



FEBRUARY 2025

Monthly Report

SNAPSHOT YTD FEB 2025/2024



HOW MANY
ARRIVALS?

240,347

-0.4%



HOW MANY
CRUISE TOURISM?

235,182

-6.6%



HOW LONG
DID THEY STAY?

1,794,402

-3.5%



WHAT DID THEY SPEND?*

Central Bank Aruba
(Q1 and Q2 2024)

Avg. 2,874.70 min

19%

Q1 and Q2 2023: 2,413.40

**Tourism Credits: In the new presentation of the Balance of Payments, the Central Bank of Aruba reclassified maintenance fee arising from Timeshare arrangement from "Other Services" to "Travel Services" (Tourism). With this reclassification it should be noted that the term Tourism Receipts has changed to Tourism Credits in the new presentation of Balance of Payments. This reclassification resulted in an upward adjustment of the previously used term Tourism Receipts.

WHERE DID THEY STAY?



365,309

NIGHTS

20.4%



209,666

NIGHTS

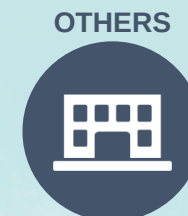
11.7%



466,912

NIGHTS

26.0%



752,515

NIGHTS

41.9%



ARRIVALS YTD FEBRUARY 2025/2024

240,347
ARRIVALS

-0.4%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
USA	177,485	-3,929	173,556	-2.2%	73.5%	72.2%
Canada	18,677	-953	17,724	-5.1%	7.7%	7.4%
NA	196,162	-4,882	191,280	-2.5%	81.3%	79.6%
Venezuela	511	8	519	1.6%	0.2%	0.2%
Colombia	9,557	-808	8,749	-8.5%	4.0%	3.6%
Brazil	2,805	2,823	5,628	100.6%	1.2%	2.3%
Argentina	4,761	3,493	8,254	73.4%	2.0%	3.4%
Chile	2,558	241	2,799	9.4%	1.1%	1.2%
Ecuador	1,433	-291	1,142	-20.3%	0.6%	0.5%
Peru	2,917	477	3,394	16.4%	1.2%	1.4%
Paraguay	201	40	241	19.9%	0.1%	0.1%
Uruguay	291	244	535	83.8%	0.1%	0.2%
Mexico	406	-39	367	-9.6%	0.2%	0.2%
Others	2,029	-173	1,856	-8.5%	0.8%	0.8%
SA	27,469	6,015	33,484	21.9%	11.4%	13.9%
Netherlands	6,655	-890	5,765	-13.4%	2.8%	2.4%
UK	1,225	-409	816	-33.4%	0.5%	0.3%
Germany	717	-67	650	-9.3%	0.3%	0.3%
Italy	690	-134	556	-19.4%	0.3%	0.2%
Sweden	224	5	229	2.2%	0.1%	0.1%
Belgium	310	-18	292	-5.8%	0.1%	0.1%
Austria	153	-16	137	-10.5%	0.1%	0.1%
Switzerland	370	-95	275	-25.7%	0.2%	0.1%
Others	1,984	72	2,056	3.6%	0.8%	0.9%
Europe	12,328	-1,552	10,776	-12.6%	5.1%	4.5%
ROW	5,384	-577	4,807	-10.7%	2.2%	2.0%
Total	241,343	-996	240,347	-0.4%		
W/O Ven.	240,832	-1004	239,828	-0.4%		



ARRIVALS USA YTD FEBRUARY 2025/2024

173,556
ARRIVALS

-2.2%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
New York	39,260	-1,516	37,744	-3.9%	22.1%	21.7%
Massachusetts	24,461	-678	23,783	-2.8%	13.8%	13.7%
New Jersey	18,517	-1,822	16,695	-9.8%	10.4%	9.6%
Pennsylvania	10,795	-1,219	9,576	-11.3%	6.1%	5.5%
Illinois	5,107	-597	4,510	-11.7%	2.9%	2.6%
Connecticut	5,929	-470	5,459	-7.9%	3.3%	3.1%
Florida	7,941	-1,259	6,682	-15.9%	4.5%	3.9%
Ohio	5,531	-699	4,832	-12.6%	3.1%	2.8%
Maryland	4,410	-137	4,273	-3.1%	2.5%	2.5%
Michigan	4,344	-455	3,889	-10.5%	2.4%	2.2%
Virginia	3,886	230	4,116	5.9%	2.2%	2.4%
Georgia	2,869	41	2,910	1.4%	1.6%	1.7%
North Carolina	4,169	-187	3,982	-4.5%	2.3%	2.3%
Texas	3,265	1,439	4,704	44.1%	1.8%	2.7%
California	2,555	-42	2,513	-1.6%	1.4%	1.4%
Other	34,446	3,442	37,888	10.0%	19.4%	21.8%
Total	177,485	-3,929	173,556	-2.2%		



NIGHTS YTD FEBRUARY 2025/2024

1,794,402
ARRIVALS

-3.5%
GROWTH

	2024	Growth	2025	% Growth	ALOS 2024	ALOS 2025
USA	1,280,354	-69,264	1,211,090	-5.4%	7.2	7.0
Canada	200,011	-15,343	184,668	-7.7%	10.7	10.4
NA	1,480,365	-84,607	1,395,758	-5.7%	7.5	7.3
Venezuela	5,262	-400	4,862	-7.6%	10.3	9.4
Colombia	60,476	-6,369	54,107	-10.5%	6.3	6.2
Brazil	16,673	17,669	34,342	106.0%	5.9	6.1
Argentina	44,458	30,474	74,932	68.5%	9.3	9.1
Chile	19,748	1,732	21,480	8.8%	7.7	7.7
Ecuador	6,495	-1,406	5,089	-21.6%	4.5	4.5
Peru	17,339	1,816	19,155	10.5%	5.9	5.6
Paraguay	1,315	295	1,610	22.4%	6.5	6.7
Uruguay	2,502	1,624	4,126	64.9%	8.6	7.7
Mexico	3,120	34	3,154	1.1%	7.7	8.6
Others	12,458	-1,192	11,266	-9.6%	6.1	6.1
SA	189,846	44,277	234,123	23.3%	6.9	7.0
Netherlands	104,383	-16,163	88,220	-15.5%	15.7	15.3
UK	11,505	-4,005	7,500	-34.8%	9.4	9.2
Germany	7,656	-1,317	6,339	-17.2%	10.7	9.8
Italy	6,193	-1,013	5,180	-16.4%	9.0	9.3
Sweden	2,513	239	2,752	9.5%	11.2	12.0
Belgium	5,205	188	5,393	3.6%	16.8	18.5
Austria	1,810	-526	1,284	-29.1%	11.8	9.4
Switzerland	3,407	-734	2,673	-21.5%	9.2	9.7
Others	18,159	153	18,312	0.8%	9.2	8.9
Europe	160,831	-23,178	137,653	-14.4%	13.0	12.8
ROW	29,286	-2,418	26,868	-8.3%	5.4	5.6
Total	1,860,328	-65,926	1,794,402	-3.5%	7.7	7.5



ACCOMMODATIONS YTD FEBRUARY 2025/2024

240,347
ARRIVALS

-0.4%
GROWTH

ARRIVALS BY ACCOMMODATION

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	65,150	-1,797 	63,353	-2.8%	 27.0%	 26.4%
All Inclusive	35,517	-2,428 	33,089	-6.8%	 14.7%	 13.8%
Timeshare	54,681	-1,844 	52,837	-3.4%	 22.7%	 22.0%
Others	85,995	 5,073	91,068	5.9%	 35.6%	 37.9%
Total	241,343	-996 	240,347	-0.4%		

NIGHTS BY ACCOMMODATION

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	382,202	-16,893 	365,309	-4.4%	 20.5%	 20.4%
All Inclusive	229,443	-19,777 	209,666	-8.6%	 12.3%	 11.7%
Timeshare	505,412	-38,500 	466,912	-7.6%	 27.2%	 26.0%
Others	743,271	 9,244	752,515	1.2%	 40.0%	 41.9%
Total	1,860,328	-65,926 	1,794,402	-3.5%		



VISITORS BY AGE YTD FEBRUARY 2025/2024

240,347
ARRIVALS

-0.4%
GROWTH

	2024	Growth	2025	% Growth
0 - 11	15,549		16,191	4.1%
12-19	13,292		14,142	6.4%
20 - 29	26,591	-1,109	25,482	-4.2%
30 - 39	36,568	-1,716	34,852	-4.7%
40 - 49	36,202		36,366	0.5%
50 - 59	45,557	-1,057	44,500	-2.3%
60 - 69	43,562		44,020	1.1%
70 +	24,009		24,788	3.2%
Not Stated	13	-7	6	-53.8%
Total	241,343	-996	240,347	-0.4%



GENERATIONS

YTD FEBRUARY 2025/2024

240,347
VISITORS

-0.4%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
Gen A	12,615	483	13,098	3.8%	5.2%	5.4%
Gen Z	29,994	950	30,944	3.2%	12.4%	12.9%
Millennials	57,072	-2,762	54,310	-4.8%	23.6%	22.6%
Gen X	60,107		59,451	-1.1%	24.9%	24.7%
Baby Boomers	72,766	393	73,159	0.5%	30.2%	30.4%
Silent Generations	8,776	603	9,379	6.9%	3.6%	3.9%
Age not specified	13	-7	6	-53.8%	0.0%	0.0%
Total	241,343	-996	240,347	-0.4%		



GENERATIONS YTD FEBRUARY 2025/2024

240,347
VISITORS

-0.4%
GROWTH

PURPOSE OF VISIT 2025

	2025	Market share 2025	2024	Market share 2024	% Growth
Sun, Sand, Sea	225,733	93.9%	206,677	85.6%	9.2%
Business	5,128	2.1%	4,708	2.0%	8.9%
Conference	0	0.0%	2,407	1.0%	-100.0%
Honeymoon	1,595	0.7%	4,457	1.8%	-64.2%
Diving	0	0.0%	797	0.3%	-100.0%
Incentive	509	0.2%	1,911	0.8%	-73.4%
Meeting	0	0.0%	1,643	0.7%	-100.0%
Not specified	5,948	2.5%	14,535	6.0%	-59.1%
Shopping	0	0.0%	1,556	0.6%	-100.0%
Wedding	1,434	0.6%	2,652	1.1%	-45.9%
Total	240,347	100.0%	241,343	100.0%	-0.4%

CONVINCING REASONS FOR VISIT 2025

Reasons for Choice	2025	Market Share
Adventure activities	12,257	5%
Direct flights	11,894	5%
Ease /comfort	18,542	8%
Familiarity	21,029	9%
Family-friendly destination	56,063	23%
Not specified	378	0%
Other	35,608	15%
Outside hurricane belt	3,324	1%
Points redemption	4,853	2%
Reliable weather	43,150	18%
Word of mouth	32,455	14%
(blank)	794	0%
Total	240,347	100%



CARRIERS YTD FEBRUARY 2025/2024

240,347
VISITORS

-0.4%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
JETBLUE	52,070	-6,890	45,180	-13.2%	21.6%	18.8%
AMERICAN AIRLINES	44,872	-2,936	41,936	-6.5%	18.6%	17.4%
DELTA AIRLINES	35,141	849	35,990	2.4%	14.6%	15.0%
UNITED AIRLINES	28,117	2,401	30,518	8.5%	11.7%	12.7%
COPA AIRLINES	9,510	1,180	10,690	12.4%	3.9%	4.4%
AVIANCA	9,637	-137	9,500	-1.4%	4.0%	4.0%
SOUTHWEST AIRLINES	10,515	-1,206	9,309	-11.5%	4.4%	3.9%
WESTJET AIRLINES	7,167	1,216	8,383	17.0%	3.0%	3.5%
KLM ROYAL DUTCH	5,258	855	6,113	16.3%	2.2%	2.5%
LATAM AIRLINES / PERU	3,261	2,226	5,487	68.3%	1.4%	2.3%
AIR CANADA	4,973	169	5,142	3.4%	2.1%	2.1%
CHARTER	553	4,513	5,066	816.1%	0.2%	2.1%
WINGO	4,714	-189	4,525	-4.0%	2.0%	1.9%
SPIRIT AIRLINES	7,005	-3,755	3,250	-53.6%	2.9%	1.4%
DIVI DIVI AIR	3,062	146	3,208	4.8%	1.3%	1.3%
GOL	0	2,899	2,899	-	0.0%	1.2%
SUNWING AIRLINES	3,572	-1,165	2,407	-32.6%	1.5%	1.0%
SUN COUNTRY AIRLINES	1,734	294	2,028	17.0%	0.7%	0.8%
EZ AIR	1,858	123	1,981	6.6%	0.8%	0.8%
PRIVATE	2,432	-545	1,887	-22.4%	1.0%	0.8%
WINAIR	948	690	1,638	72.8%	0.4%	0.7%
TUI FLY NL	2,217	-696	1,521	-31.4%	0.9%	0.6%
SURINAM AIRWAYS	853	-130	723	-15.2%	0.4%	0.3%
BRITISH AIRWAYS	901	-428	473	-47.5%	0.4%	0.2%
ARAJET	304	-28	276	-9.2%	0.1%	0.1%
AIR CENTURY	144	-39	105	-27.1%	0.1%	0.0%
Others	525	-413	112	-78.7%	0.2%	0.0%
Total	241,343	-996	240,347	-0.4%		



CARRIERS YTD FEBRUARY 2025/2024

240,347
VISITORS

-0.4%
GROWTH

City	APO Code	YTD 2025	Mkt Share	YTD 2024	Mkt Share	25 vs 24
JFK NY	JFK	34,049	14.2%	34,456	14.3%	-1.2%
Boston	BOS	32,766	13.6%	30,352	12.6%	8.0%
Newark	EWR	22,730	9.5%	26,878	11.1%	-15.4%
Miami	MIA	16,435	6.8%	17,708	7.3%	-7.2%
Toronto	YYZ	15,932	6.6%	15,727	6.5%	1.3%
Atlanta	ATL	15,162	6.3%	14,768	6.1%	2.7%
Charlotte	CLT	13,806	5.7%	14,928	6.2%	-7.5%
Panama City	PTY	10,712	4.5%	9,520	3.9%	12.5%
Bogota	BOG	10,682	4.4%	11,528	4.8%	-7.3%
Philadelphia	PHL	10,034	4.2%	10,373	4.3%	-3.3%
Amsterdam	AMS	7,638	3.2%	7,481	3.1%	2.1%
Orlando	MCO	7,318	3.0%	7,873	3.3%	-7.0%
Lima, Peru	LIM	5,487	2.3%	3,261	1.4%	68.3%
Curacao	CUR	5,435	2.3%	5,720	2.4%	-5.0%
G.Bush DC	IAD	5,288	2.2%	4,817	2.0%	9.8%
Minneapolis St. Paul Inter Airp	MSP	4,486	1.9%	1,390	0.6%	222.7%
Chicago	ORD	3,821	1.6%	4,549	1.9%	-16.0%
Fort Lauderdale	FLL	3,346	1.4%	7,183	3.0%	-53.4%
Sao Paulo	GRU	2,899	1.2%	9	0.0%	32111.1%
Medellin	MDE	2,645	1.1%	2,122	0.9%	24.6%
Baltimore	BWI	1,991	0.8%	2,649	1.1%	-24.8%
Sint Maarten	SXM	1644	0.7%	951	0.4%	72.9%
Houston International	IAH	1,142	0.5%	873	0.4%	30.8%
Colombia, Rafael Nuñez Int. Airport	CTG	721	0.3%	461	0.2%	56.4%
Cali, Alfonso Bonilla Aragon	CLO	668	0.3%	804	0.3%	-16.9%
	Others	3,510	1.5%	4,962	2.1%	-29.3%
Total		240,347	100.0%	241,343	100.0%	-0.4%



CRUISE COMPARISON

One happy island ✦ [ARUBA.COM](https://www.aruba.com)



CRUISE YTD FEBRUARY 2025 / 2024



2024



CRUISE PAX
251,760

CRUISE CALLS
97



2025



CRUISE PAX
235,182

-6.6%

CRUISE CALLS
94

-3.09%

ABSOLUTE GROWTH PAX YTD FEBRUARY

-16,758
-6.6%

ABSOLUTE GROWTH CALLS YTD FEBRUARY

-3
-3.09%

FEBRUARY RESULT 2025

NORTH AMERICA



94,029

81.4%

SOUTH AMERICA



14,162

12.3%

EUROPE



5,245

4.5%

OTHERS



2,124

1.8%

TOTAL ARRIVALS

115,560

100%



ARRIVALS

FEBRUARY 2025 / 2024

115,560
ARRIVALS

-5.4%
GROWTH

	2024	Growth		2025	% Growth	Marketshare 2024	Marketshare 2025
USA	91,636	-6,380		85,256	-7.0%	75.0%	73.8%
Canada	9,253	-480		8,773	-5.2%	7.6%	7.6%
NA	100,889	-6,860		94,029	-6.8%	82.6%	81.4%
Venezuela	192	-6		186	-3.1%	0.2%	0.2%
Colombia	3,523	-689		2,834	-19.6%	2.9%	2.5%
Brazil	1,144		1,315	2,459	114.9%	0.9%	2.1%
Argentina	2,058		1,250	3,308	60.7%	1.7%	2.9%
Chile	1,214		288	1,502	23.7%	1.0%	1.3%
Ecuador	906	-310		596	-34.2%	0.7%	0.5%
Peru	1,829		81	1,910	4.4%	1.5%	1.7%
Paraguay	88		34	122	38.6%	0.1%	0.1%
Uruguay	154		62	216	40.3%	0.1%	0.2%
Mexico	197	-23		174	-11.7%	0.2%	0.2%
Others	1,057	-202		855	-19.1%	0.9%	0.7%
SA	12,362		1,800	14,162	14.6%	10.1%	12.3%
Netherlands	3,377	-474		2,903	-14.0%	2.8%	2.5%
UK	632	-228		404	-36.1%	0.5%	0.3%
Germany	362	-62		300	-17.1%	0.3%	0.3%
Italy	328	-116		212	-35.4%	0.3%	0.2%
Sweden	112	-14		98	-12.5%	0.1%	0.1%
Belgium	168	-25		143	-14.9%	0.1%	0.1%
Austria	64	-1		63	-1.6%	0.1%	0.1%
Switzerland	220	-82		138	-37.3%	0.2%	0.1%
Others	874		110	984	12.6%	0.7%	0.9%
Europe	6,137	-892		5,245	-14.5%	5.0%	4.5%
ROW	2,761	-637		2,124	-23.1%	2.3%	1.8%
Total	122,149	-6,589		115,560	-5.4%		
W/O Ven.	121,957	-6,583		115,374	-5.4%		



ARRIVALS USA

FEBRUARY 2025 / 2024

85,256
ARRIVALS

-7.0%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
New York	19,974	-805	19,169	-4.0%	21.8%	22.5%
Massachusetts	13,490	-996	12,494	-7.4%	14.7%	14.7%
New Jersey	9,200	-1,296	7,904	-14.1%	10.0%	9.3%
Pennsylvania	5,132	-558	4,574	-10.9%	5.6%	5.4%
Illinois	2,335	-222	2,113	-9.5%	2.5%	2.5%
Connecticut	3,221	-417	2,804	-12.9%	3.5%	3.3%
Florida	4,096	-934	3,162	-22.8%	4.5%	3.7%
Ohio	2,889	-523	2,366	-18.1%	3.2%	2.8%
Maryland	2,036	59	2,095	2.9%	2.2%	2.5%
Michigan	2,371	-310	2,061	-13.1%	2.6%	2.4%
Virginia	1,927	-62	1,865	-3.2%	2.1%	2.2%
Georgia	1,563	-26	1,537	-1.7%	1.7%	1.8%
North Carolina	2,149	-299	1,850	-13.9%	2.3%	2.2%
Texas	1,699	421	2,120	24.8%	1.9%	2.5%
California	1,364	-367	997	-26.9%	1.5%	1.2%
Other	18,190	-45	18,145	-0.2%	19.9%	21.3%
Total	91,636	-6,380	85,256	-7.0%		



NIGHTS FEBRUARY 2025 / 2024

823,853
NIGHTS

-8.3%
GROWTH

	2024		Growth	2025	% Growth	ALOS 2024	ALOS 2025
USA	632,757	-62,908		569,849	-9.9%	6.9	6.7
Canada	90,325	-8,846		81,479	-9.8%	9.8	9.3
NA	723,082	-71,754		651,328	-9.9%	7.2	6.9
Venezuela	2,332	-428		1,904	-18.4%	12.1	10.2
Colombia	22,010	-2,998		19,012	-13.6%	6.2	6.7
Brazil	6,511		8,263	14,774	126.9%	5.7	6.0
Argentina	18,273		9,735	28,008	53.3%	8.9	8.5
Chile	9,586		1,923	11,509	20.1%	7.9	7.7
Ecuador	3,982	-1,375		2,607	-34.5%	4.4	4.4
Peru	10,782	-89		10,693	-0.8%	5.9	5.6
Paraguay	525		284	809	54.1%	6.0	6.6
Uruguay	1,144		524	1,668	45.8%	7.4	7.7
Mexico	1,670		60	1,730	3.6%	8.5	9.9
Others	6,278	-1,384		4,894	-22.0%	5.9	5.7
SA	83,093		14,515	97,608	17.5%	6.7	6.9
Netherlands	48,875	-8,452		40,423	-17.3%	14.5	13.9
UK	6,120	-2,418		3,702	-39.5%	9.7	9.2
Germany	3,825	-429		3,396	-11.2%	10.6	11.3
Italy	3,186	-1,097		2,089	-34.4%	9.7	9.9
Sweden	1,332	-432		900	-32.4%	11.9	9.2
Belgium	3,368	-1,033		2,335	-30.7%	20.0	16.3
Austria	604		167	771	27.6%	9.4	12.2
Switzerland	2,041	-904		1,137	-44.3%	9.3	8.2
Others	7,654		590	8,244	7.7%	8.8	8.4
Europe	77,005	-14,008		62,997	-18.2%	12.5	12.0
ROW	15,084	-3,164		11,920	-21.0%	5.5	5.6
Total	898,264	-74,411		823,853	-8.3%	7.4	7.1



ACCOMMODATIONS

FEBRUARY 2025 / 2024

115,560
ARRIVALS

-5.4%
GROWTH

ARRIVALS BY ACCOMMODATION

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	33,115	-1,532 	31,583	-4.6%	 27.1%	 27.3%
All Inclusive	17,701	-1,836 	15,865	-10.4%	 14.5%	 13.7%
Timeshare	27,153	-1,920 	25,233	-7.1%	 22.2%	 21.8%
Others	44,180	-1,301 	42,879	-2.9%	 36.2%	 37.1%
Total	122,149	-6,589 	115,560	-5.4%		

NIGHTS BY ACCOMMODATION

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	191,534	-15,015 	176,519	-7.8%	 21.3%	 21.4%
All Inclusive	112,692	-13,995 	98,697	-12.4%	 12.5%	 12.0%
Timeshare	241,683	-30,197 	211,486	-12.5%	 26.9%	 25.7%
Others	352,355	-15,204 	337,151	-4.3%	 39.2%	 40.9%
Total	898,264	-74,411 	823,853	-8.3%		



VISITORS BY AGE

FEBRUARY 2025 / 2024

115,560
ARRIVALS

-5.4%
GROWTH

	2024	Growth	2025	% Growth
0 - 11	8,387	-180	8,207	-2.1%
12-19	7,356	207	7,563	2.8%
20 - 29	11,648	-1,512	10,136	-13.0%
30 - 39	18,366	-1,759	16,607	-9.6%
40 - 49	19,447	-921	18,526	-4.7%
50 - 59	23,523	-1,550	21,973	-6.6%
60 - 69	21,928	-849	21,079	-3.9%
70 +	11,484	-20	11,464	-0.2%
Not Stated	10	-5	5	-50.0%
Total	122,149	-6,589	115,560	-5.4%



GENERATIONS

FEBRUARY 2025 / 2024

115,560
ARRIVALS

-5.4%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
Gen A	6,638	-145	6,493	-2.2%	5.4%	5.6%
Gen Z	14,571	-430	14,141	-3.0%	11.9%	12.2%
Millennials	28,559	-2,881	25,678	-10.1%	23.4%	22.2%
Gen X	31,820		30,002	-5.7%	26.1%	26.0%
Baby Boomers	36,368		34,959	-3.9%	29.8%	30.3%
Silent Generations	4,183	99	4,282	2.4%	3.4%	3.7%
Age not specified	10	-5	5	-50.0%	0.0%	0.0%
Total	122,149	-6,589	115,560	-5.4%		



GENERATIONS

FEBRUARY 2025 / 2024

115,560
ARRIVALS

-5.4%
GROWTH

PURPOSE OF VISIT 2025

	2025	Market share 2025	2024	Market share 2024	% Growth
Sun,Sand,Sea	108,688	94.1%	105,272	86.2%	3.2%
Business	2,237	1.9%	2,455	2.0%	-8.9%
Conference	0	0.0%	791	0.6%	-100.0%
Honeymoon	787	0.7%	2,149	1.8%	-63.4%
Diving	0	0.0%	405	0.3%	-100.0%
Incentive	231	0.2%	1,139	0.9%	-79.7%
Meeting	0	0.0%	854	0.7%	-100.0%
Not specified	2,573	2.2%	7,275	6.0%	-64.6%
Shopping	0	0.0%	751	0.6%	-100.0%
Wedding	1,044	0.9%	1,058	0.9%	-1.3%
Total	115,560	100.0%	122,149	100.0%	-5.4%

CONVINCING REASONS FOR VISIT 2025

Reasons for Choice	2025	Market Share
Adventure activities	5,640	5%
Direct flights	5,548	5%
Ease /comfort	8,860	8%
Familiarity	9,912	9%
Family-friendly destination	27,257	24%
Not specified	163	0%
Other	16,715	14%
Outside hurricane belt	1,575	1%
Points redemption	2,069	2%
Reliable weather	21,038	18%
Word of mouth	16,137	14%
(blank)	646	1%
Total	115,560	100%



CARRIERS FEBRUARY 2025 / 2024

115,560
ARRIVALS

-5.4%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
JETBLUE	27,500	-3,991	23,509	-14.5%	22.5%	20.3%
AMERICAN AIRLINES	23,171	-2,731	20,440	-11.8%	19.0%	17.7%
DELTA AIRLINES	17,734	-221	17,513	-1.2%	14.5%	15.2%
UNITED AIRLINES	13,714	426	14,140	3.1%	11.2%	12.2%
COPA AIRLINES	4,679	398	5,077	8.5%	3.8%	4.4%
SOUTHWEST AIRLINES	5,448	-403	5,045	-7.4%	4.5%	4.4%
WESTJET AIRLINES	3,569	546	4,115	15.3%	2.9%	3.6%
AVIANCA	4,355	-489	3,866	-11.2%	3.6%	3.3%
KLM ROYAL DUTCH	2,622	371	2,993	14.1%	2.1%	2.6%
LATAM AIRLINES PERU	1,596	1,054	2,650	66.0%	1.3%	2.3%
AIR CANADA	2,423	57	2,480	2.4%	2.0%	2.1%
CHARTER	242	1,920	2,162	793.4%	0.2%	1.9%
SPIRIT AIRLINES	3,708	-2,224	1,484	-60.0%	3.0%	1.3%
DIVI DIVI AIR	1,580	-135	1,445	-8.5%	1.3%	1.3%
SUNWING AIRLINES	1,957	-692	1,265	-35.4%	1.6%	1.1%
WINGO	1,786	-546	1,240	-30.6%	1.5%	1.1%
SUN COUNTRY AIRLINES	1,044	114	1,158	10.9%	0.9%	1.0%
GOL	0	1,107	1,107	-	0.0%	1.0%
EZ AIR	920	-13	907	-1.4%	0.8%	0.8%
WINAIR	427	287	714	67.2%	0.3%	0.6%
TUI FLY NL	1,157	-463	694	-40.0%	0.9%	0.6%
PRIVATE	1,085	-447	638	-41.2%	0.9%	0.6%
SURINAM AIRWAYS	372	12	384	3.2%	0.3%	0.3%
BRITISH AIRWAYS	489	-201	288	-41.1%	0.4%	0.2%
ARAJET	169	-30	139	-17.8%	0.1%	0.1%
AIR CENTURY	65	-7	58	-10.8%	0.1%	0.1%
OTHERS	337	-288	49	-85.5%	0.3%	0.0%
Total	122,149	-6,589	115,560	-5.4%		



CARRIERS FEBRUARY 2025 / 2024

115,560
ARRIVALS

-5.4%
GROWTH

City	APO Code	YTD 2025	Mkt Share	YTD 2024	Mkt Share	25 vs 24
Boston	BOS	17,251	14.9%	16,758	13.7%	2.9%
JFK NY	JFK	16,774	14.5%	17,144	14.0%	-2.2%
Newark	EWR	10,651	9.2%	13,324	10.9%	-20.1%
Toronto	YYZ	7,860	6.8%	7,951	6.5%	-1.1%
Miami	MIA	7,697	6.7%	9,010	7.4%	-14.6%
Atlanta	ATL	7,421	6.4%	7,488	6.1%	-0.9%
Charlotte	CLT	6,836	5.9%	7,760	6.4%	-11.9%
Panama City	PTY	5,079	4.4%	4,687	3.8%	8.4%
Philadelphia	PHL	4,922	4.3%	5,306	4.3%	-7.2%
Bogota	BOG	4,625	4.0%	5,249	4.3%	-11.9%
Amsterdam	AMS	3,690	3.2%	3,783	3.1%	-2.5%
Orlando	MCO	3,551	3.1%	3,909	3.2%	-9.2%
Lima, Peru	LIM	2,650	2.3%	1,596	1.3%	66.0%
Curacao	CUR	2,423	2.1%	2,650	2.2%	-8.6%
Minneapolis St. Paul Inter Airp	MSP	2,361	2.0%	700	0.6%	237.3%
G.Bush DC	IAD	2,315	2.0%	2,504	2.0%	-7.5%
Chicago	ORD	1,636	1.4%	1,912	1.6%	-14.4%
Fort Lauderdale	FLL	1,523	1.3%	3,760	3.1%	-59.5%
Baltimore	BWI	1,494	1.3%	1,543	1.3%	-3.2%
Sao Paulo	GRU	1,107	1.0%	6	0.0%	18350.0%
Sint Maarten	SXM	716	0.6%	428	0.4%	67.3%
Houston International	IAH	500	0.4%	503	0.4%	-0.6%
Medellin	MDE	485	0.4%	894	0.7%	-45.7%
Johan A. Pengel Int Airport, Suriname	PBM	337	0.3%	346	0.3%	-2.6%
Dallas Fort Worth Int Airport	DFW	290	0.3%	281	0.2%	3.2%
	Others	1,366	1.2%	2,657	2.2%	-48.6%
Total		115,560	100.0%	122,149	100.0%	-5.4%



CRUISE COMPARISON



One happy island ✦ [ARUBA.COM](https://aruba.com)



CRUISE FEBRUARY 2025 / 2024



2024



CRUISE PAX

128,386

CRUISE CALLS

49



2025



CRUISE PAX

111,675

-13.02%

CRUISE CALLS

44

-10.2%

ABSOLUTE GROWTH PAX FEBRUARY

-16,711

-13.02%

ABSOLUTE GROWTH CALLS FEBRUARY

-5

-10.2%

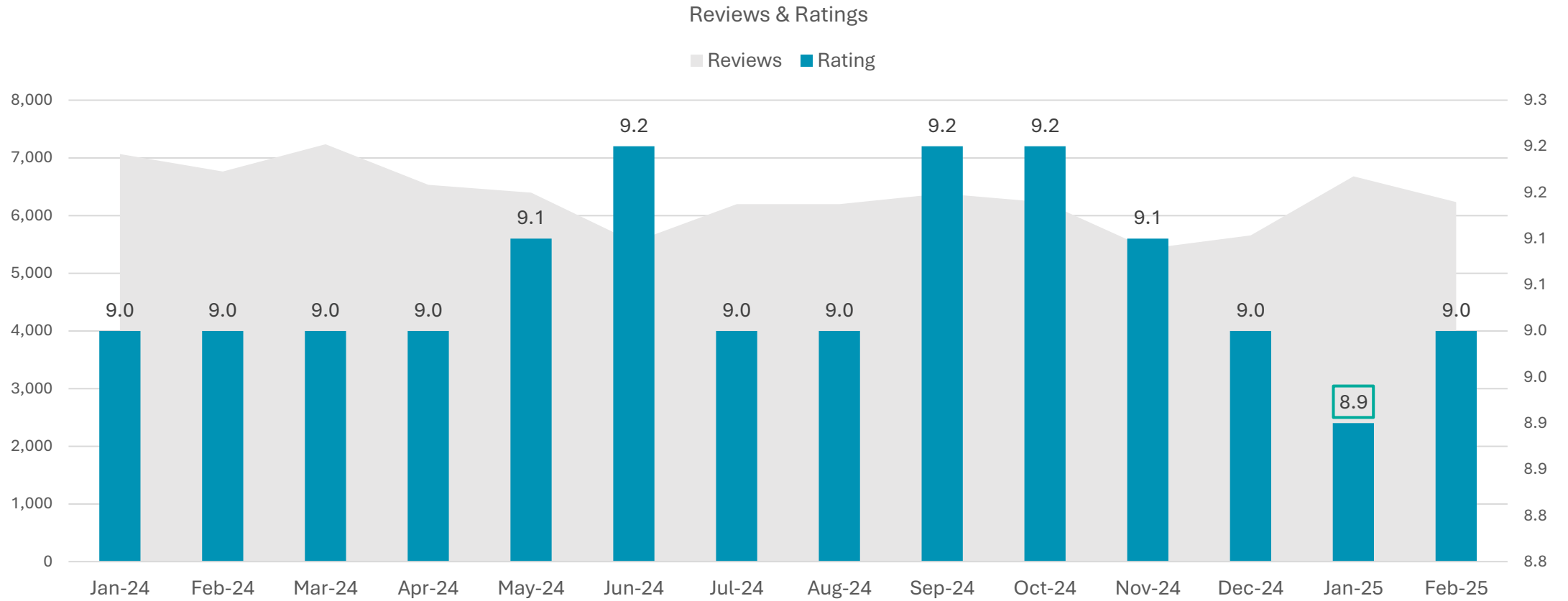


GUEST SATISFACTION



GUEST EXPERIENCE INDEX (GEI)

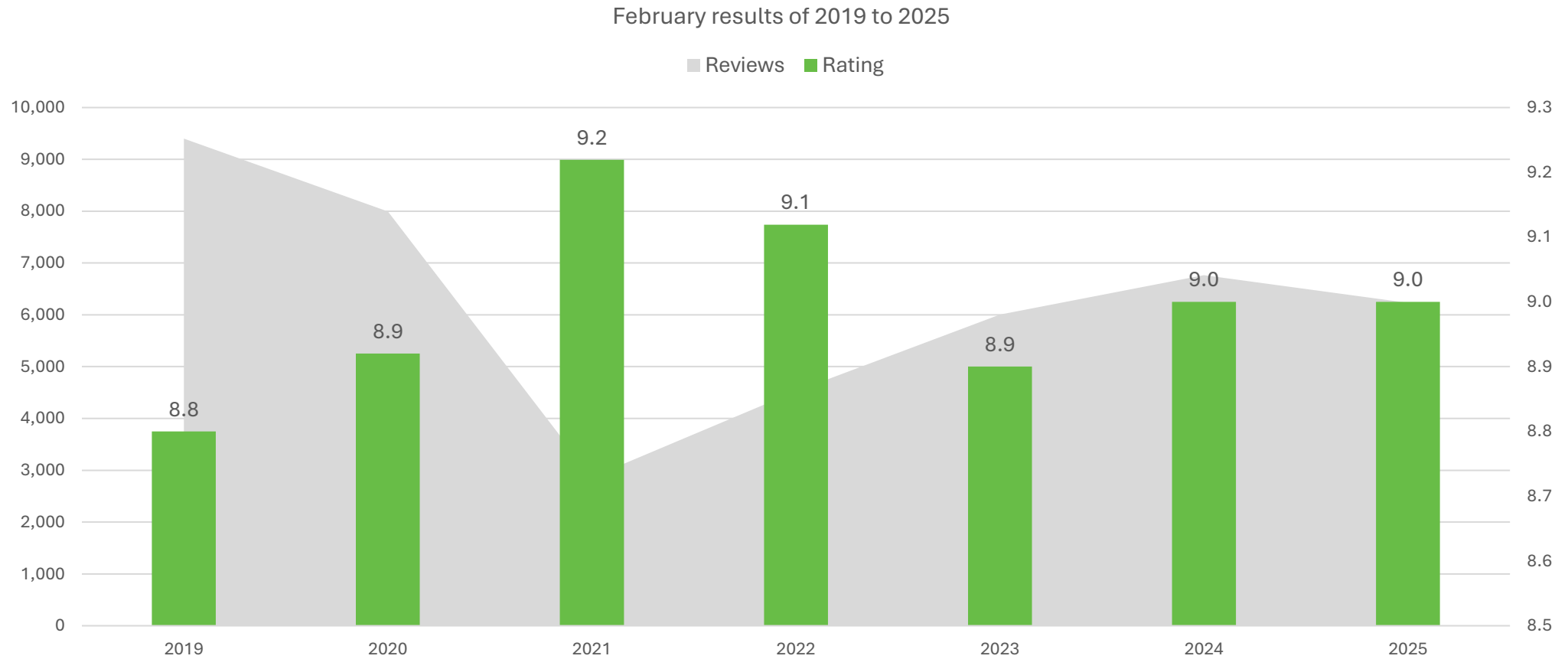
Monthly results





GUEST EXPERIENCE INDEX (GEI)

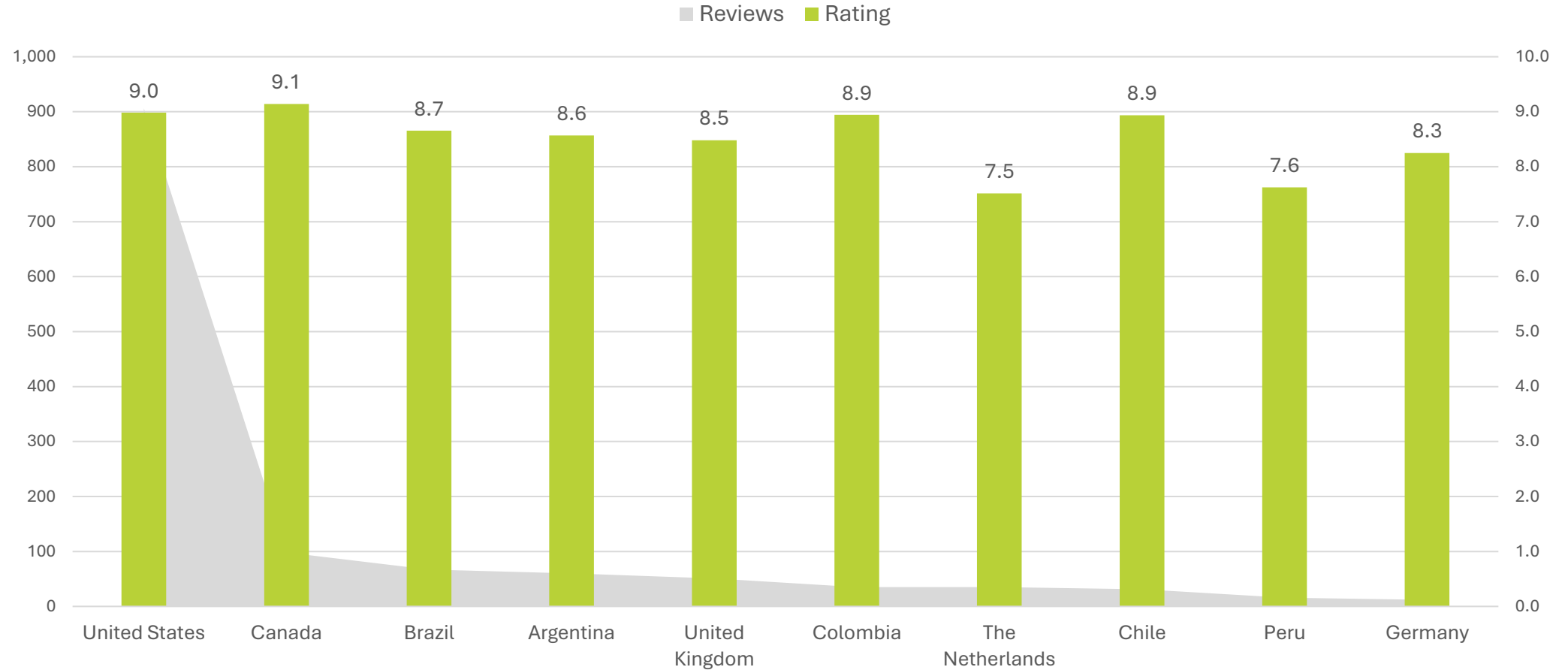
February results 2019 - 2025





GEI FEBRUARY 2025

Results by market





GEI FEBRUARY 2025

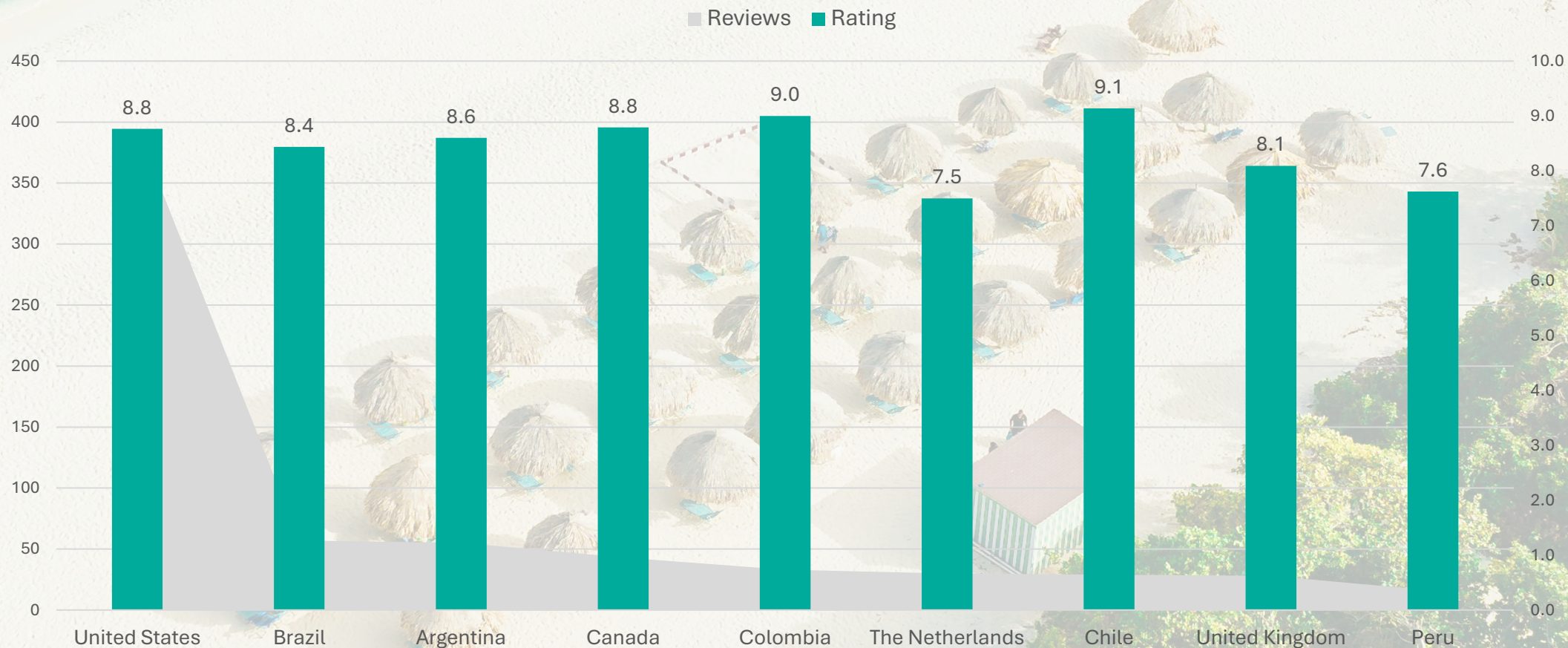
Results by Category

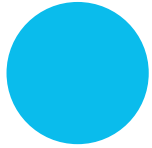




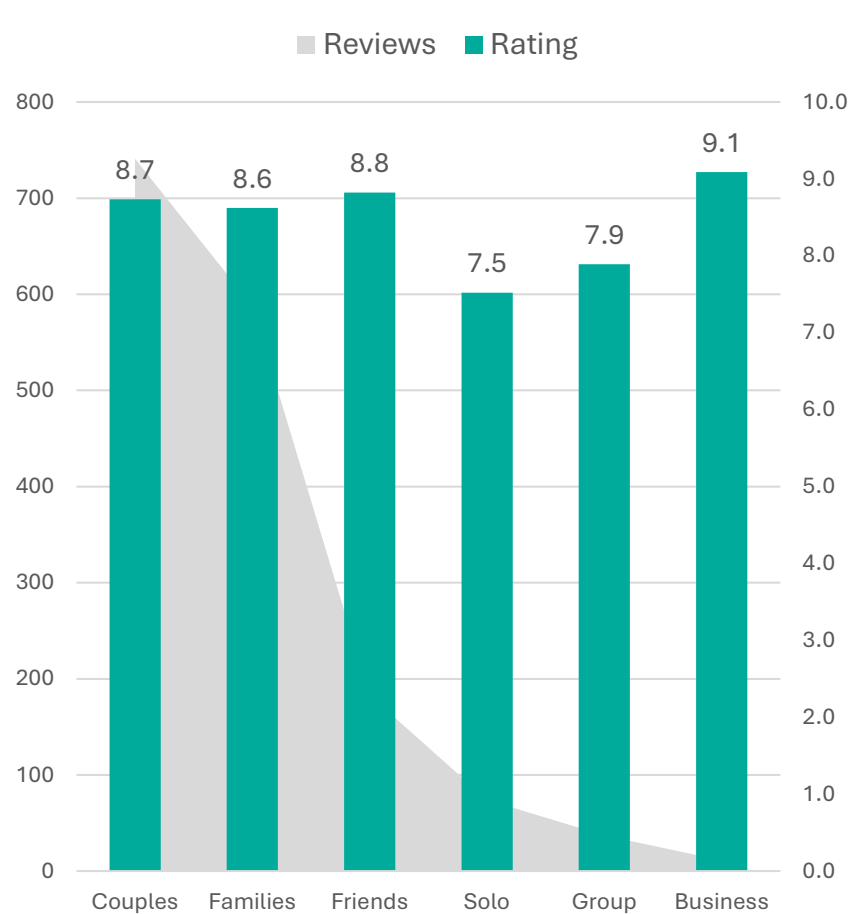
ACCOMMODATION GEI FEBRUARY 2025

Results by market





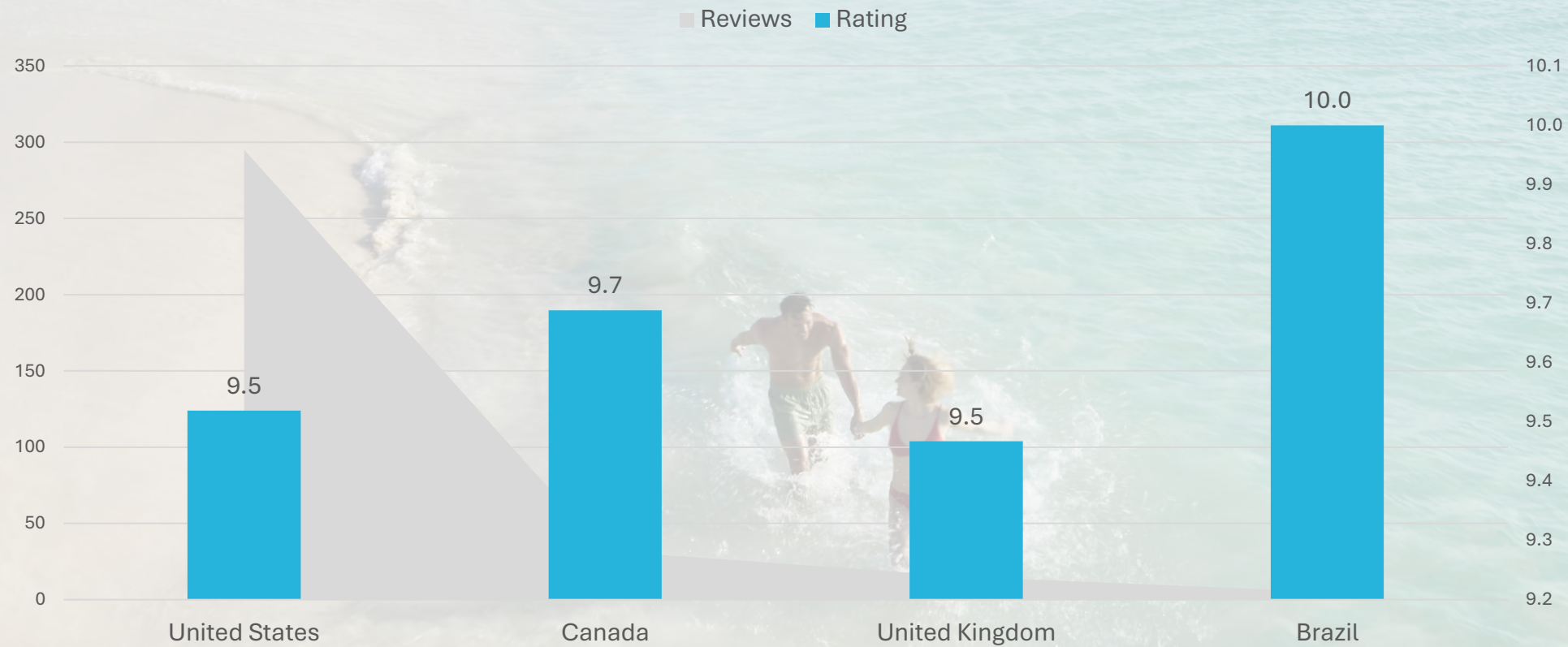
ACCOMMODATION GEI FEBRUARY 2025

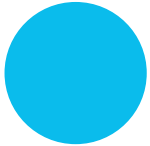




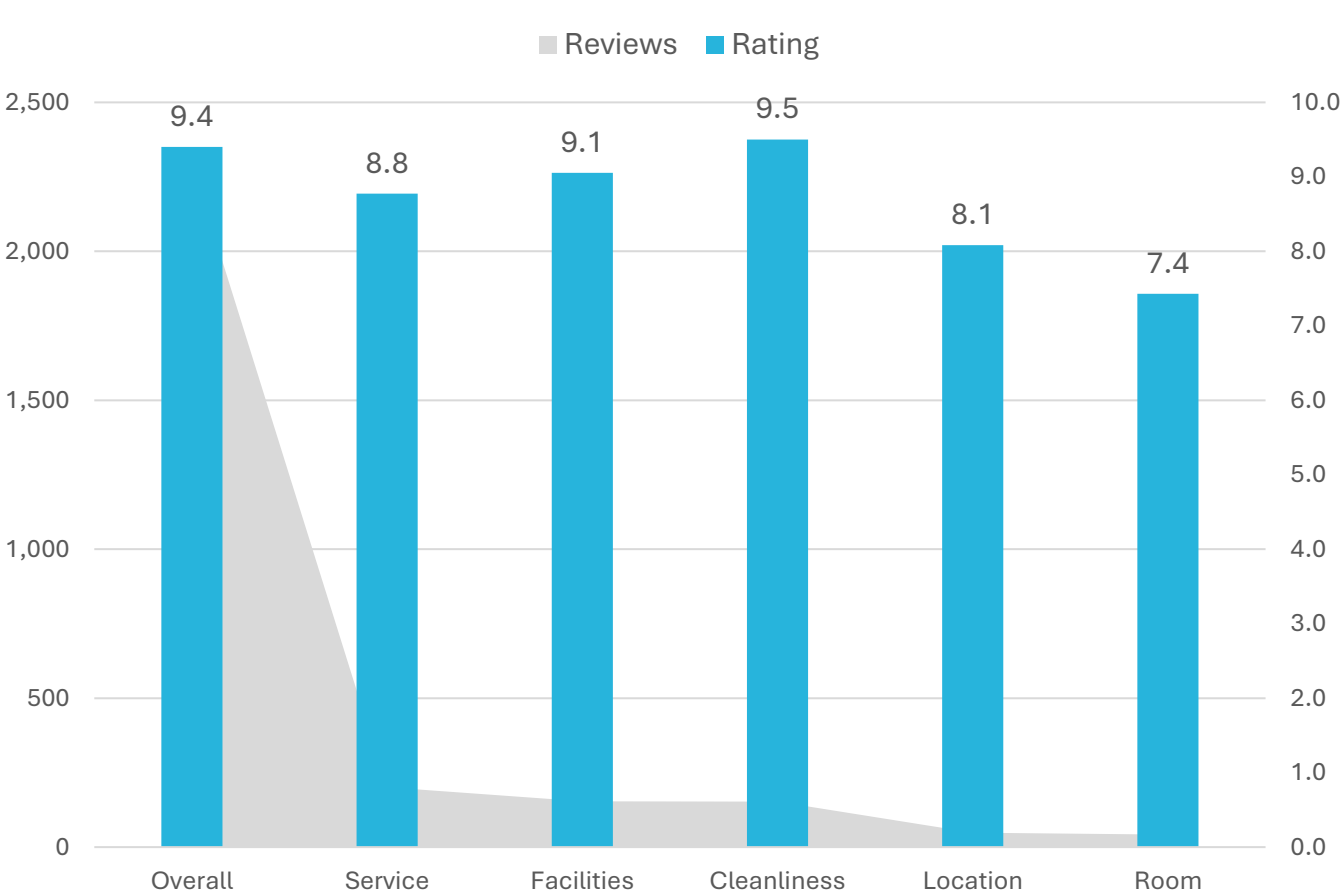
ATTRACTIONS GEI FEBRUARY 2025

Results by market

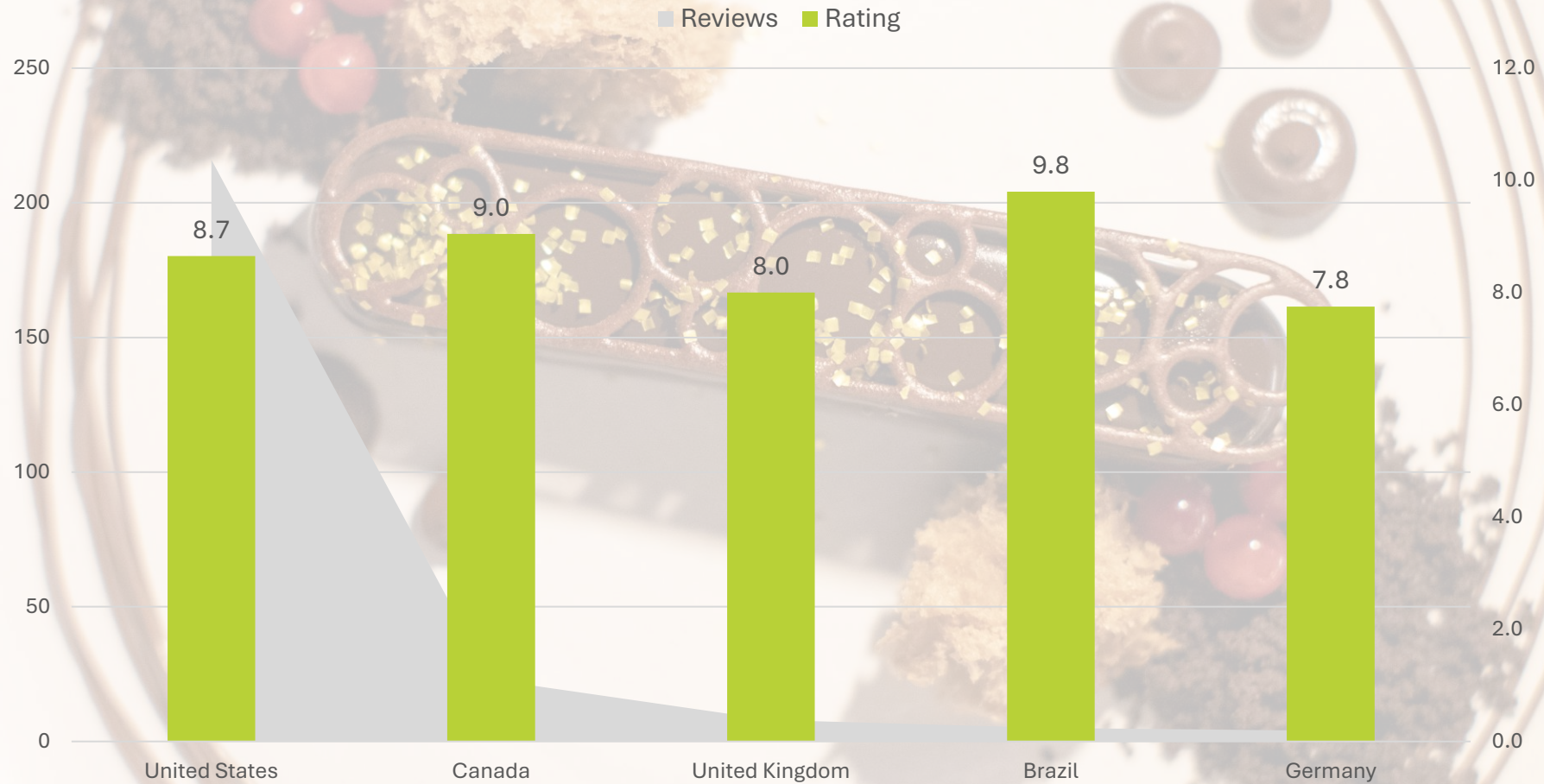




ATTRACTIONS GEI FEBRUARY 2025

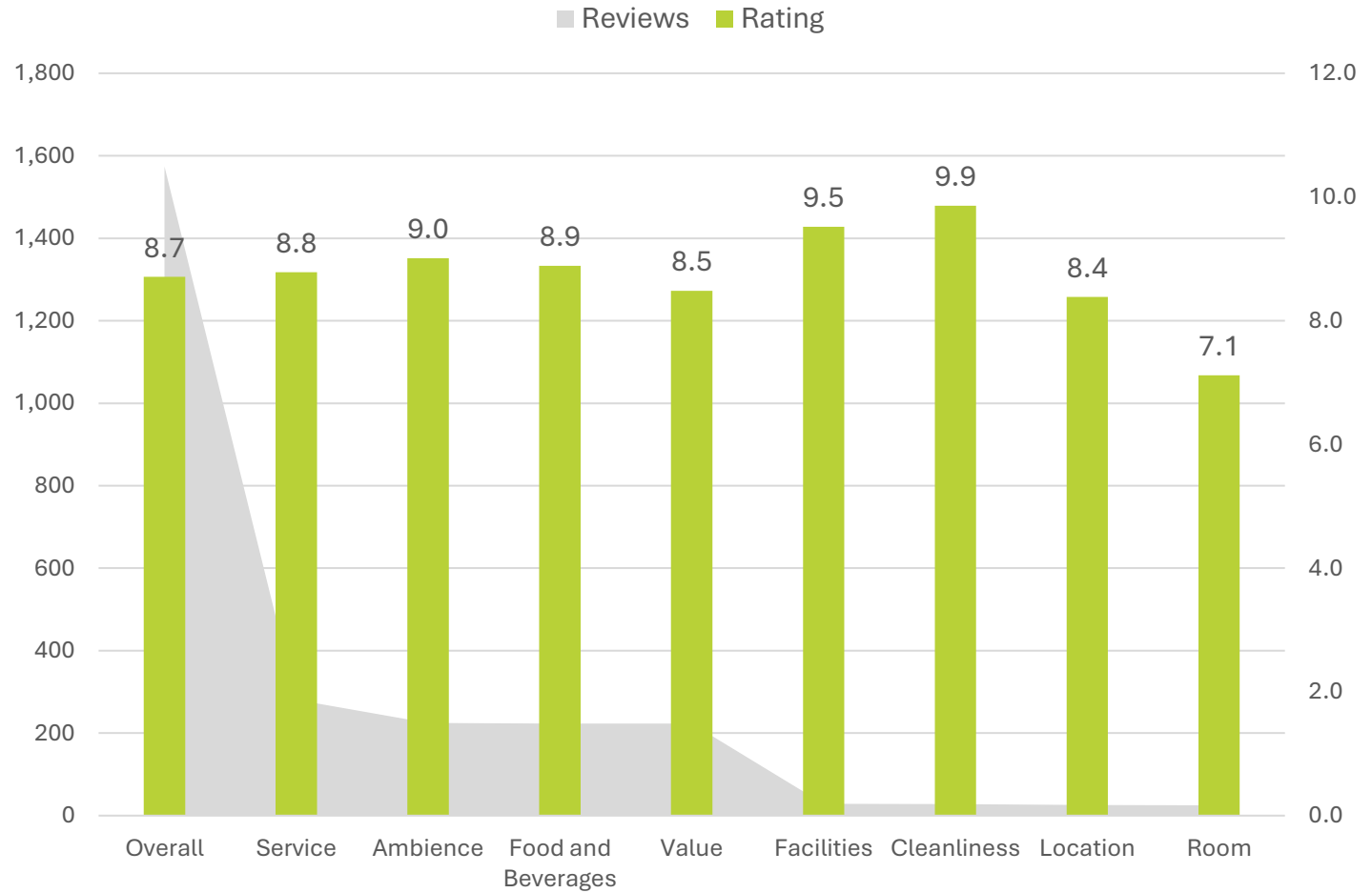
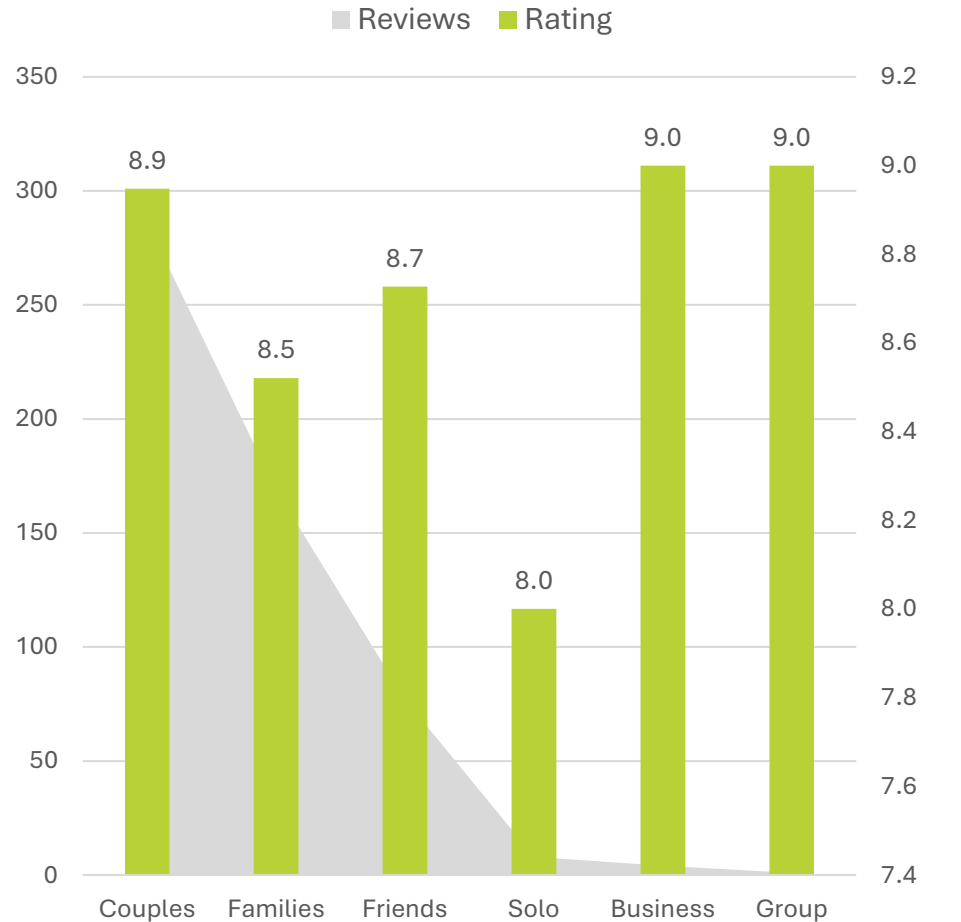


RESTAURANT GEI FEBRUARY 2025





RESTAURANT GEI FEBRUARY 2025



VACATIONS RENTALS

 **Transparent**
an OTA INSIGHT company

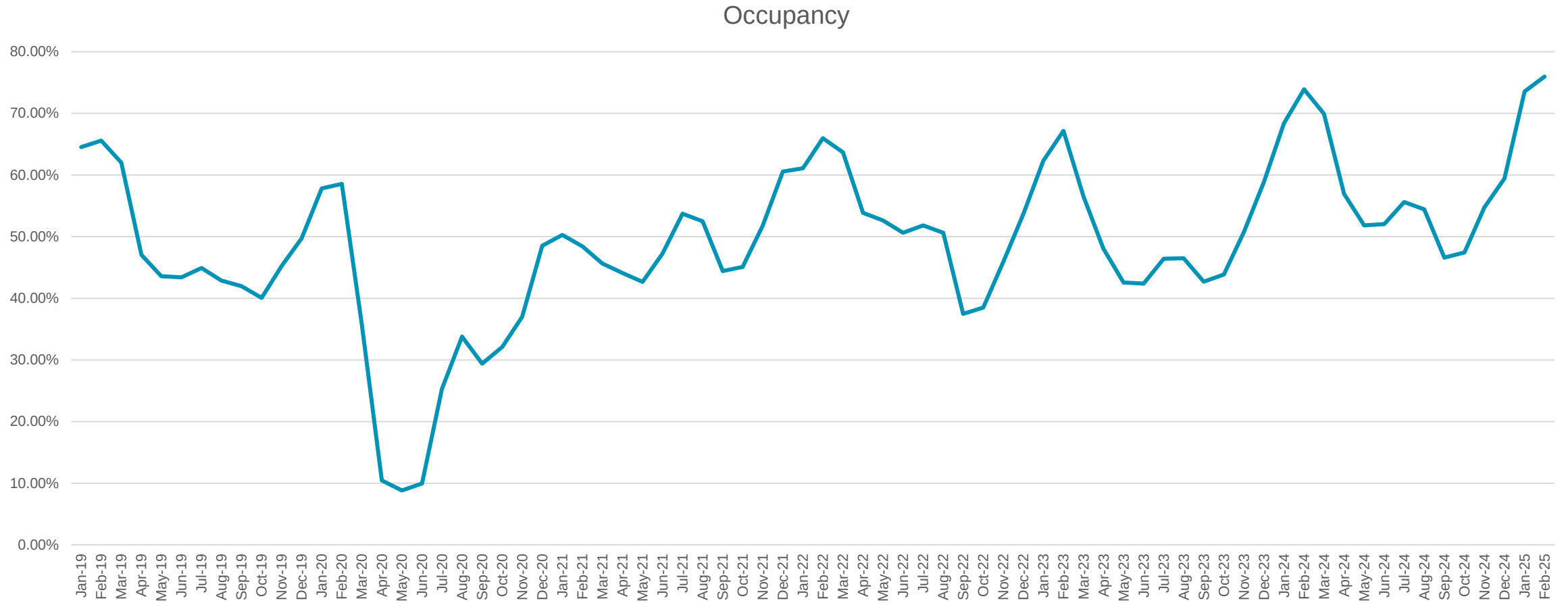
INTRODUCTION

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



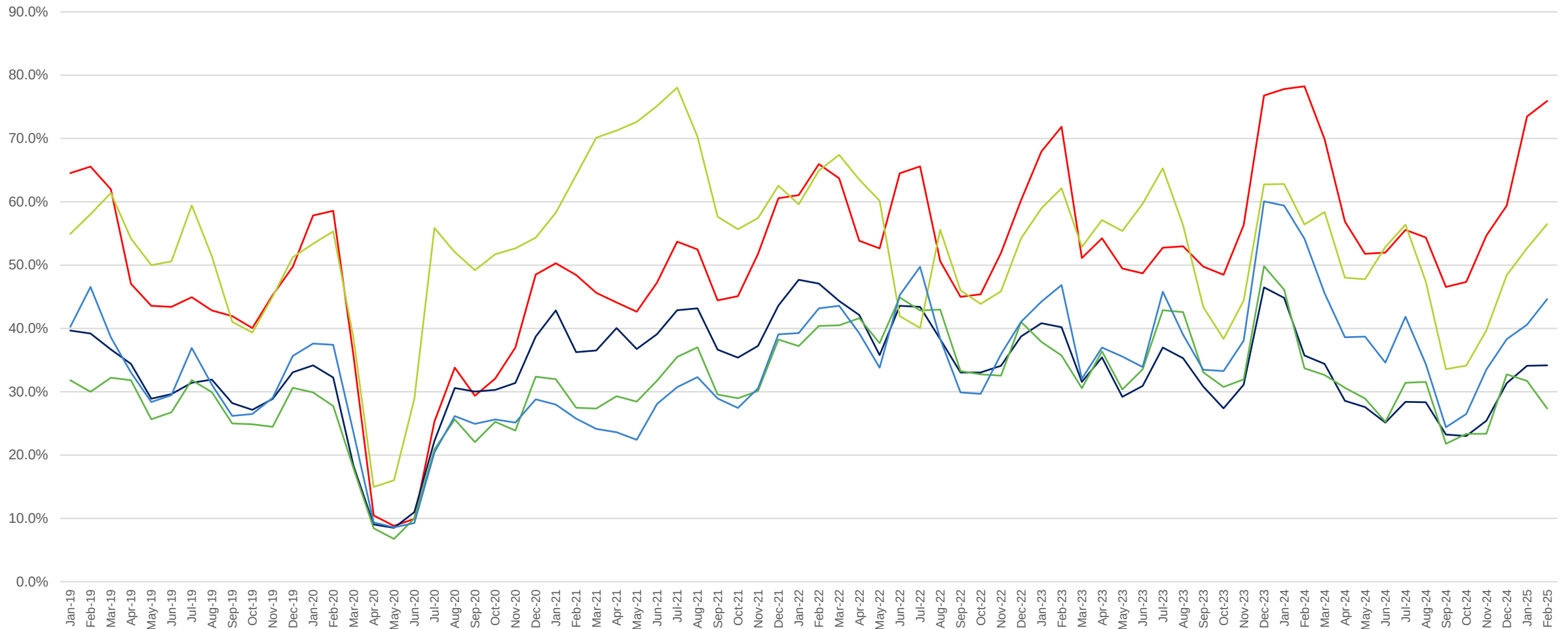
OCCUPANCY

FEB 2024 Occupancy: 74% | FEB 2025 Occupancy: 76%



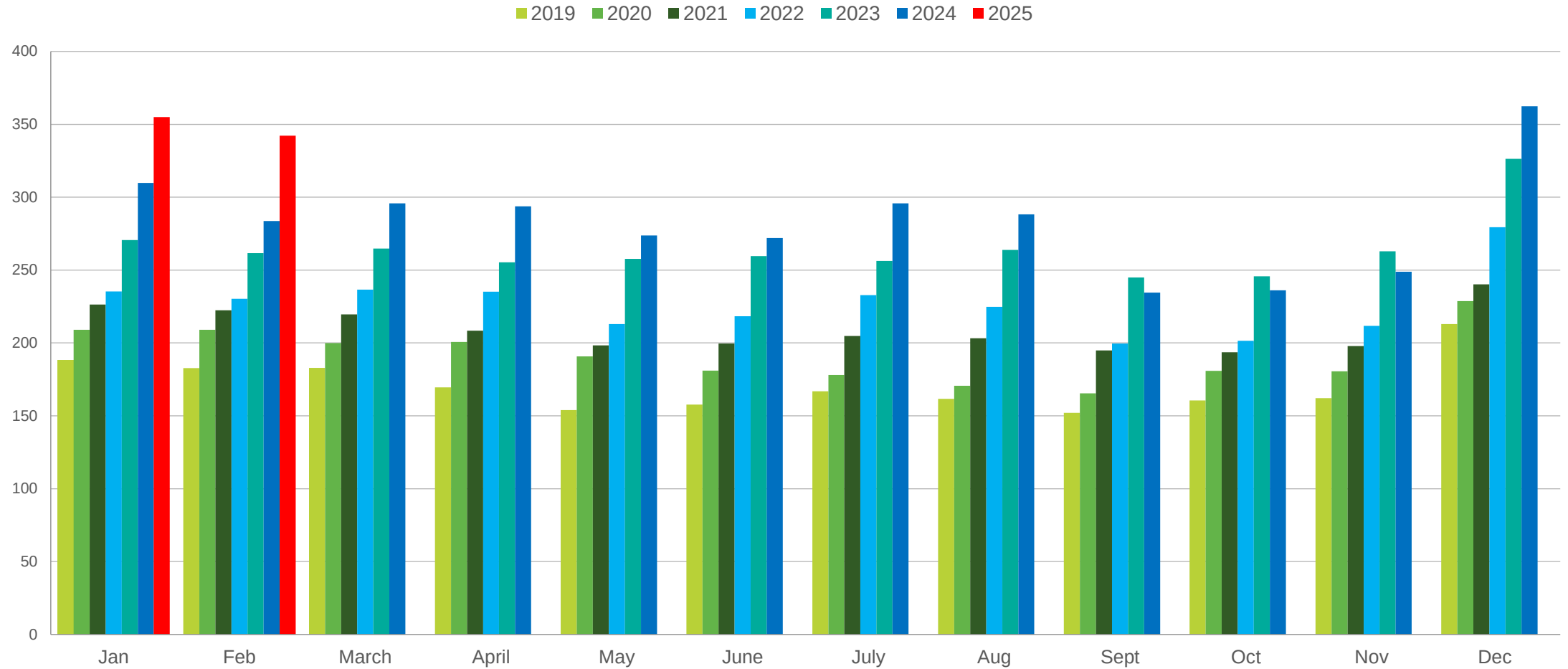
OCCUPANCY BENCHMARK

— Aruba — DR — Jamaica — Puerto Rico — Saint Lucia

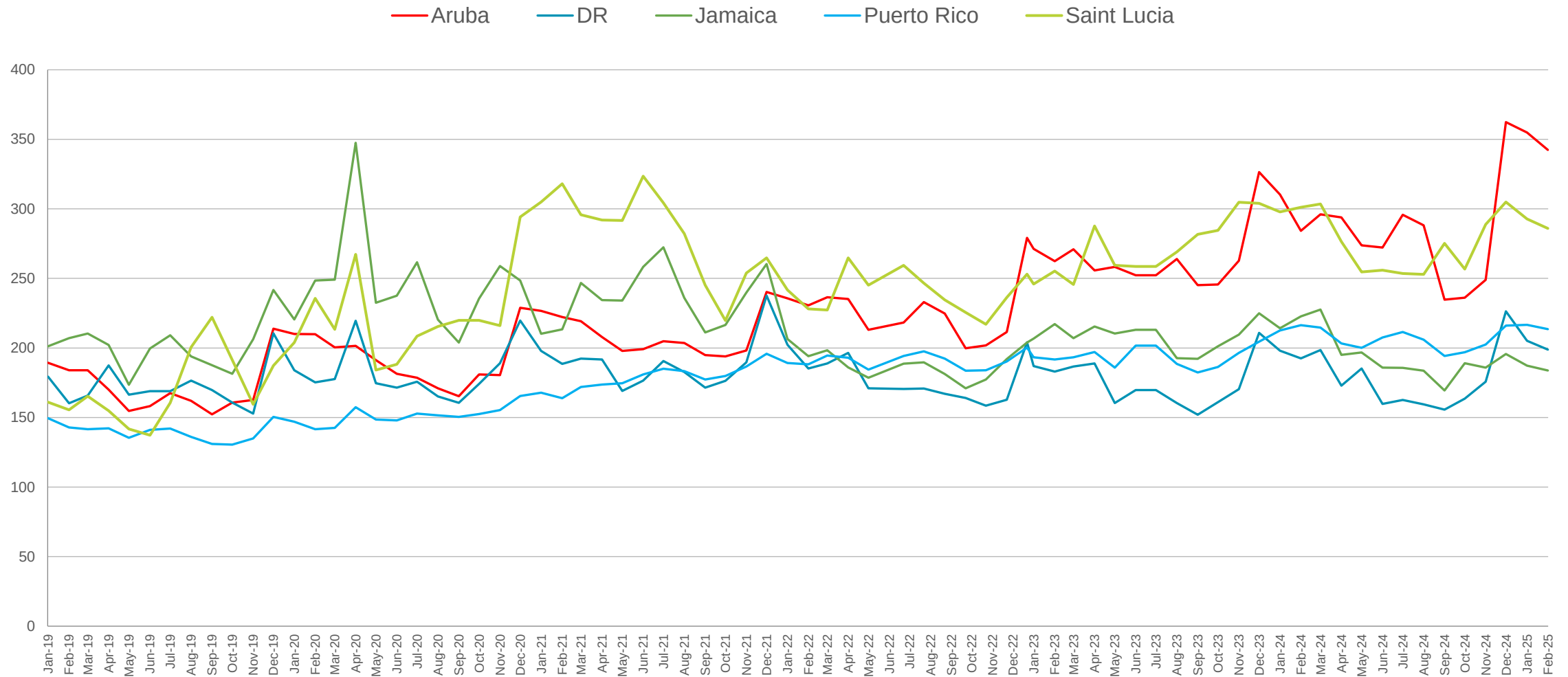


ADR

FEB 2024 ADR: \$284 | FEB 2025 ADR: \$342

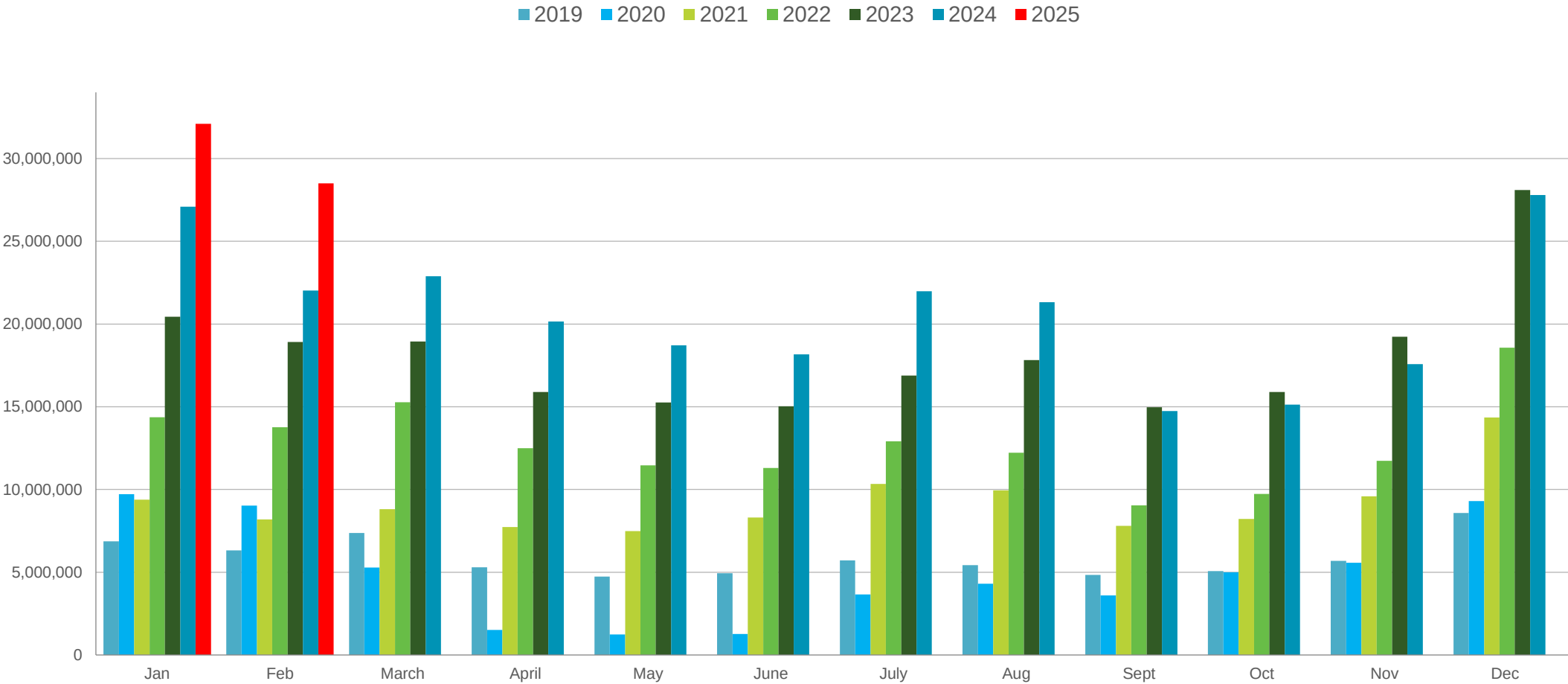


ADR BENCHMARK



REVENUE

Total Revenue FEB 2024: USD\$ 22,017,453 | Total Revenue FEB 2025: USD\$ 28,499,004



T I D B I T S

Caribbean Tourism Organization

2024





Tourist (Stop-over) Arrivals in 2024

Destination	Period	Tourist Arrivals	% Change		
			Overall	Winter#	Summer#
Anguilla	Jan-Oct	89,092	17.3	11.2	25.0
Antigua & Barbuda *	Jan-Dec	330,530	17.3	9.0	23.0
Aruba	Jan-Dec	1,419,594	12.6	18.7	9.6
Bahamas ^P	Jan-Dec	1,869,110	-0.2	4.3	-2.7
Barbados	Jan-Dec	704,340	10.7	15.7	7.5
Belize	Jan-Nov	502,008	22.8	25.6	20.4
Bermuda *	Jan-Dec	203,079	9.6	7.0	10.3
British Virgin Islands	Jan-Dec	305,876	16.7	20.4	14.2
Cayman Islands	Jan-Dec	437,842	2.0	8.6	-1.9
Cuba ***	Jan-Dec	2,203,117	-9.6	4.1	-18.9
Curacao	Jan-Dec	700,545	20.3	31.2	15.2
Dominica ^P	Jan-Dec	83,976	12.5	19.4	9.3
Dominican Republic *	Jan-Dec	8,535,743	5.9	10.2	3.7
Grenada	Jan-Dec	194,914	9.5	23.2	2.3
Guyana	Jan-Dec	371,271	16.3	12.4	18.1
Jamaica	Jan-Dec	2,900,358	-0.5	3.3	-2.5
Martinique ^P	Jan-Nov	512,682	2.6	-5.6	11.4
Montserrat	Jan-Jun	5,191	29.4	32.2	18.7
Puerto Rico **	Jan-Jun	1,038,409	3.2	5.2	-0.5
Saint Lucia	Jan-Dec	435,659	14.4	10.7	16.6
St. Kitts & Nevis ^	Jan-Feb	21,000	13.6	13.6	-
St. Maarten *	Jan-Dec	473,132	19.8	3.4	31.1
St. Vincent & the G'dines	Jan-Dec	102,766	27.2	24.5	28.7
Trinidad & Tobago ***	Jan-Dec	333,716	8.0	7.5	8.3
Turks & Caicos Islands *	Jan-Dec	734,308	10.8	10.7	10.8
US Virgin Islands	Jan-Dec	908,722	16.2	25.2	10.8

* Non-Resident Air Arrivals ** Non-Resident Hotel registrations only *** Air Arrivals by Nationality

^P Preliminary figures ^R Revised # Winter - Jan to Apr; Summer - May to Dec ^ Excludes data from Vance M. Amory Int'l Airport in Nevis.

N.B: Figures are subject to revision by reporting countries.

SOURCE - Data supplied by member countries and available as at March 11, 2025



Tourist Arrivals by Main Market – 2024

Destination	Period	United States		Canada		Europe		Other	
		Tourists	% ch.	Tourists	% ch.	Tourists	% ch.	Tourists	% ch.
Anguilla	Jan-Oct	61,679	20.6	3,655	16.8	9,134	-2.6	14,624	19.0
Antigua & Barbuda *	Jan-Dec	173,430	26.4	30,913	7.4	84,275	5.4	41,912	16.3
Aruba	Jan-Dec	1,061,762	11.3	70,679	11.7	69,003	-7.0	218,150	29.0
Bahamas P	Jan-Dec	1,571,892	-3.6	121,263	50.3	96,870	18.4	79,085	-0.3
Barbados	Jan-Dec	228,128	29.2	87,142	13.0	266,868	-1.9	122,202	10.5
Belize	Jan-Nov	345,282	25.8	29,672	30.1	48,903	3.1	78,151	21.5
Bermuda *	Jan-Dec	152,114	14.1	16,189	-2.2	24,022	-3.6	10,754	1.3
Cayman Islands	Jan-Dec	360,439	1.4	30,077	5.3	21,134	6.2	26,192	2.9
Cuba ***	Jan-Dec	142,450	-10.4	860,877	-8.1	430,915	-13.9	768,875	-8.6
Curacao	Jan-Dec	178,260	26.3	34,904	8.2	294,644	19.0	192,737	19.5
Dominica P	Jan-Dec	16,760	34.0	2,115	13.1	15,913	20.5	49,188	4.6
Dominican Republic *	Jan-Dec	2,766,839	7.3	974,276	9.0	1,099,983	-3.6	3,694,645	7.2
Grenada	Jan-Dec	106,795	11.6	18,844	4.5	35,323	4.6	33,952	11.4
Guyana	Jan-Dec	168,349	12.3	29,811	5.4	21,728	4.4	151,383	25.9
Jamaica	Jan-Dec	2,066,463	-4.1	399,833	6.2	297,382	9.2	136,680	20.8
Montserrat	Jan-Jun	1,495	26.2	244	-25.2	2,040	33.4	1,412	45.4
Saint Lucia	Jan-Dec	247,191	20.2	35,709	-1.3	92,338	4.8	60,421	18.9
St. Kitts & Nevis ^	Jan-Feb	14,236	14.9	1,514	-7.1	1,994	-7.6	3,256	41.6
St. Maarten *	Jan-Dec	270,317	20.7	47,653	21.6	111,922	16.9	43,240	19.7
St. Vincent & the G'dines	Jan-Dec	43,469	41.5	12,116	12.0	21,458	19.9	25,723	20.6
Trinidad & Tobago ***	Jan-Dec	164,389	10.0	36,883	1.4	48,651	8.2	83,793	7.2
Turks & Caicos Islands *	Jan-Dec	590,042	12.3	48,840	-0.4	15,161	36.2	80,265	4.4

* Non-Resident Air Arrivals ** Non-Resident Hotel registrations only *** Air Arrivals by Nationality

1 Some European countries are included in Other P Preliminary figures R Revised ^ Excludes data from Vance M. Amory Int'l Airport in Nevis.

N.B USVI reported figures in this table are Hotel Registrations whereas their reported Stay Over totals are Air Arrivals.

N.B: Figures are subject to revision by reporting countries.

SOURCE - Data supplied by member countries and available as at March 11, 2025



Cruise Visits - 2024 & 2023

Destination	Period	2024	2023	% Ch.
Antigua & Barbuda	Jan-Dec	807,939	654,772	23.4
Aruba	Jan-Dec	897,274	817,670	9.7
Bahamas	Jan-Dec	9,352,783	7,773,253	20.3
Barbados	Jan-Dec	621,878	441,677	40.8
Belize	Jan-Dec	894,405	903,977	-1.1
Bermuda	Jan-Dec	536,019	525,413	2.0
British Virgin Islands	Jan-Dec	768,293	719,519	6.8
Cayman Islands	Jan-Dec	1,076,875	1,264,848	-14.9
Cozumel (Mexico)	Jan-Dec	4,623,000	4,089,054	13.1
Curacao	Jan-Dec	834,922	710,769	17.5
Dominica	Jan-Dec	336,298	314,503	6.9
Dominican Republic	Jan-Dec	2,623,641	2,259,292	16.1
Grenada	Jan-Dec	314,131	305,629	2.8
Jamaica	Jan-Dec	1,253,297	1,265,586	-1.0
Martinique	Jan-Dec	266,942	290,419	-8.1
Puerto Rico	Jan-Dec	1,411,116	1,314,967	7.3
Saint Lucia	Jan-Dec	723,500	614,982	17.6
St. Kitts & Nevis	Jan-Dec	766,148	756,903	1.2
St. Maarten	Jan-Dec	1,374,362	1,318,177	4.3
St. Vincent & the G'dines	Jan-Dec	245,086	253,881	-3.5
Trinidad & Tobago	Jan-Dec	119,193	139,582	-14.6
Turks & Caicos Islands	Jan-Dec	1,225,255	939,028	30.5
US Virgin Islands	Jan-Dec	1,700,161	1,613,554	5.4

N.B: Figures are subject to revision by reporting countries ^P Preliminary figures

SOURCE - Data supplied by member countries and available as at March 11, 2025.



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Thank You

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Or

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