



# EUROPE

2025

































Mi Perla A-282

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LE-BOYS

# Highlights Europe

OVERALL	 <b>ARRIVALS</b>	 69,340 Visitors 2024	 71,231 Visitors 2025	 4.7% Share	 2.7% Growth
	 <b>NIGHTS</b>	 822,580 Nights 2024	 803,898 Nights 2025	 -2.3% Growth	 11.3 2025 ALOS
	 <b>SEASONS</b>	 32% Cold	 33% Warm	 35% Cool	
DEMOGRAPHICS	 <b>FREQUENCY</b>	 41,180 First-time visitors	 59% Share First-time	 28,233 Repeat Visitors	 41% Share Repeaters
	 <b>MAIN AGE GROUP</b>	 19% 50 – 59 years	 15% 40 - 49 years	 19% 30 – 39 years	 13% 60- 69 years
WHILE ON-ISLAND	 <b>PLACE OF STAY</b>	 23% Hotels	 6% Timeshare	 19% Apartments/Guest Hotels	 51% Private Homes   70% Others

# Spending



**SPEND PER CARDHOLDER: \$677**  
SPEND: \$695,675,915  
CARDHOLDERS: 1,028,071



	Spend Amount (US \$)	Spend per Cardholder
The Netherlands	\$ 15,135,046	\$817
UK	\$ 2,723,538	\$361
Germany	\$ 2,700,000	\$283
Italy	\$ 1,100,000	\$459



	Amount of Cardholders
The Netherlands	18,520
UK	7,547
Germany	7,490
Italy	2,373

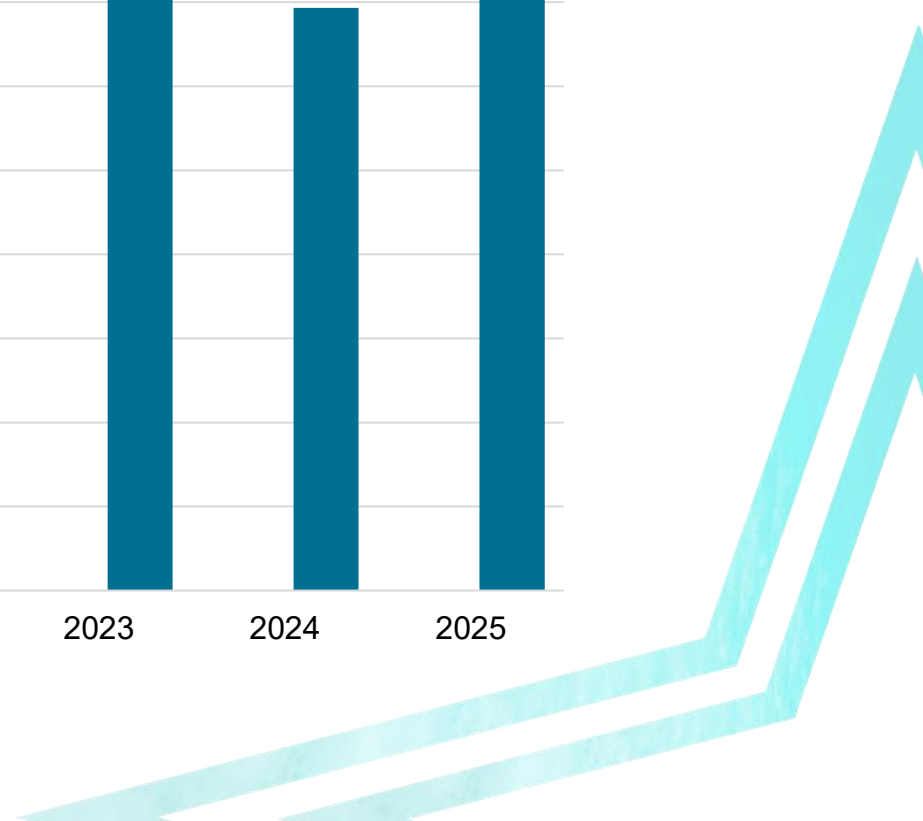
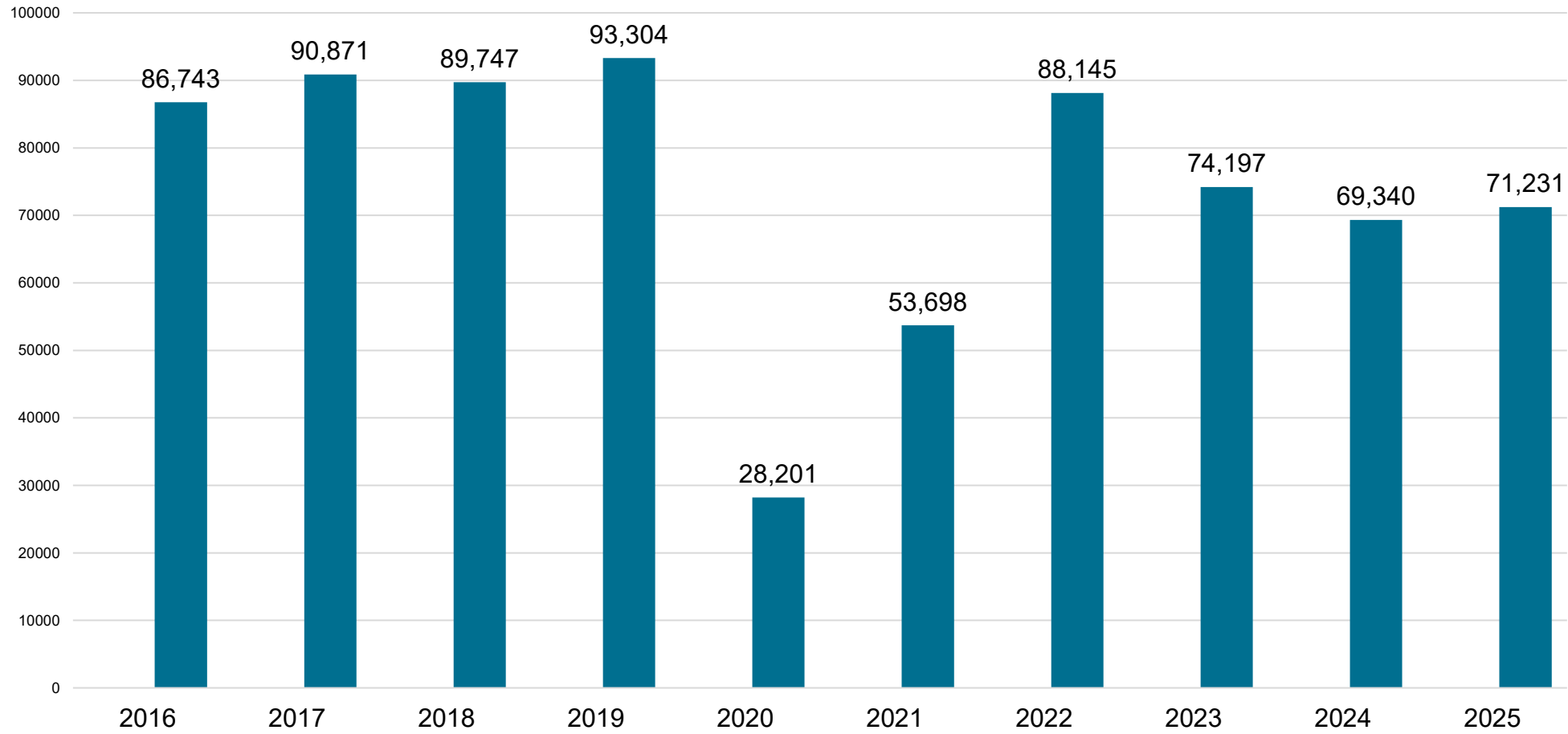
## COMPARISON VISA SPENDING PER CARDHOLDER 2023 - 2025

	2023	2024	2025	% Growth 2024 vs 2023	% Growth 2025 vs 2024
Total	\$690	\$681	\$677	-1.3%	-0.6%
The Netherlands	\$347	\$439	\$817	26.5%	86.1%
UK	\$838	\$759	\$361	-9.4%	-52.4%
Germany	\$405	\$419	\$283	3.5%	-32.5%
Italy	\$458	\$431	\$459	-5.9%	6.5%

## CURACAO AND ARUBA MASTERCARD SPENDING PER CARDHOLDER 2025

	Curacao	Aruba
The Netherlands	\$649	\$519
UK	\$251	\$376
Germany	\$445	\$288
Italy	\$281	\$384

# EUROPEAN ARRIVALS OVERVIEW 2016 -2025





# Highlights

## *Europe*

In 2025, Aruba welcomed 71,231 visitors from Europe, marking a 2.7% increase over 2024. Overnight stays decreased by 2.3%, and the average length of stay decreased from 11.9 to 11.3 nights.

The market performed strongest in August, December, and November with 7,290, 6,937, and 6,646 visitors, respectively, while December posted the highest year-over-year growth at 20.2%.

A total of 77.9% of European visitors originated from the Netherlands, Italy, Germany, the UK, and Switzerland. In the last 3 years, we have seen a clear shift in the share of the top 10 cities: 20.8% in 2023, decreasing to 14.7% in 2024, and increasing to 15.2% in 2025. The top 3 cities in absolute numbers are Amsterdam, Rotterdam, and The Hague.

51% of European visitors stay in private homes, 23% at hotels/resorts, followed by apartments/guest houses (19%) and Time Share (6%). The top five properties by share of European guests were RIU Palace Aruba (1.9%), Courtyard by Marriott (1.9%), Renaissance Aruba Beach Resort (1.8%), Amsterdam Manor (1.7%), and Manchebo Beach Resort (1.5%).

First-time visitors accounted for 59.3% of the market, up 5.4% from the previous year, while repeaters grew by 6.9% to 40.7%.

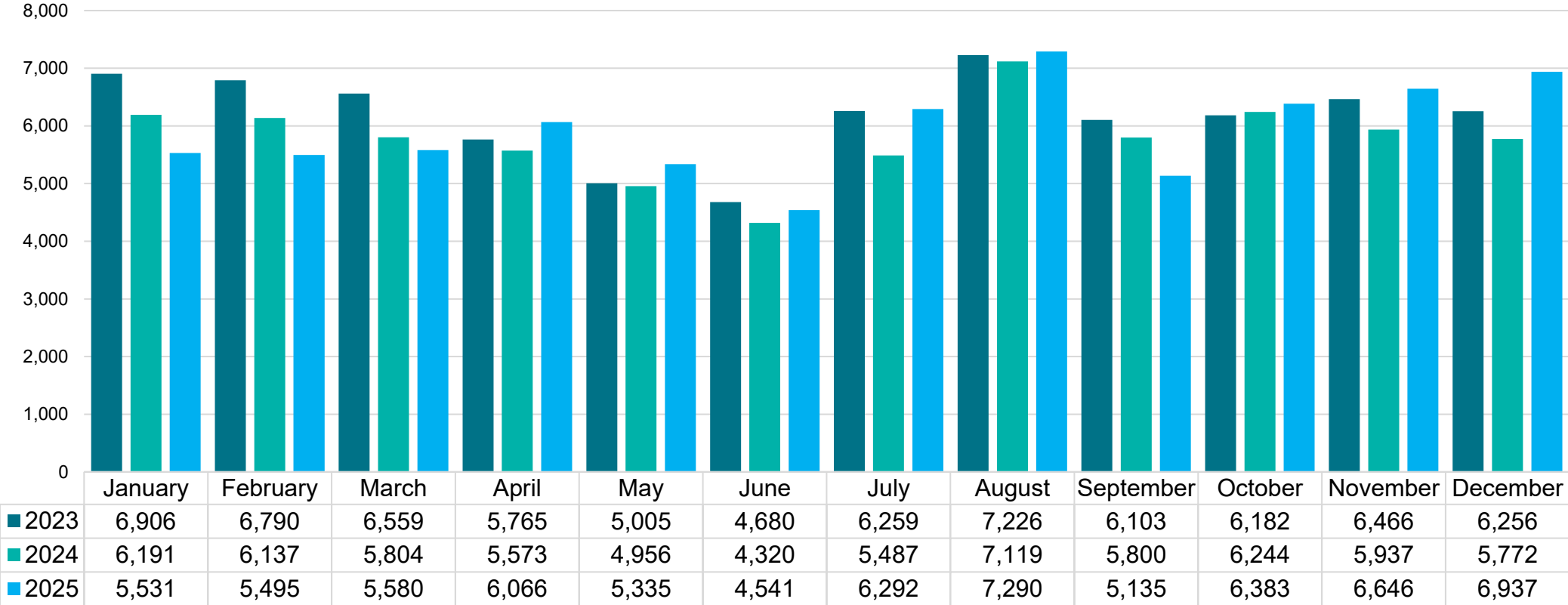
The demographic profile skewed younger than the overall visitor base, with 62.8% of European travelers under 49 years, compared to 59.2% of the overall visitor base.

In Air Service performance, KLM led with 46.8% market share, followed by TUI Fly NL at 15.0%, Divi Divi Air and American Airlines both at 4.3%.

Across the four major markets, spending patterns varied: The Netherlands recorded \$15.1 million in total spend with \$817 per cardholder; Germany overall spend summed up to \$2.1 million and \$238 per cardholder; UK reached \$2.7 million and \$361 per cardholder; and Italy, with a total of \$1.1 million, with a spend per cardholder at \$459.

# MONTHLY ARRIVALS

■ 2023 ■ 2024 ■ 2025



ARRIVALS	NIGHTS	ALOS
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**TABLE 1 - TOTAL EUROPEAN ARRIVALS**

Arrivals	2023	2024	2025
Netherlands	38,809	35,713	36,593
Belgium	1,927	1,569	1,748
Germany	5,600	4,558	5,172
Austria	699	582	682
Switzerland	1,825	2,036	1,994
Italy	6,669	6,483	6,892
United Kingdom	6,985	7,490	4,852
Denmark	473	409	564
Finland	328	303	312
Norway	819	653	968
Sweden	2,174	902	1,118
Other	7,889	8,642	10,336
<b>Europe</b>	<b>74,197</b>	<b>69,340</b>	<b>71,231</b>

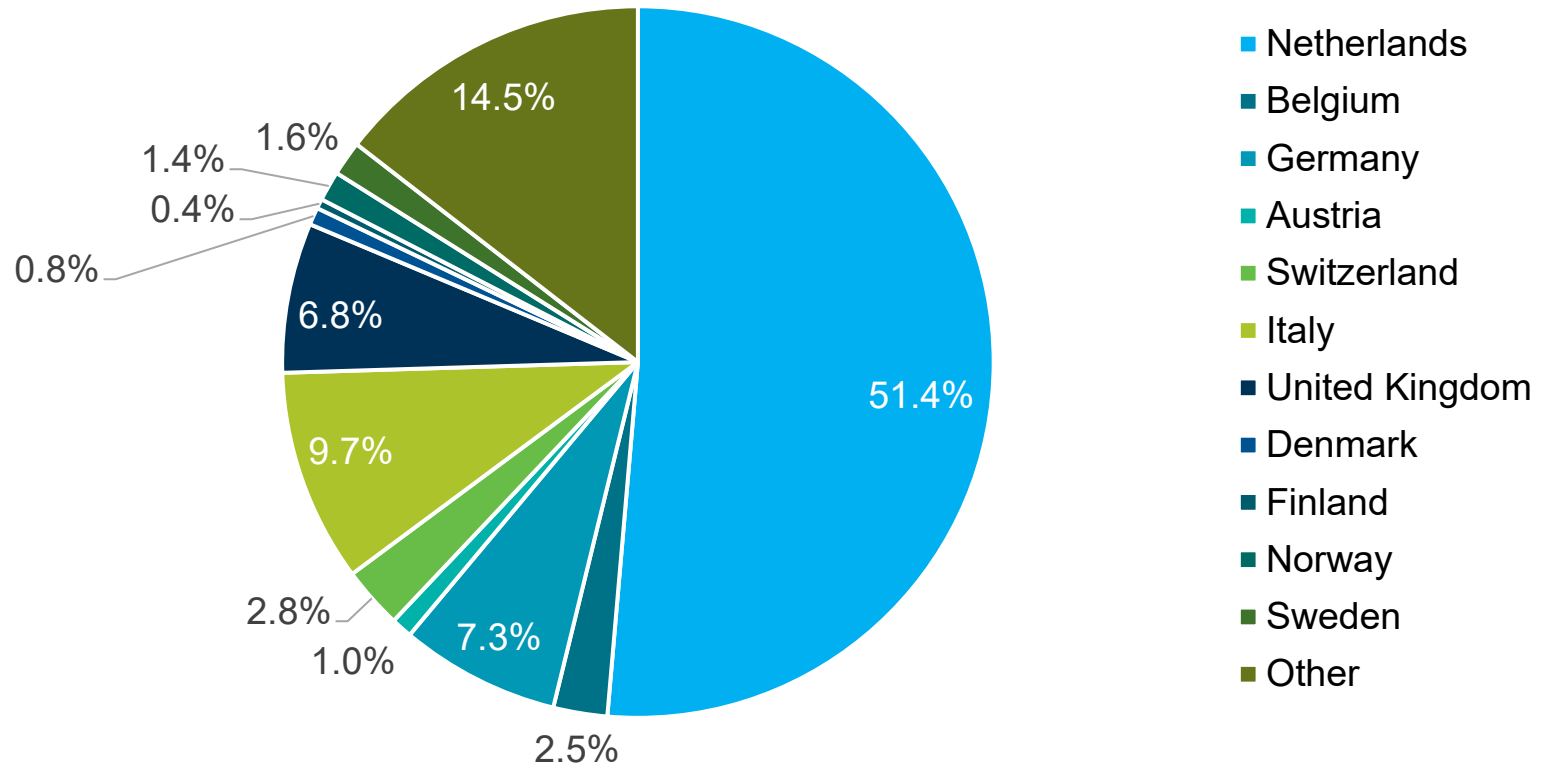
**TABLE 2 - TOTAL EUROPEAN NIGHTS**

Nights	2023	2024	2025
Netherlands	560,951	518,145	498,077
Belgium	24,495	20,558	22,712
Germany	50,461	46,396	46,899
Austria	7,155	5,603	6,286
Switzerland	16,432	17,269	16,617
Italy	51,612	48,277	52,169
United Kingdom	65,277	67,500	43,875
Denmark	4,158	3,703	5,149
Finland	3,419	2,327	3,500
Norway	9,586	6,795	9,509
Sweden	25,750	8,925	11,195
Other	78,390	77,082	87,910
<b>Europe</b>	<b>897,686</b>	<b>822,580</b>	<b>803,898</b>

**TABLE 3 – TOTAL EUR AVERAGE LENGTH OF STAY (ALOS)**

ALOS	2023	2024	2025
Netherlands	14.5	14.5	13.6
Belgium	12.7	13.1	13.0
Germany	9.0	10.2	9.1
Austria	10.2	9.6	9.2
Switzerland	9.0	8.5	8.3
Italy	7.7	7.4	7.6
United Kingdom	9.3	9.0	9.0
Denmark	8.8	9.1	9.1
Finland	10.4	7.7	11.2
Norway	11.7	10.4	9.8
Sweden	11.8	9.9	10.0
Other	9.9	8.9	8.5
<b>Europe</b>	<b>12.1</b>	<b>11.9</b>	<b>11.3</b>

## % SHARE 2025 EUROPE BY COUNTRY



## ARRIVALS BY SEASON

TABLE 4 EUROPE ARRIVALS BY SEASON

	2023	2024	2025	Change 2025 vs. 2024
Jan	6,906	6,191	5,531	-10.7%
Feb	6,790	6,137	5,495	-10.5%
Mar	6,559	5,804	5,580	-3.9%
Apr	5,765	5,573	6,066	8.8%
<b>Cold</b>	<b>26,020</b>	<b>23,705</b>	<b>22,672</b>	<b>-4.4%</b>
May	5,005	4,956	5,335	7.6%
Jun	4,680	4,320	4,541	5.1%
Jul	6,259	5,487	6,292	14.7%
Aug	7,226	7,119	7,290	2.4%
<b>Warm</b>	<b>23,170</b>	<b>21,882</b>	<b>23,458</b>	<b>7.2%</b>
Sep	6,103	5,800	5,135	-11.5%
Oct	6,182	6,244	6,383	2.2%
Nov	6,466	5,937	6,646	11.9%
Dec	6,256	5,772	6,937	20.2%
<b>Cool</b>	<b>25,007</b>	<b>23,753</b>	<b>25,101</b>	<b>5.7%</b>
<b>Total</b>	<b>74,197</b>	<b>69,340</b>	<b>71,231</b>	<b>2.7%</b>

## ARRIVALS BY FREQUENCY

TABLE 5 – EUROPE ARRIVALS BY FREQUENCY

	2023	2024	Share 2024	2025	Share 2025	Change 2025 vs. 2024
<b>1 visit</b>	<b>41,619</b>	<b>39,066</b>	<b>59.7%</b>	<b>41,180</b>	<b>59.3%</b>	<b>5.4%</b>
2-5- visit	17,525	16,141	24.7%	17,957	25.9%	11.3%
6-9 visit	4,171	3,747	5.7%	3,691	5.3%	-1.5%
10-14 visit	2,552	2,372	3.6%	2,157	3.1%	-9.1%
15-19 visit	1,190	1,162	1.8%	1,043	1.5%	-10.2%
20+ visit	3,066	2,978	4.5%	3,385	4.9%	13.7%
<b>Repeaters</b>	<b>28,504</b>	<b>26,400</b>	<b>40.3%</b>	<b>28,233</b>	<b>40.7%</b>	<b>6.9%</b>
<b>Total</b>	<b>70,123</b>	<b>65,466</b>	<b>100%</b>	<b>69,413</b>	<b>100%</b>	<b>6.0%</b>

\*Excluding non specified

TOTAL ARRIVALS BY PLACE OF STAY					TOTAL EUROPE BY PLACE OF STAY							% SHARE OF EUR VS TOTAL	
	Total Visitors				European Visitors							% share of EUR versus total staying at the accommodation	
	2023	2024	2025	Change	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024	2024	2025
<b>Total hotels</b>	<b>559,095</b>	<b>595,896</b>	<b>632,036</b>	<b>6.1%</b>	<b>20,168</b>	<b>27.2%</b>	<b>17,234</b>	<b>24.9%</b>	<b>16,520</b>	<b>23.2%</b>	<b>-4.1%</b>	<b>2.9%</b>	<b>2.6%</b>
Aruba Marriott Resort	38,716	41,360	34,512	-16.6%	346	0.5%	302	0.4%	245	0.3%	-18.9%	0.7%	0.7%
Barcelo Aruba	39,676	39,790	39,475	-0.8%	448	0.6%	519	0.7%	445	0.6%	-14.3%	1.3%	1.1%
Embassy Suites by Hilton	11,645	29,859	31,565	5.7%	344	0.5%	745	1.1%	557	0.8%	-25.2%	2.5%	1.8%
Hilton	47,030	36,295	42,474	17.0%	988	1.3%	660	1.0%	671	0.9%	1.7%	1.8%	1.6%
Holiday Inn	55,652	59,103	60,246	1.9%	1,326	1.8%	1,109	1.6%	945	1.3%	-14.8%	1.9%	1.6%
Hyatt Place	8,053	9,566	9,423	-1.5%	551	0.7%	693	1.0%	719	1.0%	3.8%	7.2%	7.6%
Hyatt Regency	47,100	49,492	49,696	0.4%	447	0.6%	415	0.6%	304	0.4%	-26.7%	0.8%	0.6%
Radisson Blu Aruba	0	0	8,244	-	0	0.0%	0	0.0%	411	0.6%	—	—	5.0%
Renaissance Aruba	46,156	45,725	41,722	-8.8%	1,851	2.5%	1,813	2.6%	1,266	1.8%	-30.2%	4.0%	3.0%
Ritz Carlton	37,898	39,003	39,830	2.1%	657	0.9%	669	1.0%	543	0.8%	-18.8%	1.7%	1.4%
RIU Antillas / Westin	41,935	37,114	37,004	-0.3%	939	1.3%	563	0.8%	575	0.8%	2.1%	1.5%	1.6%
RIU Palace x AUA Grand	78,820	88,584	72,097	-18.6%	4,125	5.6%	1,948	2.8%	1,328	1.9%	-31.8%	2.2%	1.8%
Secrets Baby Beach AUA	0	0	15,274	-	0	0.0%	0	0.0%	200	0.3%	—	—	1.3%
The St. Regis AUA Resort	0	0	15,404	-	0	0.0%	0	0.0%	234	0.3%	—	—	1.5%
Amsterdam Manor	7,076	8,240	7,455	-9.5%	1,297	1.7%	1,221	1.8%	1,194	1.7%	-2.2%	14.8%	16.0%
Brickell Bay	4,086	5,505	7,275	32.2%	250	0.3%	184	0.3%	203	0.3%	10.3%	3.3%	2.8%
Bucuti Tara Beach	9,985	9,874	10,070	2.0%	1,085	1.5%	1,115	1.6%	907	1.3%	-18.7%	11.3%	9.0%
Victoria City Hotel	645	2,040	2,458	20.5%	82	0.1%	214	0.3%	291	0.4%	36.0%	10.5%	11.8%
Courtyard by Marriott	10,559	12,473	12,327	-1.2%	1,349	1.8%	1,139	1.6%	1,320	1.9%	15.9%	9.1%	10.7%
Divi Aruba All Incl. Beach	35,484	36,446	38,450	5.5%	1,048	1.4%	803	1.2%	848	1.2%	5.6%	2.2%	2.2%
Dorado Eagle Beach	816	317	39	-87.7%	98	0.1%	33	0.0%	1	0.0%	-97.0%	10.4%	2.6%
Joia AUA By Iberostar	0	287	16,068	5498.6%	0	0.0%	23	0.0%	656	0.9%	2752.2%	8.0%	4.1%
Manchebo	6,883	7,137	7,524	5.4%	1,032	1.4%	1,087	1.6%	1,035	1.5%	-4.8%	15.2%	13.8%
Talk of the Town	4,063	5,694	3,214	-43.6%	969	1.3%	962	1.4%	541	0.8%	-43.8%	16.9%	16.8%
Tamarijn Aruba	23,487	25,664	24,582	-4.2%	697	0.9%	555	0.8%	615	0.9%	10.8%	2.2%	2.5%
The Mill	1,951	4,341	4,549	4.8%	177	0.2%	361	0.5%	420	0.6%	16.3%	8.3%	9.2%
Tierra Del Sol	1,379	1,987	1,059	-46.7%	62	0.1%	101	0.1%	46	0.1%	-54.5%	5.1%	4.3%
<b>Timeshare</b>	<b>339,069</b>	<b>357,396</b>	<b>350,513</b>	<b>-1.9%</b>	<b>4,407</b>	<b>5.9%</b>	<b>4,099</b>	<b>5.9%</b>	<b>3,964</b>	<b>5.6%</b>	<b>-3.3%</b>	<b>1.1%</b>	<b>1.1%</b>
<b>Apartments/Guest House</b>	<b>160,277</b>	<b>186,653</b>	<b>197,757</b>	<b>5.9%</b>	<b>15,866</b>	<b>21.4%</b>	<b>14,245</b>	<b>20.5%</b>	<b>13,655</b>	<b>19.2%</b>	<b>-4.1%</b>	<b>7.6%</b>	<b>6.9%</b>
<b>Private Home</b>	<b>197,141</b>	<b>276,169</b>	<b>327,776</b>	<b>18.7%</b>	<b>33,374</b>	<b>45.0%</b>	<b>33,370</b>	<b>48.1%</b>	<b>36,466</b>	<b>51.2%</b>	<b>9.3%</b>	<b>12.1%</b>	<b>11.1%</b>
Other	4,820	5,502	7,020	27.6%	382	0.5%	392	0.6%	626	0.9%	59.7%	7.1%	8.9%
<b>Total</b>	<b>1,260,402</b>	<b>1,421,616</b>	<b>1,515,102</b>	<b>6.6%</b>	<b>74,197</b>	<b>100.0%</b>	<b>69,340</b>	<b>100.0%</b>	<b>71,231</b>	<b>100.0%</b>	<b>2.7%</b>	<b>4.9%</b>	<b>4.7%</b>

## ARRIVALS BY CITY

TABLE 7 - TOTAL EUROPEAN ARRIVALS BY MAIN CITIES

Cities	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Amsterdam	2,820	5.3%	2,518	3.6%	2,742	3.8%	8.9%
Rotterdam	1,849	3.4%	1,696	2.4%	1,747	2.5%	3.0%
London	1,376	2.6%	1,566	2.3%	1,036	1.5%	-33.8%
Den Haag/S'Graven	1,783	3.3%	1,302	1.9%	1,622	2.3%	24.6%
Utrecht	710	1.3%	671	1.0%	689	1.0%	2.7%
Almere	733	1.4%	583	0.8%	693	1.0%	18.9%
Nijmegen	511	1.0%	506	0.7%	477	0.7%	-5.7%
Rome	512	1.0%	494	0.7%	588	0.8%	19.0%
Madrid	466	0.9%	473	0.7%	656	0.9%	38.7%
Groningen	542	1.0%	449	0.6%	507	0.7%	12.9%
Eindhoven	445	0.8%	418	0.6%	472	0.7%	12.9%
Milano	372	0.7%	413	0.6%	563	0.8%	36.3%
Haarlem	429	0.8%	380	0.5%	405	0.6%	6.6%
Berlin	437	0.8%	368	0.5%	432	0.6%	17.4%
Stockholm	362	0.7%	144	0.2%	218	0.3%	51.4%
<b>Total Top 15 cities</b>	<b>13,347</b>	<b>24.9%</b>	<b>11,981</b>	<b>17.3%</b>	<b>12,847</b>	<b>18.0%</b>	<b>7.2%</b>
<b>Total Europe</b>	<b>53,698</b>	<b>100.0%</b>	<b>69,340</b>	<b>100.0%</b>	<b>71,231</b>	<b>100.0%</b>	<b>2.7%</b>

## ARRIVALS BY AGE GROUPS

TABLE 8 – EUROPEAN VISITORS AGE GROUP

	All Visitors					Europe						Share of total		
	2023	2024	Share	2025	Share	2023	2024	Share	2025	Share	Growth	2023	2024	2025
0 - 11 yrs	84,474	100,421	7.1%	109,477	7.2%	4,292	4,094	5.9%	4,293	6.0%	4.9%	5.1%	4.1%	3.9%
12 - 19 yrs	85,415	101,933	7.2%	111,179	7.3%	4,115	3,834	5.5%	4,105	5.8%	7.1%	4.8%	3.8%	3.7%
20 - 29 yrs	151,542	175,005	12.3%	185,498	12.2%	12,567	11,515	16.6%	11,882	16.7%	3.2%	8.3%	6.6%	6.4%
30 - 39 yrs	199,717	225,912	15.9%	235,053	15.5%	14,474	13,274	19.1%	13,555	19.0%	2.1%	7.2%	5.9%	5.8%
40 - 49 yrs	207,351	235,607	16.6%	255,461	16.9%	10,732	10,533	15.2%	10,866	15.3%	3.2%	5.2%	4.5%	4.3%
50 - 59 yrs	240,977	259,482	18.3%	272,404	18.0%	14,227	13,052	18.8%	13,152	18.5%	0.8%	5.9%	5.0%	4.8%
60 - 69 yrs	190,806	211,183	14.9%	224,792	14.8%	9,694	9,066	13.1%	9,484	13.3%	4.6%	5.1%	4.3%	4.2%
>70	100,051	112,040	7.9%	121,217	8.0%	4,088	3,969	5.7%	3,892	5.5%	-1.9%	4.1%	3.5%	3.2%
<b>Total</b>	<b>1,260,333</b>	<b>1,421,583</b>	<b>100.0%</b>	<b>1,515,081</b>	<b>100.0%</b>	<b>74,189</b>	<b>69,337</b>	<b>100.0%</b>	<b>71,229</b>	<b>100.0%</b>	<b>2.7%</b>	<b>5.9%</b>	<b>4.9%</b>	<b>4.7%</b>

\*Excluding non specified

## ARRIVALS BY CARRIERS

TABLE 9 - TOTAL EUROPEAN ARRIVALS BY CARRIERS

Top 15	2023	% share	2024	% share	2025	% share	Change 2025 vs. 2024
KLM	31,177	42.0%	28,248	40.7%	33,301	46.8%	17.9%
Tui Fly NL /Arkeflight	14,966	20.2%	12,269	17.7%	10,689	15.0%	-12.9%
Divi Divi Air	3,666	4.9%	3,450	5.0%	3,076	4.3%	-10.8%
American Airlines	2,988	4.0%	2,779	4.0%	3,065	4.3%	10.3%
Avianca	1,921	2.6%	1,969	2.8%	2,537	3.6%	28.8%
Private	1,908	2.6%	1,458	2.1%	2,417	3.4%	65.8%
Delta Airline	2,055	2.8%	3,445	5.0%	2,410	3.4%	-30.0%
Winair	579	0.8%	1,263	1.8%	2,022	2.8%	60.1%
Jetblue	1,053	1.4%	1,420	2.0%	1,817	2.6%	28.0%
EZ Air	1,655	2.2%	1,503	2.2%	1,633	2.3%	8.6%
United Airlines	2,388	3.2%	1,258	1.8%	1,513	2.1%	20.3%
Charter/ Non-scheduled	871	1.2%	1,033	1.5%	1,501	2.1%	45.3%
Copa Airlines	1,204	1.6%	1,435	2.1%	1,023	1.4%	-28.7%
Latam Airlines Peru	49	0.1%	736	1.1%	960	1.3%	30.4%
Wingo	856	1.2%	816	1.2%	708	1.0%	-13.2%
British Airways/Britannia	3,994	5.4%	4,259	6.1%	565	0.8%	-86.7%
Others	2,867	3.9%	1,999	2.9%	1,994	2.8%	-0.3%
<b>Total</b>	<b>74,197</b>	<b>100.0%</b>	<b>69,340</b>	<b>100.0%</b>	<b>71,231</b>	<b>100.0%</b>	<b>2.7%</b>

## ARRIVALS BY BOOKING

TABLE 11 – EUROPE VISITORS BY BOOKING

	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Airline\ Hotel	20,485	27.6%	21,014	30.3%	26,706	37.5%	27.1%
Not Specified	4,097	5.5%	3,882	5.6%	1,818	2.6%	-53.2%
Other\ Website	28,686	38.7%	26,966	38.9%	24,753	34.8%	-8.2%
Travel Agent	20,929	28.2%	17,478	25.2%	17,954	25.2%	2.7%
<b>Total</b>	<b>74,197</b>	<b>100.0%</b>	<b>69,340</b>	<b>100.0%</b>	<b>71,231</b>	<b>100.0%</b>	<b>2.7%</b>

## ARRIVALS BY SOURCE

TABLE 12 – EUROPE VISITORS BY SOURCE

	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Article	556	0.7%	517	0.7%	543	0.8%	5.0%
Cruise	1,074	1.4%	635	0.9%	702	1.0%	10.6%
Direct Mail	304	0.4%	211	0.3%	114	0.2%	-46.0%
Family and Friends	31,160	42.0%	30,016	43.3%	33,858	47.5%	12.8%
Internet	12,705	17.1%	11,547	16.7%	11,643	16.3%	0.8%
Media Ad	1,093	1.5%	1,191	1.7%	1,799	2.5%	51.0%
Not Specified	4,102	5.5%	3,884	5.6%	1,818	2.6%	-53.2%
Other	14,655	19.8%	14,459	20.9%	15,673	22.0%	8.4%
Travel Agent	7,183	9.7%	5,742	8.3%	4,412	6.2%	-23.2%
www.aruba.com	1,365	1.8%	1,138	1.6%	669	0.9%	-41.2%
<b>Total</b>	<b>74,197</b>	<b>100.0%</b>	<b>69,340</b>	<b>100.0%</b>	<b>71,231</b>	<b>100.0%</b>	<b>2.7%</b>



# EUROPEAN MARKETS

2025



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Switzerland



# The Netherlands



# Highlights The Netherlands

OVERALL	 <b>ARRIVALS</b>	 35,713 Visitors 2024	 36,593 Visitors 2025	 51.4% Share	 2.5% Growth
	 <b>NIGHTS</b>	 518,145 Nights 2024	 498,077 Nights 2025	 -3.9% Growth	 13.6 2025 ALOS
	 <b>SEASONS</b>	 34% Cold	 31% Warm	 35% Cool	
DEMOGRAPHICS	 <b>FREQUENCY</b>	 16,561 First-time visitors	 46% Share First-time	 19,780 Repeat Visitors	 54% Share Repeaters
	 <b>MAIN AGE GROUP</b>	 19% 50-59 years	 19% 30-39 years	 17% 20-29 years	 15% 40-49 years
WHILE ON-ISLAND	 <b>PLACE OF STAY</b>	 14% Hotels	 4% Timeshare	 22% Apartments/Guest Hotels	 59% Private Homes   81% Others

# Spending



**SPEND PER CARDHOLDER: \$817**  
SPEND: \$15,100,000  
CARDHOLDERS: 18,540



TOP Categories	Spend Amount (US \$)	Spend per Cardholder
Restaurants & Dining	\$3,517,900	\$282
Retail	\$2,135,586	\$218
Food & Grocery	\$1,809,941	\$192
Hotels & Lodging	\$905,557	\$397
Transportation	\$570,303	\$209



\$154,207  
CLOTHING



\$384,642  
JEWELRY



\$145,420  
COSMETICS



\$215,793  
BARS, LOUNGE, DISCO



\$101,064  
GIFT, CARD, NOVELTY STORES



\$20,432  
BOAT RENTAL

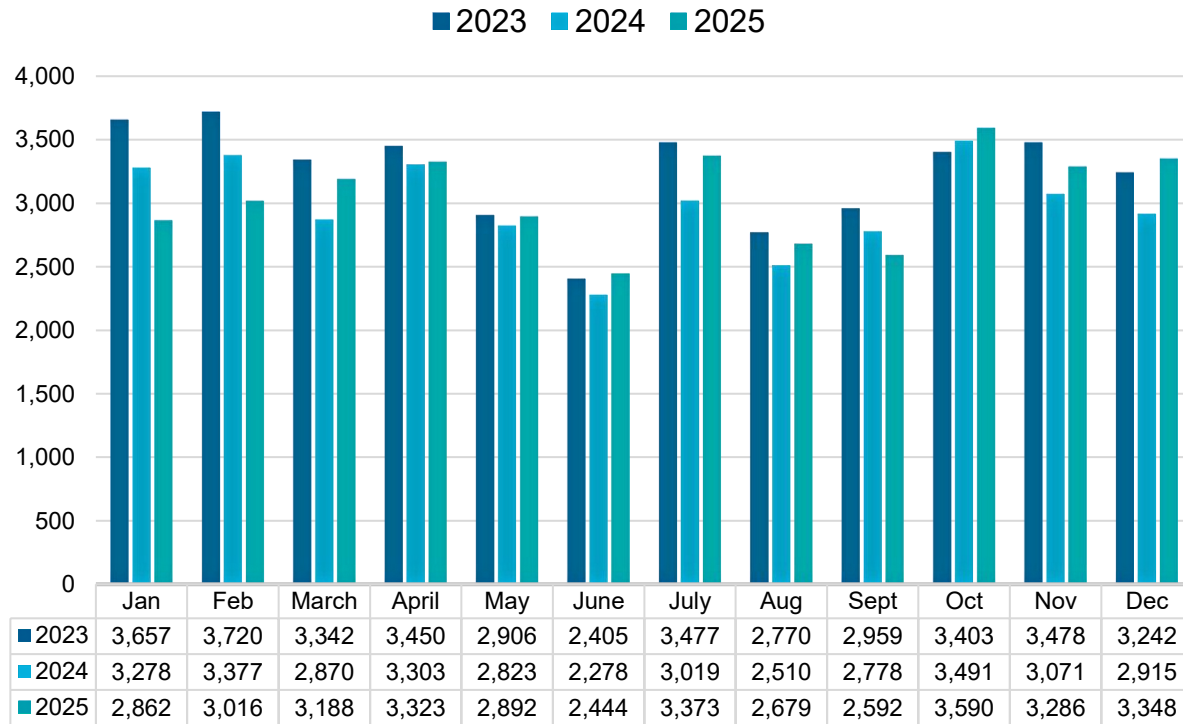
	ARRIVALS			NIGHTS				ALOS			
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TABLE 1 - TOTAL NETHERLANDS ARRIVALS			
Arrivals	2023	2024	2025
January	3,657	3,278	2,862
February	3,720	3,377	3,016
March	3,342	2,870	3,188
April	3,450	3,303	3,323
May	2,906	2,823	2,892
June	2,405	2,278	2,444
July	3,477	3,019	3,373
August	2,770	2,510	2,679
September	2,959	2,778	2,592
October	3,403	3,491	3,590
November	3,478	3,071	3,286
December	3,242	2,915	3,348
<b>Total</b>	<b>38,809</b>	<b>35,713</b>	<b>36,593</b>

TABLE 2 - TOTAL NETHERLANDS NIGHTS			
Nights	2023	2024	2025
January	56,135	55,508	47,797
February	53,724	48,875	41,893
March	40,250	36,939	39,149
April	42,304	40,812	39,632
May	36,559	36,122	33,166
June	33,774	32,740	30,267
July	56,890	48,655	49,606
August	48,466	45,481	42,317
September	43,066	41,468	34,443
October	46,145	46,604	46,109
November	51,794	39,375	42,968
December	51,844	45,566	50,730
<b>Total</b>	<b>560,951</b>	<b>518,145</b>	<b>498,077</b>

TABLE 3 - TOTAL NETHERLANDS AVERAGE LENGTH OF STAY (ALOS)			
ALOS	2023	2024	2025
January	15.4	16.9	16.7
February	14.4	14.5	13.9
March	12.0	12.9	12.3
April	12.3	12.4	11.9
May	12.6	12.8	11.5
June	14.0	14.4	12.4
July	16.4	16.1	14.7
August	17.5	18.1	15.8
September	14.6	14.9	13.3
October	13.6	13.3	12.8
November	14.9	12.8	13.1
December	16.0	15.6	15.2
<b>Average ALOS</b>	<b>14.5</b>	<b>14.5</b>	<b>13.6</b>

## MONTHLY ARRIVALS



## ARRIVALS BY FREQUENCY

TABLE 5 – THE NETHERLANDS ARRIVALS BY FREQUENCY

	2023	2024	Share 2024	2025	Share 2025	Change 2025 vs. 2024
<b>1 visit</b>	<b>17,489</b>	<b>15,562</b>	<b>46%</b>	<b>16,561</b>	<b>46%</b>	<b>6.4%</b>
2-5- visit	11,704	10,869	32%	12,218	34%	12.4%
6-9 visit	2,968	2,677	7.8%	2,760	8%	3.1%
10-14 visit	1,908	1,822	5.3%	1,647	5%	-9.6%
15-19 visit	909	872	2.6%	794	2%	-8.9%
20+ visit	2,405	2,320	6.8%	2,361	6%	1.8%
<b>Repeaters</b>	<b>19,894</b>	<b>18,560</b>	<b>54%</b>	<b>19,780</b>	<b>54%</b>	<b>6.6%</b>
<b>Total</b>	<b>37,383</b>	<b>34,122</b>	<b>100%</b>	<b>36,341</b>	<b>100%</b>	<b>6.5%</b>

*\*Excluding non specified*

TOTAL EUROPEAN ARRIVALS BY PLACE OF STAY					TOTAL NETHERLANDS BY PLACE OF STAY							% SHARE OF NETH VS TOTAL EUR	
	Total Europe Visitors				Visitors from Netherlands							% share of Neth versus EUR staying at the accommodation	
	2023	2024	2025	Change	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024	2024	2025
<b>Total hotels</b>	<b>20,168</b>	<b>17,234</b>	<b>16,520</b>	<b>-4.1%</b>	<b>6,579</b>	<b>17.0%</b>	<b>4,959</b>	<b>13.9%</b>	<b>5,186</b>	<b>14.2%</b>	<b>4.6%</b>	<b>28.8%</b>	<b>31.4%</b>
Aruba Marriott Resort	346	302	245	-18.9%	81	0.2%	83	0.2%	78	0.2%	-6.0%	27.5%	31.8%
Barcelo Aruba	448	519	445	-14.3%	37	0.1%	35	0.1%	35	0.1%	0.0%	6.7%	7.9%
Embassy Suites by Hilton	344	745	557	-25.2%	124	0.3%	265	0.7%	214	0.6%	-19.2%	35.6%	38.4%
Hilton	988	660	671	1.7%	296	0.8%	167	0.5%	270	0.7%	61.7%	25.3%	40.2%
Holiday Inn	1,326	1,109	945	-14.8%	273	0.7%	190	0.5%	161	0.4%	-15.3%	17.1%	17.0%
Hyatt Place	551	693	719	3.8%	248	0.6%	279	0.8%	318	0.9%	14.0%	40.3%	44.2%
Hyatt Regency	447	415	304	-26.7%	170	0.4%	114	0.3%	85	0.2%	-25.4%	27.5%	28.0%
Radisson Blu Aruba	0	0	411	0	0	0.0%	0	0.0%	119	0.3%	0.0%	0.0%	29.0%
Renaissance Aruba	1,851	1,813	1,266	-30.2%	520	1.3%	425	1.2%	334	0.9%	-21.4%	23.4%	26.4%
Ritz Carlton	657	669	543	-18.8%	104	0.3%	70	0.2%	60	0.2%	-14.3%	10.5%	11.0%
RIU Antillas / Westin	939	563	575	2.1%	440	1.1%	304	0.9%	277	0.8%	-8.9%	54.0%	48.2%
RIU Palace x AUA Grand	4,125	1,948	1,328	-31.8%	1,628	4.2%	887	2.5%	615	1.7%	-30.7%	45.5%	46.3%
Secrets Baby Beach AUA	0	0	200	0	0	0.0%	0	0.0%	16	0.0%	0.0%	0.0%	8.0%
The St. Regis AUA Resort	0	0	234	0	0	0.0%	0	0.0%	26	0.1%	0.0%	0.0%	11.1%
Amsterdam Manor	1,297	1,221	1,194	-2.2%	607	1.6%	443	1.2%	478	1.3%	7.9%	36.3%	40.0%
Brickell Bay/Tryp by Wyndham	250	184	203	10.3%	75	0.2%	43	0.1%	63	0.2%	46.5%	23.4%	31.0%
Bucuti Tara Beach	1,085	1,115	907	-18.7%	78	0.2%	78	0.2%	92	0.3%	17.9%	7.0%	10.1%
Victoria City Hotel	82	214	291	36.0%	45	0.1%	98	0.3%	128	0.3%	30.6%	45.8%	44.0%
Courtyard by Marriott	1,349	1,139	1,320	15.9%	812	2.1%	575	1.6%	953	2.6%	65.7%	50.5%	72.2%
Divi Aruba All Incl. Beach	1,048	803	848	5.6%	125	0.3%	84	0.2%	157	0.4%	86.9%	10.5%	18.5%
Dorado Eagle Beach	98	33	1	-97.0%	15	0.0%	9	0.0%	1	0.0%	-88.9%	27.3%	100.0%
Joia AUA By Iberostar	0	23	656	2752.2%	0	0.0%	0	0.0%	79	0.2%	0.0%	0.0%	12.0%
Manchebo	1,032	1,087	1,035	-4.8%	78	0.2%	74	0.2%	85	0.2%	14.9%	6.8%	8.2%
Talk of the Town	969	962	541	-43.8%	659	1.7%	510	1.4%	269	0.7%	-47.3%	53.0%	49.7%
Tamarijn Aruba	697	555	615	10.8%	67	0.2%	76	0.2%	117	0.3%	53.9%	13.7%	19.0%
The Mill	177	361	420	16.3%	58	0.1%	120	0.3%	131	0.4%	9.2%	33.2%	31.2%
Tierra Del Sol	62	101	46	-54.5%	39	0.1%	30	0.1%	25	0.1%	-16.7%	29.7%	54.3%
<b>Timeshare</b>	<b>4,407</b>	<b>4,099</b>	<b>3,964</b>	<b>-3.3%</b>	<b>1,717</b>	<b>4.4%</b>	<b>1,509</b>	<b>4.2%</b>	<b>1,408</b>	<b>3.8%</b>	<b>-6.7%</b>	<b>36.8%</b>	<b>35.5%</b>
<b>Apartments/Guest House</b>	<b>15,866</b>	<b>14,245</b>	<b>13,655</b>	<b>-4.1%</b>	<b>9,074</b>	<b>23.4%</b>	<b>7,960</b>	<b>22.3%</b>	<b>8,202</b>	<b>22.4%</b>	<b>3.0%</b>	<b>55.9%</b>	<b>60.1%</b>
<b>Private Home</b>	<b>33,374</b>	<b>33,370</b>	<b>36,466</b>	<b>9.3%</b>	<b>21,275</b>	<b>54.8%</b>	<b>21,098</b>	<b>59.1%</b>	<b>21,496</b>	<b>58.7%</b>	<b>1.9%</b>	<b>63.2%</b>	<b>58.9%</b>
<b>Other</b>	<b>382</b>	<b>392</b>	<b>626</b>	<b>163.3%</b>	<b>164</b>	<b>0.4%</b>	<b>187</b>	<b>0.5%</b>	<b>301</b>	<b>0.8%</b>	<b>61.0%</b>	<b>47.7%</b>	<b>29.2%</b>
<b>Total</b>	<b>74,197</b>	<b>69,340</b>	<b>71,231</b>	<b>2.7%</b>	<b>38,809</b>	<b>100.0%</b>	<b>35,713</b>	<b>100.0%</b>	<b>36,593</b>	<b>100.0%</b>	<b>2.5%</b>	<b>51.5%</b>	<b>51.4%</b>

## ARRIVALS BY AGE GROUPS

TABLE 8 – NETHERLANDS VISITORS AGE GROUP

	EUROPE					Netherlands					Share of EUR total		
	2023	2024	Share	2025	Share	2023	2024	Share	2025	Share	Growth	2024	2025
0 - 11 yrs	4,292	4,094	5.9%	4,293	6.0%	2,410	2,291	6.4%	2,449	6.7%	6.9%	56.0%	57.0%
12 - 19 yrs	4,115	3,834	5.5%	4,105	5.8%	2,331	2,123	5.9%	2,226	6.1%	4.9%	55.4%	54.2%
20 - 29 yrs	12,567	11,515	16.6%	11,882	16.7%	7,393	6,761	18.9%	6,962	19.0%	3.0%	58.7%	58.6%
30 - 39 yrs	14,474	13,274	19.1%	13,555	19.0%	6,208	5,587	15.6%	5,933	16.2%	6.2%	42.1%	43.8%
40 - 49 yrs	10,732	10,533	15.2%	10,866	15.3%	4,957	4,685	13.1%	4,768	13.0%	1.8%	44.5%	43.9%
50 - 59 yrs	14,227	13,052	18.8%	13,152	18.5%	7,716	6,939	19.4%	6,820	18.6%	-1.7%	53.2%	51.9%
60 - 69 yrs	9,694	9,066	13.1%	9,484	13.3%	5,385	4,941	13.8%	5,174	14.1%	4.7%	54.5%	54.6%
>70	4,088	3,969	5.7%	3,892	5.5%	2,402	2,385	6.7%	2,259	6.2%	-5.3%	60.1%	58.0%
<b>Total</b>	<b>74,189</b>	<b>69,337</b>	<b>100.0%</b>	<b>71,229</b>	<b>100.0%</b>	<b>38,802</b>	<b>35,712</b>	<b>100.0%</b>	<b>36,591</b>	<b>100.0%</b>	<b>2.5%</b>	<b>51.5%</b>	<b>51.4%</b>

\*Excluding non specified

## NETHERLANDS ARRIVALS BY CARRIERS

### NETHERLANDS ARRIVALS BY CARRIERS

	<b>2023</b>	<b>% share</b>	<b>2024</b>	<b>% share</b>	<b>2025</b>	<b>% share</b>	<b>Change 2025 vs. 2024</b>
KLM	18,596	47.9%	16,869	47.2%	19,514	53.3%	15.7%
Tui Fly NL	13,210	34.0%	11,306	31.7%	9,816	26.8%	-13.2%
Divi Divi Air	2,239	5.8%	2,169	6.1%	1,897	5.2%	-12.5%
EZ Air	1,149	3.0%	1,015	2.8%	1,115	3.0%	9.9%
Winair	321	0.8%	688	1.9%	1,115	3.0%	62.1%
Surinam Airways	412	1.1%	413	1.2%	436	1.2%	5.6%
Avianca	312	0.8%	356	1.0%	432	1.2%	21.3%
Delta Airlines	378	1.0%	828	2.3%	430	1.2%	-48.1%
Jetblue	99	0.3%	245	0.7%	310	0.8%	26.5%
Wingo	392	1.0%	346	1.0%	289	0.8%	-16.5%
Others	1,701	4.4%	1,478	4.1%	1,239	3.4%	-16.2%
<b>Total</b>	<b>38,809</b>	<b>100.0%</b>	<b>35,713</b>	<b>100.0%</b>	<b>36,593</b>	<b>100.0%</b>	<b>2.5%</b>

## ARRIVALS BY BOOKING

## ARRIVALS BY SOURCE

TABLE 11 – NETHERLANDS VISITORS BY BOOKING

	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Airline\ Hotel	12,703	32.7%	12,311	34.5%	15,164	41.4%	23.2%
Not Specified	1,438	3.7%	1,587	4.4%	252	0.7%	-84.1%
Other\ Website	14,997	38.6%	13,949	39.1%	12,995	35.5%	-6.8%
Travel Agent	9,671	24.9%	7,866	22.0%	8,182	22.4%	4.0%
<b>Total</b>	<b>38,809</b>	<b>100.0%</b>	<b>35,713</b>	<b>100.0%</b>	<b>36,593</b>	<b>100.0%</b>	<b>2.5%</b>

TABLE 12 – NETHERLANDS VISITORS BY SOURCE































	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Article	164	0.4%	109	0.3%	157	0.4%	44.0%
Cruise	95	0.2%	41	0.1%	465	0.2%	58.5%
Direct Mail	192	0.5%	119	0.3%	66	0.2%	-44.5%
Family and Friends	21,526	55.5%	20,207	56.6%	22,296	60.9%	10.3%
Internet	4,390	11.3%	3,791	10.6%	3,471	9.5%	-8.4%
Media Ad	281	0.7%	279	0.8%	458	1.3%	64.2%
Not Specified	1,441	3.7%	1,588	4.4%	252	0.7%	-84.1%
Other	8,048	20.7%	7,636	21.4%	8,573	23.4%	12.3%
Travel Agent	2,168	5.6%	1,539	4.3%	1,009	2.8%	-34.4%
www.aruba.com	504	1.3%	404	1.1%	246	0.7%	-39.1%
<b>Total</b>	<b>38,809</b>	<b>100.0%</b>	<b>35,713</b>	<b>100.0%</b>	<b>36,593</b>	<b>100.0%</b>	<b>2.5%</b>



United Kingdom



# Highlights United Kingdom

OVERALL	 <b>ARRIVALS</b>	 7,490 Visitors 2024	 4,852 Visitors 2025	 6.8% Share	 -35.2% Growth
	 <b>NIGHTS</b>	 67,500 Nights 2024	 43,875 Nights 2025	 -35.0% Growth	 9.0 2025 ALOS
	 <b>SEASONS</b>	 36% Cold	 33% Warm	 31% Cool	
DEMOGRAPHICS	 <b>FREQUENCY</b>	 3,446 First-time visitors	 72% Share First-time	 1,322 Repeat Visitors	 28% Share Repeaters
	 <b>MAIN AGE GROUP</b>	 19% 50–59 years	 18% 30–39 years	 18% 40–49 years	 15% 60–69 years
WHILE ON-ISLAND	 <b>PLACE OF STAY</b>	 35% Hotels	 9% Timeshare	 17% Apartments/Guest Hotels	 38% Private Homes   55% Others

# Spending



**SPEND PER CARDHOLDER: \$361**  
SPEND: \$2,700,000  
CARDHOLDERS: 7,547



TOP Categories	Spend Amount (US \$)	Spend per Cardholder
Retail	\$831 058	\$225
Restaurants & Dining	\$660 287	\$147
Hotels & Lodging	\$385 226	\$693
Food & Grocery	\$223 504	\$116
Transportation	\$70 221	\$181



\$57 164  
CLOTHING



\$387 301  
JEWELRY



\$35 517  
COSMETICS



\$30 029  
BARS, LOUNGE, DISCO



\$50 174



\$2 845  
BOAT RENTAL

ARRIVALS	NIGHTS	ALOS
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**TABLE 1 - TOTAL UK ARRIVALS**

Arrivals	2023	2024	2025
January	284	593	412
February	297	632	421
March	508	743	526
April	503	620	400
May	525	668	414
June	626	545	359
July	632	496	327
August	1,043	805	488
September	850	818	404
October	686	582	388
November	572	519	353
December	459	469	360
<b>Total</b>	<b>6,985</b>	<b>7,490</b>	<b>4,852</b>

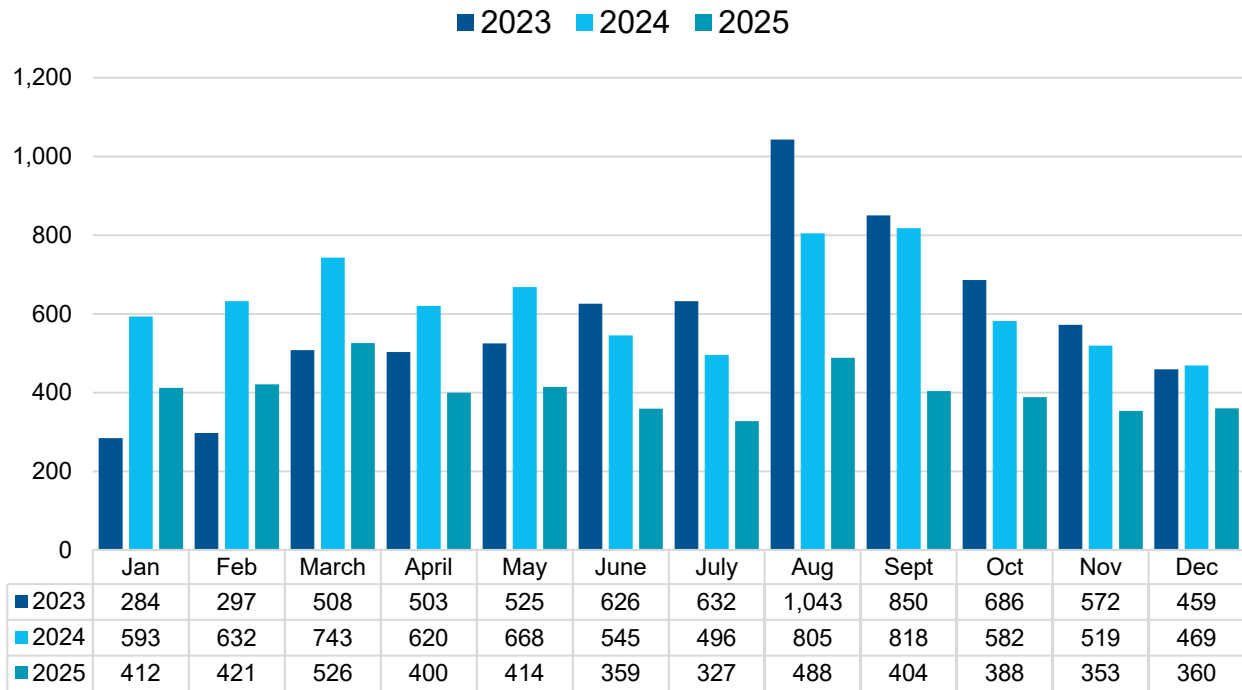
**TABLE 2 - TOTAL UK NIGHTS**

Nights	2023	2024	2025
January	2,765	5,385	3,798
February	2,323	6,120	4,029
March	3,624	6,548	4,754
April	4,804	4,796	3,623
May	4,440	5,785	3,689
June	5,544	5,110	3,315
July	6,554	5,101	2,980
August	10,868	7,794	4,330
September	8,293	7,691	3,675
October	6130	4,722	3,967
November	5683	3,873	2,743
December	4249	4,575	2,972
<b>Total</b>	<b>65,277</b>	<b>67,500</b>	<b>43,875</b>

**TABLE 3 - TOTAL UK AVERAGE LENGTH OF STAY (ALOS)**

ALOS	2023	2024	2025
January	9.7	9.1	9.2
February	7.8	9.7	9.6
March	7.1	8.8	9.0
April	9.6	7.7	9.1
May	8.5	8.7	8.9
June	8.9	9.4	9.2
July	10.4	10.3	9.1
August	10.4	9.7	8.9
September	9.8	9.4	9.1
October	8.9	8.1	10.2
November	9.9	7.5	7.8
December	9.3	9.8	8.3
<b>Average ALOS</b>	<b>9.3</b>	<b>9.0</b>	<b>9.0</b>

## MONTHLY ARRIVALS



## ARRIVALS BY FREQUENCY

TABLE 5 – UK ARRIVALS BY FREQUENCY

	2023	2024	Share 2024	2025	Share 2025	Change 2025 vs. 2024
<b>1 visit</b>	<b>5,029</b>	<b>5,480</b>	<b>76%</b>	<b>3,446</b>	<b>72%</b>	<b>-37%</b>
2-5- visit	1,147	1,256	17%	940	20%	-25%
6-9 visit	170	182	3%	136	3%	-25%
10-14 visit	132	127	2%	76	2%	-40%
15-19 visit	57	61	1%	58	1%	-5%
20+ visit	118	103	1%	112	2%	9%
<b>Repeaters</b>	<b>1,624</b>	<b>1,729</b>	<b>24%</b>	<b>1,322</b>	<b>28%</b>	<b>-24%</b>
<b>Total</b>	<b>6,653</b>	<b>7,209</b>	<b>100%</b>	<b>4,768</b>	<b>100%</b>	<b>-34%</b>

*\*Excluding non specified*

TOTAL EUROPEAN ARRIVALS BY PLACE OF STAY					TOTAL UNITED KINGDOM BY PLACE OF STAY							% SHARE OF UK VS TOTAL EUR	
	Total Europe Visitors				Visitors from UK							% share of UK versus EUR staying at the accommodation	
	2023	2024	2025	Change	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024	2024	2025
<b>Total hotels</b>	<b>20,168</b>	<b>17,234</b>	<b>16,520</b>	<b>-4.1%</b>	<b>3,125</b>	<b>44.7%</b>	<b>3,193</b>	<b>42.6%</b>	<b>1,698</b>	<b>35.0%</b>	<b>-46.8%</b>	<b>18.5%</b>	<b>10.3%</b>
Aruba Marriott Resort	346	302	245	-18.9%	93	1.3%	90	1.2%	41	0.8%	-54.4%	29.8%	16.7%
Barcelo Aruba	448	519	445	-14.3%	142	2.0%	157	2.1%	93	1.9%	-40.8%	30.3%	20.9%
Embassy Suites by Hilton	344	745	557	-25.2%	97	1.4%	234	3.1%	81	1.7%	-65.4%	31.4%	14.5%
Hilton	988	660	671	1.7%	151	2.2%	155	2.1%	82	1.7%	-47.1%	23.5%	12.2%
Holiday Inn	1,326	1,109	945	-14.8%	277	4.0%	186	2.5%	96	2.0%	-48.4%	16.8%	10.2%
Hyatt Place	551	693	719	3.8%	111	1.6%	110	1.5%	89	1.8%	-19.1%	15.9%	12.4%
Hyatt Regency	447	415	304	-26.7%	108	1.5%	88	1.2%	59	1.2%	-33.0%	21.2%	19.4%
Radisson Blu Aruba	0	0	411	-	0	0.0%	0	0.0%	76	1.6%	—	—	18.5%
Renaissance Aruba	1,851	1,813	1,266	-30.2%	485	6.9%	555	7.4%	166	3.4%	-70.1%	30.6%	13.1%
Ritz Carlton	657	669	543	-18.8%	202	2.9%	207	2.8%	143	2.9%	-30.9%	30.9%	26.3%
RIU Antillas / Westin	939	563	575	2.1%	116	1.7%	61	0.8%	23	0.5%	-62.3%	10.8%	4.0%
RIU Palace x AUA Grand	4,125	1,948	1,328	-31.8%	390	5.6%	142	1.9%	63	1.3%	-55.6%	7.3%	4.7%
Secrets Baby Beach AUA	0	0	200	-	0	0.0%	0	0.0%	23	0.5%	—	—	11.5%
The St. Regis AUA Resort	0	0	234	-	0	0.0%	0	0.0%	44	0.9%	—	—	18.8%
Amsterdam Manor	1,297	1,221	1,194	-2.2%	92	1.3%	117	1.6%	60	1.2%	-48.7%	9.6%	5.0%
Brickell Bay/Tryp by Wyndham	250	184	203	10.3%	65	0.9%	34	0.5%	16	0.3%	-52.9%	18.5%	7.9%
Bucuti Tara Beach	1,085	1,115	907	-18.7%	170	2.4%	170	2.3%	105	2.2%	-38.2%	15.2%	11.6%
Victoria City Hotel	82	214	291	36.0%	3	0.0%	27	0.4%	23	0.5%	-14.8%	12.6%	7.9%
Courtyard by Marriott	1,349	1,139	1,320	15.9%	105	1.5%	263	3.5%	69	1.4%	-73.8%	23.1%	5.2%
Divi Aruba All Incl. Beach	1,048	803	848	5.6%	136	1.9%	122	1.6%	56	1.2%	-54.1%	15.2%	6.6%
Dorado Eagle Beach	98	33	1	-97.0%	16	0.2%	3	0.0%	0	0.0%	-100.0%	9.1%	0.0%
Joia AUA By Iberostar	0	23	656	2752.2%	0	0.0%	2	0.0%	92	1.9%	4500.0%	8.7%	14.0%
Manchebo	1,032	1,087	1,035	-4.8%	143	2.0%	145	1.9%	102	2.1%	-29.7%	13.3%	9.9%
Talk of the Town	969	962	541	-43.8%	98	1.4%	195	2.6%	31	0.6%	-84.1%	20.3%	5.7%
Tamarijn Aruba	697	555	615	10.8%	112	1.6%	87	1.2%	36	0.7%	-58.6%	15.7%	5.9%
The Mill	177	361	420	16.3%	3	0.0%	33	0.4%	24	0.5%	-27.3%	9.1%	5.7%
Tierra Del Sol	62	101	46	-54.5%	10	0.1%	10	0.1%	5	0.1%	-50.0%	9.9%	10.9%
<b>Timeshare</b>	<b>4,407</b>	<b>4,099</b>	<b>3,964</b>	<b>-3.3%</b>	<b>770</b>	<b>11.0%</b>	<b>675</b>	<b>9.0%</b>	<b>453</b>	<b>9.3%</b>	<b>-32.9%</b>	<b>16.5%</b>	<b>11.4%</b>
<b>Apartments/Guest House</b>	<b>15,866</b>	<b>14,245</b>	<b>13,655</b>	<b>-4.1%</b>	<b>1,078</b>	<b>15.4%</b>	<b>1,347</b>	<b>18.0%</b>	<b>827</b>	<b>17.0%</b>	<b>-38.6%</b>	<b>9.5%</b>	<b>6.1%</b>
<b>Private Home</b>	<b>33,374</b>	<b>33,370</b>	<b>36,466</b>	<b>9.3%</b>	<b>1,974</b>	<b>28.3%</b>	<b>2,238</b>	<b>29.9%</b>	<b>1,835</b>	<b>37.8%</b>	<b>-18.0%</b>	<b>6.7%</b>	<b>5.0%</b>
<b>Other</b>	<b>382</b>	<b>392</b>	<b>626</b>	<b>163.3%</b>	<b>38</b>	<b>0.5%</b>	<b>37</b>	<b>0.5%</b>	<b>39</b>	<b>0.8%</b>	<b>5.4%</b>	<b>9.4%</b>	<b>3.8%</b>
<b>Total</b>	<b>74,197</b>	<b>69,340</b>	<b>71,231</b>	<b>2.7%</b>	<b>6,985</b>	<b>100.0%</b>	<b>7,490</b>	<b>100.0%</b>	<b>4,852</b>	<b>100.0%</b>	<b>-35.2%</b>	<b>10.8%</b>	<b>6.8%</b>

## ARRIVALS BY AGE GROUPS

TABLE 8 – UNITED KINGDOM VISITORS AGE GROUP

	EUROPE					UK					Share of EUR total		
	2023	2024	Share	2025	Share	2023	2024	Share	2025	Share	Growth	2024	2025
0 - 11 yrs	4,292	4,094	5.9%	4,293	6.0%	394	399	5.3%	219	4.5%	-45.1%	9.7%	5.1%
12 - 19 yrs	4,115	3,834	5.5%	4,105	5.8%	459	403	5.4%	272	5.6%	-32.5%	10.5%	6.6%
20 - 29 yrs	12,567	11,515	16.6%	11,882	16.7%	871	926	12.4%	657	13.5%	-29.0%	8.0%	5.5%
30 - 39 yrs	14,474	13,274	19.1%	13,555	19.0%	1,243	1,415	18.9%	886	18.3%	-37.4%	10.7%	6.5%
40 - 49 yrs	10,732	10,533	15.2%	10,866	15.3%	1,166	1,214	16.2%	858	17.7%	-29.3%	11.5%	7.9%
50 - 59 yrs	14,227	13,052	18.8%	13,152	18.5%	1,480	1,488	19.9%	900	18.5%	-39.5%	11.4%	6.8%
60 - 69 yrs	9,694	9,066	13.1%	9,484	13.3%	966	1,178	15.7%	746	15.4%	-36.7%	13.0%	7.9%
>70	4,088	3,969	5.7%	3,892	5.5%	406	467	6.2%	314	6.5%	-32.8%	11.8%	8.1%
<b>Total</b>	<b>74,189</b>	<b>69,337</b>	<b>100.0%</b>	<b>71,229</b>	<b>100.0%</b>	<b>6,985</b>	<b>7,490</b>	<b>100.0%</b>	<b>4,852</b>	<b>100.0%</b>	<b>-35.2%</b>	<b>10.8%</b>	<b>6.8%</b>

\*Excluding non specified

## UK ARRIVALS BY CARRIERS

### UK ARRIVALS BY CARRIERS

	<b>2023</b>	<b>% share</b>	<b>2024</b>	<b>% share</b>	<b>2025</b>	<b>% share</b>	<b>Change 2025 vs. 2024</b>
KLM	1,508	21.6%	1,515	20.2%	2,014	41.5%	32.9%
British Airways/ Britannia	3,709	53.1%	3,906	52.1%	524	10.8%	-86.6%
American Airlines	337	4.8%	428	5.7%	492	10.1%	15.0%
Avianca	152	2.2%	155	2.1%	274	5.6%	76.8%
Jetblue	205	2.9%	256	3.4%	255	5.3%	-0.4%
Delta Airlines	168	2.4%	229	3.1%	248	5.1%	8.3%
Divi Divi Air	163	2.3%	145	1.9%	117	2.4%	-19.3%
United Airlines	132	1.9%	79	1.1%	106	2.2%	34.2%
Copa Airlines	87	1.2%	90	1.2%	96	2.0%	6.7%
Others	524	7.5%	687	9.2%	726	15.0%	5.7%
<b>Grand Total</b>	<b>6,985</b>	<b>100.0%</b>	<b>7,490</b>	<b>100.0%</b>	<b>4,852</b>	<b>100.0%</b>	<b>-35.2%</b>

## ARRIVALS BY BOOKING

## ARRIVALS BY SOURCE

TABLE 11 – UK VISITORS BY BOOKING

	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Airline\ Hotel	2,787	39.9%	3,042	40.6%	2,225	45.9%	-26.9%
Not Specified	333	4.8%	284	3.8%	84	1.7%	-70.4%
Other\ Website	2,540	36.4%	2,766	36.9%	1,622	33.4%	-41.4%
Travel Agent	1,325	19.0%	1,398	18.7%	921	19.0%	-34.1%
<b>Total</b>	<b>6,985</b>	<b>100.0%</b>	<b>7,490</b>	<b>100.0%</b>	<b>4,852</b>	<b>100.0%</b>	<b>-35.2%</b>































TABLE 12 – UK VISITORS BY SOURCE

	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Article	98	1.4%	100	1.3%	65	1.3%	-35.0%
Cruise	206	2.9%	153	2.0%	111	2.3%	-27.5%
Direct Mail	13	0.2%	8	0.1%	8	0.2%	0.0%
Family and Friends	2,437	34.9%	2,608	34.8%	2,144	44.2%	-17.8%
Internet	1,569	22.5%	1,672	22.3%	1,047	21.6%	-37.4%
Media Ad	192	2.7%	220	2.9%	135	2.8%	-38.6%
Not Specified	333	4.8%	285	3.8%	84	1.7%	-70.5%
Other	1,592	22.8%	1,834	24.5%	1,040	21.4%	-43.3%
Travel Agent	377	5.4%	409	5.5%	144	3.0%	-64.8%
www.aruba.com	168	2.4%	201	2.7%	74	1.5%	-63.2%
<b>Total</b>	<b>6,985</b>	<b>100.0%</b>	<b>7,490</b>	<b>100.0%</b>	<b>4,852</b>	<b>100.0%</b>	<b>-35.2%</b>



Germany

# Highlights Germany

OVERALL	 <b>ARRIVALS</b>	 4,558 Visitors 2024	 5,172 Visitors 2025	 7.3% Share	 13.5% Growth
	 <b>NIGHTS</b>	 46,396 Nights 2024	 46,899 Nights 2025	 1.1% Growth	 9.1 2025 ALOS
	 <b>SEASONS</b>	 31% Cold	 26% Warm	 43% Cool	
DEMOGRAPHICS	 <b>FREQUENCY</b>	 3,783 First-time visitors	 77% Share First-time	 1,147 Repeat Visitors	 23% Share Repeaters
	 <b>MAIN AGE GROUP</b>	 20% 30-39 years	 20% 50-59 years	 16% 40-49 years	 14% 60-69 years
WHILE ON-ISLAND	 <b>PLACE OF STAY</b>	 21% Hotels	 5% Timeshare	 15% Apartments/Guest Hotels	 59% Private Homes   74% Others

# Spending



**SPEND PER CARDHOLDER: \$361**

SPEND: \$2,700,000

CARDHOLDERS: 7,547



TOP Categories	Spend Amount (US \$)	Spend per Cardholder
Retail	\$536 410	\$133
Restaurants & Dining	\$509 246	\$128
Food & Grocery	\$277 857	\$119
Hotels & Lodging	\$180 026	\$442
Transportation	\$100 919	\$172



\$58 593  
CLOTHING



\$151 413  
JEWELRY



\$52 352  
COSMETICS



\$23 712  
BARS, LOUNGE, DISCO



\$48 909  
GIFT, CARD, NOVELTY  
STORES



\$3 052  
BOAT RENTAL

ARRIVALS	NIGHTS	ALOS
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**TABLE 1 - TOTAL GERMANY ARRIVALS**

Arrivals	2023	2024	2025
January	426	355	350
February	335	362	310
March	1,122	533	468
April	416	314	481
May	370	351	325
June	334	205	275
July	317	319	335
August	359	410	427
September	435	407	384
October	465	453	421
November	520	450	590
December	501	399	806
<b>Total</b>	<b>5,600</b>	<b>4,558</b>	<b>5,172</b>

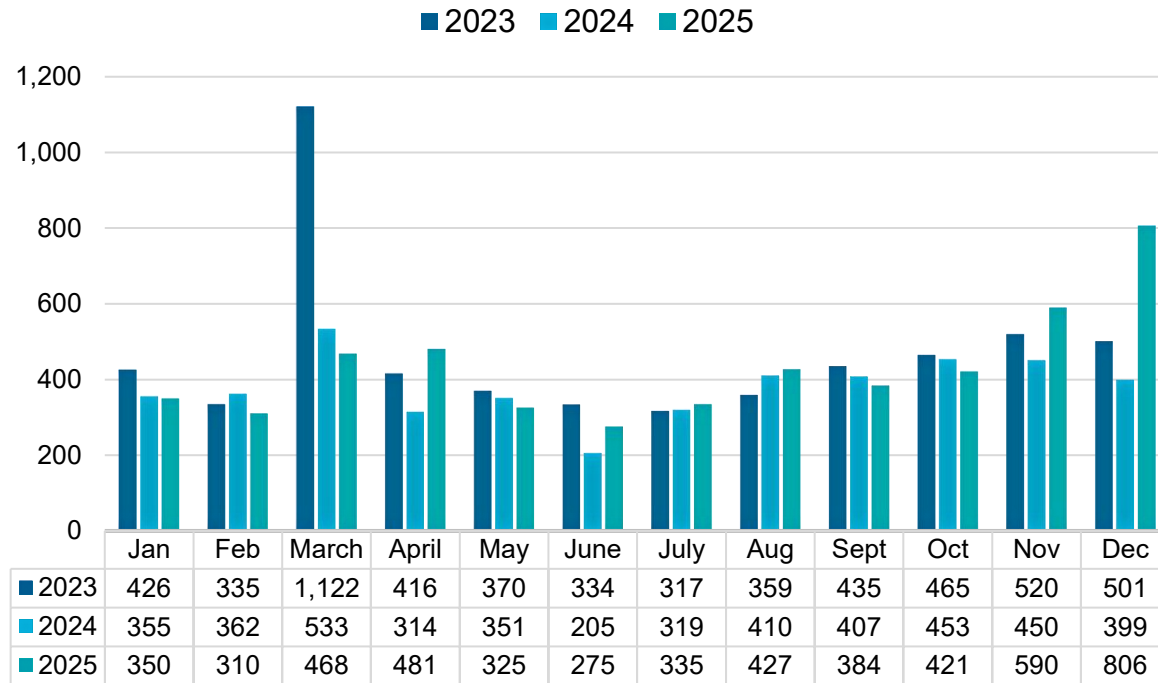
**TABLE 2 - TOTAL GERMANY NIGHTS**

Nights	2023	2024	2025
January	5,258	3,831	2,943
February	3,343	3,825	3,339
March	5,540	5,230	4,555
April	4,161	2,663	4,147
May	3,492	3,476	2,786
June	3,310	1,773	2,129
July	3,177	3,073	3,520
August	3,906	5,506	4,807
September	4,439	3,656	3,779
October	4,491	4,648	4,341
November	4,962	4,722	5,498
December	4,382	3,993	5,055
<b>Total</b>	<b>50,461</b>	<b>46,396</b>	<b>46,899</b>

**TABLE 3 - TOTAL GERMANY AVERAGE LENGTH OF STAY (ALOS)**

ALOS	2023	2024	2025
January	12.3	10.8	8.4
February	10.0	10.6	10.8
March	4.9	9.8	9.7
April	10.0	8.5	8.6
May	9.4	9.9	8.6
June	9.9	8.6	7.7
July	10.0	9.6	10.5
August	10.9	13.4	11.3
September	10.2	9.0	9.8
October	9.7	10.3	10.3
November	9.5	10.5	9.3
December	8.7	10.0	6.3
<b>Average ALOS</b>	<b>9.0</b>	<b>10.2</b>	<b>9.1</b>

## MONTHLY ARRIVALS



## ARRIVALS BY FREQUENCY

TABLE 5 – GERMANY ARRIVALS BY FREQUENCY

	2023	2024	Share 2024	2025	Share 2025	Change 2025 vs. 2024
<b>1 visit</b>	<b>4,028</b>	<b>3,238</b>	<b>76%</b>	<b>3,783</b>	<b>77%</b>	<b>17%</b>
2-5- visit	821	724	17%	788	16%	9%
6-9 visit	154	132	3%	146	3%	11%
10-14 visit	93	57	1%	59	1%	4%
15-19 visit	28	38	1%	22	0%	-42%
20+ visit	75	81	2%	132	3%	63%
<b>Repeaters</b>	<b>1,171</b>	<b>1,032</b>	<b>24%</b>	<b>1,147</b>	<b>23%</b>	<b>11%</b>
<b>Total</b>	<b>5,199</b>	<b>4,270</b>	<b>100%</b>	<b>4,930</b>	<b>100%</b>	<b>15%</b>

*\*Excluding non specified*

TOTAL EUROPEAN ARRIVALS BY PLACE OF STAY					TOTAL GERMANY BY PLACE OF STAY							% SHARE OF GERMANY VS TOTAL EUR	
	Total Europe Visitors				Visitors from GERMANY							% share of GERMANY versus EUR staying at the accommodation	
	2023	2024	2025	Change	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024	2024	2025
<b>Total hotels</b>	<b>20,168</b>	<b>17,234</b>	<b>16,520</b>	<b>-4.1%</b>	<b>1,417</b>	<b>25.3%</b>	<b>1,142</b>	<b>25.1%</b>	<b>1,081</b>	<b>20.9%</b>	<b>-5.3%</b>	<b>6.6%</b>	<b>6.5%</b>
Aruba Marriott Resort	346	302	245	-18.9%	29	0.5%	20	0.4%	15	0.3%	-25.0%	6.6%	6.1%
Barcelo Aruba	448	519	445	-14.3%	19	0.3%	23	0.5%	25	0.5%	8.7%	4.4%	5.6%
Embassy Suites by Hilton	344	745	557	-25.2%	21	0.4%	28	0.6%	42	0.8%	50.0%	3.8%	7.5%
Hilton	988	660	671	1.7%	290	5.2%	53	1.2%	21	0.4%	-60.4%	8.0%	3.1%
Holiday Inn	1,326	1,109	945	-14.8%	89	1.6%	43	0.9%	57	1.1%	32.6%	3.9%	6.0%
Hyatt Place	551	693	719	3.8%	17	0.3%	33	0.7%	59	1.1%	78.8%	4.8%	8.2%
Hyatt Regency	447	415	304	-26.7%	30	0.5%	19	0.4%	31	0.6%	63.2%	4.6%	10.2%
Radisson Blu Aruba	0	0	411	-	0	0.0%	0	0.0%	27	0.5%	—	—	6.6%
Renaissance Aruba	1,851	1,813	1,266	-30.2%	112	2.0%	130	2.9%	95	1.8%	-26.9%	7.2%	7.5%
Ritz Carlton	657	669	543	-18.8%	68	1.2%	61	1.3%	41	0.8%	-32.8%	9.1%	7.6%
RIU Antillas / Westin	939	563	575	2.1%	129	2.3%	103	2.3%	22	0.4%	-78.6%	18.3%	3.8%
RIU Palace x AUA Grand	4,125	1,948	1,328	-31.8%	18	0.3%	15	0.3%	63	1.2%	320.0%	0.8%	4.7%
Secrets Baby Beach AUA	0	0	200	-	0	0.0%	0	0.0%	18	0.3%	—	—	9.0%
The St. Regis AUA Resort	0	0	234	-	0	0.0%	0	0.0%	7	0.1%	—	—	3.0%
Amsterdam Manor	1,297	1,221	1,194	-2.2%	136	2.4%	194	4.3%	164	3.2%	-15.5%	15.9%	13.7%
Brickell Bay/Tryp by Wyndham	250	184	203	10.3%	12	0.2%	13	0.3%	9	0.2%	-30.8%	7.1%	4.4%
Bucuti Tara Beach	1,085	1,115	907	-18.7%	79	1.4%	97	2.1%	69	1.3%	-28.9%	8.7%	7.6%
Victoria City Hotel	82	214	291	36.0%	10	0.2%	14	0.3%	18	0.3%	28.6%	6.5%	6.2%
Courtyard by Marriott	1,349	1,139	1,320	15.9%	97	1.7%	33	0.7%	42	0.8%	27.3%	2.9%	3.2%
Divi Aruba All Incl. Beach	1,048	803	848	5.6%	39	0.7%	39	0.9%	35	0.7%	-10.3%	4.9%	4.1%
Dorado Eagle Beach	98	33	1	-97.0%	14	0.3%	0	0.0%	0	0.0%	—	0.0%	0.0%
Joia AUA By Iberostar	0	23	656	2752.2%	0	0.0%	0	0.0%	49	0.9%	—	0.0%	7.5%
Manchebo	1,032	1,087	1,035	-4.8%	131	2.3%	107	2.3%	99	1.9%	-7.5%	9.8%	9.6%
Talk of the Town	969	962	541	-43.8%	39	0.7%	42	0.9%	15	0.3%	-64.3%	4.4%	2.8%
Tamarijn Aruba	697	555	615	10.8%	20	0.4%	22	0.5%	28	0.5%	27.3%	4.0%	4.6%
The Mill	177	361	420	16.3%	18	0.3%	43	0.9%	28	0.5%	-34.9%	11.9%	6.7%
Tierra Del Sol	62	101	46	-54.5%	0	0.0%	10	0.2%	2	0.0%	—	9.9%	4.3%
<b>Timeshare</b>	<b>4,407</b>	<b>4,099</b>	<b>3,964</b>	<b>-3.3%</b>	<b>305</b>	<b>5.4%</b>	<b>293</b>	<b>6.4%</b>	<b>260</b>	<b>5.0%</b>	<b>-11.3%</b>	<b>7.1%</b>	<b>6.6%</b>
<b>Apartments/Guest House</b>	<b>15,866</b>	<b>14,245</b>	<b>13,655</b>	<b>-4.1%</b>	<b>1,418</b>	<b>25.3%</b>	<b>921</b>	<b>20.2%</b>	<b>760</b>	<b>14.7%</b>	<b>-17.5%</b>	<b>6.5%</b>	<b>5.6%</b>
<b>Private Home</b>	<b>33,374</b>	<b>33,370</b>	<b>36,466</b>	<b>9.3%</b>	<b>2,402</b>	<b>42.9%</b>	<b>2,168</b>	<b>47.6%</b>	<b>3,040</b>	<b>58.8%</b>	<b>40.2%</b>	<b>6.5%</b>	<b>8.3%</b>
<b>Other</b>	<b>382</b>	<b>392</b>	<b>626</b>	<b>163.3%</b>	<b>58</b>	<b>1.0%</b>	<b>34</b>	<b>0.7%</b>	<b>31</b>	<b>0.6%</b>	<b>-8.8%</b>	<b>8.7%</b>	<b>3.0%</b>
<b>Total</b>	<b>74,197</b>	<b>69,340</b>	<b>71,231</b>	<b>2.7%</b>	<b>5,600</b>	<b>100.0%</b>	<b>4,558</b>	<b>100.0%</b>	<b>5,172</b>	<b>100.0%</b>	<b>13.5%</b>	<b>6.6%</b>	<b>7.3%</b>

## ARRIVALS BY AGE GROUPS

TABLE 8 – GERMANY VISITORS AGE GROUP

	EUROPE					GERMANY					Share of EUR total		
	2023	2024	Share	2025	Share	2023	2024	Share	2025	Share	Growth	2024	2025
0 - 11 yrs	4,292	4,094	5.9%	4,293	6.0%	254	239	5.2%	304	5.9%	27.2%	5.8%	7.1%
12 - 19 yrs	4,115	3,834	5.5%	4,105	5.8%	237	187	4.1%	284	5.5%	51.9%	4.9%	6.9%
20 - 29 yrs	12,567	11,515	16.6%	11,882	16.7%	875	687	15.1%	711	13.7%	3.5%	6.0%	6.0%
30 - 39 yrs	14,474	13,274	19.1%	13,555	19.0%	1,279	967	21.2%	1,029	19.9%	6.4%	7.3%	7.6%
40 - 49 yrs	10,732	10,533	15.2%	10,866	15.3%	795	663	14.5%	824	15.9%	24.3%	6.3%	7.6%
50 - 59 yrs	14,227	13,052	18.8%	13,152	18.5%	1,122	924	20.3%	1,034	20.0%	11.9%	7.1%	7.9%
60 - 69 yrs	9,694	9,066	13.1%	9,484	13.3%	772	671	14.7%	721	13.9%	7.5%	7.4%	7.6%
>70	4,088	3,969	5.7%	3,892	5.5%	266	220	4.8%	265	5.1%	20.5%	5.5%	6.8%
<b>Total</b>	<b>74,189</b>	<b>69,337</b>	<b>100.0%</b>	<b>71,229</b>	<b>100.0%</b>	<b>5,600</b>	<b>4,558</b>	<b>100.0%</b>	<b>5,172</b>	<b>100.0%</b>	<b>13.5%</b>	<b>6.6%</b>	<b>7.3%</b>

\*Excluding non specified

## GERMANY ARRIVALS BY CARRIERS

### GERMANY ARRIVALS BY CARRIERS

	<b>2023</b>	<b>% share</b>	<b>2024</b>	<b>% share</b>	<b>2025</b>	<b>% share</b>	<b>Change 2025 vs. 2024</b>
KLM	2,616	46.7%	2,208	48.4%	2,463	47.6%	11.5%
Charter /n-s	120	2.1%	136	3.0%	466	9.0%	242.6%
Private	187	3.3%	167	3.7%	336	6.5%	101.2%
Divi Divi Air	381	6.8%	328	7.2%	287	5.5%	-12.5%
Winair	53	0.9%	151	3.3%	204	3.9%	35.1%
Avianca	245	4.4%	168	3.7%	185	3.6%	10.1%
Delta Airlines	123	2.2%	189	4.1%	160	3.1%	-15.3%
Tui Fly NL	938	16.8%	237	5.2%	155	3.0%	-34.6%
American Airlines	159	2.8%	169	3.7%	149	2.9%	-11.8%
Jetblue	81	1.4%	126	2.8%	129	2.5%	2.4%
Others	697	12.4%	679	14.9%	638	12.3%	-6.0%
<b>Total</b>	<b>5,600</b>	<b>100.0%</b>	<b>4,558</b>	<b>100.0%</b>	<b>5,172</b>	<b>100.0%</b>	<b>13.5%</b>

## ARRIVALS BY BOOKING

## ARRIVALS BY SOURCE

TABLE 11 – GERMANY VISITORS BY BOOKING

	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Airline\ Hotel	1,096	19.6%	1,027	22.5%	1,619	31.3%	57.6%
Not Specified	405	7.2%	288	6.3%	242	4.7%	-16.0%
Other\ Website	2,657	47.4%	2,254	49.5%	2,033	39.3%	-9.8%
Travel Agent	1,442	25.8%	989	21.7%	1,278	24.7%	29.2%
<b>Total</b>	<b>5,600</b>	<b>100.0%</b>	<b>4,558</b>	<b>100.0%</b>	<b>5,172</b>	<b>100.0%</b>	<b>13.5%</b>

TABLE 12 – GERMANY VISITORS BY SOURCE































	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Article	46	0.8%	56	1.2%	68	1.3%	21.4%
Cruise	434	7.8%	106	2.3%	152	2.9%	43.4%
Direct Mail	20	0.4%	8	0.2%	5	0.1%	-37.5%
Family and Friends	1,377	24.6%	1,328	29.1%	1,611	31.1%	21.3%
Internet	1,615	28.8%	1,270	27.9%	1,406	27.2%	10.7%
Media Ad	103	1.8%	91	2.0%	158	3.1%	73.6%
Not Specified	405	7.2%	289	6.3%	242	4.7%	-16.3%
Other	1,064	19.0%	1,015	22.3%	1,222	23.6%	20.4%
Travel Agent	365	6.5%	267	5.9%	242	4.7%	-9.4%
www.aruba.com	171	3.1%	128	2.8%	66	1.3%	-48.4%
<b>Total</b>	<b>5,600</b>	<b>100.0%</b>	<b>4,558</b>	<b>100.0%</b>	<b>5,172</b>	<b>100.0%</b>	<b>13.5%</b>



Italy



# Highlights Italy

OVERALL	 <b>ARRIVALS</b>	 6,483 Visitors 2024	 6,892 Visitors 2025	 10% Share	 6.3% Growth
	 <b>NIGHTS</b>	 48,277 Nights 2024	 52,169 Nights 2025	 8.1% Growth	 7.6 2025 ALOS
	 <b>SEASONS</b>	 17% Cold	 51% Warm	 32% Cool	
DEMOGRAPHICS	 <b>FREQUENCY</b>	 5,659 First-time visitors	 86% Share First-time	 921 Repeat Visitors	 14% Share Repeaters
	 <b>MAIN AGE GROUP</b>	 31% 30-39 years	 16% 50-59 years	 15% 40-49 years	 14% 20-29 years
WHILE ON-ISLAND	 <b>PLACE OF STAY</b>	 49% Hotels	 6% Timeshare	 15% Apartments/Guest Hotels	 29% Private Homes   44% Others

# Spending



**SPEND PER CARDHOLDER: \$459**  
SPEND: \$1,100,000  
CARDHOLDERS: 2,373



TOP Categories	Spend Amount (US \$)	Spend per Cardholder
Restaurants & Dining	\$321 158	\$207
Retail	\$221 365	\$161
Hotels & Lodging	\$173 803	\$541
Food & Grocery	\$114 490	\$125
Transportation	\$69 821	\$175



\$14 972  
CLOTHING



\$67 165  
JEWELRY



\$17 977  
COSMETICS



\$12 389  
BARS, LOUNGE, DISCO



\$24 578  
GIFT, CARD, NOVELTY STORES



\$4 508  
BOAT RENTAL

ARRIVALS	NIGHTS	ALOS
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**TABLE 1 - TOTAL ARRIVALS**

Arrivals	2023	2024	2025
January	415	362	344
February	303	328	241
March	176	190	262
April	190	211	318
May	255	217	327
June	416	380	340
July	643	498	535
August	1,980	2,142	2,290
September	856	724	603
October	507	456	491
November	423	503	561
December	505	472	580
<b>Total</b>	<b>6,669</b>	<b>6,483</b>	<b>6,892</b>

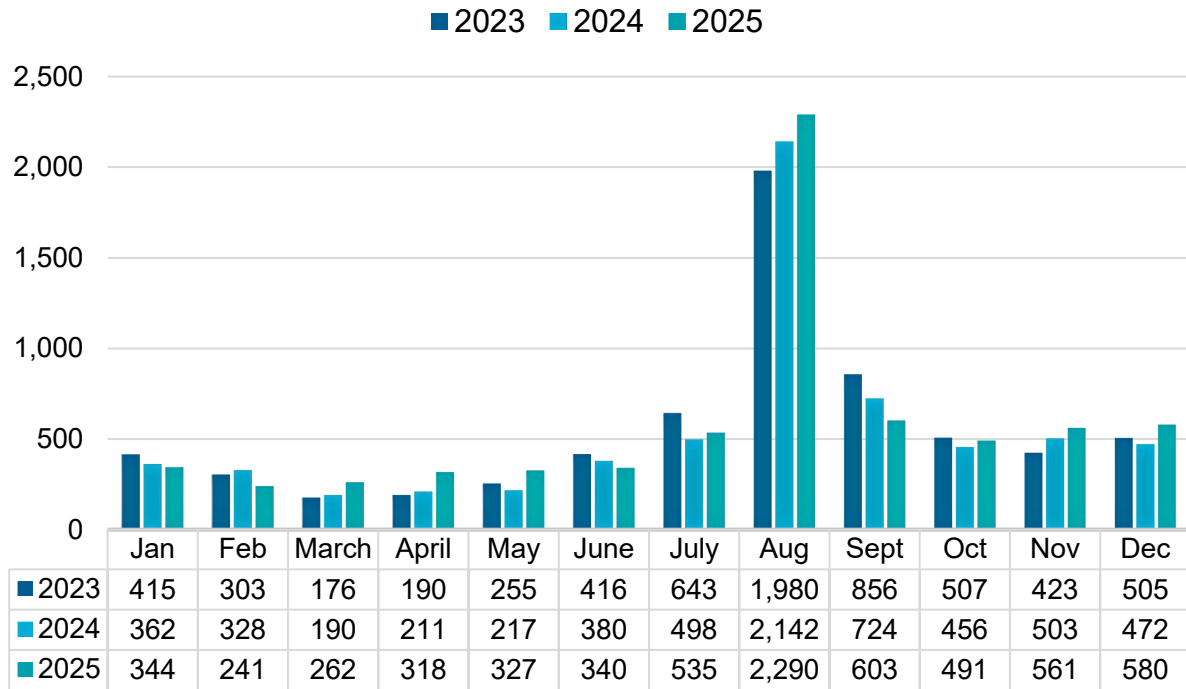
**TABLE 2 - TOTAL NIGHTS**

Nights	2023	2024	2025
January	3,796	3,007	3,091
February	2,610	3,186	2,476
March	1,652	1,429	2,390
April	1,610	1,836	2,130
May	2,136	1,549	2,190
June	3,560	2,937	2,568
July	4,916	3,310	4,247
August	14,887	15,891	16,758
September	5,230	4,457	3,700
October	3,604	3,099	2,941
November	2,845	3,291	4,225
December	4,766	4,285	5,453
<b>Total</b>	<b>51,612</b>	<b>48,277</b>	<b>52,169</b>

**TABLE 3 - TOTAL AVERAGE LENGTH OF STAY (ALOS)**

ALOS	2023	2024	2025
January	9.1	8.3	9.0
February	8.6	9.7	10.3
March	9.4	7.5	9.1
April	8.5	8.7	6.7
May	8.4	7.1	6.7
June	8.6	7.7	7.6
July	7.6	6.6	7.9
August	7.5	7.4	7.3
September	6.1	6.2	6.1
October	7.1	6.8	6.0
November	6.7	6.5	7.5
December	9.4	9.1	9.4
<b>Average ALOS</b>	<b>7.7</b>	<b>7.4</b>	<b>7.6</b>

## MONTHLY ARRIVALS



## ARRIVALS BY FREQUENCY

TABLE 5 –ARRIVALS BY FREQUENCY

	2023	2024	Share 2024	2025	Share 2025	Change 2025 vs. 2024
<b>1 visit</b>	<b>4,698</b>	<b>4,921</b>	<b>83%</b>	<b>5,659</b>	<b>86%</b>	<b>15%</b>
2-5- visit	791	669	11%	605	9%	-10%
6-9 visit	283	200	3%	111	2%	-45%
10-14 visit	68	53	1%	55	1%	4%
15-19 visit	36	19	0%	34	1%	79%
20+ visit	72	72	1%	116	2%	61%
<b>Repeaters</b>	<b>1,250</b>	<b>1,013</b>	<b>17%</b>	<b>921</b>	<b>14%</b>	<b>-9%</b>
<b>Total</b>	<b>5,948</b>	<b>5,934</b>	<b>100%</b>	<b>6,580</b>	<b>100%</b>	<b>11%</b>

*\*Excluding non specified*

TOTAL EUROPEAN ARRIVALS BY PLACE OF STAY					TOTAL ITALIAN BY PLACE OF STAY							% SHARE OF ITALY VS TOTAL EUR	
	Total Europe Visitors				Visitors from ITALY							% share of ITALY versus EUR staying at the accommodation	
	2023	2024	2025	Change	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024	2024	2025
<b>Total hotels</b>	<b>20,168</b>	<b>17,234</b>	<b>16,520</b>	<b>-4.1%</b>	<b>3,820</b>	<b>57.3%</b>	<b>3,434</b>	<b>53.0%</b>	<b>3,396</b>	<b>49.3%</b>	<b>-1.1%</b>	<b>19.9%</b>	<b>20.6%</b>
Aruba Marriott Resort	346	302	245	-18.9%	15	0.2%	20	0.3%	33	0.5%	65.0%	6.6%	13.5%
Barcelo Aruba	448	519	445	-14.3%	105	1.6%	159	2.5%	131	1.9%	-17.6%	30.6%	29.4%
Embassy Suites by Hilton	344	745	557	-25.2%	19	0.3%	40	0.6%	56	0.8%	40.0%	5.4%	10.1%
Hilton	988	660	671	1.7%	43	0.6%	83	1.3%	83	1.2%	0.0%	12.6%	12.4%
Holiday Inn	1,326	1,109	945	-14.8%	241	3.6%	374	5.8%	310	4.5%	-17.1%	33.7%	32.8%
Hyatt Place	551	693	719	3.8%	5	0.1%	25	0.4%	26	0.4%	4.0%	3.6%	3.6%
Hyatt Regency	447	415	304	-26.7%	30	0.4%	25	0.4%	15	0.2%	-40.0%	6.0%	4.9%
Radisson Blu Aruba	0	0	411	-	0	0.0%	0	0.0%	39	0.6%	#DIV/0!	#DIV/0!	9.5%
Renaissance Aruba	1,851	1,813	1,266	-30.2%	210	3.1%	268	4.1%	221	3.2%	-17.5%	14.8%	17.5%
Ritz Carlton	657	669	543	-18.8%	49	0.7%	55	0.8%	50	0.7%	-9.1%	8.2%	9.2%
RIU Antillas / Westin	939	563	575	2.1%	172	2.6%	61	0.9%	80	1.2%	31.1%	10.8%	13.9%
RIU Palace x AUA Grand	4,125	1,948	1,328	-31.8%	1,415	21.2%	321	5.0%	193	2.8%	-39.9%	16.5%	14.5%
Secrets Baby Beach AUA	0	0	200	-	0	0.0%	0	0.0%	14	0.2%	#DIV/0!	#DIV/0!	7.0%
The St. Regis AUA Resort	0	0	234	-	0	0.0%	0	0.0%	39	0.6%	#DIV/0!	#DIV/0!	16.7%
Amsterdam Manor	1,297	1,221	1,194	-2.2%	107	1.6%	173	2.7%	191	2.8%	10.4%	14.2%	16.0%
Brickell Bay/Tryp by Wyndham	250	184	203	10.3%	14	0.2%	16	0.2%	33	0.5%	106.3%	8.7%	16.3%
Bucuti Tara Beach	1,085	1,115	907	-18.7%	515	7.7%	553	8.5%	462	6.7%	-16.5%	49.6%	50.9%
Victoria City Hotel	82	214	291	36.0%	2	0.0%	27	0.4%	24	0.3%	-11.1%	12.6%	8.2%
Courtyard by Marriott	1,349	1,139	1,320	15.9%	56	0.8%	71	1.1%	95	1.4%	33.8%	6.2%	7.2%
Divi Aruba All Incl. Beach	1,048	803	848	5.6%	226	3.4%	372	5.7%	436	6.3%	17.2%	46.3%	51.4%
Dorado Eagle Beach	98	33	1	-97.0%	23	0.3%	1	0.0%	0	0.0%	-100.0%	3.0%	0.0%
Joia AUA By Iberostar	0	23	656	2752.2%	0	0.0%	5	0.1%	112	1.6%	2140.0%	21.7%	17.1%
Manchebo	1,032	1,087	1,035	-4.8%	366	5.5%	439	6.8%	394	5.7%	-10.3%	40.4%	38.1%
Talk of the Town	969	962	541	-43.8%	18	0.3%	30	0.5%	17	0.2%	-43.3%	3.1%	3.1%
Tamarijn Aruba	697	555	615	10.8%	174	2.6%	263	4.1%	269	3.9%	2.3%	47.4%	43.7%
The Mill	177	361	420	16.3%	14	0.2%	32	0.5%	68	1.0%	112.5%	8.9%	16.2%
Tierra Del Sol	62	101	46	-54.5%	1	0.0%	21	0.3%	5	0.1%	-76.2%	20.8%	10.9%
<b>Timeshare</b>	<b>4,407</b>	<b>4,099</b>	<b>3,964</b>	<b>-3.3%</b>	<b>389</b>	<b>5.8%</b>	<b>526</b>	<b>8.1%</b>	<b>417</b>	<b>6.1%</b>	<b>-20.7%</b>	<b>12.8%</b>	<b>10.5%</b>
<b>Apartments/Guest House</b>	<b>15,866</b>	<b>14,245</b>	<b>13,655</b>	<b>-4.1%</b>	<b>851</b>	<b>12.8%</b>	<b>987</b>	<b>15.2%</b>	<b>1,002</b>	<b>14.5%</b>	<b>1.5%</b>	<b>6.9%</b>	<b>7.3%</b>
<b>Private Home</b>	<b>33,374</b>	<b>33,370</b>	<b>36,466</b>	<b>9.3%</b>	<b>1,585</b>	<b>23.8%</b>	<b>1,505</b>	<b>23.2%</b>	<b>2,012</b>	<b>29.2%</b>	<b>33.7%</b>	<b>4.5%</b>	<b>5.5%</b>
<b>Other</b>	<b>382</b>	<b>392</b>	<b>626</b>	<b>163.3%</b>	<b>24</b>	<b>0.4%</b>	<b>31</b>	<b>0.5%</b>	<b>65</b>	<b>0.9%</b>	<b>109.7%</b>	<b>7.9%</b>	<b>10.4%</b>
<b>Total</b>	<b>74,197</b>	<b>69,340</b>	<b>71,231</b>	<b>2.7%</b>	<b>6,669</b>	<b>100.0%</b>	<b>6,483</b>	<b>100.0%</b>	<b>6,892</b>	<b>100.0%</b>	<b>6.3%</b>	<b>9.3%</b>	<b>9.7%</b>

## ARRIVALS BY AGE GROUPS

TABLE 8 – ITALY VISITORS AGE GROUP

	EUROPE					ITALY					Share of EUR total		
	2023	2024	Share	2025	Share	2023	2024	Share	2025	Share	Growth	2024	2025
0 - 11 yrs	4,292	4,094	5.9%	4,293	6.0%	270	354	5.5%	354	5.1%	0.0%	8.6%	8.2%
12 - 19 yrs	4,115	3,834	5.5%	4,105	5.8%	261	322	5.0%	366	5.3%	13.7%	8.4%	8.9%
20 - 29 yrs	12,567	11,515	16.6%	11,882	16.7%	1,059	866	13.4%	934	13.6%	7.9%	7.5%	7.9%
30 - 39 yrs	14,474	13,274	19.1%	13,555	19.0%	2,400	2,216	34.2%	2,140	31.1%	-3.4%	16.7%	15.8%
40 - 49 yrs	10,732	10,533	15.2%	10,866	15.3%	910	1,046	16.1%	1,056	15.3%	1.0%	9.9%	9.7%
50 - 59 yrs	14,227	13,052	18.8%	13,152	18.5%	949	940	14.5%	1,083	15.7%	15.2%	7.2%	8.2%
60 - 69 yrs	9,694	9,066	13.1%	9,484	13.3%	613	553	8.5%	726	10.5%	31.3%	6.1%	7.7%
>70	4,088	3,969	5.7%	3,892	5.5%	207	186	2.9%	233	3.4%	25.3%	4.7%	6.0%
<b>Total</b>	<b>74,189</b>	<b>69,337</b>	<b>100.0%</b>	<b>71,229</b>	<b>100.0%</b>	<b>6,669</b>	<b>6,483</b>	<b>100.0%</b>	<b>6,892</b>	<b>100.0%</b>	<b>6.3%</b>	<b>9.3%</b>	<b>9.7%</b>

\*Excluding non specified

## ITALIAN ARRIVALS BY CARRIERS

### ITALY ARRIVALS BY CARRIERS

	2023	% share	2024	% share	2025	% share	Change 2025 vs. 2024
KLM	1,349	20.2%	1,587	24.5%	1,930	28.0%	21.6%
American Airlines	1,413	21.2%	1,069	16.5%	1,160	16.8%	8.5%
Delta Airlines	908	13.6%	1,411	21.8%	986	14.3%	-30.1%
United Airlines	1,351	20.3%	529	8.2%	761	11.0%	43.9%
Private	471	7.1%	341	5.3%	436	6.3%	27.9%
Jetblue	254	3.8%	333	5.1%	384	5.6%	15.3%
Latam Airlines Peru	4	0.1%	225	3.5%	342	5.0%	52.0%
Avianca	202	3.0%	208	3.2%	219	3.2%	5.3%
Others	717	10.8%	780	12.0%	674	9.8%	-13.6%
<b>Total</b>	<b>6,669</b>	<b>100.0%</b>	<b>6,483</b>	<b>100.0%</b>	<b>6,892</b>	<b>100.0%</b>	<b>6.3%</b>

## ARRIVALS BY BOOKING

## ARRIVALS BY SOURCE

TABLE 11 – ITALY VISITORS BY BOOKING

	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Airline\ Hotel	462	6.9%	788	12.2%	1,411	20.5%	79.1%
Not Specified	720	10.8%	551	8.5%	312	4.5%	-43.4%
Other\ Website	1,529	22.9%	1,672	25.8%	1,808	26.2%	8.1%
Travel Agent	3,958	59.3%	3,472	53.6%	3,361	48.8%	-3.2%
<b>Total</b>	<b>6,669</b>	<b>100.0%</b>	<b>6,483</b>	<b>100.0%</b>	<b>6,892</b>	<b>100.0%</b>	<b>6.3%</b>

TABLE 12 – ITALY VISITORS BY SOURCE































	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Article	85	1.3%	71	1.1%	83	1.2%	16.9%
Cruise	53	0.8%	58	0.9%	75	1.1%	29.3%
Direct Mail	14	0.2%	16	0.2%	5	0.1%	-68.8%
Family and Friends	780	11.7%	914	14.1%	1,347	19.5%	47.4%
Internet	1,108	16.6%	1,428	22.0%	1,563	22.7%	9.5%
Media Ad	192	2.9%	207	3.2%	445	6.5%	115.0%
Not Specified	721	10.8%	552	8.5%	312	4.5%	-43.5%
Other	732	11.0%	732	11.3%	905	13.1%	23.6%
Travel Agent	2,806	42.1%	2,343	36.1%	2,036	29.5%	-13.1%
www.aruba.com	178	2.7%	162	2.5%	121	1.8%	-25.3%
<b>Total</b>	<b>6,669</b>	<b>100%</b>	<b>6,483</b>	<b>100%</b>	<b>6,892</b>	<b>100%</b>	<b>6.3%</b>



Belgium



# Highlights Belgium

OVERALL	 <b>ARRIVALS</b>	 1,569 Visitors 2024	 1,748 Visitors 2025	 2.5% Share	 11.4% Growth
	 <b>NIGHTS</b>	 20,558 Nights 2024	 22,712 Nights 2025	 10.5% Growth	 13.0 2025 ALOS
	 <b>SEASONS</b>	 37% Cold	 31% Warm	 32% Cool	
DEMOGRAPHICS	 <b>FREQUENCY</b>	 1,133 First-time visitors	 65% Share First-time	 598 Repeat Visitors	 35% Share Repeaters
	 <b>MAIN AGE GROUP</b>	 14% 40- 49 years	 16% 30-39 years	 20% 50 – 59 years	 13% 60 – 69 years
WHILE ON-ISLAND	 <b>PLACE OF STAY</b>	 23% Hotels	 5% Timeshare	 17% Apartments/Guest Hotels	 54% Private Homes   71% Others

ARRIVALS	NIGHTS	ALOS
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**TABLE 1 - TOTAL BELGIUM ARRIVALS**

Arrivals	2023	2024	2025
January	191	142	149
February	138	168	147
March	177	187	119
April	237	158	230
May	134	120	138
June	113	126	117
July	216	113	178
August	120	66	111
September	143	128	134
October	178	118	159
November	144	139	140
December	136	104	126
<b>Total</b>	<b>1,927</b>	<b>1,569</b>	<b>1,748</b>

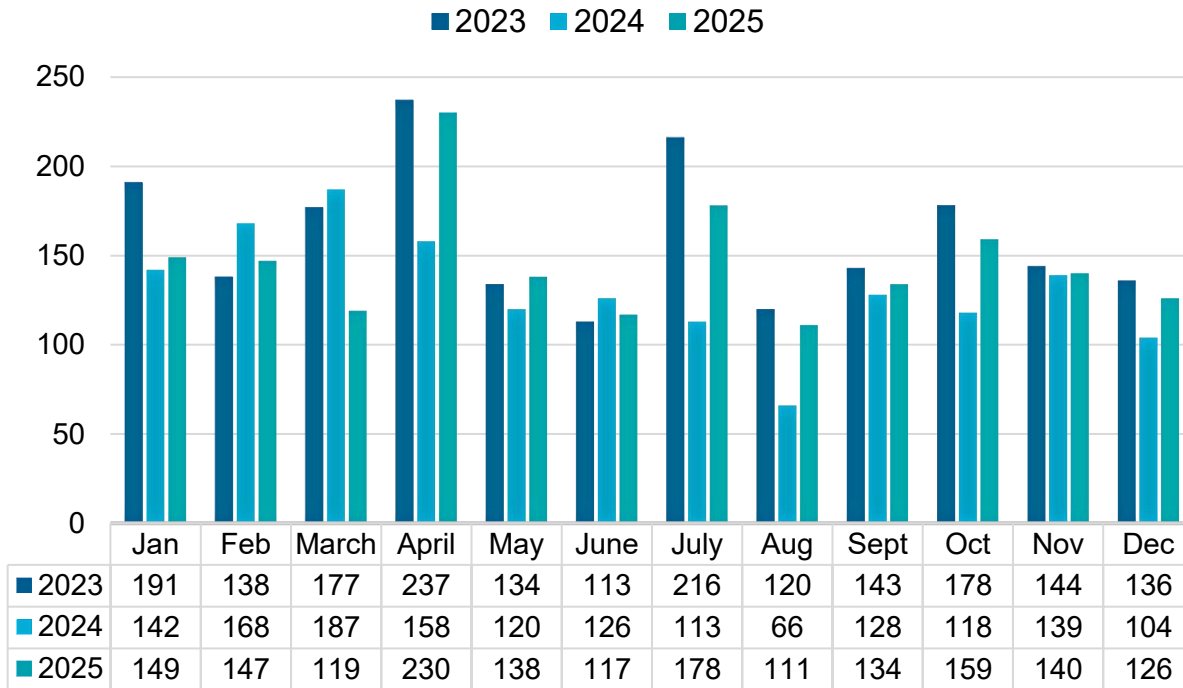
**TABLE 2 - TOTAL BELGIUM NIGHTS**

Nights	2023	2024	2025
January	3,383	1,837	3,058
February	2,161	3,368	2,193
March	1,657	2,125	1,573
April	2,321	1,855	2,415
May	1,573	1,507	1,511
June	1,332	1,785	1,140
July	2,206	1,183	1,921
August	2,010	628	2,126
September	1,647	1,443	1,560
October	2,387	1,691	2,233
November	1,785	1,676	1,543
December	2,033	1,460	1,439
<b>Total</b>	<b>24,495</b>	<b>20,558</b>	<b>22,712</b>

**TABLE 3 - TOTAL BELGIUM AVERAGE LENGTH OF STAY (ALOS)**

ALOS	2023	2024	2025
January	17.7	12.9	20.5
February	15.7	20.0	14.9
March	9.4	11.4	13.2
April	9.8	11.7	10.5
May	11.7	12.6	10.9
June	11.8	14.2	9.7
July	10.2	10.5	10.8
August	16.8	9.5	19.2
September	11.5	11.3	11.6
October	13.4	14.3	14.0
November	12.4	12.1	11.0
December	14.9	14.0	11.4
<b>Average ALOS</b>	<b>12.7</b>	<b>13.1</b>	<b>13.0</b>

## MONTHLY ARRIVALS



## ARRIVALS BY FREQUENCY

TABLE 5 – BELGIUM ARRIVALS BY FREQUENCY

	2023	2024	Share 2024	2025	Share 2025	Change 2025 vs. 2024
<b>1 visit</b>	1,194	971	64%	1,133	65%	17%
2-5- visit	441	336	22%	379	22%	13%
6-9 visit	88	83	5%	73	4%	-12%
10-14 visit	55	41	3%	49	3%	20%
15-19 visit	31	40	3%	31	2%	-23%
20+ visit	58	48	3%	66	4%	38%
<b>Repeaters</b>	673	548	36%	598	35%	9%
<b>Total</b>	<b>1,867</b>	<b>1,519</b>	<b>100%</b>	<b>1,731</b>	<b>100%</b>	<b>14%</b>

*\*Excluding non specified*

TOTAL EUROPEAN ARRIVALS BY PLACE OF STAY					TOTAL BELGIUM BY PLACE OF STAY							% SHARE OF BELGIUM VS TOTAL EUR	
	Total Europe Visitors				Visitors from BELGIUM							% share of BELGIUM versus EUR staying at the accommodation	
	2023	2024	2025	Change	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024	2024	2025
<b>Total hotels</b>	<b>20,168</b>	<b>17,234</b>	<b>16,520</b>	<b>-4.1%</b>	<b>534</b>	<b>24.6%</b>	<b>376</b>	<b>41.7%</b>	<b>399</b>	<b>35.7%</b>	<b>6.1%</b>	2.2%	2.4%
Aruba Marriott Resort	346	302	245	-18.9%	33	1.5%	6	0.7%	4	0.4%	-33.3%	2.0%	1.6%
Barcelo Aruba	448	519	445	-14.3%	10	0.5%	1	0.1%	5	0.4%	400.0%	0.2%	1.1%
Embassy Suites by Hilton	344	745	557	-25.2%	10	0.5%	13	1.4%	17	1.5%	30.8%	1.7%	3.1%
Hilton	988	660	671	1.7%	13	0.6%	11	1.2%	10	0.9%	-9.1%	1.7%	1.5%
Holiday Inn	1,326	1,109	945	-14.8%	10	0.5%	3	0.3%	14	1.3%	366.7%	0.3%	1.5%
Hyatt Place	551	693	719	3.8%	14	0.6%	7	0.8%	1	0.1%	-85.7%	1.0%	0.1%
Hyatt Regency	447	415	304	-26.7%	4	0.2%	14	1.6%	5	0.4%	-64.3%	3.4%	1.6%
Radisson Blu Aruba	0	0	411	-	0	0.0%	0	0.0%	10	0.9%	—	—	2.4%
Renaissance Aruba	1,851	1,813	1,266	-30.2%	41	1.9%	40	4.4%	32	2.9%	-20.0%	2.2%	2.5%
Ritz Carlton	657	669	543	-18.8%	20	0.9%	22	2.4%	4	0.4%	-81.8%	3.3%	0.7%
RIU Antillas / Westin	939	563	575	2.1%	56	2.6%	35	3.9%	35	3.1%	0.0%	6.2%	6.1%
RIU Palace x AUA Grand	4,125	1,948	1,328	-31.8%	148	6.8%	71	7.9%	110	9.8%	54.9%	3.6%	8.3%
Secrets Baby Beach AUA	0	0	200	-	0	0.0%	0	0.0%	2	0.2%	—	—	1.0%
The St. Regis AUA Resort	0	0	234	-	0	0.0%	0	0.0%	9	0.8%	—	—	3.8%
Amsterdam Manor	1,297	1,221	1,194	-2.2%	37	1.7%	34	3.8%	29	2.6%	-14.7%	2.8%	2.4%
Brickell Bay/Tryp by Wyndham	250	184	203	10.3%	3	0.1%	6	0.7%	2	0.2%	-66.7%	3.3%	1.0%
Bucuti Tara Beach	1,085	1,115	907	-18.7%	25	1.1%	19	2.1%	3	0.3%	-84.2%	1.7%	0.3%
Victoria City Hotel	82	214	291	36.0%	2	0.1%	9	1.0%	2	0.2%	-77.8%	4.2%	0.7%
Courtyard by Marriott	1,349	1,139	1,320	15.9%	41	1.9%	33	3.7%	29	2.6%	-12.1%	2.9%	2.2%
Divi Aruba All Incl. Beach	1,048	803	848	5.6%	10	0.5%	11	1.2%	11	1.0%	0.0%	1.4%	1.3%
Dorado Eagle Beach	98	33	1	-97.0%	0	0.0%	0	0.0%	0	0.0%	—	0.0%	0.0%
Joia AUA By Iberostar	0	23	656	2752.2%	0	0.0%	0	0.0%	12	1.1%	—	0.0%	1.8%
Manchebo	1,032	1,087	1,035	-4.8%	5	0.2%	7	0.8%	13	1.2%	85.7%	0.6%	1.3%
Talk of the Town	969	962	541	-43.8%	41	1.9%	16	1.8%	3	0.3%	-81.3%	1.7%	0.6%
Tamarijn Aruba	697	555	615	10.8%	4	0.2%	11	1.2%	25	2.2%	127.3%	2.0%	4.1%
The Mill	177	361	420	16.3%	5	0.2%	6	0.7%	12	1.1%	100.0%	1.7%	2.9%
Tierra Del Sol	62	101	46	-54.5%	2	0.1%	1	0.1%	0	0.0%	-100.0%	1.0%	0.0%
<b>Timeshare</b>	<b>4,407</b>	<b>4,099</b>	<b>3,964</b>	<b>-3.3%</b>	<b>86</b>	<b>4.0%</b>	<b>66</b>	<b>7.3%</b>	<b>92</b>	<b>8.2%</b>	<b>39.4%</b>	<b>1.6%</b>	<b>2.3%</b>
<b>Apartments/Guest House</b>	<b>15,866</b>	<b>14,245</b>	<b>13,655</b>	<b>-4.1%</b>	<b>504</b>	<b>23.2%</b>	<b>383</b>	<b>42.5%</b>	<b>299</b>	<b>26.7%</b>	<b>-21.9%</b>	<b>2.7%</b>	<b>2.2%</b>
<b>Private Home</b>	<b>33,374</b>	<b>33,370</b>	<b>36,466</b>	<b>9.3%</b>	<b>801</b>	<b>36.8%</b>	<b>735</b>	<b>81.5%</b>	<b>947</b>	<b>84.7%</b>	<b>28.8%</b>	<b>2.2%</b>	<b>2.6%</b>
<b>Other</b>	<b>382</b>	<b>392</b>	<b>626</b>	<b>163.3%</b>	<b>2</b>	<b>0.1%</b>	<b>9</b>	<b>1.0%</b>	<b>11</b>	<b>1.0%</b>	<b>22.2%</b>	<b>2.3%</b>	<b>1.1%</b>
<b>Total</b>	<b>74,197</b>	<b>69,340</b>	<b>71,231</b>	<b>2.7%</b>	<b>1,927</b>	<b>88.6%</b>	<b>1,569</b>	<b>173.9%</b>	<b>1,748</b>	<b>156.4%</b>	<b>11.4%</b>	<b>2.3%</b>	<b>2.5%</b>

## ARRIVALS BY AGE GROUPS

TABLE 8 – BELGIUM VISITORS AGE GROUP

	EUROPE					BELGIUM					Share of EUR total		
	2023	2024	Share	2025	Share	2023	2024	Share	2025	Share	Growth	2024	2025
0 - 11 yrs	4,292	4,094	5.9%	4,293	6.0%	116	80	5.1%	108	6.2%	35.0%	2.0%	2.5%
12 - 19 yrs	4,115	3,834	5.5%	4,105	5.8%	145	119	7.6%	148	8.5%	24.4%	3.1%	3.6%
20 - 29 yrs	12,567	11,515	16.6%	11,882	16.7%	362	312	19.9%	326	18.6%	4.5%	2.7%	2.7%
30 - 39 yrs	14,474	13,274	19.1%	13,555	19.0%	334	249	15.9%	271	15.5%	8.8%	1.9%	2.0%
40 - 49 yrs	10,732	10,533	15.2%	10,866	15.3%	258	217	13.8%	239	13.7%	10.1%	2.1%	2.2%
50 - 59 yrs	14,227	13,052	18.8%	13,152	18.5%	358	317	20.2%	352	20.1%	11.0%	2.4%	2.7%
60 - 69 yrs	9,694	9,066	13.1%	9,484	13.3%	271	194	12.4%	231	13.2%	19.1%	2.1%	2.4%
>70	4,088	3,969	5.7%	3,892	5.5%	83	81	5.2%	73	4.2%	-9.9%	2.0%	1.9%
<b>Total</b>	<b>74,189</b>	<b>69,337</b>	<b>100.0%</b>	<b>71,229</b>	<b>100.0%</b>	<b>1,927</b>	<b>1,569</b>	<b>100.0%</b>	<b>1,748</b>	<b>100.0%</b>	<b>11.4%</b>	<b>2.3%</b>	<b>2.5%</b>

\*Excluding non specified

## BELGIUM ARRIVALS BY CARRIERS

### BELGIUM ARRIVALS BY CARRIERS

	2023	% share	2024	% share	2025	% share	Change 2025 vs. 2024
KLM	1,022	53.0%	725	46.2%	832	47.6%	14.8%
TUI FLY NL	510	26.5%	416	26.5%	438	25.1%	5.3%
Divi Divi Air	97	5.0%	94	6.0%	97	5.5%	3.2%
Others	298	15.5%	334	21.3%	381	21.8%	14.1%
<b>Total</b>	<b>1,927</b>	<b>100.0%</b>	<b>1,569</b>	<b>100.0%</b>	<b>1,748</b>	<b>100.0%</b>	<b>-47.0%</b>

## ARRIVALS BY BOOKING

## ARRIVALS BY SOURCE

TABLE 11 – BELGIUM VISITORS BY BOOKING

	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Airline\ Hotel	525	27.2%	476	30.3%	660	37.8%	38.7%
Not Specified	60	3.1%	50	3.2%	17	1.0%	-66.0%
Other\ Website	846	43.9%	664	42.3%	641	36.7%	-3.5%
Travel Agent	496	25.7%	379	24.2%	430	24.6%	13.5%
<b>Total</b>	<b>1,927</b>	<b>100.0%</b>	<b>1,569</b>	<b>100.0%</b>	<b>1,748</b>	<b>100.0%</b>	<b>11.4%</b>

TABLE 12 – BELGIUM VISITORS BY SOURCE































	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Article	14	0.7%	5	0.3%	7	0.4%	40.0%
Cruise	33	1.7%	18	1.1%	10	0.6%	-44.4%
Direct Mail	15	0.8%	4	0.3%	3	0.2%	-25.0%
Family and Friends	747	38.8%	693	44.2%	837	47.9%	20.8%
Internet	334	17.3%	235	15.0%	324	18.5%	37.9%
Media Ad	31	1.6%	27	1.7%	53	3.0%	96.3%
Not Specified	61	3.2%	50	3.2%	17	1.0%	-66.0%
Other	472	24.5%	366	23.3%	345	19.7%	-5.7%
Travel Agent	190	9.9%	144	9.2%	142	8.1%	-1.4%
www.aruba.com	30	1.6%	27	1.7%	10	0.6%	-63.0%
<b>Total</b>	<b>1,927</b>	<b>100.0%</b>	<b>1,569</b>	<b>100.0%</b>	<b>1,748</b>	<b>100.0%</b>	<b>11.4%</b>



Sweden



# Highlights Sweden

OVERALL	 <b>ARRIVALS</b>	 902 Visitors 2024	 1,118 Visitors 2025	 1.6% Share	 23.9% Growth
	 <b>NIGHTS</b>	 8,925 Nights 2024	 11,195 Nights 2025	 25.4% Growth	 10.0 2025 ALOS
	 <b>SEASONS</b>	 33% Cold	 21% Warm	 47% Cool	
DEMOGRAPHICS	 <b>FREQUENCY</b>	 808 First-time visitors	 74% Share First-time	 278 Repeat Visitors	 26% Share Repeaters
	 <b>MAIN AGE GROUP</b>	 15% 40- 49 years	 16% 30-39 years	 20% 50 – 59 years	 17% 60 – 69 years
WHILE ON-ISLAND	 <b>PLACE OF STAY</b>	 41% Hotels	 8% Timeshare	 17% Apartments/Guest Hotels	 34% Private Homes   51% Others

ARRIVALS	NIGHTS	ALOS
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**TABLE 1 - TOTAL SWEDEN ARRIVALS**

Arrivals	2023	2024	2025
January	698	112	131
February	685	112	103
March	106	93	85
April	68	81	49
May	33	35	58
June	51	49	79
July	51	44	58
August	20	41	35
September	25	33	54
October	119	115	170
November	126	70	115
December	192	117	181
<b>Total</b>	<b>2,174</b>	<b>902</b>	<b>1,118</b>

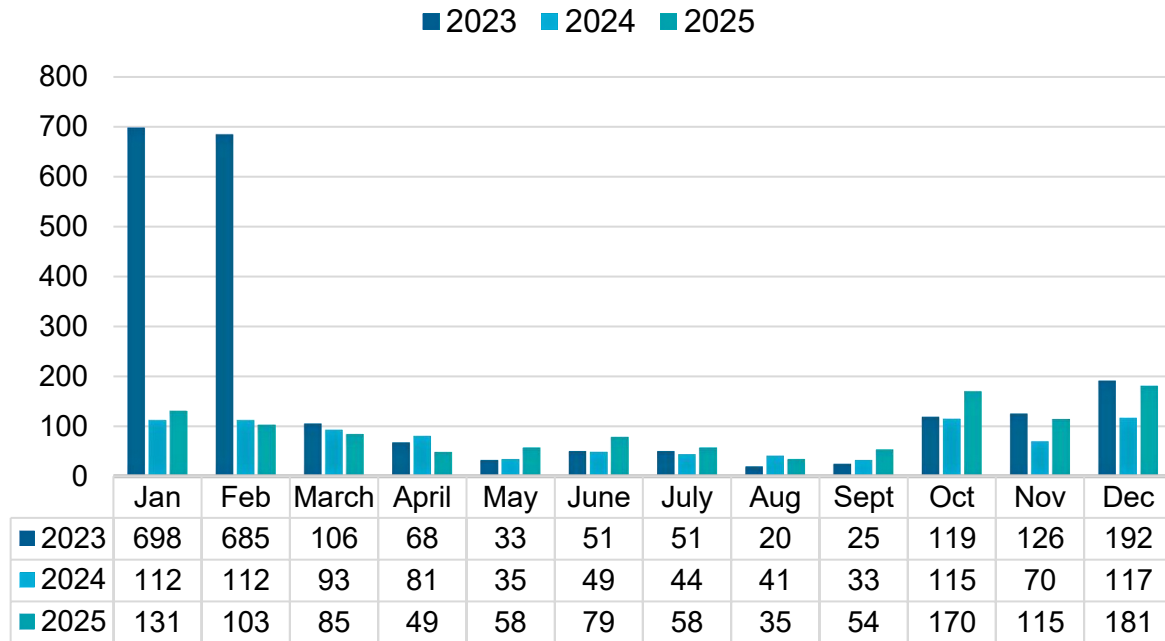
**TABLE 2 - TOTAL SWEDEN NIGHTS**

Nights	2023	2024	2025
January	8,730	1,181	1,852
February	8,753	1,332	953
March	778	955	780
April	500	563	437
May	291	282	640
June	437	468	758
July	546	403	536
August	210	271	309
September	327	197	549
October	1,537	1014	1435
November	1,339	848	1028
December	2,302	1411	1918
<b>Total</b>	<b>25,750</b>	<b>8,925</b>	<b>11,195</b>

**TABLE 3 - TOTAL SWEDEN AVERAGE LENGTH OF STAY (ALOS)**

ALOS	2023	2024	2025
January	12.5	10.5	14.1
February	12.8	11.9	9.3
March	7.3	10.3	9.2
April	7.4	7.0	8.9
May	8.8	8.1	11.0
June	8.6	9.6	9.6
July	10.7	9.2	9.2
August	10.5	6.6	8.8
September	13.1	6.0	10.2
October	12.9	8.8	8.4
November	10.6	12.1	8.9
December	12.0	12.1	10.6
<b>Average ALOS</b>	<b>11.8</b>	<b>9.9</b>	<b>10.0</b>

## MONTHLY ARRIVALS



## ARRIVALS BY FREQUENCY

TABLE 5 – SWEDEN ARRIVALS BY FREQUENCY

	2023	2024	Share 2024	2025	Share 2025	Change 2025 vs. 2024
<b>1 visit</b>	1,432	610	71%	808	74%	32%
2-5- visit	534	164	19%	222	20%	35%
6-9 visit	64	22	3%	16	1%	-27%
10-14 visit	55	44	5%	6	1%	-86%
15-19 visit	13	7	1%	6	1%	-14%
20+ visit	11	7	1%	28	3%	300%
<b>Repeaters</b>	677	244	29%	278	26%	14%
<b>Total</b>	<b>2,109</b>	<b>854</b>	<b>100%</b>	<b>1,086</b>	<b>100%</b>	<b>27%</b>

*\*Excluding non specified*

TOTAL EUROPEAN ARRIVALS BY PLACE OF STAY					TOTAL SWEDEN BY PLACE OF STAY							% SHARE OF SWE VS TOTAL EUR	
	Total Europe Visitors				Visitors from SWEDEN							% share of SWEDEN versus EUR staying at the accommodation	
	2023	2024	2025	Change	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024	2024	2025
<b>Total hotels</b>	<b>20,168</b>	<b>17,234</b>	<b>16,520</b>	<b>-4.1%</b>	<b>1,164</b>	<b>53.5%</b>	<b>341</b>	<b>37.8%</b>	<b>454</b>	<b>40.6%</b>	<b>33.1%</b>	2.0%	2.7%
Aruba Marriott Resort	346	302	245	-18.9%	1	0.0%	5	0.6%	1	0.1%	-80.0%	1.7%	0.4%
Barcelo Aruba	448	519	445	-14.3%	12	0.6%	9	1.0%	8	0.7%	-11.1%	1.7%	1.8%
Embassy Suites by Hilton	344	745	557	-25.2%	5	0.2%	6	0.7%	15	1.3%	150.0%	0.8%	2.7%
Hilton	988	660	671	1.7%	11	0.5%	7	0.8%	13	1.2%	85.7%	1.1%	1.9%
Holiday Inn	1,326	1,109	945	-14.8%	76	3.5%	25	2.8%	27	2.4%	8.0%	2.3%	2.9%
Hyatt Place	551	693	719	3.8%	12	0.6%	2	0.2%	19	1.7%	850.0%	0.3%	2.6%
Hyatt Regency	447	415	304	-26.7%	16	0.7%	14	1.6%	6	0.5%	-57.1%	3.4%	2.0%
Radisson Blu Aruba	0	0	411	-	0	0.0%	0	0.0%	19	1.7%	—	—	4.6%
Renaissance Aruba	1,851	1,813	1,266	-30.2%	36	1.7%	8	0.9%	13	1.2%	62.5%	0.4%	1.0%
Ritz Carlton	657	669	543	-18.8%	9	0.4%	21	2.3%	39	3.5%	85.7%	3.1%	7.2%
RIU Antillas / Westin	939	563	575	2.1%	1	0.0%	2	0.2%	7	0.6%	250.0%	0.4%	1.2%
RIU Palace x AUA Grand	4,125	1,948	1,328	-31.8%	16	0.7%	16	1.8%	10	0.9%	-37.5%	0.8%	0.8%
Secrets Baby Beach AUA	0	0	200	-	0	0.0%	0	0.0%	4	0.4%	—	—	2.0%
The St. Regis AUA Resort	0	0	234	-	0	0.0%	0	0.0%	4	0.4%	—	—	1.7%
Amsterdam Manor	1,297	1,221	1,194	-2.2%	60	2.8%	25	2.8%	16	1.4%	-36.0%	2.0%	1.3%
Brickell Bay/Tryp by Wyndham	250	184	203	10.3%	31	1.4%	8	0.9%	0	0.0%	-100.0%	4.3%	0.0%
Bucuti Tara Beach	1,085	1,115	907	-18.7%	16	0.7%	12	1.3%	15	1.3%	25.0%	1.1%	1.7%
Victoria City Hotel	82	214	291	36.0%	2	0.1%	1	0.1%	3	0.3%	200.0%	0.5%	1.0%
Courtyard by Marriott	1,349	1,139	1,320	15.9%	39	1.8%	12	1.3%	12	1.1%	0.0%	1.1%	0.9%
Divi Aruba All Incl. Beach	1,048	803	848	5.6%	437	20.1%	91	10.1%	72	6.4%	-20.9%	11.3%	8.5%
Dorado Eagle Beach	98	33	1	-97.0%	4	0.2%	4	0.4%	0	0.0%	-100.0%	12.1%	0.0%
Joia AUA By Iberostar	0	23	656	2752.2%	0	0.0%	0	0.0%	18	1.6%	—	0.0%	2.7%
Manchebo	1,032	1,087	1,035	-4.8%	42	1.9%	15	1.7%	41	3.7%	173.3%	1.4%	4.0%
Talk of the Town	969	962	541	-43.8%	15	0.7%	13	1.4%	8	0.7%	-38.5%	1.4%	1.5%
Tamarijn Aruba	697	555	615	10.8%	281	12.9%	34	3.8%	59	5.3%	73.5%	6.1%	9.6%
The Mill	177	361	420	16.3%	42	1.9%	11	1.2%	25	2.2%	127.3%	3.0%	6.0%
Tierra Del Sol	62	101	46	-54.5%	0	0.0%	0	0.0%	0	0.0%	—	0.0%	0.0%
<b>Timeshare</b>	<b>4,407</b>	<b>4,099</b>	<b>3,964</b>	<b>-3.3%</b>	<b>154</b>	<b>7.1%</b>	<b>93</b>	<b>10.3%</b>	<b>86</b>	<b>7.7%</b>	<b>-7.5%</b>	<b>2.3%</b>	<b>2.2%</b>
<b>Apartments/Guest House</b>	<b>15,866</b>	<b>14,245</b>	<b>13,655</b>	<b>-4.1%</b>	<b>334</b>	<b>15.4%</b>	<b>184</b>	<b>20.4%</b>	<b>188</b>	<b>16.8%</b>	<b>2.2%</b>	<b>1.3%</b>	<b>1.4%</b>
<b>Private Home</b>	<b>33,374</b>	<b>33,370</b>	<b>36,466</b>	<b>9.3%</b>	<b>503</b>	<b>23.1%</b>	<b>275</b>	<b>30.5%</b>	<b>381</b>	<b>34.1%</b>	<b>38.5%</b>	<b>0.8%</b>	<b>1.0%</b>
<b>Other</b>	<b>382</b>	<b>392</b>	<b>626</b>	<b>163.3%</b>	<b>19</b>	<b>0.9%</b>	<b>9</b>	<b>1.0%</b>	<b>9</b>	<b>0.8%</b>	<b>0.0%</b>	<b>2.3%</b>	<b>0.9%</b>
<b>Total</b>	<b>74,197</b>	<b>69,340</b>	<b>71,231</b>	<b>2.7%</b>	<b>2,174</b>	<b>100.0%</b>	<b>902</b>	<b>100.0%</b>	<b>1,118</b>	<b>100.0%</b>	<b>23.9%</b>	<b>1.3%</b>	<b>1.6%</b>

## ARRIVALS BY AGE GROUPS

TABLE 8 – SWEDEN VISITORS AGE GROUP

	EUROPE					Sweden					Share of EUR total		
	2023	2024	Share	2025	Share	2023	2024	Share	2025	Share	Growth	2024	2025
0 - 11 yrs	4,292	4,094	5.9%	4,293	6.0%	233	60	6.7%	98	8.8%	63.3%	1.5%	2.3%
12 - 19 yrs	4,115	3,834	5.5%	4,105	5.8%	117	68	7.6%	87	7.8%	27.9%	1.8%	2.1%
20 - 29 yrs	12,567	11,515	16.6%	11,882	16.7%	180	101	11.2%	120	10.7%	18.8%	0.9%	1.0%
30 - 39 yrs	14,474	13,274	19.1%	13,555	19.0%	346	136	15.1%	173	15.5%	27.2%	1.0%	1.3%
40 - 49 yrs	10,732	10,533	15.2%	10,866	15.3%	310	152	16.9%	172	15.4%	13.2%	1.4%	1.6%
50 - 59 yrs	14,227	13,052	18.8%	13,152	18.5%	444	186	20.7%	220	19.7%	18.3%	1.4%	1.7%
60 - 69 yrs	9,694	9,066	13.1%	9,484	13.3%	358	138	15.3%	190	17.0%	37.7%	1.5%	2.0%
>70	4,088	3,969	5.7%	3,892	5.5%	186	59	6.6%	58	5.2%	-1.7%	1.5%	1.5%
<b>Total</b>	<b>74,189</b>	<b>69,337</b>	<b>100.0%</b>	<b>71,229</b>	<b>100.0%</b>	<b>2,174</b>	<b>900</b>	<b>100.0%</b>	<b>1,118</b>	<b>100.0%</b>	<b>24.2%</b>	<b>1.3%</b>	<b>1.6%</b>

\*Excluding non specified

## SWEDEN ARRIVALS BY CARRIERS

### SWEDEN ARRIVALS BY CARRIERS

	2023	% share	2024	% share	2025	% share	Change 2025 vs. 2024
KLM	601	27.6%	506	56.1%	696	62.3%	37.5%
American Airlines	93	4.3%	47	5.2%	74	6.6%	57.4%
Winair	5	0.2%	31	3.4%	49	4.4%	58.1%
Private	27	1.2%	29	3.2%	48	4.3%	65.5%
Avianca	100	4.6%	73	8.1%	35	3.1%	-52.1%
Jetblue	15	0.7%	18	2.0%	28	2.5%	55.6%
Delta Airlines	24	1.1%	50	5.5%	26	2.3%	-48.0%
Charter	45	2.1%	15	1.7%	25	2.2%	66.7%
Divi Divi Air	45	2.1%	23	2.5%	24	2.1%	4.3%
United Airlines	20	0.9%	16	1.8%	24	2.1%	50.0%
Sunclass Airlines	1,062	48.9%	0	0.0%	0	0.0%	—
Others	137	6.3%	94	10.4%	89	8.0%	-5.3%
<b>Total</b>	<b>2,174</b>	<b>100.0%</b>	<b>902</b>	<b>100.0%</b>	<b>1,118</b>	<b>100.0%</b>	<b>23.9%</b>

## ARRIVALS BY BOOKING

## ARRIVALS BY SOURCE

TABLE 11 – SWEDEN VISITORS BY BOOKING

	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Airline\ Hotel	343	15.8%	211	23.4%	508	45.4%	140.8%
Not Specified	66	3.0%	48	5.3%	32	2.9%	-33.3%
Other\ Website	660	30.4%	370	41.0%	287	25.7%	-22.4%
Travel Agent	1,105	50.8%	273	30.3%	291	26.0%	6.6%
<b>Total</b>	<b>2,174</b>	<b>100.0%</b>	<b>902</b>	<b>100.0%</b>	<b>1,118</b>	<b>100.0%</b>	<b>23.9%</b>

TABLE 12 – SWEDEN VISITORS BY SOURCE































	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Article	25	1.1%	11	1.2%	6	0.5%	-45.5%
Cruise	21	1.0%	7	0.8%	9	0.8%	28.6%
Direct Mail	1	0.0%	3	0.3%	0	0.0%	-100.0%
Family and Friends	660	30.4%	263	29.2%	458	41.0%	74.1%
Internet	548	25.2%	246	27.3%	298	26.7%	21.1%
Media Ad	39	1.8%	27	3.0%	30	2.7%	11.1%
Not Specified	66	3.0%	48	5.3%	32	2.9%	-33.3%
Other	420	19.3%	219	24.3%	221	19.8%	0.9%
Travel Agent	343	15.8%	66	7.3%	52	4.7%	-21.2%
www.aruba.com	51	2.3%	12	1.3%	12	1.1%	0.0%
<b>Total</b>	<b>2,174</b>	<b>100.0%</b>	<b>902</b>	<b>100.0%</b>	<b>1,118</b>	<b>100.0%</b>	<b>23.9%</b>



Austria



# Highlights Austria

OVERALL	 <b>ARRIVALS</b>	 582 Visitors 2024	 682 Visitors 2025	 1% Share	 17.2% Growth
	 <b>NIGHTS</b>	 5,603 Nights 2024	 6,286 Nights 2025	 12.2% Growth	 9.2 2025 ALOS
	 <b>SEASONS</b>	 34% Cold	 28% Warm	 38% Cool	
DEMOGRAPHICS	 <b>FREQUENCY</b>	 481 First-time visitors	 77% Share First-time	 145 Repeat Visitors	 23% Share Repeaters
	 <b>MAIN AGE GROUP</b>	 19% 40- 49 years	 25% 30-39 years	 16% 50 – 59 years	 13% 60 – 69 years
WHILE ON-ISLAND	 <b>PLACE OF STAY</b>	 31% Hotels	 6% Timeshare	 16% Apartments/Guest Hotels	 46% Private Homes   62% Others

	ARRIVALS			NIGHTS				ALOS			
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**TABLE 1 - TOTAL AUSTRIA ARRIVALS**

Arrivals	2023	2024	2025
January	50	89	74
February	74	64	71
March	77	57	47
April	52	36	39
May	49	43	47
June	22	16	30
July	74	46	58
August	49	55	55
September	51	40	57
October	61	67	64
November	74	37	75
December	66	32	65
<b>Total</b>	<b>699</b>	<b>582</b>	<b>682</b>

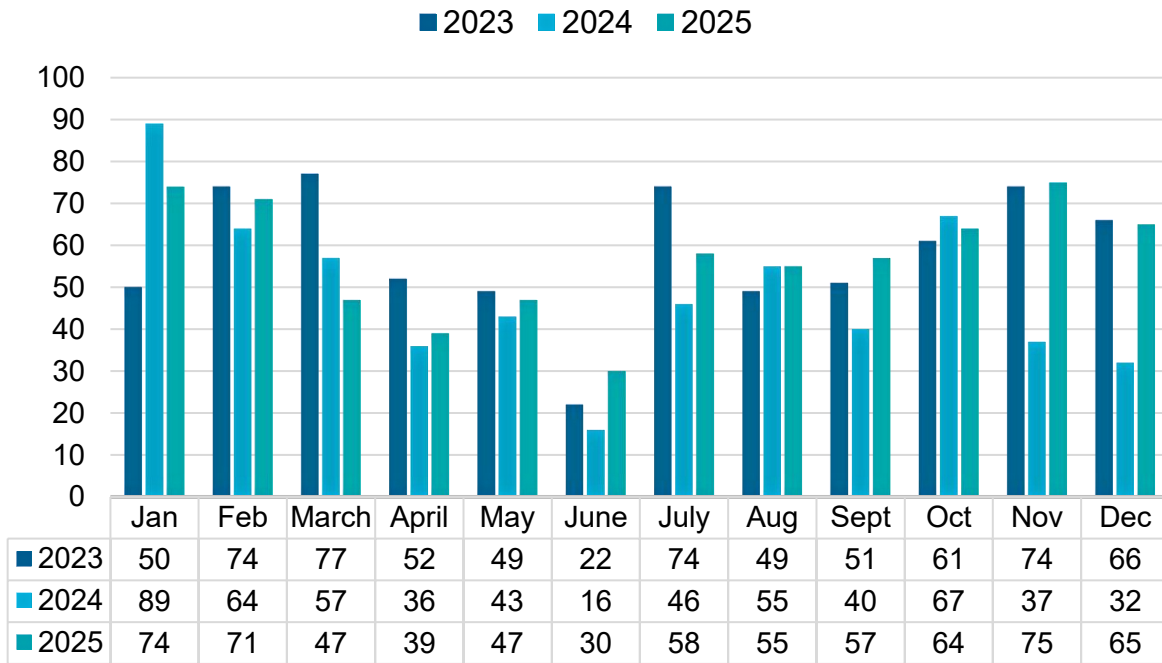
**TABLE 2 - TOTAL AUSTRIA NIGHTS**

Nights	2023	2024	2025
January	665	1,206	513
February	765	604	591
March	719	481	414
April	418	297	368
May	387	462	391
June	170	183	192
July	733	360	671
August	416	456	418
September	584	255	543
October	614	439	418
November	610	283	981
December	1074	577	786
<b>Total</b>	<b>7,155</b>	<b>5,603</b>	<b>6,286</b>

**TABLE 3 - TOTAL AUSTRIA AVERAGE LENGTH OF STAY (ALOS)**

ALOS	2023	2024	2025
January	13.3	13.6	6.9
February	10.3	9.4	8.3
March	9.3	8.4	8.8
April	8.0	8.3	9.4
May	7.9	10.7	8.3
June	7.7	11.4	6.4
July	9.9	7.8	11.6
August	8.5	8.3	7.6
September	11.5	6.4	9.5
October	10.1	6.6	6.5
November	8.2	7.6	13.1
December	16.3	18.0	12.1
<b>Average ALOS</b>	<b>10.2</b>	<b>9.6</b>	<b>9.2</b>

## MONTHLY ARRIVALS



## ARRIVALS BY FREQUENCY

TABLE 5 – AUSTRIA ARRIVALS BY FREQUENCY

	2023	2024	Share 2024	2025	Share 2025	Change 2025 vs. 2024
<b>1 visit</b>	488	413	77%	481	77%	16%
2-5- visit	86	77	14%	97	15%	26%
6-9 visit	23	16	3%	16	3%	0%
10-14 visit	14	11	2%	12	2%	9%
15-19 visit	12	6	1%	7	1%	17%
20+ visit	12	16	3%	13	2%	-19%
<b>Repeaters</b>	<b>147</b>	<b>126</b>	<b>23%</b>	<b>145</b>	<b>23%</b>	<b>15%</b>
<b>Total</b>	<b>635</b>	<b>539</b>	<b>100%</b>	<b>626</b>	<b>100%</b>	<b>16%</b>

*\*Excluding non specified*

TOTAL EUROPEAN ARRIVALS BY PLACE OF STAY					TOTAL AUSTRIA BY PLACE OF STAY							% SHARE OF AUSTRIA VS TOTAL EUR	
	Total Europe Visitors				Visitors from AUSTRIA							% share of AUSTRIA versus EUR staying at the accommodation	
	2023	2024	2025	Change	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024	2024	2025
<b>Total hotels</b>	<b>20,168</b>	<b>17,234</b>	<b>16,520</b>	<b>-4.1%</b>	<b>260</b>	<b>37.2%</b>	<b>186</b>	<b>32.0%</b>	<b>214</b>	<b>31.4%</b>	<b>15.1%</b>	<b>1.1%</b>	<b>1.6%</b>
Aruba Marriott Resort	346	302	245	-18.9%	5	0.7%	2	0.3%	2	0.3%	0.0%	0.7%	2.0%
Barcelo Aruba	448	519	445	-14.3%	1	0.1%	9	1.5%	4	0.6%	-55.6%	1.7%	0.2%
Embassy Suites by Hilton	344	745	557	-25.2%	3	0.4%	5	0.9%	7	1.0%	40.0%	0.7%	0.5%
Hilton	988	660	671	1.7%	18	2.6%	5	0.9%	15	2.2%	200.0%	0.8%	2.7%
Holiday Inn	1,326	1,109	945	-14.8%	18	2.6%	9	1.5%	10	1.5%	11.1%	0.8%	1.9%
Hyatt Place	551	693	719	3.8%	3	0.4%	3	0.5%	7	1.0%	133.3%	0.4%	0.4%
Hyatt Regency	447	415	304	-26.7%	6	0.9%	2	0.3%	0	0.0%	-100.0%	0.5%	2.0%
Radisson Blu Aruba	0	0	411	-	0	0.0%	0	0.0%	0	0.0%	0	—	0.0%
Renaissance Aruba	1,851	1,813	1,266	-30.2%	27	3.9%	14	2.4%	15	2.2%	7.1%	0.8%	2.1%
Ritz Carlton	657	669	543	-18.8%	15	2.1%	4	0.7%	1	0.1%	-75.0%	0.6%	2.8%
RIU Antillas / Westin	939	563	575	2.1%	12	1.7%	4	0.7%	2	0.3%	-50.0%	0.7%	2.1%
RIU Palace x AUA Grand	4,125	1,948	1,328	-31.8%	21	3.0%	8	1.4%	1	0.1%	-87.5%	0.4%	1.6%
Secrets Baby Beach AUA	0	0	200	-	0	0.0%	0	0.0%	0	0.0%	0	—	0.0%
The St. Regis AUA Resort	0	0	234	-	0	0.0%	0	0.0%	4	0.6%	0	—	0.0%
Amsterdam Manor	1,297	1,221	1,194	-2.2%	32	4.6%	26	4.5%	27	4.0%	3.8%	2.1%	2.7%
Brickell Bay/Tryp by Wyndham	250	184	203	10.3%	2	0.3%	2	0.3%	9	1.3%	350.0%	1.1%	1.0%
Bucuti Tara Beach	1,085	1,115	907	-18.7%	22	3.1%	30	5.2%	15	2.2%	-50.0%	2.7%	2.4%
Victoria City Hotel	82	214	291	36.0%	0	0.0%	5	0.9%	7	1.0%	40.0%	2.3%	0.0%
Courtyard by Marriott	1,349	1,139	1,320	15.9%	9	1.3%	9	1.5%	4	0.6%	-55.6%	0.8%	0.7%
Divi Aruba All Incl. Beach	1,048	803	848	5.6%	6	0.9%	6	1.0%	16	2.3%	166.7%	0.7%	0.7%
Dorado Eagle Beach	98	33	1	-97.0%	5	0.7%	2	0.3%	0	0.0%	-100.0%	6.1%	500.0%
Joia AUA By Iberostar	0	23	656	2752.2%	0	0.0%	0	0.0%	16	2.3%	0	0.0%	0.0%
Manchebo	1,032	1,087	1,035	-4.8%	50	7.2%	28	4.8%	30	4.4%	7.1%	2.6%	4.8%
Talk of the Town	969	962	541	-43.8%	1	0.1%	1	0.2%	8	1.2%	700.0%	0.1%	0.2%
Tamarijn Aruba	697	555	615	10.8%	1	0.1%	7	1.2%	6	0.9%	-14.3%	1.3%	0.2%
The Mill	177	361	420	16.3%	3	0.4%	4	0.7%	8	1.2%	100.0%	1.1%	0.7%
Tierra Del Sol	62	101	46	-54.5%	0	0.0%	1	0.2%	0	0.0%	-100.0%	1.0%	0.0%
<b>Timeshare</b>	<b>4,407</b>	<b>4,099</b>	<b>3,964</b>	<b>-3.3%</b>	<b>35</b>	<b>5.0%</b>	<b>46</b>	<b>7.9%</b>	<b>42</b>	<b>6.2%</b>	<b>-8.7%</b>	<b>1.1%</b>	<b>0.9%</b>
<b>Apartments/Guest House</b>	<b>15,866</b>	<b>14,245</b>	<b>13,655</b>	<b>-4.1%</b>	<b>159</b>	<b>22.7%</b>	<b>121</b>	<b>20.8%</b>	<b>106</b>	<b>15.5%</b>	<b>-12.4%</b>	<b>0.8%</b>	<b>1.2%</b>
<b>Private Home</b>	<b>33,374</b>	<b>33,370</b>	<b>36,466</b>	<b>9.3%</b>	<b>245</b>	<b>35.1%</b>	<b>228</b>	<b>39.2%</b>	<b>313</b>	<b>45.9%</b>	<b>37.3%</b>	<b>0.7%</b>	<b>0.7%</b>
<b>Other</b>	<b>382</b>	<b>392</b>	<b>626</b>	<b>163.3%</b>	<b>0</b>	<b>0.0%</b>	<b>1</b>	<b>0.2%</b>	<b>7</b>	<b>1.0%</b>	<b>600.0%</b>	<b>0.3%</b>	<b>0.0%</b>
<b>Total</b>	<b>74,197</b>	<b>69,340</b>	<b>71,231</b>	<b>2.7%</b>	<b>699</b>	<b>100.0%</b>	<b>582</b>	<b>100.0%</b>	<b>682</b>	<b>100.0%</b>	<b>17.2%</b>	<b>0.8%</b>	<b>1.0%</b>

## ARRIVALS BY AGE GROUPS

TABLE 8 – AUSTRIA VISITORS AGE GROUP

	EUROPE					AUSTRIA					Share of EUR total		
	2023	2024	Share	2025	Share	2023	2024	Share	2025	Share	Growth	2024	2025
0 - 11 yrs	4,292	4,094	5.9%	4,293	6.0%	24	27	4.6%	23	3.4%	-14.8%	0.7%	0.5%
12 - 19 yrs	4,115	3,834	5.5%	4,105	5.8%	34	21	3.6%	21	3.1%	0.0%	0.5%	0.5%
20 - 29 yrs	12,567	11,515	16.6%	11,882	16.7%	108	83	14.3%	103	15.1%	24.1%	0.7%	0.9%
30 - 39 yrs	14,474	13,274	19.1%	13,555	19.0%	162	155	26.6%	167	24.5%	7.7%	1.2%	1.2%
40 - 49 yrs	10,732	10,533	15.2%	10,866	15.3%	121	78	13.4%	130	19.1%	66.7%	0.7%	1.2%
50 - 59 yrs	14,227	13,052	18.8%	13,152	18.5%	136	95	16.3%	112	16.4%	17.9%	0.7%	0.9%
60 - 69 yrs	9,694	9,066	13.1%	9,484	13.3%	87	89	15.3%	89	13.0%	0.0%	1.0%	0.9%
>70	4,088	3,969	5.7%	3,892	5.5%	27	34	5.8%	37	5.4%	8.8%	0.9%	1.0%
<b>Total</b>	<b>74,189</b>	<b>69,337</b>	<b>100.0%</b>	<b>71,229</b>	<b>100.0%</b>	<b>699</b>	<b>582</b>	<b>100.0%</b>	<b>682</b>	<b>100.0%</b>	<b>17.2%</b>	<b>0.8%</b>	<b>1.0%</b>

\*Excluding non specified

## AUSTRIA ARRIVALS BY CARRIERS

### AUSTRIA ARRIVALS BY CARRIERS

	2023	% share	2024	% share	2025	% share	Change 2025 vs. 2024
KLM	366	52.4%	253	43.5%	312	45.7%	23.3%
Private	43	6.2%	24	4.1%	64	9.4%	166.7%
Divi Divi Air	41	5.9%	52	8.9%	57	8.4%	9.6%
Avianca	43	6.2%	32	5.5%	44	6.5%	37.5%
Copa Sirlines	15	2.1%	11	1.9%	27	4.0%	145.5%
Winair	4	0.6%	24	4.1%	27	4.0%	12.5%
American Airlines	30	4.3%	27	4.6%	19	2.8%	-29.6%
Others	157	22.5%	159	27.3%	132	19.4%	-17.0%
<b>Total</b>	<b>699</b>	<b>100.0%</b>	<b>582</b>	<b>100.0%</b>	<b>682</b>	<b>100.0%</b>	<b>17.2%</b>

## ARRIVALS BY BOOKING

## ARRIVALS BY SOURCE

TABLE 11 – AUSTRIA VISITORS BY BOOKING

	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Airline\ Hotel	146	20.9%	132	22.7%	265	38.9%	100.8%
Not Specified	64	9.2%	43	7.4%	56	8.2%	30.2%
Other\ Website	287	41.1%	234	40.2%	189	27.7%	-19.2%
Travel Agent	202	28.9%	173	29.7%	172	25.2%	-0.6%
<b>Total</b>	<b>699</b>	<b>100.0%</b>	<b>582</b>	<b>100.0%</b>	<b>682</b>	<b>100.0%</b>	<b>17.2%</b>































TABLE 12 – AUSTRIA VISITORS BY SOURCE

	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Article	13	1.9%	1	0.2%	10	1.5%	900.0%
Cruise	8	1.1%	11	1.9%	14	2.1%	27.3%
Direct Mail	0	0.0%	3	0.5%	0	0.0%	-100.0%
Family and Friends	172	24.6%	173	29.7%	199	29.2%	15.0%
Internet	208	29.8%	156	26.8%	228	33.4%	46.2%
Media Ad	14	2.0%	11	1.9%	27	4.0%	145.5%
Not Specified	64	9.2%	43	7.4%	56	8.2%	30.2%
Other	129	18.5%	96	16.5%	100	14.7%	4.2%
Travel Agent	70	10.0%	74	12.7%	40	5.9%	-45.9%
www.aruba.com	21	3.0%	14	2.4%	8	1.2%	-42.9%
<b>Total</b>	<b>699</b>	<b>100.0%</b>	<b>582</b>	<b>100.0%</b>	<b>682</b>	<b>100.0%</b>	<b>17.2%</b>



Norway

# Highlights Norway

OVERALL	 <b>ARRIVALS</b>	 653 Visitors 2024	 968 Visitors 2025	 1.4% Share	 48.2% Growth
	 <b>NIGHTS</b>	 6,795 Nights 2024	 9,509 Nights 2025	 39.9% Growth	 9.8 2025 ALOS
	 <b>SEASONS</b>	 37.5% Cold	 32.5% Warm	 30% Cool	
DEMOGRAPHICS	 <b>FREQUENCY</b>	 775 First-time visitors	 80% Share First-time	 191 Repeat Visitors	 20% Share Repeaters
	 <b>MAIN AGE GROUP</b>	 19% 40- 49 years	 18% 30-39 years	 19% 50 – 59 years	 10% 60 – 69 years
WHILE ON-ISLAND	 <b>PLACE OF STAY</b>	 32% Hotels	 8% Timeshare	 20% Apartments/Guest Hotels	 40% Private Homes   60% Others

ARRIVALS	NIGHTS	ALOS
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**TABLE 1 - TOTAL NORWAY ARRIVALS**

Arrivals	2023	2024	2025
January	97	75	96
February	104	60	113
March	87	95	79
April	36	26	75
May	33	19	38
June	66	74	110
July	115	61	137
August	26	22	30
September	25	34	71
October	52	41	86
November	85	61	76
December	93	85	57
<b>Total</b>	<b>819</b>	<b>653</b>	<b>968</b>

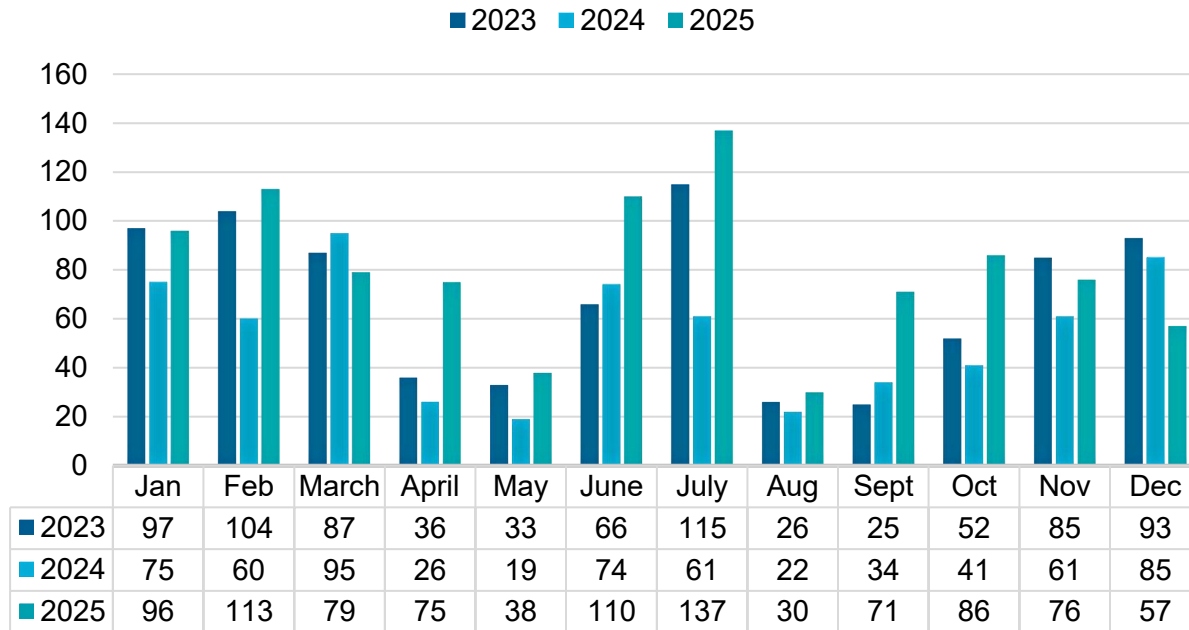
**TABLE 2 - TOTAL NORWAY NIGHTS**

Nights	2023	2024	2025
January	1,264	980	1,074
February	1,265	590	1,393
March	814	955	759
April	345	205	743
May	374	181	247
June	895	800	1,197
July	1,368	566	1,369
August	191	214	264
September	377	331	629
October	544	301	636
November	884	465	750
December	1,265	1207	448
<b>Total</b>	<b>9,586</b>	<b>6,795</b>	<b>9,509</b>

**TABLE 3 - TOTAL NORWAY AVERAGE LENGTH OF STAY (ALOS)**

ALOS	2023	2024	2025
January	13.0	13.1	11.2
February	12.2	9.8	12.3
March	9.4	10.1	9.6
April	9.6	7.9	9.9
May	11.3	9.5	6.5
June	13.6	10.8	10.9
July	11.9	9.3	10.0
August	7.3	9.7	8.8
September	15.1	9.7	8.9
October	10.5	7.3	7.4
November	10.4	7.6	9.9
December	13.6	14.2	7.9
<b>Average ALOS</b>	<b>11.7</b>	<b>10.4</b>	<b>9.8</b>

## MONTHLY ARRIVALS



## ARRIVALS BY FREQUENCY

TABLE 5 – NORWAY ARRIVALS BY FREQUENCY

	2023	2024	Share 2024	2025	Share 2025	Change 2025 vs. 2024
<b>1 visit</b>	604	502	78%	775	80%	54%
2-5- visit	136	97	15%	148	15%	53%
6-9 visit	25	22	3%	12	1%	-45%
10-14 visit	20	10	2%	14	1%	40%
15-19 visit	5	3	0%	6	1%	100%
20+ visit	12	10	2%	11	1%	10%
<b>Repeaters</b>	<b>198</b>	<b>142</b>	<b>22%</b>	<b>191</b>	<b>20%</b>	<b>35%</b>
<b>Total</b>	<b>802</b>	<b>644</b>	<b>100%</b>	<b>966</b>	<b>100%</b>	<b>50%</b>

*\*Excluding non specified*

TOTAL EUROPEAN ARRIVALS BY PLACE OF STAY					TOTAL NORWAY BY PLACE OF STAY							% SHARE OF NORWAY VS TOTAL EUR	
	Total Europe Visitors				Visitors from NORWAY							% share of NOR versus EUR staying at the accommodation	
	2023	2024	2025	Change	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024	2024	2025
<b>Total hotels</b>	<b>20,168</b>	<b>17,234</b>	<b>16,520</b>	<b>-4.1%</b>	<b>248</b>	<b>30.3%</b>	<b>225</b>	<b>34.5%</b>	<b>311</b>	<b>32.1%</b>	<b>38.2%</b>	<b>1.3%</b>	<b>1.9%</b>
Aruba Marriott Resort	346	302	245	-18.9%	4	0.5%	0	0.0%	7	0.7%	—	0.0%	2.9%
Barcelo Aruba	448	519	445	-14.3%	7	0.9%	8	1.2%	10	1.0%	25.0%	1.5%	2.2%
Embassy Suites by Hilton	344	745	557	-25.2%	8	1.0%	10	1.5%	28	2.9%	180.0%	1.3%	5.0%
Hilton	988	660	671	1.7%	2	0.2%	14	2.1%	30	3.1%	114.3%	2.1%	4.5%
Holiday Inn	1,326	1,109	945	-14.8%	42	5.1%	29	4.4%	28	2.9%	-3.4%	2.6%	3.0%
Hyatt Place	551	693	719	3.8%	14	1.7%	6	0.9%	2	0.2%	-66.7%	0.9%	0.3%
Hyatt Regency	447	415	304	-26.7%	10	1.2%	6	0.9%	8	0.8%	33.3%	1.4%	2.6%
Radisson Blu Aruba	0	0	411	-	0	0.0%	0	0.0%	35	3.6%	—	—	8.5%
Renaissance Aruba	1,851	1,813	1,266	-30.2%	19	2.3%	15	2.3%	23	2.4%	53.3%	0.8%	1.8%
Ritz Carlton	657	669	543	-18.8%	5	0.6%	19	2.9%	2	0.2%	-89.5%	2.8%	0.4%
RIU Antillas / Westin	939	563	575	2.1%	5	0.6%	1	0.2%	5	0.5%	400.0%	0.2%	0.9%
RIU Palace x AUA Grand	4,125	1,948	1,328	-31.8%	13	1.6%	5	0.8%	10	1.0%	100.0%	0.3%	0.8%
Secrets Baby Beach AUA	0	0	200	-	0	0.0%	0	0.0%	0	0.0%	—	—	0.0%
The St. Regis AUA Resort	0	0	234	-	0	0.0%	0	0.0%	4	0.4%	—	—	1.7%
Amsterdam Manor	1,297	1,221	1,194	-2.2%	23	2.8%	15	2.3%	24	2.5%	60.0%	1.2%	2.0%
Brickell Bay/Tryp by Wyndham	250	184	203	10.3%	15	1.8%	8	1.2%	2	0.2%	-75.0%	4.3%	1.0%
Bucuti Tara Beach	1,085	1,115	907	-18.7%	26	3.2%	11	1.7%	21	2.2%	90.9%	1.0%	2.3%
Victoria City Hotel	82	214	291	36.0%	1	0.1%	1	0.2%	3	0.3%	200.0%	0.5%	1.0%
Courtyard by Marriott	1,349	1,139	1,320	15.9%	0	0.0%	8	1.2%	12	1.2%	50.0%	0.7%	0.9%
Divi Aruba All Incl. Beach	1,048	803	848	5.6%	18	2.2%	26	4.0%	15	1.5%	-42.3%	3.2%	1.8%
Dorado Eagle Beach	98	33	1	-97.0%	5	0.6%	4	0.6%	0	0.0%	-100.0%	12.1%	0.0%
Joia AUA By Iberostar	0	23	656	2752.2%	0	0.0%	0	0.0%	8	0.8%	—	0.0%	1.2%
Manchebo	1,032	1,087	1,035	-4.8%	11	1.3%	12	1.8%	12	1.2%	0.0%	1.1%	1.2%
Talk of the Town	969	962	541	-43.8%	6	0.7%	6	0.9%	5	0.5%	-16.7%	0.6%	0.9%
Tamarijn Aruba	697	555	615	10.8%	10	1.2%	11	1.7%	10	1.0%	-9.1%	2.0%	1.6%
The Mill	177	361	420	16.3%	4	0.5%	10	1.5%	7	0.7%	-30.0%	2.8%	1.7%
Tierra Del Sol	62	101	46	-54.5%	0	0.0%	0	0.0%	0	0.0%	—	0.0%	0.0%
<b>Timeshare</b>	<b>4,407</b>	<b>4,099</b>	<b>3,964</b>	<b>-3.3%</b>	<b>98</b>	<b>12.0%</b>	<b>95</b>	<b>14.5%</b>	<b>79</b>	<b>8.2%</b>	<b>-16.8%</b>	<b>2.3%</b>	<b>2.0%</b>
<b>Apartments/Guest House</b>	<b>15,866</b>	<b>14,245</b>	<b>13,655</b>	<b>-4.1%</b>	<b>181</b>	<b>22.1%</b>	<b>112</b>	<b>17.2%</b>	<b>190</b>	<b>19.6%</b>	<b>69.6%</b>	<b>0.8%</b>	<b>1.4%</b>
<b>Private Home</b>	<b>33,374</b>	<b>33,370</b>	<b>36,466</b>	<b>9.3%</b>	<b>289</b>	<b>35.3%</b>	<b>218</b>	<b>33.4%</b>	<b>388</b>	<b>40.1%</b>	<b>78.0%</b>	<b>0.7%</b>	<b>1.1%</b>
<b>Other</b>	<b>382</b>	<b>392</b>	<b>626</b>	<b>163.3%</b>	<b>3</b>	<b>0.4%</b>	<b>3</b>	<b>0.5%</b>	<b>0</b>	<b>0.0%</b>	<b>-100.0%</b>	<b>0.8%</b>	<b>0.0%</b>
<b>Total</b>	<b>74,197</b>	<b>69,340</b>	<b>71,231</b>	<b>2.7%</b>	<b>819</b>	<b>100.0%</b>	<b>653</b>	<b>100.0%</b>	<b>968</b>	<b>100.0%</b>	<b>48.2%</b>	<b>0.9%</b>	<b>1.4%</b>

## ARRIVALS BY AGE GROUPS

TABLE 8 – NORWAY VISITORS AGE GROUP

	EUROPE					NORWAY					Share of EUR total		
	2023	2024	Share	2025	Share	2023	2024	Share	2025	Share	Growth	2024	2025
0 - 11 yrs	4,292	4,094	5.9%	4,293	6.0%	65	48	7.4%	85	8.8%	77.1%	1.2%	2.0%
12 - 19 yrs	4,115	3,834	5.5%	4,105	5.8%	53	61	9.3%	66	6.8%	8.2%	1.6%	1.6%
20 - 29 yrs	12,567	11,515	16.6%	11,882	16.7%	121	93	14.2%	143	14.8%	53.8%	0.8%	1.2%
30 - 39 yrs	14,474	13,274	19.1%	13,555	19.0%	164	104	15.9%	175	18.1%	68.3%	0.8%	1.3%
40 - 49 yrs	10,732	10,533	15.2%	10,866	15.3%	131	121	18.5%	184	19.0%	52.1%	1.1%	1.7%
50 - 59 yrs	14,227	13,052	18.8%	13,152	18.5%	154	108	16.5%	188	19.4%	74.1%	0.8%	1.4%
60 - 69 yrs	9,694	9,066	13.1%	9,484	13.3%	99	94	14.4%	99	10.2%	5.3%	1.0%	1.0%
>70	4,088	3,969	5.7%	3,892	5.5%	32	24	3.7%	28	2.9%	16.7%	0.6%	0.7%
<b>Total</b>	<b>74,189</b>	<b>69,337</b>	<b>100.0%</b>	<b>71,229</b>	<b>100.0%</b>	<b>819</b>	<b>653</b>	<b>100.0%</b>	<b>968</b>	<b>100.0%</b>	<b>48.2%</b>	<b>0.9%</b>	<b>1.4%</b>

*\*Excluding non specified*

## NORWAY ARRIVALS BY CARRIERS

### NORWAY ARRIVALS BY CARRIERS

	2023	% Share	2024	% Share	2025	% Share	Change 2025 vs 2024
KLM	520	63.5%	389	59.6%	681	70.4%	75.1%
Divi Divi	36	4.4%	26	4.0%	48	5.0%	84.6%
Winair	11	1.3%	8	1.2%	44	4.5%	450.0%
Avianca	55	6.7%	44	6.7%	39	4.0%	-11.4%
American Airlines	38	4.6%	32	4.9%	38	3.9%	18.8%
Latam Airlines Peru	4	0.5%	16	2.5%	25	2.6%	56.3%
Copa Airlines	28	3.4%	27	4.1%	14	1.4%	-48.1%
Others	127	15.5%	111	17.0%	79	8.2%	-28.8%
<b>Total</b>	<b>819</b>	<b>100.0%</b>	<b>653</b>	<b>100.0%</b>	<b>968</b>	<b>100.0%</b>	<b>48.2%</b>

## ARRIVALS BY BOOKING

## ARRIVALS BY SOURCE

TABLE 11 – NORWAY VISITORS BY BOOKING

	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Airline\ Hotel	253	30.9%	260	39.8%	538	55.6%	106.9%
Not Specified	17	2.1%	9	1.4%	2	0.2%	-77.8%
Other\ Website	344	42.0%	251	38.4%	263	27.2%	4.8%
Travel Agent	205	25.0%	133	20.4%	165	17.0%	24.1%
<b>Total</b>	<b>819</b>	<b>100.0%</b>	<b>653</b>	<b>100.0%</b>	<b>968</b>	<b>100.0%</b>	<b>48.2%</b>

TABLE 12 – NORWAY VISITORS BY SOURCE

	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Article	7	0.9%	19	2.9%	13	1.3%	-31.6%
Cruise	11	1.3%	15	2.3%	11	1.1%	-26.7%
Direct Mail	4	0.5%	0	0.0%	1	0.1%	—
Family and Friends	265	32.4%	255	39.1%	410	42.4%	60.8%
Internet	299	36.5%	169	25.9%	285	29.4%	68.6%
Media Ad	12	1.5%	19	2.9%	44	4.5%	131.6%
Not Specified	17	2.1%	9	1.4%	2	0.2%	-77.8%
Other	138	16.8%	130	19.9%	162	16.7%	24.6%
Travel Agent	59	7.2%	34	5.2%	31	3.2%	-8.8%
www.aruba.com	7	0.9%	3	0.5%	9	0.9%	200.0%
<b>Total</b>	<b>819</b>	<b>100.0%</b>	<b>653</b>	<b>100.0%</b>	<b>968</b>	<b>100.0%</b>	<b>48.2%</b>

## NORWAY ARRIVALS BY CARRIERS

### NORWAY ARRIVALS BY CARRIERS

	2023	% share	2024	% share	2025	% share	Change 2025 vs. 2024
KLM	520	63.5%	389	59.6%	681	70.4%	75.1%
Divi Divi	36	4.4%	26	4.0%	48	5.0%	84.6%
Winair	11	1.3%	8	1.2%	44	4.5%	450.0%
Avianca	55	6.7%	44	6.7%	39	4.0%	-11.4%
American Airlines	38	4.6%	32	4.9%	38	3.9%	18.8%
Latam Airlines Peru	4	0.5%	16	2.5%	25	2.6%	56.3%
Copa Airlines	28	3.4%	27	4.1%	14	1.4%	-48.1%
Others	127	15.5%	111	17.0%	79	8.2%	-28.8%
<b>Total</b>	<b>819</b>	<b>100.0%</b>	<b>653</b>	<b>100.0%</b>	<b>968</b>	<b>100.0%</b>	<b>48.2%</b>



# Denmark and Finland

	ARRIVALS			NIGHTS				ALOS			
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TABLE 1 - TOTAL DENMARK ARRIVALS				TABLE 2 - TOTAL DENMARK NIGHTS				TABLE 3 - TOTAL DENMARK AVERAGE LENGTH OF STAY (ALOS)			
Arrivals	2023	2024	2025	Nights	2023	2024	2025	ALOS	2023	2024	2025
January	66	30	50	January	544	348	447	January	8.2	11.6	8.9
February	49	14	57	February	516	82	357	February	10.5	5.9	6.3
March	24	79	14	March	162	697	87	March	6.8	8.8	6.2
April	62	25	58	April	352	217	410	April	5.7	8.7	7.1
May	22	22	22	May	168	224	121	May	7.6	10.2	5.5
June	23	19	23	June	203	81	184	June	8.8	4.3	8.0
July	48	50	98	July	346	419	744	July	7.2	8.4	7.6
August	38	24	30	August	342	282	565	August	9.0	11.8	18.8
September	19	30	17	September	183	226	169	September	9.6	7.5	9.9
October	35	33	48	October	510	287	395	October	14.6	8.7	8.2
November	66	54	93	November	642	371	1197	November	9.7	6.9	12.9
December	21	29	54	December	190	469	473	December	9.0	16.2	8.8
<b>Total</b>	<b>473</b>	<b>409</b>	<b>564</b>	<b>Total</b>	<b>4,158</b>	<b>3,703</b>	<b>5,149</b>	<b>Average ALOS</b>	<b>8.8</b>	<b>9.1</b>	<b>9.1</b>

ARRIVALS	NIGHTS	ALOS
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**TABLE 1 - TOTAL FINLAND ARRIVALS**

Arrivals	2023	2024	2025
January	47	32	43
February	48	54	36
March	27	40	45
April	20	10	17
May	29	9	6
June	13	21	25
July	8	10	13
August	8	4	14
September	14	21	16
October	21	29	24
November	44	33	39
December	49	40	34
<b>Total</b>	<b>328</b>	<b>303</b>	<b>312</b>

**TABLE 2 - TOTAL FINLAND NIGHTS**

Nights	2023	2024	2025
January	567	198	358
February	520	598	307
March	183	284	393
April	173	85	108
May	218	51	20
June	93	131	283
July	65	66	307
August	112	19	431
September	175	121	232
October	207	201	341
November	489	213	338
December	617	360	382
<b>Total</b>	<b>3,419</b>	<b>2,327</b>	<b>3,500</b>

**TABLE 3 - TOTAL FINLAND AVERAGE LENGTH OF STAY (ALOS)**

ALOS	2023	2024	2025
January	12.1	6.2	8.3
February	10.8	11.1	8.5
March	6.8	7.1	8.7
April	8.7	8.5	6.4
May	7.5	5.7	3.3
June	7.2	6.2	11.3
July	8.1	6.6	23.6
August	14.0	4.8	30.8
September	12.5	5.8	14.5
October	9.9	6.9	14.2
November	11.1	6.5	8.7
December	12.6	9.0	11.2
<b>Average ALOS</b>	<b>10.4</b>	<b>7.7</b>	<b>11.2</b>

## DENMARK ARRIVALS BY FREQUENCY

TABLE 5 – DENMARK ARRIVALS BY FREQUENCY

	2023	2024	Share 2024	2025	Share 2025	Change 2025 vs. 2024
<b>1 visit</b>	321	283	76%	428	80%	51%
2-5- visit	78	61	16%	78	15%	28%
6-9 visit	10	13	3%	14	3%	8%
10-14 visit	1	10	3%	6	1%	-40%
15-19 visit	1	2	1%	4	1%	100%
20+ visit	2	5	1%	5	1%	0%
<b>Repeaters</b>	<b>92</b>	<b>91</b>	<b>24%</b>	<b>107</b>	<b>20%</b>	<b>18%</b>
<b>Total</b>	<b>413</b>	<b>374</b>	<b>100%</b>	<b>535</b>	<b>100%</b>	<b>43%</b>

## FINLAND ARRIVALS BY FREQUENCY

TABLE 5 – FINLAND ARRIVALS BY FREQUENCY

	2023	2024	Share 2024	2025	Share 2025	Change 2025 vs. 2024
<b>1 visit</b>	230	222	75%	219	71%	-1%
2-5- visit	64	54	18%	65	21%	20%
6-9 visit	11	5	2%	12	4%	140%
10-14 visit	12	8	3%	8	3%	0%
15-19 visit	1	5	2%	1	0%	-80%
20+ visit	1	2	1%	4	1%	100%
<b>Repeaters</b>	<b>89</b>	<b>74</b>	<b>25%</b>	<b>90</b>	<b>29%</b>	<b>22%</b>
<b>Total</b>	<b>319</b>	<b>296</b>	<b>100%</b>	<b>309</b>	<b>100%</b>	<b>4%</b>

TOTAL EUROPEAN ARRIVALS BY PLACE OF STAY					TOTAL DENMARK BY PLACE OF STAY							% SHARE OF DENMARK VS TOTAL EUR	
	Total Europe Visitors				Visitors from DENMARK							% share of DENMARK versus EUR staying at the accommodation	
	2023	2024	2025	Change	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024	2024	2025
<b>Total hotels</b>	<b>20,168</b>	<b>17,234</b>	<b>16,520</b>	<b>-4.1%</b>	<b>117</b>	<b>21.1%</b>	<b>114</b>	<b>27.9%</b>	<b>119</b>	<b>24.7%</b>	<b>4.4%</b>	<b>0.7%</b>	<b>0.7%</b>
Aruba Marriott Resort	346	302	245	-18.9%	0	0.7%	7	1.7%	4	0.0%	-42.9%	2.3%	1.6%
Barcelo Aruba	448	519	445	-14.3%	2	0.5%	0	0.0%	3	0.4%	—	0.0%	0.7%
Embassy Suites by Hilton	344	745	557	-25.2%	0	0.0%	2	0.5%	0	0.0%	-100.0%	0.3%	0.0%
Hilton	988	660	671	1.7%	2	0.2%	2	0.5%	1	0.4%	-50.0%	0.3%	0.1%
Holiday Inn	1,326	1,109	945	-14.8%	20	1.8%	21	5.1%	10	4.2%	-52.4%	1.9%	1.1%
Hyatt Place	551	693	719	3.8%	23	2.8%	24	5.9%	16	4.9%	-33.3%	3.5%	2.2%
Hyatt Regency	447	415	304	-26.7%	0	0.4%	6	1.5%	2	0.0%	-66.7%	1.4%	0.7%
Radisson Blu Aruba	0	0	411	-	0	1.6%	0	0.0%	9	0.0%	—	—	2.2%
Renaissance Aruba	1,851	1,813	1,266	-30.2%	16	3.5%	7	1.7%	20	3.4%	185.7%	0.4%	1.6%
Ritz Carlton	657	669	543	-18.8%	8	0.4%	3	0.7%	2	1.7%	-33.3%	0.4%	0.4%
RIU Antillas / Westin	939	563	575	2.1%	0	0.0%	0	0.0%	0	0.0%	—	0.0%	0.0%
RIU Palace x AUA Grand	4,125	1,948	1,328	-31.8%	4	0.0%	2	0.5%	0	0.8%	-100.0%	0.1%	0.0%
Secrets Baby Beach AUA	0	0	200	-	0	0.2%	0	0.0%	1	0.0%	—	—	0.5%
The St. Regis AUA Resort	0	0	234	-	0	0.0%	0	0.0%	0	0.0%	—	—	0.0%
Amsterdam Manor	1,297	1,221	1,194	-2.2%	14	1.4%	10	2.4%	8	3.0%	-20.0%	0.8%	0.7%
Brickell Bay/Tryp by Wyndham	250	184	203	10.3%	1	0.2%	4	1.0%	1	0.2%	-75.0%	2.2%	0.5%
Bucuti Tara Beach	1,085	1,115	907	-18.7%	2	0.0%	1	0.2%	0	0.4%	-100.0%	0.1%	0.0%
Victoria City Hotel	82	214	291	36.0%	0	0.4%	0	0.0%	2	0.0%	—	0.0%	0.7%
Courtyard by Marriott	1,349	1,139	1,320	15.9%	6	1.1%	8	2.0%	6	1.3%	-25.0%	0.7%	0.5%
Divi Aruba All Incl. Beach	1,048	803	848	5.6%	0	0.0%	1	0.2%	0	0.0%	-100.0%	0.1%	0.0%
Dorado Eagle Beach	98	33	1	-97.0%	2	0.0%	0	0.0%	0	0.4%	—	0.0%	0.0%
Joia AUA By Iberostar	0	23	656	2752.2%	0	1.6%	0	0.0%	9	0.0%	—	0.0%	1.4%
Manchebo	1,032	1,087	1,035	-4.8%	1	0.7%	2	0.5%	4	0.2%	100.0%	0.2%	0.4%
Talk of the Town	969	962	541	-43.8%	6	2.0%	7	1.7%	11	1.3%	57.1%	0.7%	2.0%
Tamarijn Aruba	697	555	615	10.8%	0	0.5%	3	0.7%	3	0.0%	0.0%	0.5%	0.5%
The Mill	177	361	420	16.3%	10	1.2%	2	0.5%	7	2.1%	250.0%	0.6%	1.7%
Tierra Del Sol	62	101	46	-54.5%	0	0.0%	2	0.5%	0	0.0%	-100.0%	2.0%	0.0%
<b>Timeshare</b>	<b>4,407</b>	<b>4,099</b>	<b>3,964</b>	<b>-3.3%</b>	<b>49</b>	<b>6.7%</b>	<b>16</b>	<b>3.9%</b>	<b>38</b>	<b>10.4%</b>	<b>137.5%</b>	<b>0.4%</b>	<b>1.0%</b>
<b>Apartments/Guest House</b>	<b>15,866</b>	<b>14,245</b>	<b>13,655</b>	<b>-4.1%</b>	<b>92</b>	<b>13.5%</b>	<b>60</b>	<b>14.7%</b>	<b>76</b>	<b>19.5%</b>	<b>26.7%</b>	<b>0.4%</b>	<b>0.6%</b>
<b>Private Home</b>	<b>33,374</b>	<b>33,370</b>	<b>36,466</b>	<b>9.3%</b>	<b>211</b>	<b>57.4%</b>	<b>219</b>	<b>53.5%</b>	<b>324</b>	<b>44.6%</b>	<b>47.9%</b>	<b>0.7%</b>	<b>0.9%</b>
<b>Other</b>	<b>382</b>	<b>392</b>	<b>626</b>	<b>163.3%</b>	<b>4</b>	<b>1.2%</b>	<b>0</b>	<b>0.0%</b>	<b>7</b>	<b>0.8%</b>	<b>—</b>	<b>0.0%</b>	<b>0.7%</b>
<b>Total</b>	<b>74,197</b>	<b>69,340</b>	<b>71,231</b>	<b>2.7%</b>	<b>473</b>	<b>100.0%</b>	<b>409</b>	<b>100.0%</b>	<b>564</b>	<b>100.0%</b>	<b>37.9%</b>	<b>0.6%</b>	<b>0.8%</b>

TOTAL EUROPEAN ARRIVALS BY PLACE OF STAY					TOTAL FINLAND BY PLACE OF STAY							% SHARE OF FINLAND VS TOTAL EUR	
	Total Europe Visitors				Visitors from FINLAND							% share of FIN versus EUR staying at the accommodation	
	2023	2024	2025	Change	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024	2024	2025
<b>Total hotels</b>	<b>20,168</b>	<b>17,234</b>	<b>16,520</b>	<b>-4.1%</b>	<b>127</b>	<b>38.7%</b>	<b>122</b>	<b>40.3%</b>	<b>128</b>	<b>41.0%</b>	<b>4.9%</b>	<b>0.7%</b>	<b>0.8%</b>
Aruba Marriott Resort	346	302	245	-18.9%	3	0.9%	2	0.7%	0	0.0%	-100.0%	0.7%	0.0%
Barcelo Aruba	448	519	445	-14.3%	3	0.9%	9	3.0%	2	0.6%	-77.8%	1.7%	0.4%
Embassy Suites by Hilton	344	745	557	-25.2%	7	2.1%	10	3.3%	3	1.0%	-70.0%	1.3%	0.5%
Hilton	988	660	671	1.7%	4	1.2%	8	2.6%	5	1.6%	-37.5%	1.2%	0.7%
Holiday Inn	1,326	1,109	945	-14.8%	17	5.2%	5	1.7%	4	1.3%	-20.0%	0.5%	0.4%
Hyatt Place	551	693	719	3.8%	6	1.8%	9	3.0%	8	2.6%	-11.1%	1.3%	1.1%
Hyatt Regency	447	415	304	-26.7%	2	0.6%	2	0.7%	0	0.0%	-100.0%	0.5%	0.0%
Radisson Blu Aruba	0	0	411	-	0	0.0%	0	0.0%	4	1.3%	—	—	1.0%
Renaissance Aruba	1,851	1,813	1,266	-30.2%	28	8.5%	17	5.6%	24	7.7%	41.2%	0.9%	1.9%
Ritz Carlton	657	669	543	-18.8%	1	0.3%	1	0.3%	4	1.3%	300.0%	0.1%	0.7%
RIU Antillas / Westin	939	563	575	2.1%	0	0.0%	0	0.0%	0	0.0%	—	0.0%	0.0%
RIU Palace x AUA Grand	4,125	1,948	1,328	-31.8%	7	2.1%	5	1.7%	7	2.2%	40.0%	0.3%	0.5%
Secrets Baby Beach AUA	0	0	200	-	0	0.0%	0	0.0%	2	0.6%	—	—	1.0%
The St. Regis AUA Resort	0	0	234	-	0	0.0%	0	0.0%	0	0.0%	—	—	0.0%
Amsterdam Manor	1,297	1,221	1,194	-2.2%	8	2.4%	6	2.0%	10	3.2%	66.7%	0.5%	0.8%
Brickell Bay/Tryp by Wyndham	250	184	203	10.3%	0	0.0%	3	1.0%	4	1.3%	33.3%	1.6%	2.0%
Bucuti Tara Beach	1,085	1,115	907	-18.7%	4	1.2%	4	1.3%	6	1.9%	50.0%	0.4%	0.7%
Victoria City Hotel	82	214	291	36.0%	2	0.6%	0	0.0%	6	1.9%	—	0.0%	2.1%
Courtyard by Marriott	1,349	1,139	1,320	15.9%	21	6.4%	5	1.7%	2	0.6%	-60.0%	0.4%	0.2%
Divi Aruba All Incl. Beach	1,048	803	848	5.6%	0	0.0%	4	1.3%	10	3.2%	150.0%	0.5%	1.2%
Dorado Eagle Beach	98	33	1	-97.0%	2	0.6%	0	0.0%	0	0.0%	—	0.0%	0.0%
Joia AUA By Iberostar	0	23	656	2752.2%	0	0.0%	0	0.0%	5	1.6%	—	0.0%	0.8%
Manchebo	1,032	1,087	1,035	-4.8%	2	0.6%	11	3.6%	3	1.0%	-72.7%	1.0%	0.3%
Talk of the Town	969	962	541	-43.8%	1	0.3%	5	1.7%	3	1.0%	-40.0%	0.5%	0.6%
Tamarijn Aruba	697	555	615	10.8%	9	2.7%	12	4.0%	12	3.8%	0.0%	2.2%	2.0%
The Mill	177	361	420	16.3%	0	0.0%	3	1.0%	4	1.3%	33.3%	0.8%	1.0%
Tierra Del Sol	62	101	46	-54.5%	0	0.0%	1	0.3%	0	0.0%	-100.0%	1.0%	0.0%
<b>Timeshare</b>	<b>4,407</b>	<b>4,099</b>	<b>3,964</b>	<b>-3.3%</b>	<b>43</b>	<b>13.1%</b>	<b>34</b>	<b>11.2%</b>	<b>29</b>	<b>9.3%</b>	<b>-14.7%</b>	<b>0.8%</b>	<b>0.7%</b>
<b>Apartments/Guest House</b>	<b>15,866</b>	<b>14,245</b>	<b>13,655</b>	<b>-4.1%</b>	<b>80</b>	<b>24.4%</b>	<b>64</b>	<b>21.1%</b>	<b>47</b>	<b>15.1%</b>	<b>-26.6%</b>	<b>0.4%</b>	<b>0.3%</b>
<b>Private Home</b>	<b>33,374</b>	<b>33,370</b>	<b>36,466</b>	<b>9.3%</b>	<b>76</b>	<b>23.2%</b>	<b>79</b>	<b>26.1%</b>	<b>80</b>	<b>25.6%</b>	<b>1.3%</b>	<b>0.2%</b>	<b>0.2%</b>
<b>Other</b>	<b>382</b>	<b>392</b>	<b>626</b>	<b>163.3%</b>	<b>2</b>	<b>0.6%</b>	<b>4</b>	<b>1.3%</b>	<b>28</b>	<b>9.0%</b>	<b>600.0%</b>	<b>1.0%</b>	<b>2.7%</b>
<b>Total</b>	<b>74,197</b>	<b>69,340</b>	<b>71,231</b>	<b>2.7%</b>	<b>328</b>	<b>100.0%</b>	<b>303</b>	<b>100.0%</b>	<b>312</b>	<b>100.0%</b>	<b>3.0%</b>	<b>0.4%</b>	<b>0.4%</b>

## ARRIVALS BY AGE GROUPS

TABLE 8 – DENMARK VISITORS AGE GROUP

	EUROPE					DENMARK					Share of EUR total		
	2023	2024	Share	2025	Share	2023	2024	Share	2025	Share	Growth	2024	2025
0 - 11 yrs	4,292	4,094	5.9%	4,293	6.0%	41	24	5.9%	30	5.3%	25.0%	0.6%	0.7%
12 - 19 yrs	4,115	3,834	5.5%	4,105	5.8%	28	26	6.4%	49	8.7%	88.5%	0.7%	1.2%
20 - 29 yrs	12,567	11,515	16.6%	11,882	16.7%	115	103	25.2%	157	27.8%	52.4%	0.9%	1.3%
30 - 39 yrs	14,474	13,274	19.1%	13,555	19.0%	88	62	15.2%	80	14.2%	29.0%	0.5%	0.6%
40 - 49 yrs	10,732	10,533	15.2%	10,866	15.3%	66	64	15.6%	77	13.7%	20.3%	0.6%	0.7%
50 - 59 yrs	14,227	13,052	18.8%	13,152	18.5%	66	84	20.5%	95	16.8%	13.1%	0.6%	0.7%
60 - 69 yrs	9,694	9,066	13.1%	9,484	13.3%	47	29	7.1%	59	10.5%	103.4%	0.3%	0.6%
>70	4,088	3,969	5.7%	3,892	5.5%	22	17	4.2%	17	3.0%	0.0%	0.4%	0.4%
<b>Total</b>	<b>74,189</b>	<b>69,337</b>	<b>100.0%</b>	<b>71,229</b>	<b>100.0%</b>	<b>473</b>	<b>409</b>	<b>100.0%</b>	<b>564</b>	<b>100.0%</b>	<b>37.9%</b>	<b>0.6%</b>	<b>0.8%</b>

\*Excluding non specified

## ARRIVALS BY AGE GROUPS

TABLE 8 – FINLAND VISITORS AGE GROUP

	EUROPE					FINLAND					Share of EUR total		
	2023	2024	Share	2025	Share	2023	2024	Share	2025	Share	Growth	2024	2025
0 - 11 yrs	4,292	4,094	5.9%	4,293	6.0%	9	22	7.3%	10	3.2%	-54.5%	0.5%	0.2%
12 - 19 yrs	4,115	3,834	5.5%	4,105	5.8%	23	12	4.0%	15	4.8%	25.0%	0.3%	0.4%
20 - 29 yrs	12,567	11,515	16.6%	11,882	16.7%	45	33	10.9%	30	9.6%	-9.1%	0.3%	0.3%
30 - 39 yrs	14,474	13,274	19.1%	13,555	19.0%	47	56	18.5%	50	16.0%	-10.7%	0.4%	0.4%
40 - 49 yrs	10,732	10,533	15.2%	10,866	15.3%	66	73	24.1%	71	22.8%	-2.7%	0.7%	0.7%
50 - 59 yrs	14,227	13,052	18.8%	13,152	18.5%	80	67	22.1%	93	29.8%	38.8%	0.5%	0.7%
60 - 69 yrs	9,694	9,066	13.1%	9,484	13.3%	50	31	10.2%	30	9.6%	-3.2%	0.3%	0.3%
>70	4,088	3,969	5.7%	3,892	5.5%	8	9	3.0%	13	4.2%	44.4%	0.2%	0.3%
<b>Total</b>	<b>74,189</b>	<b>69,337</b>	<b>100.0%</b>	<b>71,229</b>	<b>100.0%</b>	<b>328</b>	<b>303</b>	<b>100.0%</b>	<b>312</b>	<b>100.0%</b>	<b>3.0%</b>	<b>0.4%</b>	<b>0.4%</b>

\*Excluding non specified



## ARRIVALS BY BOOKING

## ARRIVALS BY SOURCE

TABLE 11 – DENMARK VISITORS BY BOOKING

	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Airline\ Hotel	99	20.9%	111	27.1%	184	32.6%	65.8%
Not Specified	60	12.7%	36	8.8%	29	5.1%	-19.4%
Other\ Website	180	38.1%	156	38.1%	189	33.5%	21.2%
Travel Agent	134	28.3%	106	25.9%	162	28.7%	52.8%
<b>Total</b>	<b>473</b>	<b>100.0%</b>	<b>409</b>	<b>100.0%</b>	<b>564</b>	<b>100.0%</b>	<b>37.9%</b>

TABLE 12 – DENMARK VISITORS BY SOURCE

	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Article	2	0.4%	2	0.5%	2	0.4%	0.0%
Cruise	15	3.2%	10	2.4%	19	3.4%	90.0%
Direct Mail	1	0.2%	1	0.2%	0	0.0%	-100.0%
Family and Friends	118	24.9%	140	34.2%	178	31.6%	27.1%
Internet	68	14.4%	64	15.6%	135	23.9%	110.9%
Media Ad	4	0.8%	3	0.7%	17	3.0%	466.7%
Not Specified	60	12.7%	36	8.8%	29	5.1%	-19.4%
Other	150	31.7%	123	30.1%	153	27.1%	24.4%
Travel Agent	41	8.7%	29	7.1%	31	5.5%	6.9%
www.aruba.com	14	3.0%	1	0.2%	0	0.0%	-100.0%
<b>Total</b>	<b>473</b>	<b>100.0%</b>	<b>409</b>	<b>100.0%</b>	<b>564</b>	<b>100.0%</b>	<b>37.9%</b>

## ARRIVALS BY BOOKING

## ARRIVALS BY SOURCE

TABLE 11 – FINLAND VISITORS BY BOOKING

	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Airline\ Hotel	60	18.3%	108	35.6%	93	29.8%	-13.9%
Not Specified	9	2.7%	7	2.3%	3	1.0%	-57.1%
Other\ Website	121	36.9%	75	24.8%	94	30.1%	25.3%
Travel Agent	138	42.1%	113	37.3%	122	39.1%	8.0%
<b>Total</b>	<b>328</b>	<b>100.0%</b>	<b>303</b>	<b>100.0%</b>	<b>312</b>	<b>100.0%</b>	<b>3.0%</b>































TABLE 12 – FINLAND VISITORS BY SOURCE

	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Article	1	0.3%	4	1.3%	2	0.6%	-50.0%
Cruise	1	0.3%	6	2.0%	2	0.6%	-66.7%
Direct Mail	1	0.3%	0	0.0%	3	1.0%	—
Family and Friends	69	21.0%	80	26.4%	86	27.6%	7.5%
Internet	117	35.7%	78	25.7%	95	30.4%	21.8%
Media Ad	9	2.7%	9	3.0%	6	1.9%	-33.3%
Not Specified	9	2.7%	7	2.3%	3	1.0%	-57.1%
Other	84	25.6%	95	31.4%	90	28.8%	-5.3%
Travel Agent	32	9.8%	22	7.3%	21	6.7%	-4.5%
www.aruba.com	5	1.5%	2	0.7%	4	1.3%	100.0%
<b>Total</b>	<b>328</b>	<b>100.0%</b>	<b>303</b>	<b>100.0%</b>	<b>312</b>	<b>100.0%</b>	<b>3.0%</b>



Switzerland

# Highlights Switzerland

OVERALL	 <b>ARRIVALS</b>	 2,036 Visitors 2024	 1,994 Visitors 2025	 2.8% Share	 -2.1% Growth
	 <b>NIGHTS</b>	 17,269 Nights 2024	 16,617 Nights 2025	 -3.8% Growth	 8.3 2025 ALOS
	 <b>SEASONS</b>	 31% Cold	 32% Warm	 37% Cool	
DEMOGRAPHICS	 <b>FREQUENCY</b>	 1,466 First-time visitors	 77% Share First-time	 426 Repeat Visitors	 23% Share Repeaters
	 <b>MAIN AGE GROUP</b>	 22.6% 30-39 years	 17.9% 50 – 59 years	 15.8% 40- 49 years	 13.5% 60 – 69 years
WHILE ON-ISLAND	 <b>PLACE OF STAY</b>	 36% Hotels	 4% Timeshare	 17% Apartments/Guest Hotels	 42% Private Homes   59% Others

ARRIVALS	NIGHTS	ALOS
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**TABLE 1 - TOTAL SWITZERLAND ARRIVALS**

Arrivals	2023	2024	2025
January	135	150	137
February	146	220	142
March	193	198	130
April	187	173	201
May	159	131	150
June	86	81	102
July	149	230	280
August	131	142	113
September	146	127	134
October	158	195	159
November	177	224	249
December	158	165	197
<b>Total</b>	<b>1,825</b>	<b>2,036</b>	<b>1,994</b>

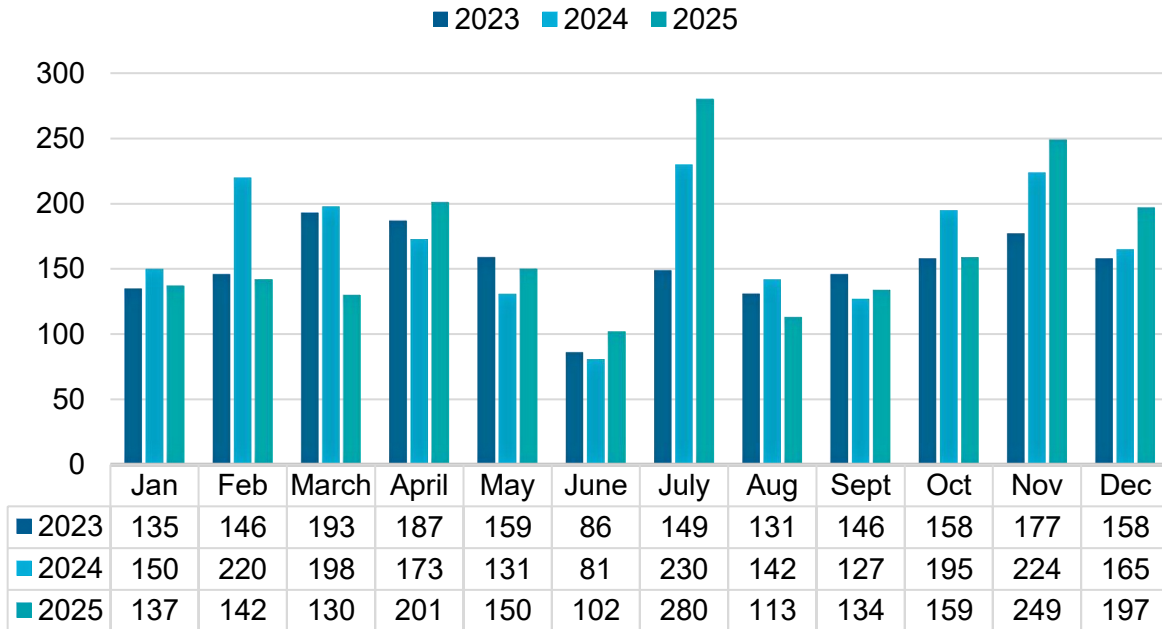
**TABLE 2 - TOTAL SWITZERLAND NIGHTS**

Nights	2023	2024	2025
January	1,643	1,366	1,536
February	1,195	2,041	1,184
March	1,546	1,494	1,052
April	1,861	1,623	1,554
May	1,362	1,041	1,194
June	768	676	831
July	1,356	1,876	2,404
August	973	1,044	828
September	1,138	1,150	1,022
October	1,541	1,464	1,415
November	1,550	1,826	1,903
December	1,499	1,668	1,694
<b>Total</b>	<b>16,432</b>	<b>17,269</b>	<b>16,617</b>

**TABLE 3 - TOTAL SWITZERLAND AVERAGE LENGTH OF STAY (ALOS)**

ALOS	2023	2024	2025
January	12.2	9.1	11.2
February	8.2	9.3	8.3
March	8.0	7.5	8.1
April	10.0	9.4	7.7
May	8.6	7.9	8.0
June	8.9	8.3	8.1
July	9.1	8.2	8.6
August	7.4	7.4	7.3
September	7.8	9.1	7.6
October	9.8	7.5	8.9
November	8.8	8.2	7.6
December	9.5	10.1	8.6
<b>Average ALOS</b>	<b>9.0</b>	<b>8.5</b>	<b>8.3</b>

## MONTHLY ARRIVALS



## ARRIVALS BY FREQUENCY

TABLE 5 – SWITZERLAND ARRIVALS BY FREQUENCY

	2023	2024	Share 2024	2025	Share 2025	Change 2025 vs. 2024
<b>1 visit</b>	1,181	1,439	77%	1,466	77%	2%
2-5- visit	315	291	15%	313	17%	8%
6-9 visit	62	66	4%	31	2%	-53%
10-14 visit	30	34	2%	25	1%	-26%
15-19 visit	16	16	1%	14	1%	-13%
20+ visit	43	35	2%	43	2%	23%
<b>Repeaters</b>	<b>466</b>	<b>442</b>	<b>23%</b>	<b>426</b>	<b>23%</b>	<b>-4%</b>
<b>Total</b>	<b>1,647</b>	<b>1,881</b>	<b>100%</b>	<b>1,892</b>	<b>100%</b>	<b>1%</b>

*\*Excluding non specified*

TOTAL EUROPEAN ARRIVALS BY PLACE OF STAY					TOTAL SWITZERLAND BY PLACE OF STAY							% SHARE OF SWITZERLAND VS TOTAL EUR	
	Total Europe Visitors				Visitors from SWITZERLAND							% share of SWISS versus EUR staying at the accommodation	
	2023	2024	2025	Change	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024	2024	2025
<b>Total hotels</b>	<b>20,168</b>	<b>17,234</b>	<b>16,520</b>	<b>-4.1%</b>	<b>575</b>	<b>31.5%</b>	<b>744</b>	<b>36.5%</b>	<b>709</b>	<b>35.6%</b>	<b>-4.7%</b>	<b>4.3%</b>	<b>4.3%</b>
Aruba Marriott Resort	346	302	245	-18.9%	6	0.3%	17	0.8%	4	0.2%	-76.5%	5.6%	1.6%
Barcelo Aruba	448	519	445	-14.3%	10	0.5%	13	0.6%	19	1.0%	46.2%	2.5%	4.3%
Embassy Suites by Hilton	344	745	557	-25.2%	4	0.2%	16	0.8%	7	0.4%	-56.3%	2.1%	1.3%
Hilton	988	660	671	1.7%	18	1.0%	26	1.3%	27	1.4%	3.8%	3.9%	4.0%
Holiday Inn	1,326	1,109	945	-14.8%	38	2.1%	52	2.6%	37	1.9%	-28.8%	4.7%	3.9%
Hyatt Place	551	693	719	3.8%	6	0.3%	3	0.1%	12	0.6%	300.0%	0.4%	1.7%
Hyatt Regency	447	415	304	-26.7%	4	0.2%	12	0.6%	13	0.7%	8.3%	2.9%	4.3%
Radisson Blu Aruba	0	0	411	-	0	0.0%	0	0.0%	23	1.2%	—	—	5.6%
Renaissance Aruba	1,851	1,813	1,266	-30.2%	57	3.1%	81	4.0%	63	3.2%	-22.2%	4.5%	5.0%
Ritz Carlton	657	669	543	-18.8%	19	1.0%	27	1.3%	28	1.4%	3.7%	4.0%	5.2%
RIU Antillas / Westin	939	563	575	2.1%	7	0.4%	8	0.4%	8	0.4%	0.0%	1.4%	1.4%
RIU Palace x AUA Grand	4,125	1,948	1,328	-31.8%	50	2.7%	34	1.7%	20	1.0%	-41.2%	1.7%	1.5%
Secrets Baby Beach AUA	0	0	200	-	0	0.0%	0	0.0%	13	0.7%	—	—	6.5%
The St. Regis AUA Resort	0	0	234	-	0	0.0%	0	0.0%	9	0.5%	—	—	3.8%
Amsterdam Manor	1,297	1,221	1,194	-2.2%	107	5.9%	87	4.3%	96	4.8%	10.3%	7.1%	8.0%
Brickell Bay/Tryp by Wyndham	250	184	203	10.3%	5	0.3%	2	0.1%	16	0.8%	700.0%	1.1%	7.9%
Bucuti Tara Beach	1,085	1,115	907	-18.7%	98	5.4%	104	5.1%	69	3.5%	-33.7%	9.3%	7.6%
Victoria City Hotel	82	214	291	36.0%	2	0.1%	5	0.2%	2	0.1%	-60.0%	2.3%	0.7%
Courtyard by Marriott	1,349	1,139	1,320	15.9%	26	1.4%	24	1.2%	29	1.5%	20.8%	2.1%	2.2%
Divi Aruba All Incl. Beach	1,048	803	848	5.6%	11	0.6%	26	1.3%	9	0.5%	-65.4%	3.2%	1.1%
Dorado Eagle Beach	98	33	1	-97.0%	2	0.1%	0	0.0%	0	0.0%	—	0.0%	0.0%
Joia AUA By Iberostar	0	23	656	2752.2%	0	0.0%	2	0.1%	28	1.4%	1300.0%	8.7%	4.3%
Manchebo	1,032	1,087	1,035	-4.8%	93	5.1%	153	7.5%	127	6.4%	-17.0%	14.1%	12.3%
Talk of the Town	969	962	541	-43.8%	4	0.2%	16	0.8%	5	0.3%	-68.8%	1.7%	0.9%
Tamarijn Aruba	697	555	615	10.8%	3	0.2%	10	0.5%	16	0.8%	60.0%	1.8%	2.6%
The Mill	177	361	420	16.3%	4	0.2%	26	1.3%	26	1.3%	0.0%	7.2%	6.2%
Tierra Del Sol	62	101	46	-54.5%	1	0.1%	0	0.0%	3	0.2%	—	0.0%	6.5%
<b>Timeshare</b>	<b>4,407</b>	<b>4,099</b>	<b>3,964</b>	<b>-3.3%</b>	<b>129</b>	<b>7.1%</b>	<b>100</b>	<b>4.9%</b>	<b>88</b>	<b>4.4%</b>	<b>-12.0%</b>	<b>2.4%</b>	<b>2.2%</b>
<b>Apartments/Guest House</b>	<b>15,866</b>	<b>14,245</b>	<b>13,655</b>	<b>-4.1%</b>	<b>390</b>	<b>21.4%</b>	<b>429</b>	<b>21.1%</b>	<b>345</b>	<b>17.3%</b>	<b>-19.6%</b>	<b>3.0%</b>	<b>2.5%</b>
<b>Private Home</b>	<b>33,374</b>	<b>33,370</b>	<b>36,466</b>	<b>9.3%</b>	<b>713</b>	<b>39.1%</b>	<b>751</b>	<b>36.9%</b>	<b>837</b>	<b>42.0%</b>	<b>11.5%</b>	<b>2.3%</b>	<b>2.3%</b>
<b>Other</b>	<b>382</b>	<b>392</b>	<b>626</b>	<b>163.3%</b>	<b>18</b>	<b>1.0%</b>	<b>12</b>	<b>0.6%</b>	<b>15</b>	<b>0.8%</b>	<b>25.0%</b>	<b>3.1%</b>	<b>1.5%</b>
<b>Total</b>	<b>74,197</b>	<b>69,340</b>	<b>71,231</b>	<b>2.7%</b>	<b>1,825</b>	<b>100.0%</b>	<b>2,036</b>	<b>100.0%</b>	<b>1,994</b>	<b>100.0%</b>	<b>-2.1%</b>	<b>2.9%</b>	<b>2.8%</b>

## ARRIVALS BY AGE GROUPS

TABLE 8 – SWITZERLAND VISITORS AGE GROUP

	EUROPE					SWITZERLAND					Share of EUR total		
	2023	2024	Share	2025	Share	2023	2024	Share	2025	Share	Growth	2024	2025
0 - 11 yrs	4,292	4,094	5.9%	4,293	6.0%	71	113	5.6%	112	5.6%	-0.9%	2.8%	2.6%
12 - 19 yrs	4,115	3,834	5.5%	4,105	5.8%	74	82	4.0%	79	4.0%	-3.7%	2.1%	1.9%
20 - 29 yrs	12,567	11,515	16.6%	11,882	16.7%	289	291	14.3%	274	13.7%	-5.8%	2.5%	2.3%
30 - 39 yrs	14,474	13,274	19.1%	13,555	19.0%	415	453	22.2%	451	22.6%	-0.4%	3.4%	3.3%
40 - 49 yrs	10,732	10,533	15.2%	10,866	15.3%	300	345	16.9%	316	15.8%	-8.4%	3.3%	2.9%
50 - 59 yrs	14,227	13,052	18.8%	13,152	18.5%	347	383	18.8%	357	17.9%	-6.8%	2.9%	2.7%
60 - 69 yrs	9,694	9,066	13.1%	9,484	13.3%	222	257	12.6%	269	13.5%	4.7%	2.8%	2.8%
>70	4,088	3,969	5.7%	3,892	5.5%	107	112	5.5%	136	6.8%	21.4%	2.8%	3.5%
<b>Total</b>	<b>74,189</b>	<b>69,337</b>	<b>100.0%</b>	<b>71,229</b>	<b>100.0%</b>	<b>1,825</b>	<b>2,036</b>	<b>100.0%</b>	<b>1,994</b>	<b>100.0%</b>	<b>-2.1%</b>	<b>2.9%</b>	<b>2.8%</b>

\*Excluding non specified

## ARRIVALS BY BOOKING

## ARRIVALS BY SOURCE

TABLE 11 – SWITZERLAND VISITORS BY BOOKING

	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Airline\ Hotel	340	18.6%	475	23.3%	702	35.2%	47.8%
Not Specified	180	9.9%	155	7.6%	102	5.1%	-34.2%
Other\ Website	811	44.4%	809	39.7%	686	34.4%	-15.2%
Travel Agent	494	27.1%	597	29.3%	504	25.3%	-15.6%
<b>Total</b>	<b>1,825</b>	<b>100.0%</b>	<b>2,036</b>	<b>100.0%</b>	<b>1,994</b>	<b>100.0%</b>	<b>-2.1%</b>

TABLE 12 – SWITZERLAND VISITORS BY SOURCE

	2023	Share	2024	Share	2025	Share	Change 2025 vs. 2024
Article	28	1.5%	28	1.4%	23	1.2%	-17.9%
Cruise	30	1.6%	35	1.7%	28	1.4%	-20.0%
Direct Mail	7	0.4%	11	0.5%	1	0.1%	-90.9%
Family and Friends	451	24.7%	598	29.4%	743	37.3%	24.2%
Internet	507	27.8%	506	24.9%	552	27.7%	9.1%
Media Ad	33	1.8%	51	2.5%	40	2.0%	-21.6%
Not Specified	179	9.8%	155	7.6%	102	5.1%	-34.2%
Other	327	17.9%	347	17.0%	316	15.8%	-8.9%
Travel Agent	217	11.9%	266	13.1%	173	8.7%	-35.0%
www.aruba.com	46	2.5%	39	1.9%	16	0.8%	-59.0%
<b>Total</b>	<b>1,825</b>	<b>100.0%</b>	<b>2,036</b>	<b>100.0%</b>	<b>1,994</b>	<b>100.0%</b>	<b>-2.1%</b>

## SWITZERLAND ARRIVALS BY CARRIERS

### SWITZERLAND ARRIVALS BY CARRIERS

	2023	% share	2024	% share	2025	% share	Change 2025 vs. 2024
KLM	929	50.9%	924	45.4%	943	47.3%	2.1%
Divi Divi Air	153	8.4%	159	7.8%	126	6.3%	-20.8%
Private	138	7.6%	106	5.2%	126	6.3%	18.9%
Avianca	111	6.1%	134	6.6%	101	5.1%	-24.6%
American Airlines	82	4.5%	108	5.3%	92	4.6%	-14.8%
Winair	26	1.4%	68	3.3%	84	4.2%	23.5%
EZ Air	44	2.4%	60	2.9%	71	3.6%	18.3%
Copa Airlines	76	4.2%	79	3.9%	63	3.2%	-20.3%
Jetblue	54	3.0%	33	1.6%	63	3.2%	90.9%
Delta Airlines	50	2.7%	108	5.3%	58	2.9%	-46.3%
Others	162	8.9%	257	12.6%	267	13.4%	3.9%
<b>Total</b>	<b>1,825</b>	<b>100.0%</b>	<b>2,036</b>	<b>100.0%</b>	<b>1,994</b>	<b>100.0%</b>	<b>-2.1%</b>



# Thank You

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