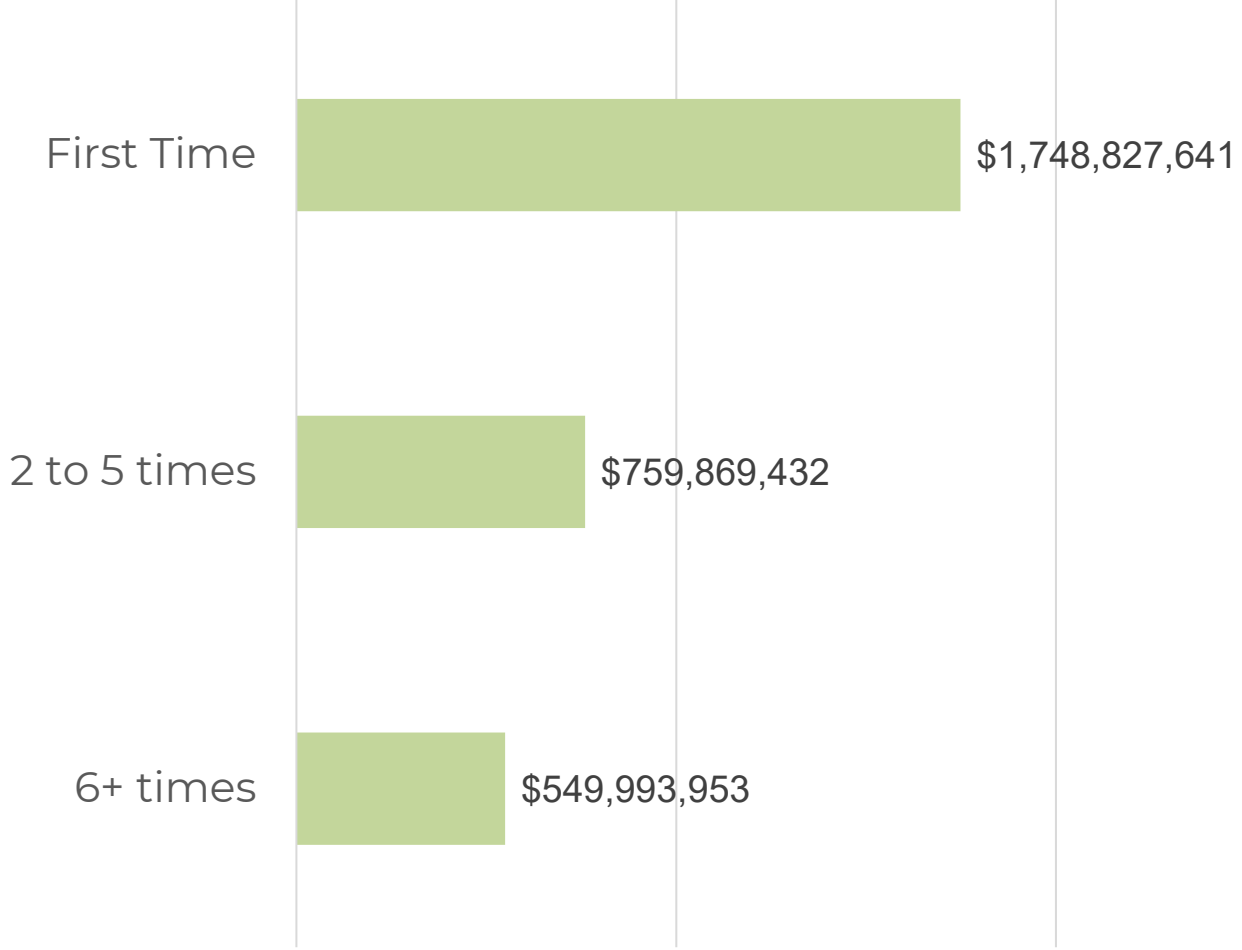
Source: ATA Airport Exit Survey 2025 (n=8417)

Spending by Frequency

Average Daily Expenditure per person

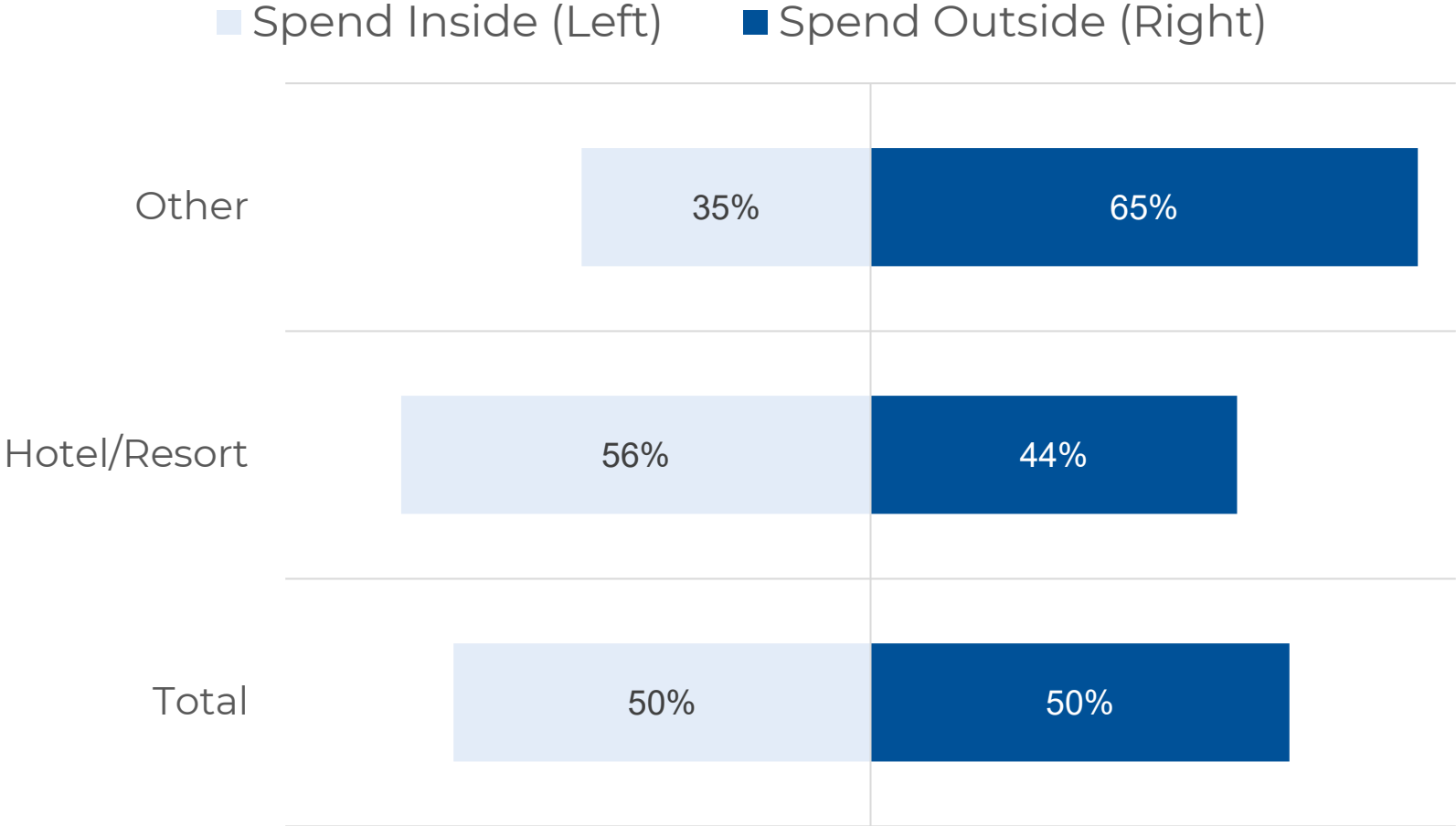


Total Spend



Source: ATA Airport Exit Survey 2025 (n=8417)

Spending inside and outside the Accommodation



Source: ATA Airport Exit Survey 2025 (n=8417)



MASHA DANKI

Thank You

For any questions related to the report and/or additional information requests please contact
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Or

Visit our website www.arubainsight.com

