



Canada

2023

Aruba Tourism Authority

Strategy, Planning, and Research Unit

April, 2024



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Canada



ARRIVALS GROWTH 2023 (%)

63,254

21%

(COMPARED TO 2019)

53%

(COMPARED TO 2022)



NIGHTS

667,005

45%

(COMPARED TO 2019)

63%

(COMPARED TO 2022)



MONTHLY AVERAGE

5,271

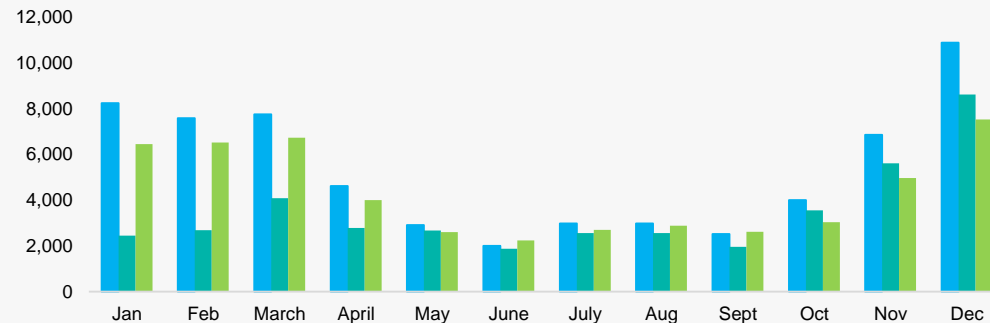
2023

4,351

2019



Visitors 2023 Visitors 2022 Visitors 2019



MARKET OVERVIEW

MARKET SHARE OF TOTAL VISITATION

- 5% in 2023

PLACE OF STAY

- 41% Hotels
- 16.8 % Timeshare
- 42.2 % Others (Vacation Rental)

AVERAGE LENGTH OF STAY

- 10.5 nights

FIRST TIMERS AND REPEATERS

- 56% of all visitors are first-timers, while 44% are repeaters.
- Canada shows the same trend as total with regards to first-timers (55%) and repeaters (43.2%).

SEASONALITY

- Peak months: December, January and March, with lower arrivals in June.

AGE GROUP

- Canada most significant share in the age group is between 50 - 59 (21.5%).

Table 1 - Total Canada Arrivals

Arrivals	2019	2022	2023
January	6,443	2,444	8,233
February	6,518	2,678	7,567
March	6,719	4,078	7,739
April	3,997	2,788	4,607
May	2,599	2,675	2,914
June	2,243	1,873	2,005
July	2,692	2,561	2,980
August	2,879	2,555	2,976
September	2,611	1,965	2,516
October	3,034	3,544	3,998
November	4,965	5,609	6,847
December	7,515	8,602	10,872
Total	52,215	41,372	63,254

Table 2 - Total Canada Nights

Nights	2019	2022	2023
January	64,498	39,346	110,367
February	61,377	31,959	86,695
March	56,848	39,560	67,379
April	31,211	24,194	41,087
May	20,598	22,583	25,586
June	17,690	15,630	18,070
July	23,216	24,168	28,056
August	23,390	21,253	28,656
September	21,796	17,071	24,779
October	24,320	33,769	44,199
November	43,495	53,066	75,683
December	70,248	87,609	116,448
Total	458,687	410,208	667,005

Table 3 - Total Canada Average Length of Stay (ALOS)

ALOS	2019	2022	2023
January	10.0	16.1	13.4
February	9.4	11.9	11.5
March	8.5	9.7	8.7
April	7.8	8.7	8.9
May	7.9	8.4	8.8
June	7.9	8.3	9.0
July	8.6	9.4	9.4
August	8.1	8.3	9.6
September	8.3	8.7	9.8
October	8.0	9.5	11.1
November	8.8	9.5	11.1
December	9.3	10.2	10.7
Average ALOS	8.8	9.9	10.5

Table 4 – Canada Arrivals by Season

	2019	2022	2023	Change 2023 vs. 2022
Jan	6,443	2,444	8,233	236.9%
Feb	6,518	2,678	7,567	182.6%
Mar	6,719	4,078	7,739	89.8%
Apr	3,997	2,788	4,607	65.2%
Total Winter	23,677	11,988	28,146	134.8%
May	2,599	2,675	2,914	8.9%
Jun	2,243	1,873	2,005	7.0%
Jul	2,692	2,561	2,980	16.4%
Aug	2,879	2,555	2,976	16.5%
Total Summer	10,413	9,664	10,875	12.5%
Sep	2,611	1,965	2,516	28.0%
Oct	3,034	3,544	3,998	12.8%
Nov	4,965	5,609	6,847	22.1%
Dec	7,515	8,602	10,872	26.4%
Total Fall	18,125	19,720	24,233	22.9%
Total Canada	52,215	41,372	63,254	52.9%

Table 5 – Canada Arrivals by Frequency

	2019	2022	2023	Share 2023	Change 2023 vs. 2022
1 visit	21,606	22,436	34,779	55.0%	55.0%
2-5- visit	10,122	12,266	17,966	28.4%	46.5%
6-9 visit	2,658	2,746	4,185	6.6%	52.4%
10-14 visit	1356	1,728	2,302	3.6%	33.2%
15-19 visit	640	702	1,021	1.6%	45.4%
20+ visit	1181	1,296	1,852	2.9%	42.9%
Repeaters	15,957	18,738	27,326	43.2%	45.8%
Total	37,563	41,174	62,105	100%	52.9%

Not specified not included

Table 6 – Canada Arrivals by Accommodation

	Total Visitors				Visitors from Canada 2023							% share of CDN versus total staying at the accommodation	
	2023	2022	2019	Change	2023	Share	2022	Share	2019	Share	Change 2023 vs. 2022	2023	2022
Total hotels	559,095	502,100	574,580	11.4%	25,944	41.0%	19,176	46.4%	27,134	52.0%	35.3%	4.6%	3.8%
Aruba Marriott Resort	38,716	37,239	79,914	4.0%	616	1.0%	456	1.1%	1,450	2.8%	35.1%	1.6%	1.2%
Barcelo Aruba	39,676	38,710	40,082	2.5%	1,176	1.9%	761	1.8%	1,193	2.3%	54.5%	3.0%	2.0%
Embassy Suites by Hilton	11,645	0	0	#DIV/0!	538	0.9%	0	0.0%	0	0.0%	0	4.6%	0
Hilton	47,030	43,990	42,039	6.9%	1,012	1.6%	715	1.7%	1,351	2.6%	41.5%	2.2%	1.6%
Holiday Inn	55,652	49,035	66,558	13.5%	1,723	2.7%	1,130	2.7%	2,159	4.1%	52.5%	3.1%	2.3%
Hyatt Place	8,053	6,078	299	32.5%	311	0.5%	132	0.3%	8	0.0%	135.6%	3.9%	2.2%
Hyatt Regency	47,100	43,745	45,617	7.7%	1,234	2.0%	925	2.2%	955	1.8%	33.4%	2.6%	2.1%
Renaissance Aruba	46,156	41,185	56,463	12.1%	1,495	2.4%	941	2.3%	1,383	2.6%	58.9%	3.2%	2.3%
Ritz Carlton	37,898	31,180	38,244	21.5%	938	1.5%	725	1.8%	849	1.6%	29.4%	2.5%	2.3%
RIU Antillas / Westin	41,836	40,430	33,524	3.5%	4,875	7.7%	3,755	9.1%	4,107	7.9%	29.8%	11.7%	9.3%
RIU Palace x AUA Grand	78,820	68,359	75,180	15.3%	8,507	13.4%	6,926	16.7%	9,729	18.6%	22.8%	10.8%	10.1%
Westin	99	108	2	-8.3%	4	0.0%	4	0.0%	0	0.0%	0.0%	4.0%	3.7%
Amsterdam Manor	7,076	4,817	7,688	46.9%	272	0.4%	128	0.3%	245	0.5%	112.5%	3.8%	2.7%
Brickell Bay	4,086	6,166	6,512	-33.7%	257	0.4%	191	0.5%	306	0.6%	34.6%	6.3%	3.1%
Bucuti Tara Beach	9,985	9,592	9,652	4.1%	302	0.5%	265	0.6%	273	0.5%	14.0%	3.0%	2.8%
Victoria City Hotel	645	142	544	354.2%	30	0.0%	5	0.0%	6	0.0%	500.0%	4.7%	3.5%
Courtyard by Marriott	10,559	11,433	322	-7.6%	574	0.9%	286	0.7%	14	0.0%	100.7%	5.4%	2.5%
Divi Aruba All Incl. Beach	35,484	33,423	25,948	6.2%	743	1.2%	538	1.3%	795	1.5%	38.1%	2.1%	1.6%
Dorado Eagle Beach	816	679	501	20.2%	37	0.1%	22	0.1%	12	0.0%	68.2%	4.5%	3.2%
Manchebo	6,883	6,546	6,578	5.1%	131	0.2%	159	0.4%	102	0.2%	-17.6%	1.9%	2.4%
Talk of the Town	4,063	4,043	5,340	0.5%	124	0.2%	71	0.2%	150	0.3%	74.6%	3.1%	1.8%
Tamarijn Aruba	23,487	21,833	23,572	7.6%	837	1.3%	921	2.2%	1,678	3.2%	-9.1%	3.6%	4.2%
The Mill	1,951	2,149	6,354	-9.2%	85	0.1%	42	0.1%	184	0.4%	102.4%	4.4%	2.0%
Tierra Del Sol	1,379	1,218	3,647	13.2%	123	0.2%	78	0.2%	185	0.4%	57.7%	8.9%	6.4%
Timeshare	339,069	323,846	300,109	4.7%	10,636	16.8%	7,898	19.1%	9,355	17.9%	34.7%	3.1%	2.4%
Apartments/Guest House	160,277	97,228	61,463	64.8%	11,357	18.0%	4,783	11.6%	3,765	7.2%	137.4%	7.1%	4.9%
Private Home	197,141	173,235	182,517	13.8%	14,909	23.6%	9,193	22.2%	11,956	22.9%	62.2%	7.6%	5.3%
Other	4820	4588	275	5.1%	408	0.6%	322	0.8%	5	0.0%	26.7%	8.5%	7.0%
Total	1,260,402	1,100,997	1,118,944	14.5%	63,254	100.0%	41,372	100.0%	52,215	100.0%	52.9%	5.0%	3.8%

Table 7 - Total Canada Arrivals by Provinces

Provinces	2023	Share	2022	Share	2019	Share	Change 2023 vs. 2022
Ontario	48,257	76.3%	31,956	77.2%	38,378	73.5%	51.0%
Quebec	6,551	10.4%	4,854	11.7%	6,192	11.9%	35.0%
Alberta	2,486	3.9%	1,386	3.4%	1,773	3.4%	79.4%
British Columbia	2,186	3.5%	1,397	3.4%	1,668	3.2%	56.5%
Manitoba	803	1.3%	368	0.9%	471	0.9%	118.2%
Nova Scotia	767	1.2%	399	1.0%	541	1.0%	92.2%
New Brunswick	734	1.2%	367	0.9%	557	1.1%	100.0%
Saskatchewan	374	0.6%	275	0.7%	353	0.7%	36.0%
New Foundland	327	0.5%	170	0.4%	182	0.3%	92.4%
Prince Edwards Is	223	0.4%	54	0.1%	123	0.2%	313.0%
Unk	546	0.9%	146	0.4%	1,977	3.8%	274.0%
Total	63,254	100.0%	41,372	100.0%	52,215	100.0%	52.9%

Table 8 - Total Canada Arrivals by Purpose of Visit

	All Visitors				Canada Visitors						
	2023	Share	2022	Share	2023	Share	2022	Share	2019	Share	Change 2023 vs. 2022
San Sand Sea	1,034,948	88.7%	922,315	88.3%	56,153	93.1%	37,139	92.6%	34,890	87.0%	51.2%
Business	22,935	2.0%	18,408	1.8%	509	0.8%	348	0.9%	493	1.2%	46.3%
Conference	7,971	0.7%	5,851	0.6%	487	0.8%	132	0.3%	284	0.7%	268.9%
Honeymoon	38,611	3.3%	42,304	4.1%	1,323	2.2%	1,266	3.2%	889	2.2%	4.5%
Diving	4,331	0.4%	3,799	0.4%	177	0.3%	125	0.3%	275	0.7%	41.6%
Incentive	11,176	1.0%	10,919	1.0%	361	0.6%	220	0.5%	278	0.7%	64.1%
Meeting	8,592	0.7%	6,114	0.6%	196	0.3%	99	0.2%	311	0.8%	98.0%
Shopping	8,419	0.7%	6,284	0.6%	185	0.3%	110	0.3%	1,949	4.9%	68.2%
Wedding	29,727	2.5%	27,957	2.7%	939	1.6%	662	1.7%	742	1.8%	41.8%
Total	1,166,710	100.0%	1,043,951	100.0%	60,330	100.0%	40,101	100.0%	40,111	100.0%	50.4%

Table 9 – Canada visitors Age Group

	All Visitors				Canada Visitors				Share of total		
	2023	Share	2022	Share	2023	Share	2022	Share	Change 2023 vs. 2022	2023	2022
0 - 11 yrs	84,474	6.7%	76,122	6.9%	4,784	7.6%	3,184	7.7%	50.3%	5.7%	4.2%
12 - 19 yrs	85,415	6.8%	79,085	7.2%	4,084	6.5%	2,907	7.0%	40.5%	4.8%	3.7%
20 - 29 yrs	151,542	12.0%	145,842	13.2%	6,614	10.5%	4,772	11.5%	38.6%	4.4%	3.3%
30 - 39 yrs	199,717	15.8%	185,005	16.8%	8,435	13.3%	5,551	13.4%	52.0%	4.2%	3.0%
40 - 49 yrs	207,351	16.5%	181,882	16.5%	9,715	15.4%	6,599	16.0%	47.2%	4.7%	3.6%
50 - 59 yrs	240,977	19.1%	207,737	18.9%	13,572	21.5%	9,083	22.0%	49.4%	5.6%	4.4%
60 - 69 yrs	190,806	15.1%	150,529	13.7%	11,059	17.5%	6,629	16.0%	66.8%	5.8%	4.4%
>70	100,051	7.9%	74,751	6.8%	4,990	7.9%	2,646	6.4%	88.6%	5.0%	3.5%
Total	1,260,333	100.0%	1,100,953	100.0%	63,253	100.0%	41,371	100.0%	52.9%	5.0%	3.8%

Table 10 – Canada visitors by Carriers

	2023	Share	2022	Share	2019	Share	Change 2023 vs. 2022
Westjet Airlines	21,208	33.5%	12,377	25.2%	14,863	28.5%	71.4%
Air Canada	15,320	24.2%	6,753	11.6%	14,708	28.2%	126.9%
Sunwing Airlines	14,485	22.9%	10,418	16.3%	10,430	20.0%	39.0%
United Airlines	4,408	7.0%	3,640	2.2%	2,740	5.2%	21.1%
American Airlines	3,579	5.7%	4,789	8.8%	3,645	7.0%	-25.3%
Delta Airline	819	1.3%	864	2.1%	2,119	4.1%	-5.2%
Jetblue	656	1.0%	913	2.2%	705	1.4%	-28.1%
Divi Divi air	583	0.9%	249	0.6%	124	0.2%	134.1%
Private	406	0.6%	66	0.2%	79	0.2%	515.2%
Avianca	400	0.6%	235	0.6%	147	0.3%	70.2%
Spirit Airlines	254	0.4%	114	0.3%	160	0.3%	122.8%
Copa Airline	228	0.4%	132	0.3%	384	0.7%	72.7%
Charter	221	0.3%	300	0.7%	1,088	2.1%	-26.3%
EZ AIR	187	0.3%	48	0.1%	17	0.0%	289.6%
Others	500	0.8%	474	1.1%	1,006	1.9%	5.5%
Total	63,254	100.0%	41,372	100.0%	52,215	100.0%	52.9%

Table 11 – Canada visitors by Booking

	2023	Share	2022	Share	2019	Share	Change 2023 vs. 2022
Airline\ Hotel	15,637	24.7%	9,848	23.8%	7,399	14.2%	58.8%
Not Specified	1,151	1.8%	198	0.5%	14,918	28.6%	481.3%
Other\ Website	29,899	47.3%	19,182	46.4%	15,936	30.5%	55.9%
Travel Agent	16,567	26.2%	12,144	29.4%	13,035	25.0%	36.4%
(blank)	0	0.0%	0	0.0%	927	1.8%	—
Total	63,254	100.0%	41,372	100.0%	52,215	100.0%	52.9%

Table 12 – Canada visitors by Source

	2023	Share	2022	Share	2019	Share	Change 2023 vs. 2022
Article	297	0.5%	202	0.5%	215	0.4%	47.0%
Cruise	833	1.3%	368	0.9%	511	1.0%	126.4%
Direct Mail	95	0.2%	63	0.2%	90	0.2%	50.8%
Family and Friends	35,017	55.4%	23,384	56.5%	17,051	33.2%	49.7%
Internet	9,216	14.6%	5,640	13.6%	6,572	12.8%	63.4%
Media Ad	740	1.2%	502	1.2%	1,154	2.3%	47.4%
Not Specified	1,150	1.8%	199	0.5%	14,599	28.5%	477.9%
Other	10,576	16.7%	7,103	17.2%	5,867	11.4%	48.9%
Travel Agent	4,361	6.9%	2,969	7.2%	4,277	8.3%	46.9%
WWW.ARUBA.COM	969	1.5%	942	2.3%	952	1.9%	2.9%
(blank)	0	0.0%	0	0.0%	927	1.8%	—
Total	63,254	100.0%	41,372	100.0%	51,288	100.0%	52.9%

Aruba Tourism Industry

Canada

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