

2024

# Europe Profile



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# World Map

2024

## Canada

Market share

## Europe

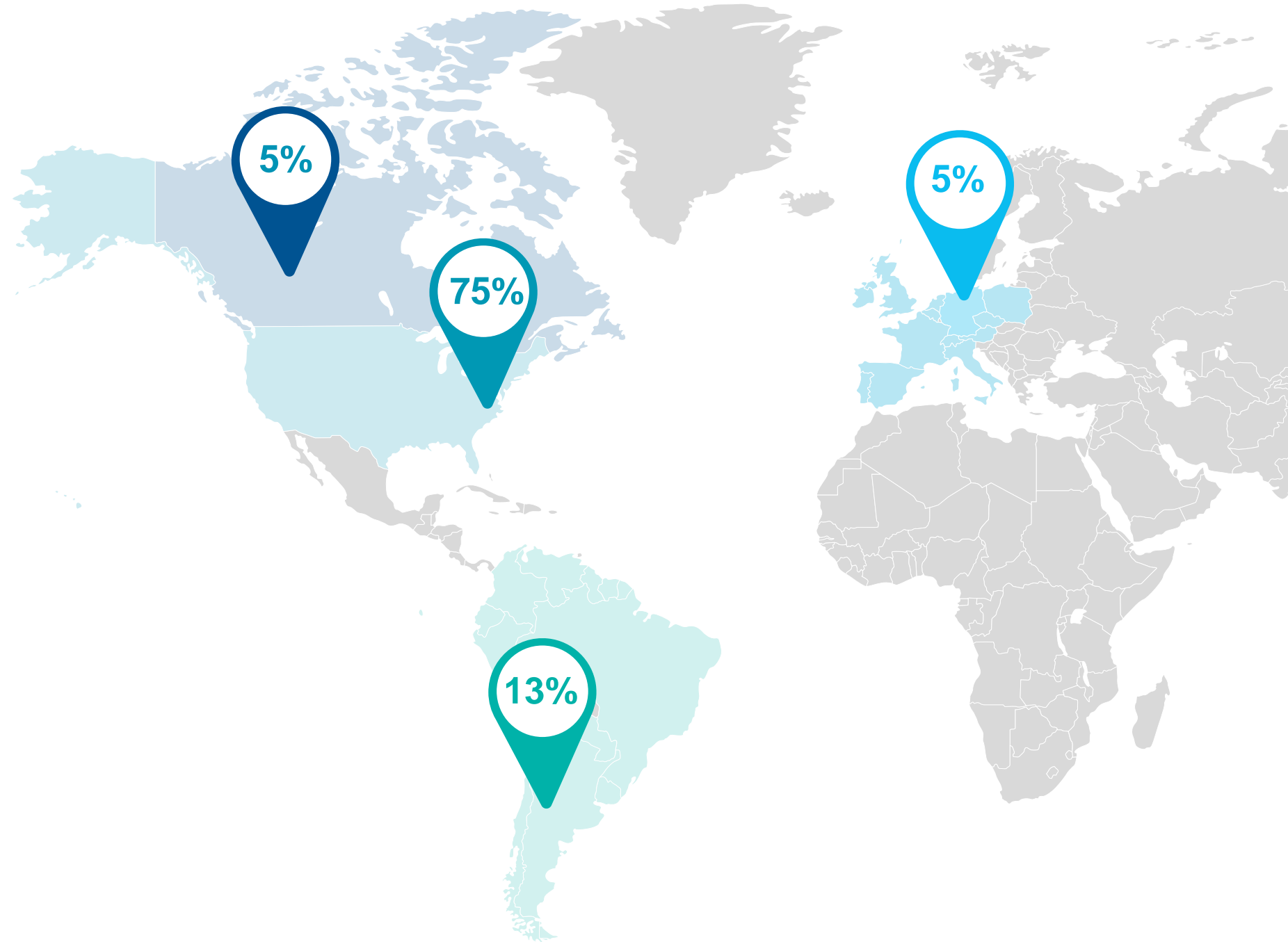
Market share

## United States

Market share

## Latam

Market share



# Europe 2024

## Overview

### Europe Arrivals



69,340

-6.5%

(COMPARED TO 2023)

01

### Europe Nights



822,580

-8.4%

(COMPARED TO 2023)

02

### Top 5 European Countries Market Shares



5%

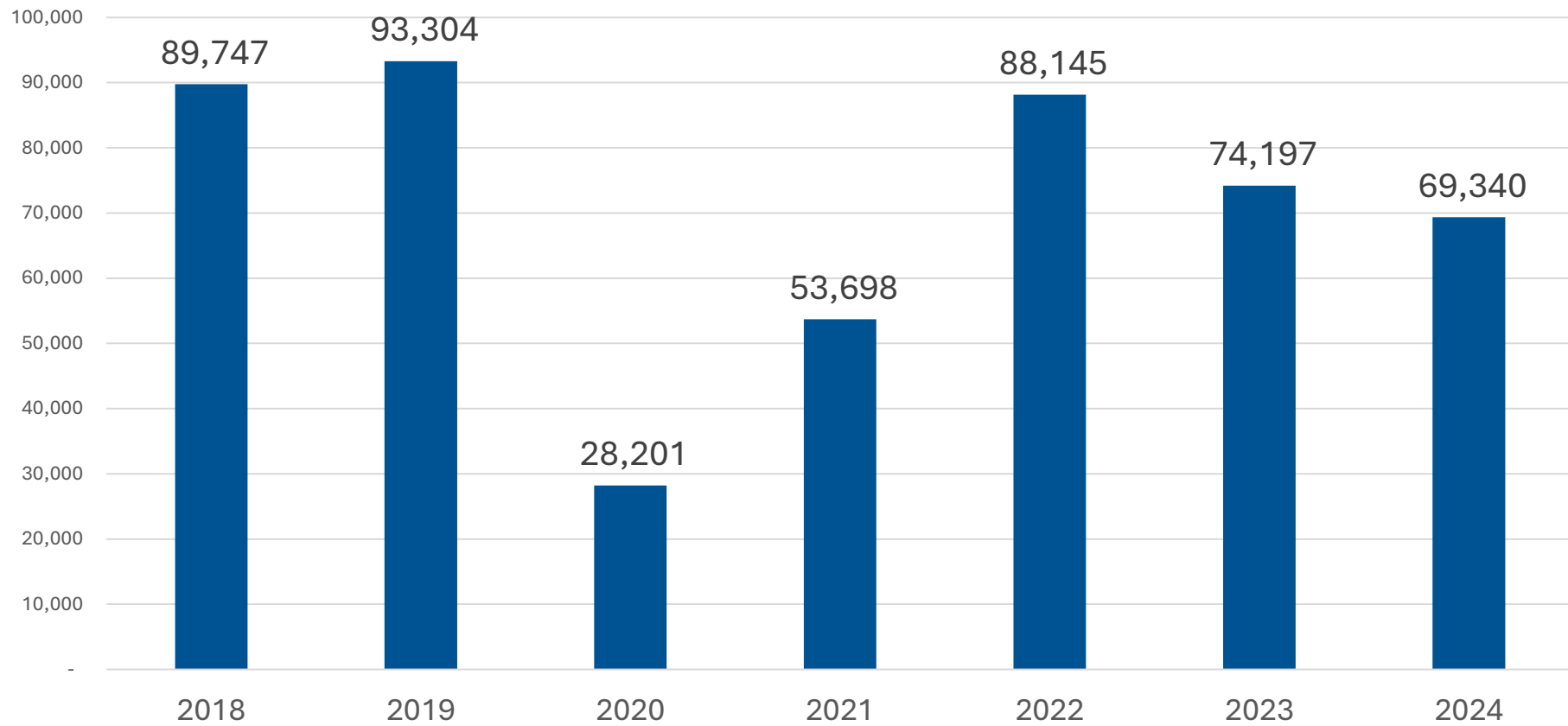
(EUROPE SHARE TO TOTAL)

Netherlands	51.5%
UK	10.8%
Italy	9.3%
Germany	6.6%
Belgium	2.3%

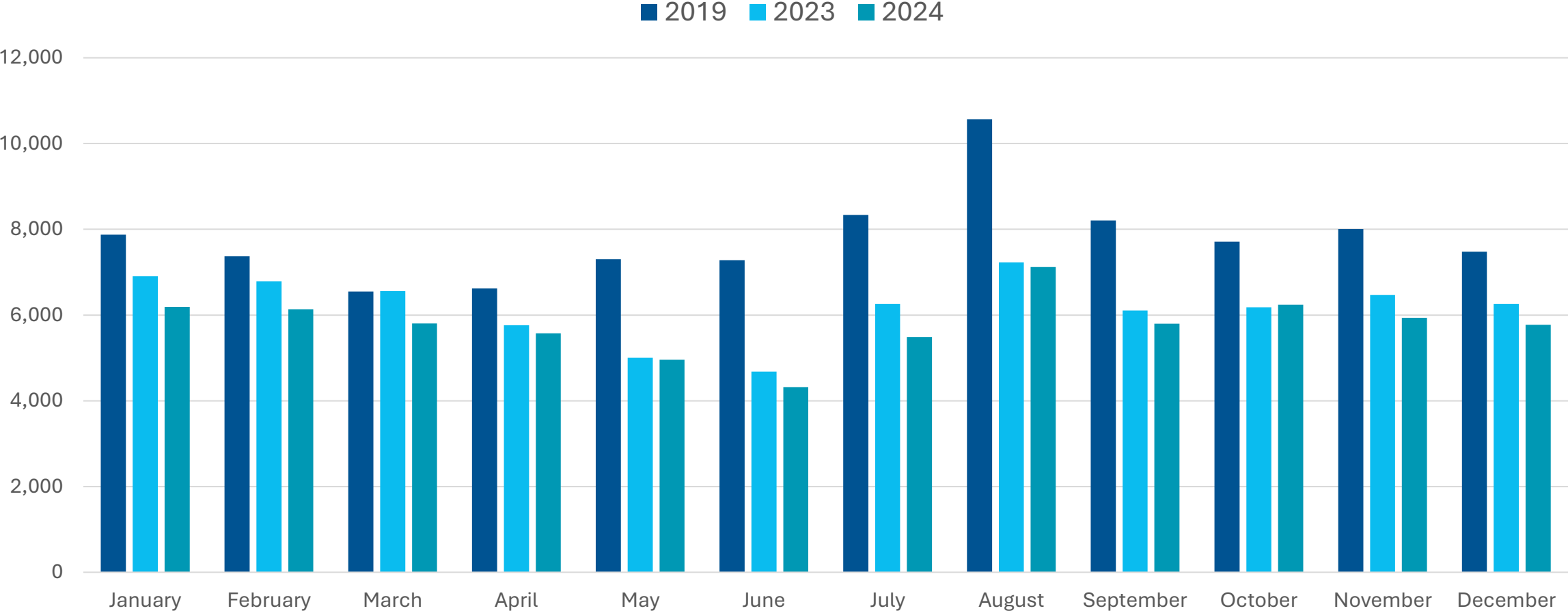
03



# Overview European Arrivals 2018 - 2024



# Monthly Overview Europe 2024



# Overview Europe

Table 1 - Total Europe Arrivals			
Arrivals	2019	2023	2024
January	7,877	6,906	6,191
February	7,369	6,790	6,137
March	6,550	6,559	5,804
April	6,620	5,765	5,573
May	7,301	5,005	4,956
June	7,279	4,680	4,320
July	8,336	6,259	5,487
August	10,570	7,226	7,119
September	8,207	6,103	5,800
October	7,710	6,182	6,244
November	8,008	6,466	5,937
December	7,477	6,256	5,772
Total	93,304	74,197	69,340

Table 2 - Total Europe Nights			
Nights	2019	2023	2024
January	86,444	94,953	83,826
February	83,999	84,903	77,005
March	71,365	63,348	62,294
April	73,058	64,142	59,700
May	81,624	55,311	55,391
June	83,299	55,275	51,871
July	100,970	84,333	70,928
August	109,873	89,103	85,501
September	85,156	71,059	66,991
October	82,557	73,221	70,729
November	87,186	79,362	63,756
December	95,889	82,676	74,588
Total	1,041,420	897,686	822,580

Table 3 - Total Europe Average Length of Stay (ALOS)			
ALOS	2019	2023	2024
January	11.0	13.7	13.5
February	11.4	12.5	12.5
March	10.9	9.7	10.7
April	11.0	0.0	10.7
May	11.2	0.0	11.2
June	11.4	0.0	12.0
July	12.1	13.5	12.9
August	10.4	12.3	12.0
September	10.4	11.6	11.6
October	10.7	11.8	11.3
November	10.9	12.3	10.7
December	12.8	13.2	12.9
Average ALOS	11.2	12.1	11.9

# Overview Arrivals by Country

Table 4 - Total Europe Arrivals			
Arrivals	2019	2023	2024
Netherlands	42,946	38,809	35,713
Belgium	2,349	1,927	1,569
Germany	6,958	5,600	4,558
Austria	806	699	582
Switzerland	2,158	1,825	2,036
Italy	11,266	6,669	6,483
United Kingdom	10,882	6,985	7,490
Denmark	543	473	409
Finland	521	328	303
Norway	1,123	819	653
Sweden	5,142	2,174	902
Other Europe	8,610	7,889	8,642
Total	93,304	74,197	69,340

Table 5 - Total Europe Nights			
Nights	2019	2023	2024
Netherlands	558,654	560,951	518,145
Belgium	24,923	24,495	20,558
Germany	65,117	50,461	46,396
Austria	7,090	7,155	5,603
Switzerland	18,806	16,432	17,269
Italy	86,253	51,612	48,277
United Kingdom	116,766	65,277	67,500
Denmark	4,487	4,158	3,703
Finland	5,073	3,419	2,327
Norway	12,184	9,586	6,795
Sweden	61,924	25,750	8,925
Other Europe	80,143	78,390	77,082
Total	1,041,420	897,686	822,580

Table 6 - Total Europe Average Length of Stay (ALOS)			
ALOS	2019	2023	2024
January	13.0	14.5	14.5
February	10.6	12.7	13.1
March	9.4	9.0	10.2
April	8.8	10.2	9.6
May	8.7	9.0	8.5
June	7.7	7.7	7.4
July	10.7	9.3	9.0
August	8.3	8.8	9.1
September	9.7	10.4	7.7
October	10.8	11.7	10.4
November	12.0	11.8	9.9
December	9.3	9.9	8.9
Average ALOS	11.2	12.1	11.9

Table 7 – Europe Arrivals by Season			
	2023	2024	Change 2024 vs. 2023
Jan	6,906	6,191	-10.4%
Feb	6,790	6,137	-9.6%
Mar	6,559	5,804	-11.5%
Apr	5,765	5,573	-3.3%
<b>Total Winter</b>	<b>26,020</b>	<b>23,705</b>	<b>-8.9%</b>
May	2,914	4,956	-1.0%
Jun	2,005	4,320	-7.7%
Jul	2,980	5,487	-12.3%
Aug	2,976	7,119	-1.5%
<b>Total Summer</b>	<b>10,875</b>	<b>21,882</b>	<b>-5.6%</b>
Sep	2,516	5,800	-5.0%
Oct	3,998	6,244	1.0%
Nov	6,847	5,937	-8.2%
Dec	10,872	5,772	-7.7%
<b>Total Fall</b>	<b>24,233</b>	<b>23,753</b>	<b>-5.0%</b>
<b>Total</b>	<b>63,254</b>	<b>69,340</b>	<b>-6.5%</b>

Table 8 – Europe Arrivals by Frequency					
	2019	2023	2024	Share 2024	Change 2024 vs. 2023
<b>1 visit</b>	<b>42,031</b>	<b>41,619</b>	<b>39,066</b>	<b>59.7%</b>	<b>-6.1%</b>
2-5- visit	12,955	17,525	16,141	24.7%	-7.9%
6-9 visit	3,372	4,171	3,747	5.7%	-10.2%
10-14 visit	2,374	2,552	2,372	3.6%	-7.1%
15-19 visit	942	1,190	1,162	1.8%	-2.4%
20+ visit	2,214	3,066	2,978	4.5%	-2.9%
<b>Repeaters</b>	<b>21,857</b>	<b>28,504</b>	<b>26,400</b>	<b>40.3%</b>	<b>-7.4%</b>
<b>Total</b>	<b>63,888</b>	<b>70,123</b>	<b>65,466</b>		<b>-6.6%</b>
<i>Not specified not included</i>					



	Total Visitors				Visitors from Europe 2024						
	2024	2023	2019	Change	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Total hotels	595,896	559,095	574,580	6.6%	17,234	24.9%	20,168	27.2%	36,960	39.6%	-14.5%
Aruba Marriott Resort	41,360	38,716	79,914	6.8%	302	0.4%	346	0.5%	918	1.0%	-12.7%
Barcelo Aruba	39,790	39,676	40,082	0.3%	519	0.7%	448	0.6%	886	0.9%	15.8%
Embassy Suites by Hilton	29,859	11,645	0	156.4%	745	1.1%	344	0.5%	0	0.0%	116.6%
Hilton	36,295	47,030	42,039	-22.8%	660	1.0%	988	1.3%	904	1.0%	-33.2%
Holiday Inn	59,103	55,652	66,558	6.2%	1,109	1.6%	1,326	1.8%	3,088	3.3%	-16.4%
Hyatt Place	9,566	8,053	299	18.8%	693	1.0%	551	0.7%	26	0.0%	25.8%
Hyatt Regency	49,492	47,100	45,617	5.1%	415	0.6%	447	0.6%	659	0.7%	-7.2%
Renaissance Aruba	45,725	46,156	56,463	-0.9%	1,813	2.6%	1,851	2.5%	4,714	5.1%	-2.1%
Ritz Carlton	39,003	37,898	38,244	2.9%	669	1.0%	657	0.9%	683	0.7%	1.8%
RIU Antillas / Westin	37,114	41,935	33,526	-11.5%	563	0.8%	939	1.3%	2,281	2.4%	-40.0%
RIU Palace x AUA Grand	88,584	78,820	75,180	12.4%	1,948	2.8%	4,125	5.6%	7,557	8.1%	-52.8%
Amsterdam Manor	8,240	7,076	7,688	16.4%	1,221	1.8%	1,297	1.7%	1,691	1.8%	-5.9%
Brickell Bay	5,505	4,086	6,512	34.7%	184	0.3%	250	0.3%	650	0.7%	-26.4%
Bucuti Tara Beach	9,874	9,985	9,652	-1.1%	1,115	1.6%	1,085	1.5%	1,855	2.0%	2.8%
Victoria City Hotel	2,040	645	544	216.3%	214	0.3%	82	0.1%	45	0.0%	161.0%
Courtyard by Marriott	12,473	10,559	322	18.1%	1,139	1.6%	1,349	1.8%	22	0.0%	-15.6%
Divi Aruba All Incl. Beach	36,446	35,484	25,948	2.7%	803	1.2%	1,048	1.4%	3,259	3.5%	-23.4%
Dorado Eagle Beach	317	816	501	-61.2%	33	0.0%	98	0.1%	102	0.1%	-66.3%
Joia AUA By Iberostar	287	0	0	#DIV/0!	23	0.0%	0	0.0%	0	0.0%	0.0%
Manchebo	7,137	6,883	6,578	3.7%	1,087	1.6%	1,032	1.4%	1,588	1.7%	5.3%
Talk of the Town	5,694	4,063	5,340	40.1%	962	1.4%	969	1.3%	1,074	1.2%	-0.7%
Tamarijn Aruba	25,664	23,487	23,572	9.3%	555	0.8%	697	0.9%	3,842	4.1%	-20.4%
The Mill	4,341	1,951	6,354	122.5%	361	0.5%	177	0.2%	768	0.8%	104.0%
Tierra Del Sol	1,987	1,379	3,647	44.1%	101	0.1%	62	0.1%	348	0.4%	62.9%
Timeshare	357,396	339,069	300,109	5.4%	4,099	5.9%	4,407	5.9%	7,593	8.1%	-7.0%
Apartments/Guest House	186,653	160,277	61,463	16.5%	14,245	20.5%	15,866	21.4%	13,570	14.5%	-10.2%
Private Home	276,169	197,141	182,517	40.1%	33,370	48.1%	33,374	45.0%	35,126	37.6%	0.0%
Other	5502	4820	275	14.1%	392	0.6%	382	0.5%	55	0.1%	2.6%
Total	1,421,616	1,260,402	1,118,944	12.8%	69,340	100.0%	74,197	100.0%	93,304	100.0%	-6.5%

Table 10 - Total Europe Arrivals by Main Cities							
Provinces	2019	Share	2023	Share	2024	Share	Change 2024 vs. 2023
Amsterdam	2,562	2.7%	2,820	3.8%	2,518	3.6%	-10.7%
Rotterdam	1,519	1.6%	1,849	2.5%	1,696	2.4%	-8.3%
London	1,342	1.4%	1,376	1.9%	1,566	2.3%	13.8%
Den Haag/S'Graven	1,382	1.5%	1,783	2.4%	1,302	1.9%	-27.0%
Utrecht	702	0.8%	710	1.0%	671	1.0%	-5.5%
Almere	558	0.6%	733	1.0%	583	0.8%	-20.5%
Nijmegen	428	0.5%	511	0.7%	506	0.7%	-1.0%
Rome	430	0.5%	512	0.7%	494	0.7%	-3.5%
Madrid	435	0.5%	466	0.6%	473	0.7%	1.5%
Groningen	465	0.5%	542	0.7%	449	0.6%	-17.2%
Eindhoven	423	0.5%	445	0.6%	418	0.6%	-6.1%
Milano	444	0.5%	372	0.5%	413	0.6%	11.0%
Haarlem	406	0.4%	429	0.6%	380	0.5%	-11.4%
Berlin	468	0.5%	437	0.6%	368	0.5%	-15.8%
Stockholm	928	1.0%	362	0.5%	144	0.2%	-60.2%
Total Top 15 Cities	12,492	13.4%	13,347	18.0%	11,981	17.3%	-10.2%
Total	93,304	100.0%	74,197	100.0%	69,340	100.0%	-6.5%

### Table 11 - Total Europe Arrivals by Purpose of Visit

	All Visitors				Europe Visitors						Change 2024 vs. 2023
	2024	Share	2023	Share	2024	Share	2023	Share	2019	Share	
San Sand Sea	1,034,948	88.7%	922,315	88.3%	4,546	7.3%	4,307	6.5%	3,971	5.6%	5.5%
Business	22,935	2.0%	18,408	1.8%	263	0.4%	303	0.5%	327	0.5%	-13.2%
Conference	7,971	0.7%	5,851	0.6%	465	0.7%	516	0.8%	951	1.3%	-9.9%
Honeymoon	38,611	3.3%	42,304	4.1%	2,763	4.4%	3,547	5.3%	4,710	6.7%	-22.1%
Diving	4,331	0.4%	3,799	0.4%	272	0.4%	289	0.4%	270	0.4%	-5.9%
Incentive	11,176	1.0%	10,919	1.0%	844	1.4%	1,016	1.5%	2,524	3.6%	-16.9%
Meeting	8,592	0.7%	6,114	0.6%	214	0.3%	381	0.6%	2,324	3.3%	-43.8%
Shopping	8,419	0.7%	6,284	0.6%	51,985	83.6%	54,972	82.6%	53,497	75.9%	-5.4%
Wedding	29,727	2.5%	27,957	2.7%	816	1.3%	1,184	1.8%	1,897	2.7%	-31.1%
Total	1,166,710	100.0%	1,043,951	100.0%	62,168	100.0%	66,515	100.0%	70,471	100.0%	-6.5%
Not specified not included											

**Table 12 – Europe visitors Age Group**

	All Visitors				Europe Visitors					Share of total	
	2024	Share	2023	Share	2024	Share	2023	Share	Change 2023 vs. 2022	2024	2023
0 - 11 yrs	100,421	7.1%	84,474	6.7%	4,094	5.9%	4,292	5.8%	-4.6%	4.1%	5.1%
12 - 19 yrs	101,933	7.2%	85,415	6.8%	3,834	5.5%	4,115	5.5%	-6.8%	3.8%	4.8%
20 - 29 yrs	175,005	12.3%	151,542	12.0%	11,515	16.6%	12,567	16.9%	-8.4%	6.6%	8.3%
30 - 39 yrs	225,912	15.9%	199,717	15.8%	13,274	19.1%	14,474	19.5%	-8.3%	5.9%	7.2%
40 - 49 yrs	235,607	16.6%	207,351	16.5%	10,533	15.2%	10,732	14.5%	-1.9%	4.5%	5.2%
50 - 59 yrs	259,482	18.3%	240,977	19.1%	13,052	18.8%	14,227	19.2%	-8.3%	5.0%	5.9%
60 - 69 yrs	211,183	14.9%	190,806	15.1%	9,066	13.1%	9,694	13.1%	-6.5%	4.3%	5.1%
>70	112,040	7.9%	100,051	7.9%	3,969	5.7%	4,088	5.5%	-2.9%	3.5%	4.1%
<b>Total</b>	<b>1,421,583</b>	<b>100.0%</b>	<b>1,260,333</b>	<b>100.0%</b>	<b>69,337</b>	<b>100.0%</b>	<b>74,189</b>	<b>100.0%</b>	<b>-6.5%</b>	<b>4.9%</b>	<b>5.9%</b>

**Table 13– Europe visitors by Top 15 Carriers**

<b>Top 15</b>	<b>2024</b>	<b>Share</b>	<b>2023</b>	<b>Share</b>	<b>2019</b>	<b>Share</b>	<b>Change 2024 vs. 2023</b>
KLM	28,248	40.7%	31,177	42.0%	31,841	34.1%	-9.4%
TUI Fly NL / Arkeflight	12,269	17.7%	14,966	20.2%	16,239	17.4%	-18.0%
British Airways / Britannia	4,259	6.1%	3,994	5.4%	6,591	7.1%	6.6%
Divi Divi Air	3,450	5.0%	3,666	4.9%	2,036	2.2%	-5.9%
Delta Airline	3,445	5.0%	2,055	2.8%	3,565	3.8%	67.6%
American Airlines	2,779	4.0%	2,988	4.0%	7,795	8.4%	-7.0%
Avianca	1,969	2.8%	1,921	2.6%	2,874	3.1%	2.5%
EZ Air	1,503	2.2%	1,655	2.2%	444	0.5%	-9.2%
COPA Airlines	1,435	2.1%	1,204	1.6%	1,234	1.3%	19.2%
Jetblue	1,420	2.0%	1,053	1.4%	1,518	1.6%	34.9%
Winair	1,263	1.8%	579	0.8%	2,375	2.5%	118.1%
United Airlines	1,258	1.8%	2,388	3.2%	2,834	3.0%	-47.3%
Wingo	816	1.2%	856	1.2%	144	0.2%	-4.7%
Latam Airlines Peru	736	1.1%	49	0.1%	0	0.0%	1402.0%
Surinam Airways	538	0.8%	476	0.6%	804	0.9%	13.0%
Others	3,952	5.7%	5,170	7.0%	13,010	13.9%	-23.6%
<b>Total</b>	<b>69,340</b>	<b>100.0%</b>	<b>74,197</b>	<b>100.0%</b>	<b>93,304</b>	<b>100.0%</b>	<b>-6.5%</b>



**Table 14 – Europe visitors by Booking**

	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Airline\ Hotel	21,014	30.3%	20,485	27.6%	11,064	11.9%	2.6%
Not Specified	3,882	5.6%	4,097	5.5%	33,064	35.4%	-5.2%
Other\ Website	26,966	38.9%	28,686	38.7%	22,839	24.5%	-6.0%
Travel Agent	17,478	25.2%	20,929	28.2%	24,684	26.5%	-16.5%
(blank)	0	0.0%	0	0.0%	1,653	1.8%	–
<b>Total</b>	<b>69,340</b>	<b>100.0%</b>	<b>74,197</b>	<b>100.0%</b>	<b>93,304</b>	<b>100.0%</b>	<b>-6.5%</b>

**Table 15 – Europe visitors by Source**

	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Article	517	0.7%	556	0.7%	611	0.7%	-7.0%
Cruise	635	0.9%	1,074	1.4%	550	0.6%	-40.9%
Direct Mail	211	0.3%	304	0.4%	358	0.4%	-30.6%
Family and Friends	30,016	43.3%	31,160	42.0%	22,017	23.6%	-3.7%
Internet	11,547	16.7%	12,705	17.1%	13,946	14.9%	-9.1%
Media Ad	1,191	1.7%	1,093	1.5%	2,593	2.8%	9.0%
Not Specified	3,884	5.6%	4,102	5.5%	29,206	31.3%	-5.3%
Other	14,459	20.9%	14,655	19.8%	9,704	10.4%	-1.3%
Travel Agent	5,742	8.3%	7,183	9.7%	11,270	12.1%	-20.1%
WWW.ARUBA.COM	1,138	1.6%	1,365	1.8%	1,396	1.5%	-16.6%
(blank)	0	0.0%	0	0.0%	1,653	1.8%	–
<b>Total</b>	<b>69,340</b>	<b>100.0%</b>	<b>74,197</b>	<b>100.0%</b>	<b>93,304</b>	<b>100.0%</b>	<b>-6.5%</b>

01

# The Netherlands





# Market Overview

## ARRIVALS GROWTH 2024 (%)

35,713

-8%

(COMPARED TO 2023)

## NIGHTS

518,145

-7.6%

(COMPARED TO 2023)

## PLACE OF STAY

- 14% Hotels
- 4 % Timeshare
- 82 % Others (Vacation Rental)

## MONTHLY AVERAGE

2,976

2024

3,234

2023

## AVERAGE LENGTH OF STAY

14.5

Nights

## FIRST TIMERS AND REPEATERS

- 60% of European visitors are first-timers, while 40% are repeaters.
- Holland shows a different trend compared to European visitors with regards to first-timers (46%) and repeaters (54%).

## MARKET SHARE OF EUR VISITATION

51.5%

2024

## ARRIVALS SEASONALITY

Peak months: August, October, and January, with lower arrivals in June.

## AGE GROUP

Holland's most significant share in the age group is between 50-59 (19.4%)

# Dutch Spending

## Average Spending

Average Spending  
Visa Credit Card

\$821

2024

\$835

2023

Average Spending  
MasterCard

\$546

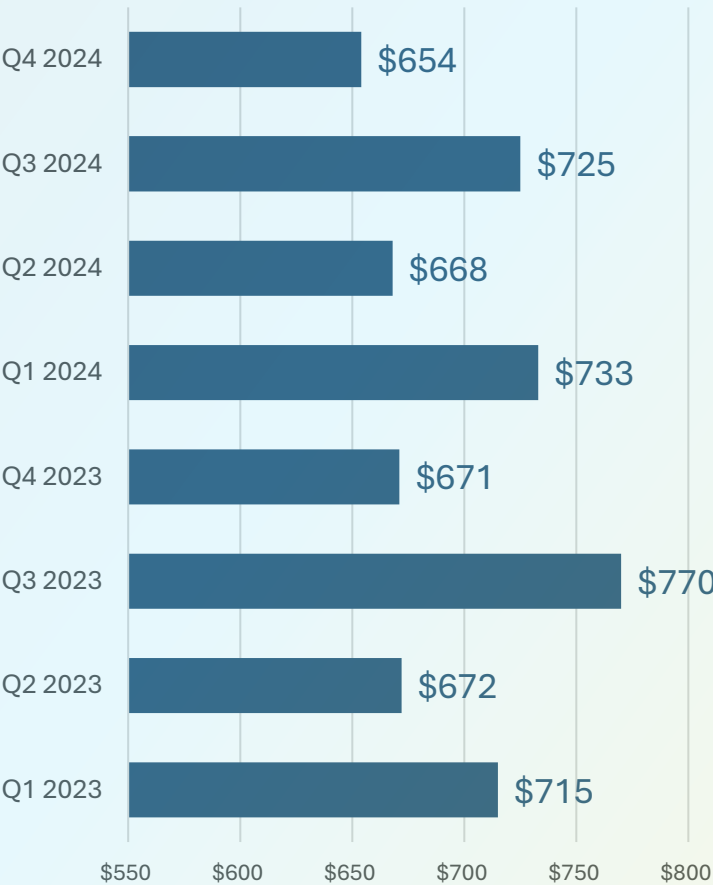
2024

5.1

Days of card  
usage

## Quarterly Visa Spending

Netherlands



## Visa Spending Categories

TOP Categories	Spend Amount (US \$)	Spend per Cardholder
RESTAURANTS & DINING	\$2 650 813	\$269
RETAIL	\$1 675 743	\$218
FOOD & GROCERY	\$1 354 472	\$181
HOTELS & LODGING	\$822 296	\$429
TRANSPORTATION	\$540 482	\$227
ENTERTAINMENT	\$333 253	\$127
FUEL	\$210 819	\$64
WHOLESALE CLUBS	\$78 832	\$196
AUTOMOTIVE	\$57 152	\$221



\$116 630

CLOTHING



\$324 927

JEWELRY



\$91 896

COSMETICS



\$152 559

BARS, LOUNGE, DISCO



\$68 841

GIFT, CARD, NOVELTY  
STORES



\$12 878

BOAT RENTAL



# Overview The Netherlands

Table 1 – Total Arrivals

Arrivals	2019	2023	2024
January	4,152	3,657	3,278
February	3,769	3,720	3,377
March	3,557	3,342	2,870
April	3,669	3,450	3,303
May	3,633	2,906	2,823
June	2,951	2,405	2,278
July	3,671	3,477	3,019
August	3,302	2,770	2,510
September	3,031	2,959	2,778
October	3,614	3,403	3,491
November	4,037	3,478	3,071
December	3,560	3,242	2,915
Total	42,946	38,809	35,713

Table 2 - Total Nights

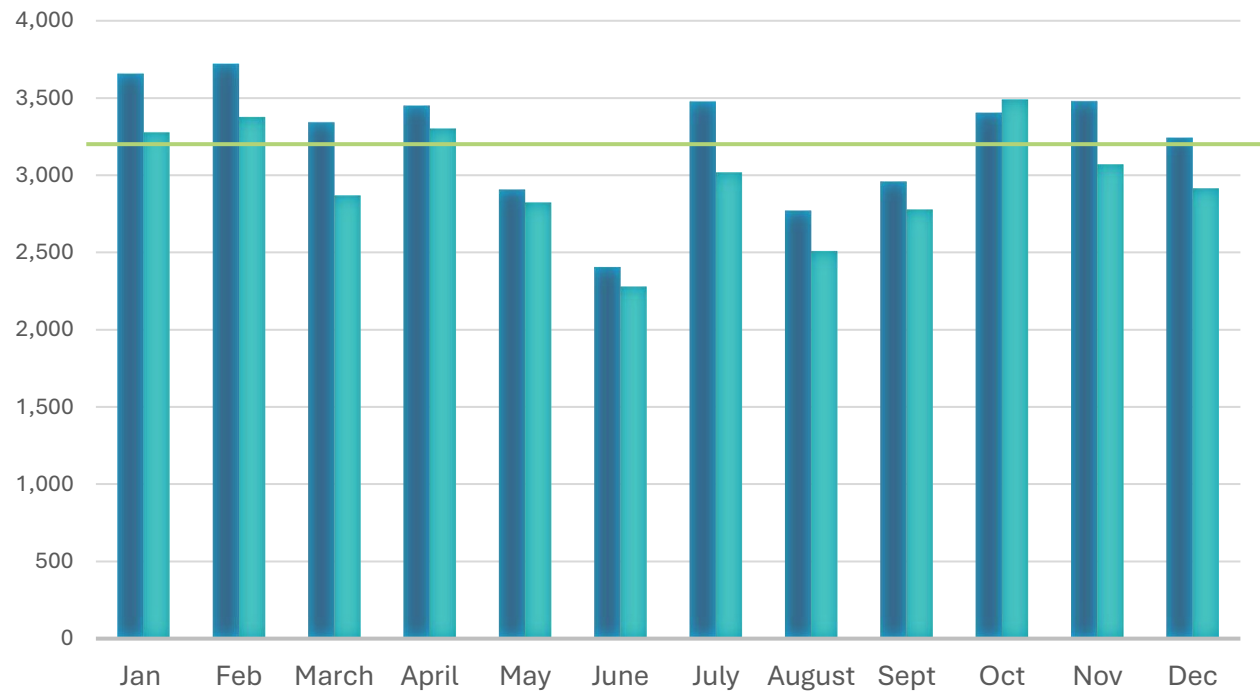
Nights	2019	2023	2024
January	49,331	56,135	55,508
February	49,364	53,724	48,875
March	44,154	40,250	36,939
April	47,194	42,304	40,812
May	45,994	36,559	36,122
June	38,300	33,774	32,740
July	54,940	56,890	48,655
August	44,930	48,466	45,481
September	38,690	43,066	41,468
October	45171	46,145	46,604
November	49408	51,794	39,375
December	51178	51,844	45,566
Total	558,654	560,951	518,145

Table 3 - Total Average Length of Stay (ALOS)

ALOS	2019	2023	2024
January	11.9	15.4	16.9
February	13.1	14.4	14.5
March	12.4	12.0	12.9
April	12.9	12.3	12.4
May	12.7	12.6	12.8
June	13.0	14.0	14.4
July	15.0	16.4	16.1
August	13.6	17.5	18.1
September	12.8	14.6	14.9
October	12.5	13.6	13.3
November	12.2	14.9	12.8
December	14.4	16.0	15.6
Average ALOS	13.0	14.5	14.5



■ 2023 ■ 2024



Monthly  
Average  
2024:  
2,976

Table 4 –Arrivals by Frequency

	2019	2023	2024	Share 2024	Change 2024 vs. 2023
1 visit	15,116	17,489	15,562	46%	-11.0%
2-5- visit	7,067	11,704	10,869	32%	-7.1%
6-9 visit	2,228	2,968	2,677	8%	-9.8%
10-14 visit	1,613	1,908	1,822	5%	-4.5%
15-19 visit	668	909	872	3%	-4.1%
20+ visit	1,691	2,405	2,320	7%	-3.5%
Repeaters	13,267	19,894	18,560	54%	-6.7%
Total	28,383	37,383	34,122	100%	-8.7%

Not specified not included

	Total European Visitors				Visitors from The Netherlands						
	2024	2023	2019	Change	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Total hotels	17,234	20,168	36,960	-14.5%	4,959	13.9%	6,579	17.0%	9,884	23.0%	-24.6%
Aruba Marriott Resort	302	346	918	-12.7%	83	0.2%	81	0.2%	198	0.5%	2.5%
Barcelo Aruba	519	448	886	15.8%	35	0.1%	37	0.1%	97	0.2%	-5.4%
Embassy Suites by Hilton	745	344	0	116.6%	265	0.7%	124	0.3%	0	0.0%	113.7%
Hilton	660	988	904	-33.2%	167	0.5%	296	0.8%	256	0.6%	-43.6%
Holiday Inn	1,109	1,326	3,088	-16.4%	190	0.5%	273	0.7%	723	1.7%	-30.4%
Hyatt Place	693	551	26	25.8%	279	0.8%	248	0.6%	20	0.0%	12.5%
Hyatt Regency	415	447	659	-7.2%	114	0.3%	170	0.4%	242	0.6%	-32.9%
Renaissance Aruba	1,813	1,851	4,714	-2.1%	425	1.2%	520	1.3%	1,716	4.0%	-18.3%
Ritz Carlton	669	657	683	1.8%	70	0.2%	104	0.3%	110	0.3%	-32.7%
RIU Antillas / Westin	563	939	2,281	-40.0%	304	0.9%	440	1.1%	386	0.9%	-30.9%
RIU Palace x AUA Grand	1,948	4,125	7,557	-52.8%	887	2.5%	1,628	4.2%	2,134	5.0%	-45.5%
Amsterdam Manor	1,221	1,297	1,691	-5.9%	443	1.2%	607	1.6%	627	1.5%	-27.0%
Brickell Bay	184	250	650	-26.4%	43	0.1%	75	0.2%	189	0.4%	-42.7%
Bucuti Tara Beach	1,115	1,085	1,855	2.8%	78	0.2%	78	0.2%	142	0.3%	0.0%
Victoria City Hotel	214	82	45	161.0%	98	0.3%	45	0.1%	15	0.0%	117.8%
Courtyard by Marriott	1,139	1,349	22	-15.6%	575	1.6%	812	2.1%	8	0.0%	-29.2%
Divi Aruba All Incl. Beach	803	1,048	3,259	-23.4%	84	0.2%	125	0.3%	721	1.7%	-32.8%
Dorado Eagle Beach	33	98	102	-66.3%	9	0.0%	15	0.0%	25	0.1%	-40.0%
Joia AUA By Iberostar	23	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Manchebo	1,087	1,032	1,588	5.3%	74	0.2%	78	0.2%	190	0.4%	-5.1%
Talk of the Town	962	969	1,074	-0.7%	510	1.4%	659	1.7%	635	1.5%	-22.6%
Tamarijn Aruba	555	697	3,842	-20.4%	76	0.2%	67	0.2%	870	2.0%	13.4%
The Mill	361	177	768	104.0%	120	0.3%	58	0.1%	423	1.0%	106.9%
Tierra Del Sol	101	62	348	62.9%	30	0.1%	39	0.1%	157	0.4%	-23.1%
Timeshare	4,099	4,407	7,593	-7.0%	1,509	4.2%	1,717	4.4%	2,365	5.5%	-12.1%
Apartments/Guest House	14,245	15,866	13,570	-10.2%	7,960	22.3%	9,074	23.4%	9,231	21.5%	-12.3%
Private Home	33,370	33,374	35,126	0.0%	21,098	59.1%	21,275	54.8%	21,442	49.9%	-0.8%
Other	392	382	55	2.6%	187	0.5%	164	0.4%	24	0.1%	14.0%
Total	69,340	74,197	93,304	-6.5%	35,713	100.0%	38,809	100.0%	42,946	100.0%	-8.0%

Table 6 - Total Arrivals by Purpose of Visit

	Europe Visitors				The Netherlands Visitors						
	2024	Share	2023	Share	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Business	4,546	7.3%	4,307	6.5%	3,139	9.7%	3,125	8.8%	2,710	8.7%	0.45%
Conference	263	0.4%	303	0.5%	113	0.4%	167	0.5%	88	0.3%	-32.34%
Diving	465	0.7%	516	0.8%	148	0.5%	216	0.6%	267	0.9%	-31.48%
Honeymoon	2,763	4.4%	3,547	5.3%	223	0.7%	295	0.8%	363	1.2%	-24.41%
Incentive	272	0.4%	289	0.4%	84	0.3%	104	0.3%	69	0.2%	-19.23%
Meeting	844	1.4%	1,016	1.5%	481	1.5%	668	1.9%	2,008	6.5%	-27.99%
Shopping	214	0.3%	381	0.6%	106	0.3%	210	0.6%	779	2.5%	-49.52%
Sun, Sand, Sea	51,985	83.6%	54,972	82.6%	27,485	85.3%	29,985	84.6%	24,038	77.5%	-8.34%
Wedding	816	1.3%	1,184	1.8%	439	1.4%	653	1.8%	693	2.2%	-32.77%
Total	62,168	100.0%	66,515	100.0%	32,218	100.0%	35,423	100.0%	31,015	100.0%	-9.05%
Not specified not included											

Table 7 –Age Group

	Europe Visitors				The Netherlands					Share of Europe total	
	2024	Share	2023	Share	2024	Share	2023	Share	Change 2024 vs. 2023	2024	2023
0 - 11 yrs	4,094	5.9%	4,292	5.8%	2,291	6.4%	2,410	6.2%	-4.9%	56.0%	56.2%
12 - 19 yrs	3,834	5.5%	4,115	5.5%	2,123	5.9%	2,331	6.0%	-8.9%	55.4%	56.6%
20 - 29 yrs	11,515	16.6%	12,567	16.9%	6,761	18.9%	7,393	19.1%	-8.5%	58.7%	58.8%
30 - 39 yrs	13,274	19.1%	14,474	19.5%	5,587	15.6%	6,208	16.0%	-10.0%	42.1%	42.9%
40 - 49 yrs	10,533	15.2%	10,732	14.5%	4,685	13.1%	4,957	12.8%	-5.5%	44.5%	46.2%
50 - 59 yrs	13,052	18.8%	14,227	19.2%	6,939	19.4%	7,716	19.9%	-10.1%	53.2%	54.2%
60 - 69 yrs	9,066	13.1%	9,694	13.1%	4,941	13.8%	5,385	13.9%	-8.2%	54.5%	55.5%
>70	3,969	5.7%	4,088	5.5%	2,385	6.7%	2,402	6.2%	-0.7%	60.1%	58.8%
Total	69,337	100.0%	74,189	100.0%	35,712	100.0%	38,802	100.0%	-8.0%	51.5%	52.3%

**Table 8 –Visitors by Carriers**

	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
KLM	16,869	47.2%	18,596	47.9%	17,067	39.7%	-9.3%
TUI / Arkeflight	11,306	31.7%	13,210	34.0%	14,482	33.7%	-14.4%
DIVI DIVI Air	2,169	6.1%	2,239	5.8%	1,266	2.9%	-3.1%
EZ Air	1,015	2.8%	1,149	3.0%	376	0.9%	-11.7%
Delta Airline	828	2.3%	378	1.0%	391	0.9%	119.0%
Winair	688	1.9%	321	0.8%	1,134	2.6%	114.3%
Surinam Airways	413	1.2%	412	1.1%	657	1.5%	0.2%
Avianca	356	1.0%	312	0.8%	713	1.7%	14.1%
Wingo	346	1.0%	392	1.0%	56	0.1%	-11.7%
American Airlines	263	0.7%	254	0.7%	1,047	2.4%	3.5%
Others	1,460	4.1%	1,546	4.0%	5,757	13.4%	-5.6%
<b>Total</b>	<b>35,713</b>	<b>100.0%</b>	<b>38,809</b>	<b>100.0%</b>	<b>42,946</b>	<b>100.0%</b>	<b>-8.0%</b>

**Table 9 –Visitors by Booking**

	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Airline\ Hotel	12,311	34.5%	12,703	32.7%	6,074	14.1%	-3.1%
Not Specified	1,587	4.4%	1,438	3.7%	17,826	41.5%	10.4%
Other\ Website	13,949	39.1%	14,997	38.6%	10,544	24.6%	-7.0%
Travel Agent	7,866	22.0%	9,671	24.9%	7,527	17.5%	-18.7%
(blank)	0	0.0%	0	0.0%	975	2.3%	—
<b>Total</b>	<b>35,713</b>	<b>100.0%</b>	<b>38,809</b>	<b>100.0%</b>	<b>42,946</b>	<b>100.0%</b>	<b>-8.0%</b>

**Table 10 – Visitors by Source**

	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Article	109	0.3%	164	0.4%	74	0.2%	-33.5%
Cruise	41	0.1%	95	0.2%	88	0.2%	-56.8%
Direct Mail	119	0.3%	192	0.5%	162	0.4%	-38.0%
Family and Friends	20,207	56.6%	21,526	55.5%	14,132	32.9%	-6.1%
Internet	3,791	10.6%	4,390	11.3%	4,040	9.4%	-13.6%
Media Ad	279	0.8%	281	0.7%	566	1.3%	-0.7%
Not Specified	1,588	4.4%	1,441	3.7%	14,921	34.7%	10.2%
Other	7,636	21.4%	8,048	20.7%	5,092	11.9%	-5.1%
Travel Agent	1,539	4.3%	2,168	5.6%	2,519	5.9%	-29.0%
WWW.ARUBA.COM	404	1.1%	504	1.3%	377	0.9%	-19.8%
(blank)	0	0.0%	0	0.0%	975	2.3%	—
<b>Total</b>	<b>35,713</b>	<b>100.0%</b>	<b>38,809</b>	<b>100.0%</b>	<b>42,946</b>	<b>100.0%</b>	<b>-8.0%</b>



02

# United Kingdom





# Market Overview

## ARRIVALS GROWTH 2024 (%)

7,490

7.2%

(COMPARED TO 2023)

## NIGHTS

67,500

3.4%

(COMPARED TO 2023)

## PLACE OF STAY

- 43% Hotels
- 9 % Timeshare
- 48 % Others (Vacation Rental)

## MONTHLY AVERAGE

582

2023

624

2024

## AVERAGE LENGTH OF STAY

9.0

Nights

## FIRST TIMERS AND REPEATERS

- 60% of European visitors are first-timers, while 40% are repeaters.
- 76% of the UK arrivals are first-timers and 24% are repeaters.

## MARKET SHARE OF EUR VISITATION

10.8%

2024

## ARRIVALS SEASONALITY

Peak months: August, September, and March, with lower arrivals in July.

## AGE GROUP

The UK's most significant share in the age group is between 50 - 59 (19.9%)

# UK Spending

## Average Spending

Average Spending  
Visa Credit Card

\$419

2024

\$405

2023

Average Spending  
MasterCard

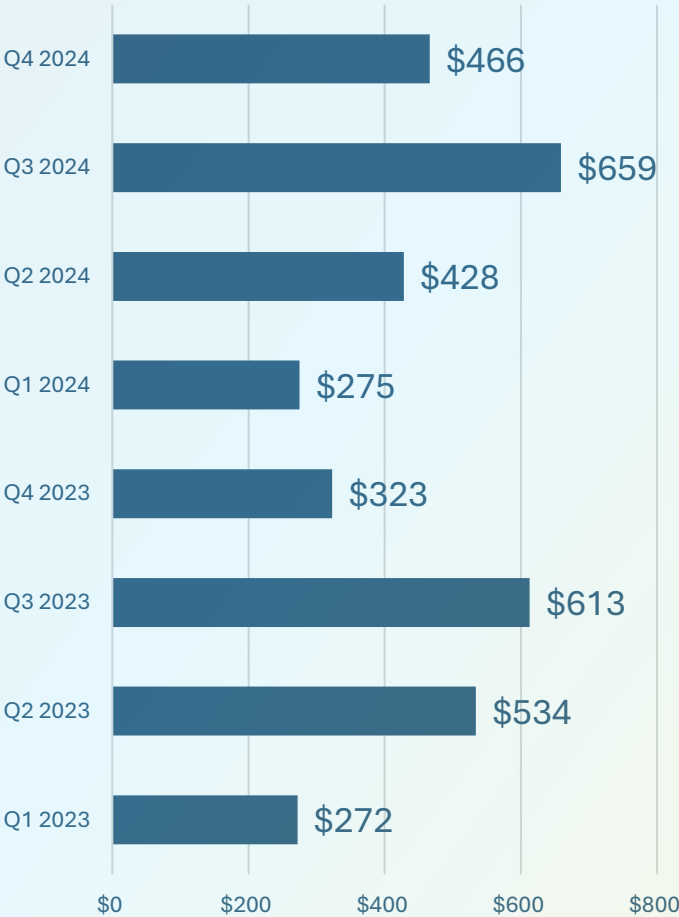
\$367

2024

3.2

Days of card  
usage

## Quarterly Visa Spending



## Visa Spending Categories

TOP 10 Categories	Spend Amount (US \$)	Spend per Cardholder
RETAIL	\$931 346	\$234
RESTAURANTS & DINING	\$700 023	\$170
HOTELS & LODGING	\$371 965	\$466
FOOD & GROCERY	\$235 642	\$120
ENTERTAINMENT	\$102 095	\$140
TRANSPORTATION	\$92 172	\$180
AUTOMOTIVE	\$27 333	\$1 708
FUEL	\$19 957	\$43
PROFESSIONAL SERVICES	\$13 463	N/A



\$54 060

CLOTHING



\$473 008

JEWELRY



\$31 886

COSMETICS



\$31 200

BARS, LOUNGE, DISCO



\$51 768

GIFT, CARD, NOVELTY  
STORES



\$5 188

BOAT RENTAL

# Overview United Kingdom

Table 1 – Total Arrivals

Arrivals	2019	2023	2024
January	290	284	593
February	309	297	632
March	270	508	743
April	374	503	620
May	1,610	525	668
June	1,693	626	545
July	1,465	632	496
August	1,792	1,043	805
September	1,560	850	818
October	968	686	582
November	291	572	519
December	260	459	469
Total	10,882	6,985	7,490

Table 2 - Total Nights

Nights	2019	2023	2024
January	2,567	2,765	5,385
February	2,333	2,323	6,120
March	2,508	3,624	6,548
April	3,154	4,804	4,796
May	17,472	4,440	5,785
June	19,103	5,544	5,110
July	16,551	6,554	5,101
August	20,463	10,868	7,794
September	17,562	8,293	7,691
October	9664	6,130	4,722
November	2616	5,683	3,873
December	2773	4,249	4,575
Total	116,766	65,277	67,500

Table 3 - Total Average Length of Stay (ALOS)

ALOS	2019	2023	2024
January	8.9	9.7	9.1
February	7.6	7.8	9.7
March	9.3	7.1	8.8
April	8.4	9.6	7.7
May	10.9	8.5	8.7
June	11.3	8.9	9.4
July	11.3	10.4	10.3
August	11.4	10.4	9.7
September	11.3	9.8	9.4
October	10.0	8.9	8.1
November	9.0	9.9	7.5
December	10.7	9.3	9.8
Average ALOS	10.7	9.3	9.0

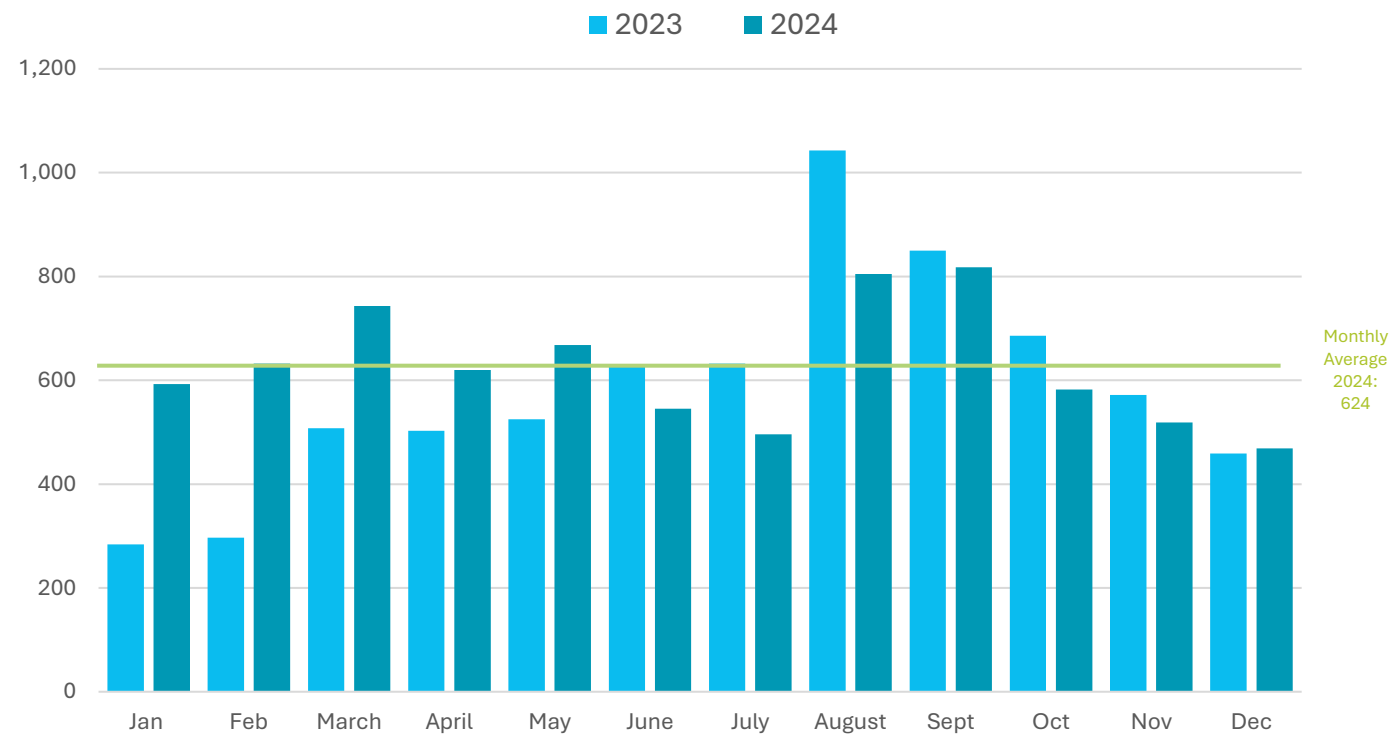


Table 4 –Arrivals by Frequency					
	2019	2023	2024	Share 2024	Change 2024 vs. 2023
1 visit	6,331	5,029	5,480	76.0%	9%
2-5- visit	1,340	1,147	1,256	17.4%	10%
6-9 visit	237	170	182	2.5%	7%
10-14 visit	189	132	127	1.8%	-4%
15-19 visit	64	57	61	0.8%	7%
20+ visit	89	118	103	1.4%	-13%
Repeaters	1,919	1,624	1,729	24.0%	6%
Total	8,250	6,653	7,209		8%
Not specified not included					



	Total European Visitors				Visitors from The UK						
	2024	2023	2019	Change	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Total hotels	17,234	20,168	36,960	-14.5%	3,193	42.6%	3,125	44.7%	7,657	70.4%	2.2%
Aruba Marriott Resort	302	346	918	-12.7%	90	1.2%	93	1.3%	209	1.9%	-3.2%
Barcelo Aruba	519	448	886	15.8%	157	2.1%	142	2.0%	78	0.7%	10.6%
Embassy Suites by Hilton	745	344	0	116.6%	234	3.1%	97	1.4%	0	0.0%	141.2%
Hilton	660	988	904	-33.2%	155	2.1%	151	2.2%	130	1.2%	2.6%
Holiday Inn	1,109	1,326	3,088	-16.4%	186	2.5%	277	4.0%	243	2.2%	-32.9%
Hyatt Place	693	551	26	25.8%	110	1.5%	111	1.6%	2	0.0%	-0.9%
Hyatt Regency	415	447	659	-7.2%	88	1.2%	108	1.5%	75	0.7%	-18.5%
Renaissance Aruba	1,813	1,851	4,714	-2.1%	555	7.4%	485	6.9%	819	7.5%	14.4%
Ritz Carlton	669	657	683	1.8%	207	2.8%	202	2.9%	140	1.3%	2.5%
RIU Antillas / Westin	563	939	2,281	-40.0%	61	0.8%	116	1.7%	1,035	9.5%	-47.4%
RIU Palace x AUA Grand	1,948	4,125	7,557	-52.8%	142	1.9%	390	5.6%	2,126	19.5%	-63.6%
Amsterdam Manor	1,221	1,297	1,691	-5.9%	117	1.6%	92	1.3%	96	0.9%	27.2%
Brickell Bay	184	250	650	-26.4%	34	0.5%	65	0.9%	50	0.5%	-47.7%
Bucuti Tara Beach	1,115	1,085	1,855	2.8%	170	2.3%	170	2.4%	254	2.3%	0.0%
Victoria City Hotel	214	82	45	161.0%	27	0.4%	3	0.0%	5	0.0%	800.0%
Courtyard by Marriott	1,139	1,349	22	-15.6%	263	3.5%	105	1.5%	1	0.0%	150.5%
Divi Aruba All Incl. Beach	803	1,048	3,259	-23.4%	122	1.6%	136	1.9%	796	7.3%	-10.3%
Dorado Eagle Beach	33	98	102	-66.3%	3	0.0%	16	0.2%	6	0.1%	-81.3%
Joia AUA By Iberostar	23	0	0	0.0%	2	0.0%	0	0.0%	0	0.0%	0.0%
Manchebo	1,087	1,032	1,588	5.3%	145	1.9%	143	2.0%	193	1.8%	1.4%
Talk of the Town	962	969	1,074	-0.7%	195	2.6%	98	1.4%	62	0.6%	99.0%
Tamarijn Aruba	555	697	3,842	-20.4%	87	1.2%	112	1.6%	1,265	11.6%	-22.3%
The Mill	361	177	768	104.0%	33	0.4%	3	0.0%	64	0.6%	1000.0%
Tierra Del Sol	101	62	348	62.9%	10	0.1%	10	0.1%	8	0.1%	0.0%
Timeshare	4,099	4,407	7,593	-7.0%	675	9.0%	770	11.0%	1,192	11.0%	-12.3%
Apartments/Guest House	14,245	15,866	13,570	-10.2%	1,347	18.0%	1,078	15.4%	649	6.0%	25.0%
Private Home	33,370	33,374	35,126	0.0%	2,238	29.9%	1,974	28.3%	1,380	12.7%	13.4%
Other	392	382	55	2.6%	37	0.5%	38	0.5%	4	0.0%	-2.6%
Total	69,340	74,197	93,304	-6.5%	7,490	100.0%	6,985	100.0%	10,882	100.0%	7.2%

Table 6 - Total Arrivals by Purpose of Visit

	Europe Visitors				The UK Visitors						
	2024	Share	2023	Share	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Business	4,546	7.3%	4,307	6.5%	244	3.5%	254	4.0%	379	4.2%	-3.9%
Conference	263	0.4%	303	0.5%	31	0.4%	39	0.6%	13	0.1%	-20.5%
Diving	465	0.7%	516	0.8%	59	0.9%	54	0.8%	81	0.9%	9.3%
Honeymoon	2,763	4.4%	3,547	5.3%	205	3.0%	215	3.4%	433	4.8%	-4.7%
Incentive	272	0.4%	289	0.4%	63	0.9%	62	1.0%	69	0.8%	1.6%
Meeting	844	1.4%	1,016	1.5%	47	0.7%	57	0.9%	111	1.2%	-17.5%
Shopping	214	0.3%	381	0.6%	11	0.2%	17	0.3%	593	6.5%	-35.3%
Sun, Sand, Sea	51,985	83.6%	54,972	82.6%	6,152	89.1%	5,562	87.4%	7,145	78.7%	10.6%
Wedding	816	1.3%	1,184	1.8%	93	1.3%	101	1.6%	256	2.8%	-7.9%
Total	62,168	100.0%	66,515	100.0%	6,905	100.0%	6,361	100.0%	9,080	100.0%	8.6%
Not specified not included											

Table 7 –Age Group

	Europe Visitors				The UK Visitors					Share of Europe total	
	2024	Share	2023	Share	2024	Share	2023	Share	Change 2024 vs. 2023	2024	2023
0 - 11 yrs	4,094	5.9%	4,292	5.8%	399	5.3%	394	5.6%	1.3%	9.7%	9.2%
12 - 19 yrs	3,834	5.5%	4,115	5.5%	403	5.4%	459	6.6%	-12.2%	10.5%	11.2%
20 - 29 yrs	11,515	16.6%	12,567	16.9%	926	12.4%	871	12.5%	6.3%	8.0%	6.9%
30 - 39 yrs	13,274	19.1%	14,474	19.5%	1,415	18.9%	1,243	17.8%	13.8%	10.7%	8.6%
40 - 49 yrs	10,533	15.2%	10,732	14.5%	1,214	16.2%	1,166	16.7%	4.1%	11.5%	10.9%
50 - 59 yrs	13,052	18.8%	14,227	19.2%	1,488	19.9%	1,480	21.2%	0.5%	11.4%	10.4%
60 - 69 yrs	9,066	13.1%	9,694	13.1%	1,178	15.7%	966	13.8%	21.9%	13.0%	10.0%
>70	3,969	5.7%	4,088	5.5%	467	6.2%	406	5.8%	15.0%	11.8%	9.9%
Total	69,337	100.0%	74,189	100.0%	7,490	100.0%	6,985	100.0%	7.2%	10.8%	9.4%



**Table 8 –Visitors by Carriers**

	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
British Airways / Britannia	3,906	52.1%	3,709	53.1%	6,461	59.4%	5.3%
KLM	1,515	20.2%	1,508	21.6%	1,431	13.2%	0.5%
American Airlines	428	5.7%	337	4.8%	1,184	10.9%	27.0%
Jetblue	256	3.4%	205	2.9%	181	1.7%	24.9%
Delta Airline	229	3.1%	168	2.4%	303	2.8%	36.3%
Avianca	155	2.1%	152	2.2%	176	1.6%	2.0%
Divi Divi Air	145	1.9%	163	2.3%	27	0.2%	-11.0%
Copa Airlines	90	1.2%	87	1.2%	44	0.4%	3.4%
United Airlines	79	1.1%	132	1.9%	212	1.9%	-40.2%
Others	687	9.2%	524	7.5%	863	7.9%	31.1%
<b>Total</b>	<b>7,490</b>	<b>100.0%</b>	<b>6,985</b>	<b>100.0%</b>	<b>10,882</b>	<b>100.0%</b>	<b>7.2%</b>

**Table 9 –Visitors by Booking**

	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Airline\ Hotel	3,042	40.6%	2,787	39.9%	1,035	9.5%	9.1%
Not Specified	284	3.8%	333	4.8%	2,973	27.3%	-14.7%
Other\ Website	2,766	36.9%	2,540	36.4%	2,519	23.1%	8.9%
Travel Agent	1,398	18.7%	1,325	19.0%	4,304	39.6%	5.5%
(blank)	0	0.0%	0	0.0%	51	0.5%	—
<b>Total</b>	<b>7,490</b>	<b>100%</b>	<b>6,985</b>	<b>100%</b>	<b>10,882</b>	<b>100%</b>	<b>7.2%</b>

**Table 10 – Visitors by Source**

	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Article	100	1.3%	98	1.4%	120	1.1%	2.0%
Cruise	153	2.0%	206	2.9%	118	1.1%	-25.7%
Direct Mail	8	0.1%	13	0.2%	46	0.4%	-38.5%
Family and Friends	2,608	34.8%	2,437	34.9%	2,145	19.7%	7.0%
Internet	1,672	22.3%	1,569	22.5%	1,835	16.9%	6.6%
Media Ad	220	2.9%	192	2.7%	385	3.5%	14.6%
Not Specified	285	3.8%	333	4.8%	2,774	25.5%	-14.4%
Other	1,834	24.5%	1,592	22.8%	1,446	13.3%	15.2%
Travel Agent	409	5.5%	377	5.4%	1,792	16.5%	8.5%
WWW.ARUBA.COM	201	2.7%	168	2.4%	170	1.6%	19.6%
(blank)	0	0.0%	0	0.0%	51	0.5%	—
<b>Total</b>	<b>7,490</b>	<b>100%</b>	<b>6,985</b>	<b>100%</b>	<b>10,882</b>	<b>100%</b>	<b>7.2%</b>

03

Italy





# Market Overview

## ARRIVALS GROWTH 2024 (%)

6,483

-2.8%

(COMPARED TO 2023)

## NIGHTS

48,277

-6.5%

(COMPARED TO 2023)

## PLACE OF STAY

- 53% Hotels
- 8% Timeshare
- 39% Others (Vacation Rental)

## MONTHLY AVERAGE

556

2023

540

2024

## AVERAGE LENGTH OF STAY

7.4

Nights

## FIRST TIMERS AND REPEATERS

- 60% of European visitors are first-timers, while 40% are repeaters.
- 83% of the Italian arrivals are first-timers, and 17% are repeaters.

## MARKET SHARE OF EUR VISITATION

9.3%

2024

## ARRIVALS SEASONALITY

Peak months: August, September, and November, with lower arrivals in March.

## AGE GROUP

Italy's most significant share in the age group is between 30 – 39 (34.2%)

# Italy Spending

## Average Spending

Average Spending  
Visa Credit Card

\$431

2024

\$458

2023

Average Spending  
MasterCard

\$363

2024

3.6

Days of card usage

## Quarterly Visa Spending



## Visa Spending Categories

TOP Categories	Spend Amount (US \$)	Spend per Cardholder
RESTAURANTS & DINING	\$244 555	\$178
RETAIL	\$173 382	\$142
HOTELS & LODGING	\$171 267	\$614
FOOD & GROCERY	\$88 318	\$118
TRANSPORTATION	\$63 408	\$179
ENTERTAINMENT	\$49 191	\$162
FUEL	\$11 020	\$40
WHOLESALE CLUBS	\$3 185	\$227
DRUG STORES & PHARMACIES	\$3 105	\$30



\$15 554

CLOTHING



\$43 404

JEWELRY



\$16 334

COSMETICS



\$12 937

BARS, LOUNGE, DISCO



\$19 905

GIFT, CARD, NOVELTY  
STORES



\$4 420

BOAT RENTAL

# Overview Italy

Table 1 – Total Arrivals

Arrivals	2019	2023	2024
January	534	415	362
February	438	303	328
March	369	176	190
April	367	190	211
May	343	255	217
June	796	416	380
July	1,098	643	498
August	3,513	1,980	2,142
September	1,582	856	724
October	858	507	456
November	686	423	503
December	682	505	472
Total	11,266	6,669	6,483

Table 2 - Total Nights

Nights	2019	2023	2024
January	4,728	3,796	3,007
February	3,874	2,610	3,186
March	3,395	1,652	1,429
April	2,982	1,610	1,836
May	2,674	2,136	1,549
June	6,467	3,560	2,937
July	7,978	4,916	3,310
August	26,427	14,887	15,891
September	10,179	5,230	4,457
October	5,712	3,604	3,099
November	4,833	2,845	3,291
December	7,004	4,766	4,285
Total	86,253	51,612	48,277

Table 3 - Total Average Length of Stay (ALOS)

ALOS	2019	2023	2024
January	8.9	9.1	8.3
February	8.8	8.6	9.7
March	9.2	9.4	7.5
April	8.1	8.5	8.7
May	7.8	8.4	7.1
June	8.1	8.6	7.7
July	7.3	7.6	6.6
August	7.5	7.5	7.4
September	6.4	6.1	6.2
October	6.7	7.1	6.8
November	7.0	6.7	6.5
December	10.3	9.4	9.1
Average ALOS	7.7	7.7	7.4



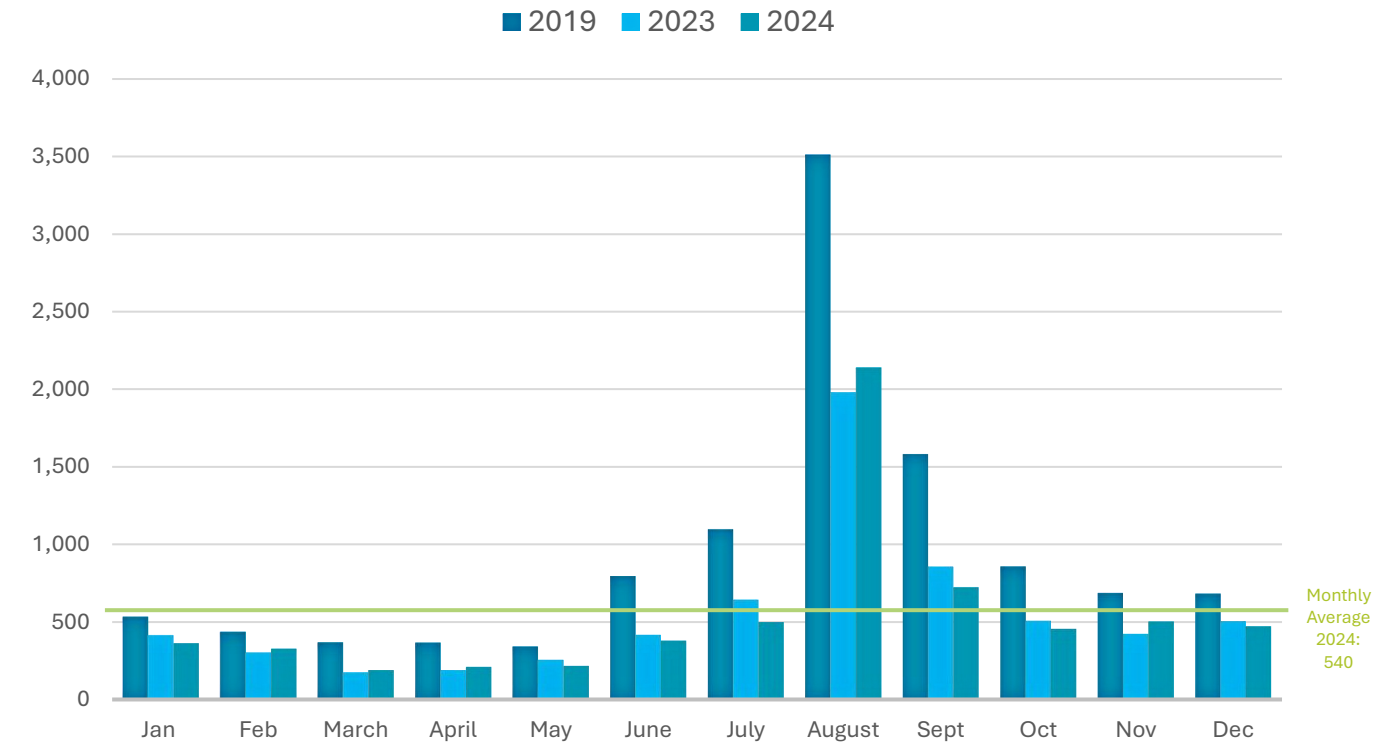


Table 4 –Arrivals by Frequency

	2019	2023	2024	Share 2024	Change 2024 vs. 2023
1 visit	6,214	4,698	4,921	83%	5%
2-5- visit	1,160	791	669	11%	-15%
6-9 visit	249	283	200	3%	-29%
10-14 visit	74	68	53	1%	-22%
15-19 visit	28	36	19	0%	-47%
20+ visit	62	72	72	1%	0%
<b>Repeaters</b>	<b>1,573</b>	<b>1,250</b>	<b>1,013</b>	<b>17%</b>	<b>-19%</b>
<b>Total</b>	<b>7,787</b>	<b>5,948</b>	<b>5,934</b>	<b>100%</b>	<b>0%</b>
<i>Not specified not included</i>					

	Total European Visitors				Visitors from Italy						
	2024	2023	2019	Change	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Total hotels	17,234	20,168	36,960	-14.5%	3,434	53.0%	3,820	57.3%	7,041	62.5%	-10.1%
Aruba Marriott Resort	302	346	918	-12.7%	20	0.3%	15	0.2%	113	1.0%	33.3%
Barcelo Aruba	519	448	886	15.8%	159	2.5%	105	1.6%	306	2.7%	51.4%
Embassy Suites by Hilton	745	344	0	116.6%	40	0.6%	19	0.3%	0	0.0%	110.5%
Hilton	660	988	904	-33.2%	83	1.3%	43	0.6%	94	0.8%	93.0%
Holiday Inn	1,109	1,326	3,088	-16.4%	374	5.8%	241	3.6%	703	6.2%	55.2%
Hyatt Place	693	551	26	25.8%	25	0.4%	5	0.1%	0	0.0%	400.0%
Hyatt Regency	415	447	659	-7.2%	25	0.4%	30	0.4%	77	0.7%	-16.7%
Renaissance Aruba	1,813	1,851	4,714	-2.1%	268	4.1%	210	3.1%	383	3.4%	27.6%
Ritz Carlton	669	657	683	1.8%	55	0.8%	49	0.7%	88	0.8%	12.2%
RIU Antillas / Westin	563	939	2,281	-40.0%	61	0.9%	172	2.6%	477	4.2%	-64.5%
RIU Palace x AUA Grand	1,948	4,125	7,557	-52.8%	321	5.0%	1,415	21.2%	1,995	17.7%	-77.3%
Amsterdam Manor	1,221	1,297	1,691	-5.9%	173	2.7%	107	1.6%	174	1.5%	61.7%
Brickell Bay	184	250	650	-26.4%	16	0.2%	14	0.2%	70	0.6%	14.3%
Bucuti Tara Beach	1,115	1,085	1,855	2.8%	553	8.5%	515	7.7%	789	7.0%	7.4%
Victoria City Hotel	214	82	45	161.0%	27	0.4%	2	0.0%	2	0.0%	1250.0%
Courtyard by Marriott	1,139	1,349	22	-15.6%	71	1.1%	56	0.8%	2	0.0%	26.8%
Divi Aruba All Incl. Beach	803	1,048	3,259	-23.4%	372	5.7%	226	3.4%	728	6.5%	64.6%
Dorado Eagle Beach	33	98	102	-66.3%	1	0.0%	23	0.3%	21	0.2%	-95.7%
Joia AUA By Iberostar	23	0	0	0.0%	5	0.1%	0	0.0%	0	0.0%	0.0%
Manchebo	1,087	1,032	1,588	5.3%	439	6.8%	366	5.5%	531	4.7%	19.9%
Talk of the Town	962	969	1,074	-0.7%	30	0.5%	18	0.3%	43	0.4%	66.7%
Tamarijn Aruba	555	697	3,842	-20.4%	263	4.1%	174	2.6%	361	3.2%	51.1%
The Mill	361	177	768	104.0%	32	0.5%	14	0.2%	55	0.5%	128.6%
Tierra Del Sol	101	62	348	62.9%	21	0.3%	1	0.0%	29	0.3%	2000.0%
Timeshare	4,099	4,407	7,593	-7.0%	526	8.1%	389	5.8%	1,023	9.1%	35.2%
Apartments/Guest House	14,245	15,866	13,570	-10.2%	987	15.2%	851	12.8%	910	8.1%	16.0%
Private Home	33,370	33,374	35,126	0.0%	1,505	23.2%	1,585	23.8%	2,289	20.3%	-5.0%
Other	392	382	55	2.6%	31	0.5%	24	0.4%	3	0.0%	29.2%
Total	69,340	74,197	93,304	-6.5%	6,483	100.0%	6,669	100.0%	11,266	100.0%	-2.8%

Table 6 - Total Arrivals by Purpose of Visit

	Europe Visitors				Italian Visitors						
	2024	Share	2023	Share	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Business	4,546	7.3%	4,307	6.5%	139	2.1%	69	1.2%	97	1.1%	101.4%
Conference	263	0.4%	303	0.5%	9	0.1%	6	0.1%	85	0.9%	50.0%
Diving	465	0.7%	516	0.8%	35	0.5%	38	0.7%	170	1.9%	-7.9%
Honeymoon	2,763	4.4%	3,547	5.3%	1,747	26.9%	2,262	38.9%	3,035	33.8%	-22.8%
Incentive	272	0.4%	289	0.4%	9	0.1%	8	0.1%	23	0.3%	12.5%
Meeting	844	1.4%	1,016	1.5%	30	0.5%	42	0.7%	82	0.9%	-28.6%
Shopping	214	0.3%	381	0.6%	16	0.2%	33	0.6%	264	2.9%	-51.5%
Sun, Sand, Sea	51,985	83.6%	54,972	82.6%	3,644	56.2%	3,120	53.7%	4,480	49.9%	16.8%
Wedding	816	1.3%	1,184	1.8%	119	1.8%	237	4.1%	742	8.3%	-49.8%
Total	62,168	100.0%	66,515	100.0%	6,483	100.0%	5,815	100.0%	8,978	100.0%	11.5%
Not specified not included											

Table 7 –Age Group

	Europe Visitors				Italian Visitors					Share of Europe total	
	2024	Share	2023	Share	2024	Share	2023	Share	Change 2024 vs. 2023	2024	2023
0 - 11 yrs	4,094	5.9%	4,292	5.8%	354	5.5%	270	4.0%	31.1%	8.6%	6.3%
12 - 19 yrs	3,834	5.5%	4,115	5.5%	322	5.0%	261	3.9%	23.4%	8.4%	6.3%
20 - 29 yrs	11,515	16.6%	12,567	16.9%	866	13.4%	1,059	15.9%	-18.2%	7.5%	8.4%
30 - 39 yrs	13,274	19.1%	14,474	19.5%	2,216	34.2%	2,400	36.0%	-7.7%	16.7%	16.6%
40 - 49 yrs	10,533	15.2%	10,732	14.5%	1,046	16.1%	910	13.6%	14.9%	9.9%	8.5%
50 - 59 yrs	13,052	18.8%	14,227	19.2%	940	14.5%	949	14.2%	-0.9%	7.2%	6.7%
60 - 69 yrs	9,066	13.1%	9,694	13.1%	553	8.5%	613	9.2%	-9.8%	6.1%	6.3%
>70	3,969	5.7%	4,088	5.5%	186	2.9%	207	3.1%	-10.1%	4.7%	5.1%
Total	69,337	100.0%	74,189	100.0%	6,483	100.0%	6,669	100.0%	-2.8%	9.3%	9.0%

Table 8 –Visitors by Carriers

	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
KLM	1,587	24.5%	1,349	20.2%	2,530	-37.3%	17.6%
Delta Airline	1,411	21.8%	908	13.6%	2,235	-36.9%	55.4%
American Airlines	1,069	16.5%	1,413	21.2%	3,094	-65.4%	-24.3%
United Airlines	529	8.2%	1,351	20.3%	1,059	-50.0%	-60.8%
Jetblue	333	5.1%	254	3.8%	395	-15.7%	31.1%
COPA Airline	272	4.2%	268	4.0%	347	-21.6%	1.5%
Avianca	208	3.2%	202	3.0%	598	-65.2%	3.0%
Divi Divi Air	106	1.6%	106	1.6%	26	307.7%	0.0%
Others	968	14.9%	818	12.3%	982	-1.4%	18.3%
Total	6,483	100.0%	6,669	100.0%	11,266	-42.5%	-2.8%

Table 9 –Visitors by Booking							
	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Airline\ Hotel	788	12.2%	462	6.9%	470	4.2%	70.6%
Not Specified	551	8.5%	720	10.8%	3,188	28.3%	-23.5%
Other\ Website	1,672	25.8%	1,529	22.9%	2,017	17.9%	9.4%
Travel Agent	3,472	53.6%	3,958	59.3%	5,491	48.7%	-12.3%
(blank)	0	0.0%	0	0.0%	100	0.9%	–
<b>Total</b>	<b>6,483</b>	<b>100%</b>	<b>6,669</b>	<b>100%</b>	<b>11,266</b>	<b>100%</b>	<b>-2.8%</b>

Table 10 – Visitors by Source							
	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Article	71	1.1%	85	1.3%	120	1.1%	-16.5%
Cruise	58	0.9%	53	0.8%	91	0.8%	9.4%
Direct Mail	16	0.2%	14	0.2%	45	0.4%	14.3%
Family and Friends	914	14.1%	780	11.7%	843	7.5%	17.2%
Internet	1,428	22.0%	1,108	16.6%	1,847	16.4%	28.9%
Media Ad	207	3.2%	192	2.9%	507	4.5%	7.8%
Not Specified	552	8.5%	721	10.8%	2,992	26.6%	-23.4%
Other	732	11.3%	732	11.0%	407	3.6%	0.0%
Travel Agent	2,343	36.1%	2,806	42.1%	4,038	35.8%	-16.5%
WWW.ARUBA.COM	162	2.5%	178	2.7%	276	2.4%	-9.0%
(blank)	0	0.0%	0	0.0%	100	0.9%	–
<b>Total</b>	<b>6,483</b>	<b>100%</b>	<b>6,669</b>	<b>100%</b>	<b>11,266</b>	<b>100%</b>	<b>-2.8%</b>



04

Germany







# Market Overview

## ARRIVALS GROWTH 2024 (%)

4,558

-18.6%

(COMPARED TO 2023)

## NIGHTS

46,396

-8.1%

(COMPARED TO 2023)

## PLACE OF STAY

- 26% Hotels
- 6% Timeshare
- 68% Others (Vacation Rental)

## MONTHLY AVERAGE

467

2023

380

2024

## AVERAGE LENGTH OF STAY

10.2

Nights

## FIRST TIMERS AND REPEATERS

- 60% of European visitors are first-timers, while 40% are repeaters.
- 76% of the German arrivals are first-timers, and 24% are repeaters.

## MARKET SHARE OF EUR VISITATION

6.6%

2024

## ARRIVALS SEASONALITY

Peak months: March, October, and November, with lower arrivals in June.

## AGE GROUP

Germany's most significant share in the age group is between 30 – 39 (21.2%)

# Germany Spending

## Average Spending

Average Spending  
Visa Credit Card

\$303

2024

\$394

2023

Average Spending  
MasterCard

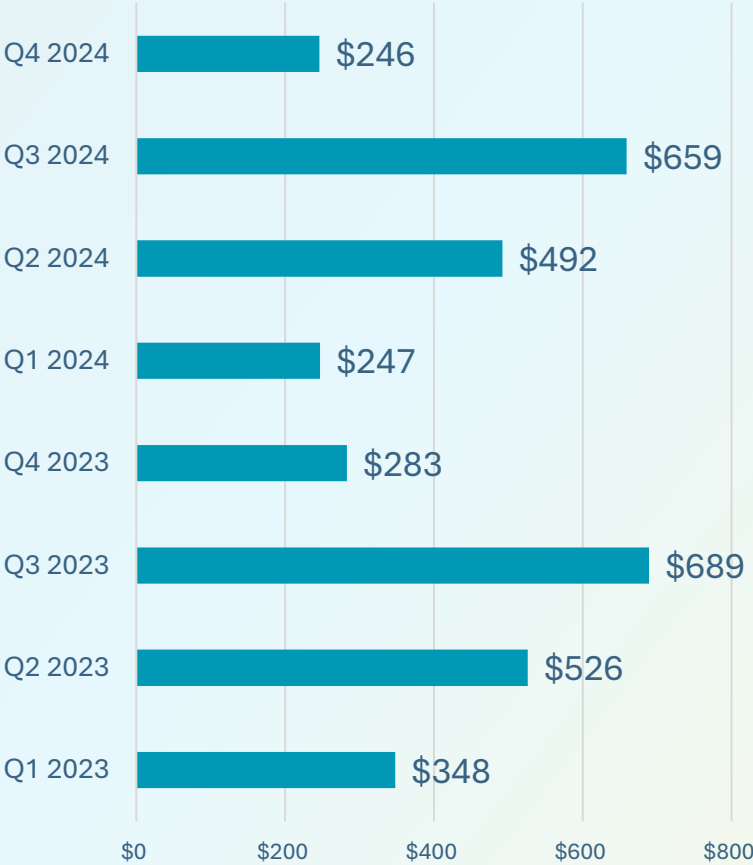
\$301

2024

3.2

Days of card usage

## Quarterly Visa Spending



## Visa Spending Categories

TOP Categories	Spend Amount (US \$)	Spend per Cardholder
RETAIL	\$577 533	\$150
RESTAURANTS & DINING	\$427 570	\$124
FOOD & GROCERY	\$237 296	\$123
HOTELS & LODGING	\$162 957	\$348
TRANSPORTATION	\$109 372	\$182
ENTERTAINMENT	\$74 210	\$116
FUEL	\$27 063	\$39
WHOLESALE CLUBS	\$13 160	\$439
DRUG STORES & PHARMACIES	\$7 526	\$30



\$68 604

CLOTHING



\$129 231

JEWELRY



\$48 126

COSMETICS



\$20 663

BARS, LOUNGE, DISCO



\$45 072

GIFT, CARD, NOVELTY  
STORES



\$4 640

BOAT RENTAL

# Overview Germany

Table 1 – Total Arrivals

Arrivals	2019	2023	2024
January	485	426	355
February	454	335	362
March	577	1,122	533
April	653	416	314
May	545	370	351
June	666	334	205
July	483	317	319
August	549	359	410
September	705	435	407
October	633	465	453
November	730	520	450
December	478	501	399
<b>Total</b>	<b>6,958</b>	<b>5,600</b>	<b>4,558</b>

Table 2 - Total Nights

Nights	2019	2023	2024
January	4,106	5,258	3,831
February	4,167	3,343	3,825
March	4,882	5,540	5,230
April	6,148	4,161	2,663
May	4,981	3,492	3,476
June	6,433	3,310	1,773
July	4,641	3,177	3,073
August	5,474	3,906	5,506
September	6,633	4,439	3,656
October	5994	4491	4,648
November	6796	4962	4,722
December	4862	4382	3,993
<b>Total</b>	<b>65,117</b>	<b>50,461</b>	<b>46,396</b>

Table 3 - Total Average Length of Stay (ALOS)

ALOS	2019	2023	2024
January	8.5	12.3	10.8
February	9.2	10.0	10.6
March	8.5	4.9	9.8
April	9.4	10.0	8.5
May	9.1	9.4	9.9
June	9.7	9.9	8.6
July	9.6	10.0	9.6
August	10.0	10.9	13.4
September	9.4	10.2	9.0
October	9.5	9.7	10.3
November	9.3	9.5	10.5
December	10.2	8.7	10.0
<b>Average ALOS</b>	<b>9.4</b>	<b>9.0</b>	<b>10.2</b>

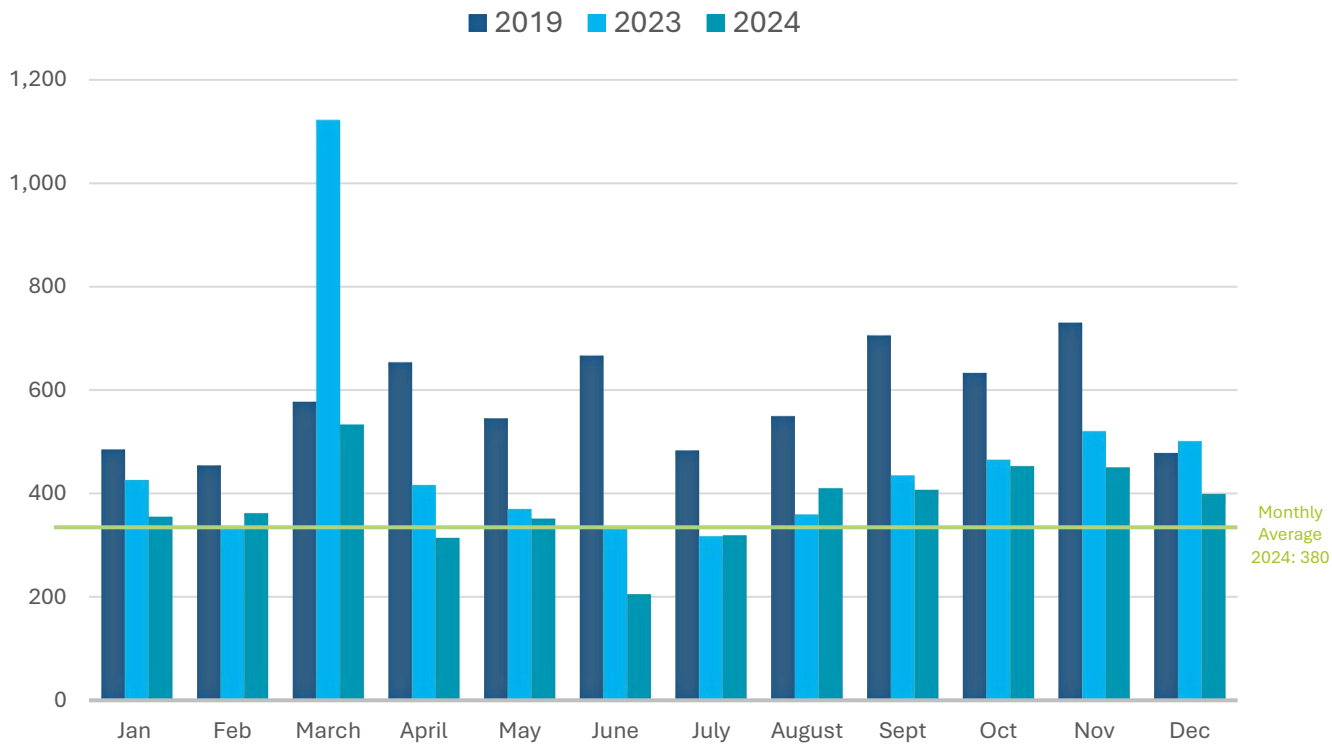


Table 4 –Arrivals by Frequency

	2019	2023	2024	Share 2024	Change 2024 vs. 2023
1 visit	4,054	4,028	3,238	76%	-20%
2-5- visit	705	821	724	17%	-12%
6-9 visit	105	154	132	3%	-14%
10-14 visit	91	93	57	1%	-39%
15-19 visit	40	28	38	1%	36%
20+ visit	64	75	81	2%	8%
<b>Repeaters</b>	<b>1,005</b>	<b>1,171</b>	<b>1,032</b>	<b>24%</b>	<b>-12%</b>
<b>Total</b>	<b>5,059</b>	<b>5,199</b>	<b>4,270</b>	<b>100%</b>	<b>-18%</b>

Not specified not included

	Total European Visitors				Visitors from Germany						Change 2024 vs. 2023
	2024	2023	2019	Change	2024	Share	2023	Share	2019	Share	
Total hotels	17,234	20,168	36,960	-14.5%	1,142	25.1%	1,417	25.3%	2,691	38.7%	-19.4%
Aruba Marriott Resort	302	346	918	-12.7%	20	0.4%	29	0.5%	72	1.0%	-31.0%
Barcelo Aruba	519	448	886	15.8%	23	0.5%	19	0.3%	38	0.5%	21.1%
Embassy Suites by Hilton	745	344	0	116.6%	28	0.6%	21	0.4%	0	0.0%	33.3%
Hilton	660	988	904	-33.2%	53	1.2%	290	5.2%	85	1.2%	-81.7%
Holiday Inn	1,109	1,326	3,088	-16.4%	43	0.9%	89	1.6%	249	3.6%	-51.7%
Hyatt Place	693	551	26	25.8%	33	0.7%	17	0.3%	2	0.0%	94.1%
Hyatt Regency	415	447	659	-7.2%	19	0.4%	30	0.5%	43	0.6%	-36.7%
Renaissance Aruba	1,813	1,851	4,714	-2.1%	130	2.9%	112	2.0%	458	6.6%	16.1%
Ritz Carlton	669	657	683	1.8%	61	1.3%	68	1.2%	43	0.6%	-10.3%
RIU Antillas / Westin	563	939	2,281	-40.0%	103	2.3%	129	2.3%	125	1.8%	-20.2%
RIU Palace x AUA Grand	1,948	4,125	7,557	-52.8%	15	0.3%	18	0.3%	385	5.5%	-16.7%
Amsterdam Manor	1,221	1,297	1,691	-5.9%	194	4.3%	136	2.4%	320	4.6%	42.6%
Brickell Bay	184	250	650	-26.4%	13	0.3%	12	0.2%	62	0.9%	8.3%
Bucuti Tara Beach	1,115	1,085	1,855	2.8%	97	2.1%	79	1.4%	229	3.3%	22.8%
Victoria City Hotel	214	82	45	161.0%	14	0.3%	10	0.2%	5	0.1%	40.0%
Courtyard by Marriott	1,139	1,349	22	-15.6%	33	0.7%	97	1.7%	8	0.1%	-66.0%
Divi Aruba All Incl. Beach	803	1,048	3,259	-23.4%	39	0.9%	39	0.7%	87	1.3%	0.0%
Dorado Eagle Beach	33	98	102	-66.3%	0	0.0%	14	0.3%	8	0.1%	-100.0%
Joia AUA By Iberostar	23	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Manchebo	1,087	1,032	1,588	5.3%	107	2.3%	131	2.3%	228	3.3%	-18.3%
Talk of the Town	962	969	1,074	-0.7%	42	0.9%	39	0.7%	37	0.5%	7.7%
Tamarijn Aruba	555	697	3,842	-20.4%	22	0.5%	20	0.4%	86	1.2%	10.0%
The Mill	361	177	768	104.0%	43	0.9%	18	0.3%	70	1.0%	138.9%
Tierra Del Sol	101	62	348	62.9%	10	0.2%	0	0.0%	51	0.7%	0.0%
Timeshare	4,099	4,407	7,593	-7.0%	293	6.4%	305	5.4%	430	6.2%	-3.9%
Apartments/Guest House	14,245	15,866	13,570	-10.2%	921	20.2%	1,418	25.3%	800	11.5%	-35.0%
Private Home	33,370	33,374	35,126	0.0%	2,168	47.6%	2,402	42.9%	3,029	43.5%	-9.7%
Other	392	382	55	2.6%	34	0.7%	58	1.0%	8	0.1%	-41.4%
Total	69,340	74,197	93,304	-6.5%	4,558	100.0%	5,600	100.0%	6,958	100.0%	-18.6%

Table 6 - Total Arrivals by Purpose of Visit

	Europe Visitors				German Visitors						
	2024	Share	2023	Share	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Business	4,546	7.3%	4,307	6.5%	141	3.1%	91	1.9%	96	1.8%	54.9%
Conference	263	0.4%	303	0.5%	14	0.3%	17	0.4%	11	0.2%	-17.6%
Diving	465	0.7%	516	0.8%	54	1.2%	57	1.2%	175	3.3%	-5.3%
Honeymoon	2,763	4.4%	3,547	5.3%	173	3.8%	245	5.2%	324	6.1%	-29.4%
Incentive	272	0.4%	289	0.4%	31	0.7%	32	0.7%	33	0.6%	-3.1%
Meeting	844	1.4%	1,016	1.5%	27	0.6%	33	0.7%	65	1.2%	-18.2%
Shopping	214	0.3%	381	0.6%	17	0.4%	31	0.7%	165	3.1%	-45.2%
Sun, Sand, Sea	51,985	83.6%	54,972	82.6%	3,601	79.0%	4,125	88.3%	4,421	82.7%	-12.7%
Wedding	816	1.3%	1,184	1.8%	56	1.2%	38	0.8%	55	1.0%	47.4%
Total	62,168	100.0%	66,515	100.0%	4,558	100.0%	4,669	100.0%	5,345	100.0%	-2.4%
Not specified not included											

Table 7 –Age Group

	Europe Visitors				German Visitors					Share of Europe total	
	2024	Share	2023	Share	2024	Share	2023	Share	Change 2024 vs. 2023	2024	2023
0 - 11 yrs	4,094	5.9%	4,292	5.8%	239	5.2%	254	4.5%	-5.9%	5.8%	5.9%
12 - 19 yrs	3,834	5.5%	4,115	5.5%	187	4.1%	237	4.2%	-21.1%	4.9%	5.8%
20 - 29 yrs	11,515	16.6%	12,567	16.9%	687	15.1%	875	15.6%	-21.5%	6.0%	7.0%
30 - 39 yrs	13,274	19.1%	14,474	19.5%	967	21.2%	1,279	22.8%	-24.4%	7.3%	8.8%
40 - 49 yrs	10,533	15.2%	10,732	14.5%	663	14.5%	795	14.2%	-16.6%	6.3%	7.4%
50 - 59 yrs	13,052	18.8%	14,227	19.2%	924	20.3%	1,122	20.0%	-17.6%	7.1%	7.9%
60 - 69 yrs	9,066	13.1%	9,694	13.1%	671	14.7%	772	13.8%	-13.1%	7.4%	8.0%
>70	3,969	5.7%	4,088	5.5%	220	4.8%	266	4.8%	-17.3%	5.5%	6.5%
Total	69,337	100.0%	74,189	100.0%	4,558	100.0%	5,600	100.0%	-18.6%	6.6%	7.5%



**Table 8 –Visitors by Carriers**

	<b>2024</b>	<b>Share</b>	<b>2023</b>	<b>Share</b>	<b>2019</b>	<b>Share</b>	<b>Change 2024 vs. 2023</b>
KLM	2,208	48.4%	2,616	46.7%	3,488	50.1%	-15.6%
Divi Divi Air	328	7.2%	381	6.8%	317	4.6%	-13.9%
TUI Fly NL / Arke	237	5.2%	938	16.8%	393	5.6%	-74.7%
Delta Airlines	189	4.1%	123	2.2%	147	2.1%	53.7%
American Airlines	169	3.7%	159	2.8%	396	5.7%	6.3%
Avianca	168	3.7%	245	4.4%	355	5.1%	-31.4%
Winair	151	3.3%	53	0.9%	412	5.9%	184.9%
Copa Airlines	150	3.3%	127	2.3%	99	1.4%	18.1%
Jetblue Airways	126	2.8%	81	1.4%	78	1.1%	55.6%
United Airlines	112	2.5%	218	3.9%	309	4.4%	-48.6%
Others	720	15.8%	659	11.8%	964	13.9%	9.3%
<b>Total</b>	<b>4,558</b>	<b>100.0%</b>	<b>5,600</b>	<b>100.0%</b>	<b>6,958</b>	<b>100.0%</b>	<b>-18.6%</b>

Table 9 –Visitors by Booking							
	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Airline\ Hotel	1,027	22.5%	1,096	19.6%	956	13.7%	-6.3%
Not Specified	288	6.3%	405	7.2%	2,099	30.2%	-28.9%
Other\ Website	2,254	49.5%	2,657	47.4%	2,273	32.7%	-15.2%
Travel Agent	989	21.7%	1,442	25.8%	1,507	21.7%	-31.4%
(blank)	0	0.0%	0	0.0%	123	1.8%	—
<b>Total</b>	<b>4,558</b>	<b>100%</b>	<b>5,600</b>	<b>100%</b>	<b>6,958</b>	<b>100%</b>	<b>-18.6%</b>

Table 10 – Visitors by Source							
	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Article	56	1.2%	46	0.8%	94	1.4%	21.7%
Cruise	106	2.3%	434	7.8%	70	1.0%	-75.6%
Direct Mail	8	0.2%	20	0.4%	26	0.4%	-60.0%
Family and Friends	1,328	29.1%	1,377	24.6%	1,136	16.3%	-3.6%
Internet	1,270	27.9%	1,615	28.8%	1,850	26.6%	-21.4%
Media Ad	91	2.0%	103	1.8%	316	4.5%	-11.7%
Not Specified	289	6.3%	405	7.2%	1,991	28.6%	-28.6%
Other	1,015	22.3%	1,064	19.0%	598	8.6%	-4.6%
Travel Agent	267	5.9%	365	6.5%	543	7.8%	-26.8%
WWW.ARUBA.COM	128	2.8%	171	3.1%	211	3.0%	-25.1%
(blank)	0	0.0%	0	0.0%	123	1.8%	—
<b>Total</b>	<b>4,558</b>	<b>100%</b>	<b>5,600</b>	<b>100%</b>	<b>6,958</b>	<b>100%</b>	<b>-18.6%</b>

05

Belgium







# Market Overview



## ARRIVALS GROWTH 2024 (%)

1,569

-18.6%

(COMPARED TO 2023)

## NIGHTS

20,558

-16.1%

(COMPARED TO 2023)

## PLACE OF STAY

- 24% Hotels
- 4% Timeshare
- 72% Others (Vacation Rental)

## MONTHLY AVERAGE

161

2023

131

2024

## AVERAGE LENGTH OF STAY

13.1

Nights

## FIRST TIMERS AND REPEATERS

- 60% of European visitors are first-timers, while 40% are repeaters.
- 64% of the Belgium arrivals are first-timers, and 36% are repeaters.

## MARKET SHARE OF EUR VISITATION

2.3%

2024

## ARRIVALS SEASONALITY

Peak months: March, February and January, with lower arrivals in August.

## AGE GROUP

Belgium's most significant share in the age group is between 50-59 (20.2%)

# Overview Belgium

Table 1 – Total Arrivals

Arrivals	2019	2023	2024
January	144	191	142
February	131	138	168
March	230	177	187
April	317	237	158
May	184	134	120
June	216	113	126
July	218	216	113
August	158	120	66
September	198	143	128
October	196	178	118
November	203	144	139
December	154	136	104
<b>Total</b>	<b>2,349</b>	<b>1,927</b>	<b>1,569</b>

Table 2 - Total Nights

Nights	2019	2023	2024
January	1,617	3,383	1,837
February	1,635	2,161	3,368
March	2,072	1,657	2,125
April	2,969	2,321	1,855
May	2,036	1,573	1,507
June	2,378	1,332	1,785
July	2,297	2,206	1,183
August	1,811	2,010	628
September	1,947	1,647	1,443
October	1998	2387	1691
November	2164	1785	1676
December	1999	2033	1460
<b>Total</b>	<b>24,923</b>	<b>24,495</b>	<b>20,558</b>

Table 3 - Total Average Length of Stay (ALOS)

ALOS	2019	2023	2024
January	11.2	17.7	12.9
February	12.5	15.7	20.0
March	9.0	9.4	11.4
April	9.4	9.8	11.7
May	11.1	11.7	12.6
June	11.0	11.8	14.2
July	10.5	10.2	10.5
August	11.5	16.8	9.5
September	9.8	11.5	11.3
October	10.2	13.4	14.3
November	10.7	12.4	12.1
December	13.0	14.9	14.0
<b>Average ALOS</b>	<b>10.6</b>	<b>12.7</b>	<b>13.1</b>



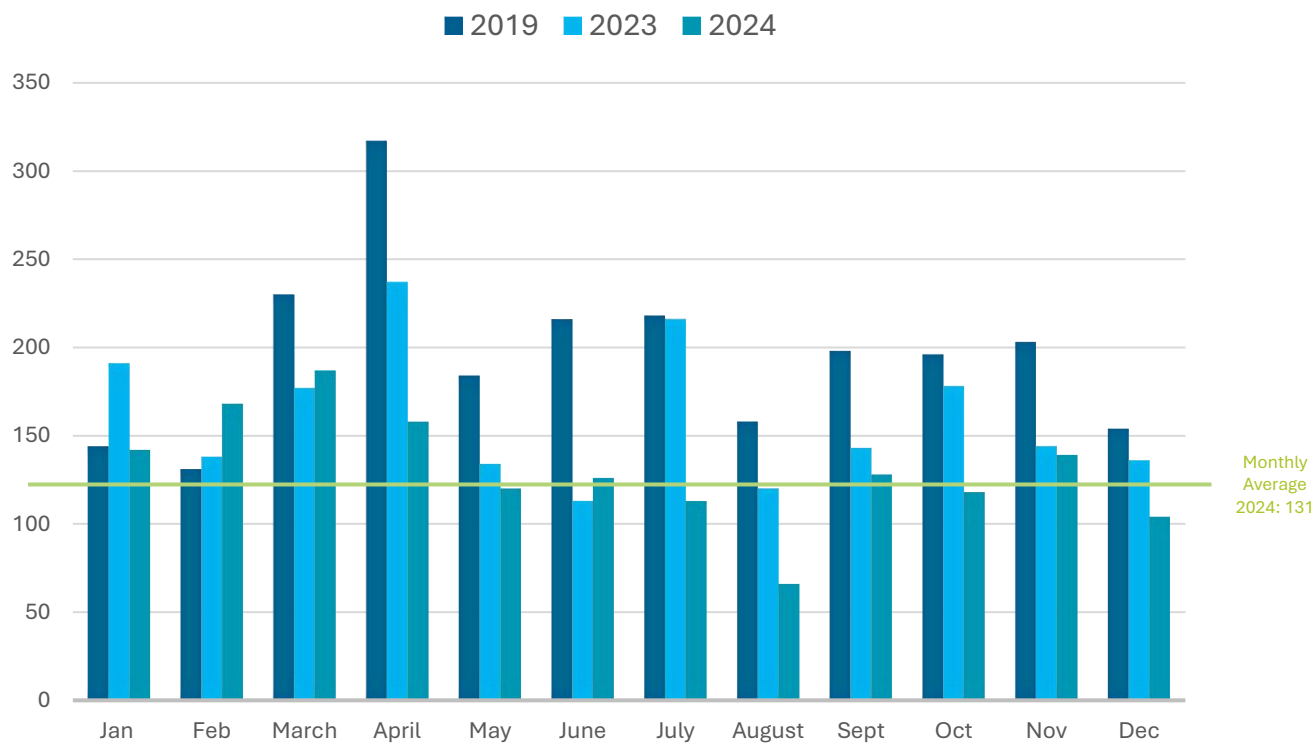


Table 4 –Arrivals by Frequency

	2019	2023	2024	Share 2024	Change 2024 vs. 2023
<b>1 visit</b>	<b>1,273</b>	<b>1,194</b>	<b>971</b>	<b>64%</b>	<b>-19%</b>
2-5- visit	333	441	336	22%	-24%
6-9 visit	68	88	83	5%	-6%
10-14 visit	53	55	41	3%	-25%
15-19 visit	9	31	40	3%	29%
20+ visit	40	58	48	3%	-17%
<b>Repeaters</b>	<b>503</b>	<b>673</b>	<b>548</b>	<b>36%</b>	<b>-19%</b>
<b>Total</b>	<b>1,776</b>	<b>1,867</b>	<b>1,519</b>	<b>100%</b>	<b>-19%</b>

Not specified not included

	Total European Visitors				Visitors from Belgium				
	2024	2023	2019	Change	2024	Share	2023	2019	Change 2024 vs. 2023
Total hotels	17,234	20,168	36,960	-14.5%	376	24.0%	534	1,047	-29.6%
Aruba Marriott Resort	302	346	918	-12.7%	6	0.4%	33	33	-81.8%
Barcelo Aruba	519	448	886	15.8%	1	0.1%	10	11	-90.0%
Embassy Suites by Hilton	745	344	0	116.6%	13	0.8%	10	0	30.0%
Hilton	660	988	904	-33.2%	11	0.7%	13	47	-15.4%
Holiday Inn	1,109	1,326	3,088	-16.4%	3	0.2%	10	57	-70.0%
Hyatt Place	693	551	26	25.8%	7	0.4%	14	1	-50.0%
Hyatt Regency	415	447	659	-7.2%	14	0.9%	4	16	250.0%
Renaissance Aruba	1,813	1,851	4,714	-2.1%	40	2.5%	41	165	-2.4%
Ritz Carlton	669	657	683	1.8%	22	1.4%	20	21	10.0%
RIU Antillas / Westin	563	939	2,281	-40.0%	35	2.2%	56	84	-37.5%
RIU Palace x AUA Grand	1,948	4,125	7,557	-52.8%	71	4.5%	148	272	-52.0%
Amsterdam Manor	1,221	1,297	1,691	-5.9%	34	2.2%	37	44	-8.1%
Brickell Bay	184	250	650	-26.4%	6	0.4%	3	2	100.0%
Bucuti Tara Beach	1,115	1,085	1,855	2.8%	19	1.2%	25	54	-24.0%
Victoria City Hotel	214	82	45	161.0%	9	0.6%	2	0	350.0%
Courtyard by Marriott	1,139	1,349	22	-15.6%	33	2.1%	41	0	-19.5%
Divi Aruba All Incl. Beach	803	1,048	3,259	-23.4%	11	0.7%	10	75	10.0%
Dorado Eagle Beach	33	98	102	-66.3%	0	0.0%	0	0	0.0%
Joia AUA By Iberostar	23	0	0	0.0%	0	0.0%	0	0	0.0%
Manchebo	1,087	1,032	1,588	5.3%	7	0.4%	5	17	40.0%
Talk of the Town	962	969	1,074	-0.7%	16	1.0%	41	33	-61.0%
Tamarijn Aruba	555	697	3,842	-20.4%	11	0.7%	4	97	175.0%
The Mill	361	177	768	104.0%	6	0.4%	5	13	20.0%
Tierra Del Sol	101	62	348	62.9%	1	0.1%	2	5	-50.0%
Timeshare	4,099	4,407	7,593	-7.0%	66	4.2%	86	123	-23.3%
Apartments/Guest House	14,245	15,866	13,570	-10.2%	383	24.4%	504	317	-24.0%
Private Home	33,370	33,374	35,126	0.0%	735	46.8%	801	862	-8.2%
Other	392	382	55	2.6%	9	0.6%	2	0	350.0%
Total	69,340	74,197	93,304	-6.5%	1,569	100.0%	1,927	2,349	-18.6%

Table 6 - Total Arrivals by Purpose of Visit

	Europe Visitors				Belgium Visitors						
	2024	Share	2023	Share	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Business	4,546	7.3%	4,307	6.5%	82	5.8%	101	6.0%	66	3.4%	-18.8%
Conference	263	0.4%	303	0.5%	19	1.4%	20	1.2%	7	0.4%	-5.0%
Diving	465	0.7%	516	0.8%	22	1.6%	13	0.8%	31	1.6%	69.2%
Honeymoon	2,763	4.4%	3,547	5.3%	34	2.4%	58	3.4%	60	3.1%	-41.4%
Incentive	272	0.4%	289	0.4%	3	0.2%	28	1.7%	12	0.6%	-89.3%
Meeting	844	1.4%	1,016	1.5%	18	1.3%	26	1.5%	48	2.5%	-30.8%
Shopping	214	0.3%	381	0.6%	3	0.2%	9	0.5%	53	2.7%	-66.7%
Sun, Sand, Sea	51,985	83.6%	54,972	82.6%	1,213	86.3%	1,411	83.4%	1,627	84.3%	-14.0%
Wedding	816	1.3%	1,184	1.8%	12	0.9%	26	1.5%	26	1.3%	-53.8%
Total	62,168	100.0%	66,515	100.0%	1,519	100.0%	1,867	100.0%	1,776	100.0%	-18.6%
Not specified not included											

Table 7 –Age Group

	Europe Visitors				Belgium Visitors					Share of Europe total	
	2024	Share	2023	Share	2024	Share	2023	Share	Change 2024 vs. 2023	2024	2023
0 - 11 yrs	4,094	5.9%	4,292	5.8%	80	5.1%	116	6.0%	-31.0%	2.0%	2.7%
12 - 19 yrs	3,834	5.5%	4,115	5.5%	119	7.6%	145	7.5%	-17.9%	3.1%	3.5%
20 - 29 yrs	11,515	16.6%	12,567	16.9%	312	19.9%	362	18.8%	-13.8%	2.7%	2.9%
30 - 39 yrs	13,274	19.1%	14,474	19.5%	249	15.9%	334	17.3%	-25.4%	1.9%	2.3%
40 - 49 yrs	10,533	15.2%	10,732	14.5%	217	13.8%	258	13.4%	-15.9%	2.1%	2.4%
50 - 59 yrs	13,052	18.8%	14,227	19.2%	317	20.2%	358	18.6%	-11.5%	2.4%	2.5%
60 - 69 yrs	9,066	13.1%	9,694	13.1%	194	12.4%	271	14.1%	-28.4%	2.1%	2.8%
>70	3,969	5.7%	4,088	5.5%	81	5.2%	83	4.3%	-2.4%	2.0%	2.0%
Total	69,337	100.0%	74,189	100.0%	1,569	100.0%	1,927	100.0%	-18.6%	2.3%	2.6%

**Table 8 –Visitors by Carriers**

	<b>2024</b>	<b>Share</b>	<b>2023</b>	<b>Share</b>	<b>2019</b>	<b>Share</b>	<b>Change 2024 vs. 2023</b>
KLM	725	46.2%	1,022	53.0%	956	40.7%	-29.1%
TUI Fly NL / Arke	416	26.5%	510	26.5%	888	37.8%	-18.4%
Divi Divi Air	94	6.0%	97	5.0%	64	2.7%	-3.1%
Others	334	21.3%	298	15.5%	441	18.8%	12.1%
<b>Total</b>	<b>1,569</b>	<b>100.0%</b>	<b>1,927</b>	<b>100.0%</b>	<b>2,349</b>	<b>100.0%</b>	<b>-18.6%</b>

Table 9 –Visitors by Booking							
	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Airline\ Hotel	476	30.3%	525	27.2%	317	13.5%	-9.3%
Not Specified	50	3.2%	60	3.1%	725	30.9%	-16.7%
Other\ Website	664	42.3%	846	43.9%	588	25.0%	-21.5%
Travel Agent	379	24.2%	496	25.7%	694	29.5%	-23.6%
(blank)	0	0.0%	0	0.0%	25	1.1%	–
<b>Total</b>	<b>1,569</b>	<b>100%</b>	<b>1,927</b>	<b>100%</b>	<b>2,349</b>	<b>100%</b>	<b>-18.6%</b>

Table 10 – Visitors by Source							
	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Article	5	0.3%	14	0.7%	16	0.7%	21.7%
Cruise	18	1.1%	33	1.7%	13	0.6%	-75.6%
Direct Mail	4	0.3%	15	0.8%	15	0.6%	-60.0%
Family and Friends	693	44.2%	747	38.8%	612	26.1%	-3.6%
Internet	235	15.0%	334	17.3%	374	15.9%	-21.4%
Media Ad	27	1.7%	31	1.6%	71	3.0%	-11.7%
Not Specified	50	3.2%	61	3.2%	535	22.8%	-28.6%
Other	366	23.3%	472	24.5%	265	11.3%	-4.6%
Travel Agent	144	9.2%	190	9.9%	370	15.8%	-26.8%
WWW.ARUBA.COM	27	1.7%	30	1.6%	53	2.3%	-25.1%
(blank)	0	0.0%	0	0.0%	25	1.1%	–
<b>Total</b>	<b>1,569</b>	<b>100%</b>	<b>1,927</b>	<b>100%</b>	<b>2,349</b>	<b>100%</b>	<b>-18.6%</b>



06

Sweden





# Market Overview

## ARRIVALS GROWTH 2024 (%)

902

-58.4%

(COMPARED TO 2023)

## NIGHTS

8,925

-65.3%

(COMPARED TO 2023)

## PLACE OF STAY

- 38% Hotels
- 10% Timeshare
- 52% Others (Vacation Rental)

## MONTHLY AVERAGE

181

2023

75

2024

## AVERAGE LENGTH OF STAY

9.9

Nights

## FIRST TIMERS AND REPEATERS

- 60% of European visitors are first-timers, while 40% are repeaters.
- 71% of the Sweden arrivals are first-timers, and 29% are repeaters.

## MARKET SHARE OF EUR VISITATION

1.3%

2024

## ARRIVALS SEASONALITY

Peak months: December, October, February and January, with lower arrivals in September.

## AGE GROUP

Sweden's most significant share in the age group is between 50-59 (20.7%)

# Overview Sweden

Table 1 – Total Arrivals

Arrivals	2019	2023	2024
January	871	698	112
February	814	685	112
March	491	106	93
April	170	68	81
May	44	33	35
June	94	51	49
July	124	51	44
August	54	20	41
September	66	25	33
October	490	119	115
November	758	126	70
December	1,166	192	117
<b>Total</b>	<b>5,142</b>	<b>2,174</b>	<b>902</b>

Table 2 - Total Nights

Nights	2019	2023	2024
January	10,935	8,730	1,181
February	10,229	8,753	1,332
March	5,789	778	955
April	1,311	500	563
May	404	291	282
June	1,080	437	468
July	1,269	546	403
August	447	210	271
September	723	327	197
October	4,833	1537	1014
November	9,675	1339	848
December	15,229	2302	1411
<b>Total</b>	<b>61,924</b>	<b>25,750</b>	<b>8,925</b>

Table 3 - Total Average Length of Stay (ALOS)

ALOS	2019	2023	2024
January	12.6	12.5	10.5
February	12.6	12.8	11.9
March	11.8	7.3	10.3
April	7.7	7.4	7.0
May	9.2	8.8	8.1
June	11.5	8.6	9.6
July	10.2	10.7	9.2
August	8.3	10.5	6.6
September	11.0	13.1	6.0
October	9.9	12.9	8.8
November	12.8	10.6	12.1
December	13.1	12.0	12.1
<b>Average ALOS</b>	<b>12.0</b>	<b>11.8</b>	<b>9.9</b>

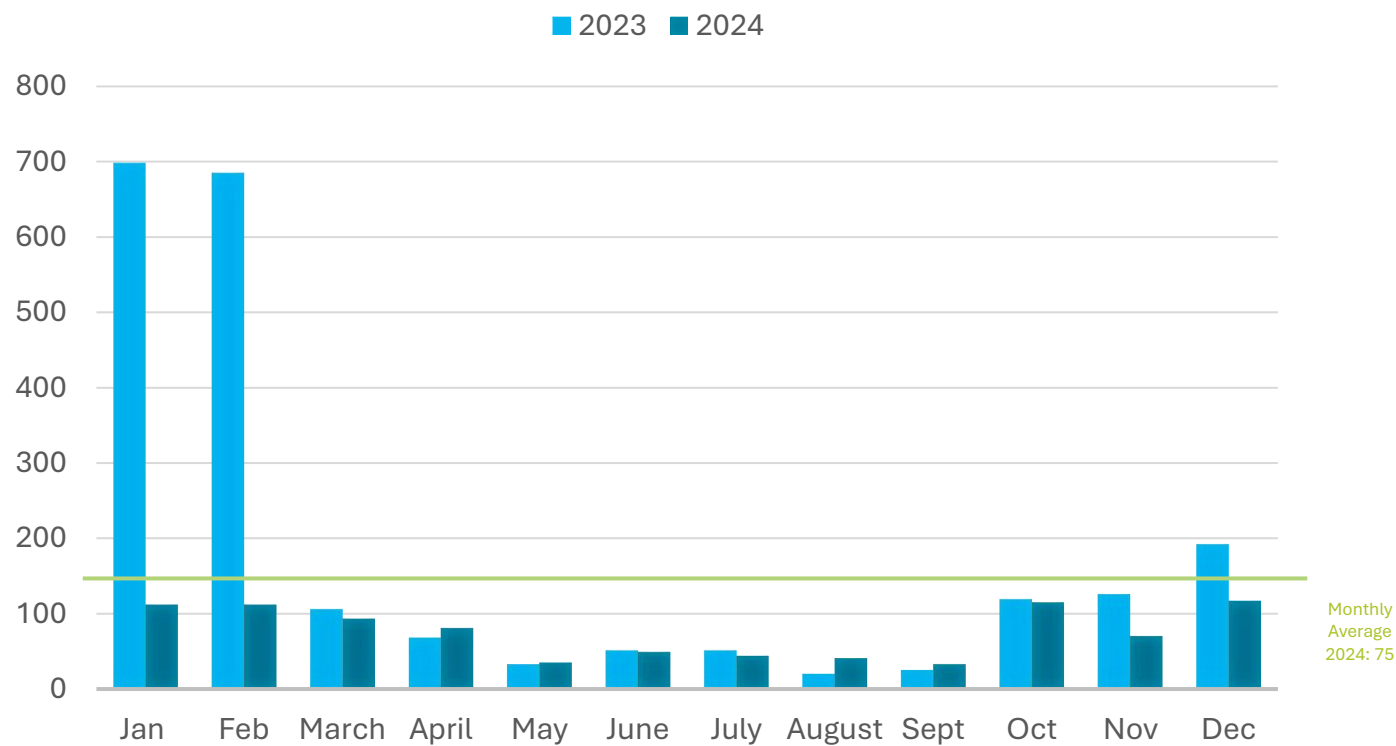


Table 4 –Arrivals by Frequency

	2019	2023	2024	Share 2024	Change 2024 vs. 2023
1 visit	2,255	1,432	610	71%	-57%
2-5- visit	875	534	164	19%	-69%
6-9 visit	144	64	22	3%	-66%
10-14 visit	130	55	44	5%	-20%
15-19 visit	17	13	7	1%	-46%
20+ visit	4	11	7	1%	-36%
Repeaters	1,170	677	244	29%	-64%
Total	3,425	2,109	854	100%	-60%
Not specified not included					



	Total European Visitors				Visitors from Sweden				
	2024	2023	2019	Change	2024	Share	2023	2019	Change 2024 vs. 2023
Total hotels	17,234	20,168	36,960	-14.5%	341	37.8%	1,164	2,685	-70.7%
Aruba Marriott Resort	302	346	918	-12.7%	5	0.6%	1	18	400.0%
Barcelo Aruba	519	448	886	15.8%	9	1.0%	12	12	-25.0%
Embassy Suites by Hilton	745	344	0	116.6%	6	0.7%	5	0	20.0%
Hilton	660	988	904	-33.2%	7	0.8%	11	9	-36.4%
Holiday Inn	1,109	1,326	3,088	-16.4%	25	2.8%	76	134	-67.1%
Hyatt Place	693	551	26	25.8%	2	0.2%	12	1	-83.3%
Hyatt Regency	415	447	659	-7.2%	14	1.6%	16	23	-12.5%
Renaissance Aruba	1,813	1,851	4,714	-2.1%	8	0.9%	36	180	-77.8%
Ritz Carlton	669	657	683	1.8%	21	2.3%	9	24	133.3%
RIU Antillas / Westin	563	939	2,281	-40.0%	2	0.2%	1	18	100.0%
RIU Palace x AUA Grand	1,948	4,125	7,557	-52.8%	16	1.8%	16	65	0.0%
Amsterdam Manor	1,221	1,297	1,691	-5.9%	25	2.8%	60	135	-58.3%
Brickell Bay	184	250	650	-26.4%	8	0.9%	31	95	-74.2%
Bucuti Tara Beach	1,115	1,085	1,855	2.8%	12	1.3%	16	56	-25.0%
Victoria City Hotel	214	82	45	161.0%	1	0.1%	2	6	-50.0%
Courtyard by Marriott	1,139	1,349	22	-15.6%	12	1.3%	39	2	-69.2%
Divi Aruba All Incl. Beach	803	1,048	3,259	-23.4%	91	10.1%	437	721	-79.2%
Dorado Eagle Beach	33	98	102	-66.3%	4	0.4%	4	7	0.0%
Joia AUA By Iberostar	23	0	0	0.0%	0	0.0%	0	0	0.0%
Manchebo	1,087	1,032	1,588	5.3%	15	1.7%	42	87	-64.3%
Talk of the Town	962	969	1,074	-0.7%	13	1.4%	15	60	-13.3%
Tamarijn Aruba	555	697	3,842	-20.4%	34	3.8%	281	1,006	-87.9%
The Mill	361	177	768	104.0%	11	1.2%	42	20	-73.8%
Tierra Del Sol	101	62	348	62.9%	0	0.0%	0	6	0.0%
Timeshare	4,099	4,407	7,593	-7.0%	93	10.3%	154	1,226	-39.6%
Apartments/Guest House	14,245	15,866	13,570	-10.2%	184	20.4%	334	334	-44.9%
Private Home	33,370	33,374	35,126	0.0%	275	30.5%	503	895	-45.3%
Other	392	382	55	2.6%	9	1.0%	19	2	-52.6%
Total	69,340	74,197	93,304	-6.5%	902	100.0%	2,174	5,142	-58.5%



Table 6 - Total Arrivals by Purpose of Visit

	Europe Visitors				Sweden Visitors						
	2024	Share	2023	Share	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Business	4,546	7.3%	4,307	6.5%	17	2.1%	35	1.7%	107	2.7%	-51.4%
Conference	263	0.4%	303	0.5%	5	0.6%	10	0.5%	25	0.6%	-50.0%
Diving	465	0.7%	516	0.8%	7	0.8%	10	0.5%	22	0.6%	-30.0%
Honeymoon	2,763	4.4%	3,547	5.3%	29	3.5%	69	3.3%	75	1.9%	-58.0%
Incentive	272	0.4%	289	0.4%	6	0.7%	0	0.0%	5	0.1%	0.0%
Meeting	844	1.4%	1,016	1.5%	2	0.2%	4	0.2%	9	0.2%	-50.0%
Shopping	214	0.3%	381	0.6%	3	0.4%	4	0.2%	99	2.5%	-25.0%
Sun, Sand, Sea	51,985	83.6%	54,972	82.6%	752	90.9%	1,918	93.1%	3,581	91.0%	-60.8%
Wedding	816	1.3%	1,184	1.8%	6	0.7%	10	0.5%	12	0.3%	-40.0%
Total	62,168	100.0%	66,515	100.0%	827	100.0%	2,060	100.0%	1,207	30.7%	-59.9%
Not specified not included											

Table 7 –Age Group

	Europe Visitors				Sweden Visitors					Share of Europe total	
	2024	Share	2023	Share	2024	Share	2023	Share	Change 2024 vs. 2023	2024	2023
0 - 11 yrs	4,094	5.9%	4,292	5.8%	60	6.7%	233	10.7%	-74.2%	1.5%	5.4%
12 - 19 yrs	3,834	5.5%	4,115	5.5%	68	7.6%	117	5.4%	-41.9%	1.8%	2.8%
20 - 29 yrs	11,515	16.6%	12,567	16.9%	101	11.2%	180	8.3%	-43.9%	0.9%	1.4%
30 - 39 yrs	13,274	19.1%	14,474	19.5%	136	15.1%	346	15.9%	-60.7%	1.0%	2.4%
40 - 49 yrs	10,533	15.2%	10,732	14.5%	152	16.9%	310	14.3%	-51.0%	1.4%	2.9%
50 - 59 yrs	13,052	18.8%	14,227	19.2%	186	20.7%	444	20.4%	-58.1%	1.4%	3.1%
60 - 69 yrs	9,066	13.1%	9,694	13.1%	138	15.3%	358	16.5%	-61.5%	1.5%	3.7%
>70	3,969	5.7%	4,088	5.5%	59	6.6%	186	8.6%	-68.3%	1.5%	4.5%
Total	69,337	100.0%	74,189	100.0%	900	100.0%	2,174	100.0%	-58.6%	1.3%	2.9%

**Table 8 –Visitors by Carriers**

	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
KLM	506	56.1%	601	27.6%	1,009	19.6%	-15.8%
Avianca	73	8.1%	100	4.6%	71	1.4%	-27.0%
Delta Airline	50	5.5%	24	1.1%	24	0.5%	108.3%
American Airlines	47	5.2%	93	4.3%	312	6.1%	-49.5%
Winair	31	3.4%	5	0.2%	84	1.6%	520.0%
Divi Divi Air	23	2.5%	45	2.1%	41	0.8%	-48.9%
Copa Airlines	19	2.1%	12	0.6%	38	0.7%	58.3%
United Airlines	16	1.8%	20	0.9%	39	0.8%	-20.0%
Sunclass Airlines	0	0.0%	1,062	48.9%	0	0.0%	-100.0%
Thomas Cook	0	0.0%	0	0.0%	2,250	43.8%	0
Others	137	15.2%	212	9.8%	1,274	24.8%	-35.4%
<b>Total</b>	<b>902</b>	<b>100.0%</b>	<b>2,174</b>	<b>100.0%</b>	<b>5,142</b>	<b>100.0%</b>	<b>-58.5%</b>

Table 9 –Visitors by Booking							
	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Airline\ Hotel	211	23.4%	343	15.8%	333	6.5%	-38.5%
Not Specified	48	5.3%	66	3.0%	1,506	29.3%	-27.3%
Other\ Website	370	41.0%	660	30.4%	807	15.7%	-43.9%
Travel Agent	273	30.3%	1,105	50.8%	2,378	46.2%	-75.3%
(blank)	0	0.0%	0	0.0%	118	2.3%	—
<b>Total</b>	<b>902</b>	<b>100%</b>	<b>2,174</b>	<b>100%</b>	<b>5,142</b>	<b>100%</b>	<b>-58.5%</b>

Table 10 – Visitors by Source							
	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Article	11	1.2%	25	1.1%	58	1.1%	21.7%
Cruise	7	0.8%	21	1.0%	33	0.6%	-75.6%
Direct Mail	3	0.3%	1	0.0%	20	0.4%	-60.0%
Family and Friends	263	29.2%	660	30.4%	860	16.7%	-3.6%
Internet	246	27.3%	548	25.2%	942	18.3%	-21.4%
Media Ad	27	3.0%	39	1.8%	193	3.8%	-11.7%
Not Specified	48	5.3%	66	3.0%	1,473	28.6%	-28.6%
Other	219	24.3%	420	19.3%	469	9.1%	-4.6%
Travel Agent	66	7.3%	343	15.8%	885	17.2%	-26.8%
WWW.ARUBA.COM	12	1.3%	51	2.3%	91	1.8%	-25.1%
(blank)	0	0.0%	0	0.0%	118	2.3%	—
<b>Total</b>	<b>902</b>	<b>100%</b>	<b>2,174</b>	<b>100%</b>	<b>5,142</b>	<b>100%</b>	<b>-58.5%</b>





07

# Switzerland



# Market Overview

## ARRIVALS GROWTH 2024 (%)

2,036

11.6%

(COMPARED TO 2023)

## NIGHTS

17,269

5.1%

(COMPARED TO 2023)

## PLACE OF STAY

- 36% Hotels
- 5% Timeshare
- 59% Others (Vacation Rental)

## MONTHLY AVERAGE

152

2023

170

2024

## AVERAGE LENGTH OF STAY

8.5

Nights

## FIRST TIMERS AND REPEATERS

- 60% of European visitors are first-timers, while 40% are repeaters.
- 77% of the Swiss arrivals are first-timers, and 23% are repeaters.

## MARKET SHARE OF EUR VISITATION

2.9%

2024

## ARRIVALS SEASONALITY

Peak months: July, November and February, with lower arrivals in June.

## AGE GROUP

Swiss's most significant share in the age group is between 30-39 (22.2%)



# Overview Switzerland

Table 1 – Total Arrivals

Arrivals	2019	2023	2024
January	170	135	150
February	133	146	220
March	156	193	198
April	246	187	173
May	179	159	131
June	106	86	81
July	217	149	230
August	169	131	142
September	213	146	127
October	183	158	195
November	217	177	224
December	169	158	165
Total	2,158	1,825	2,036

Table 2 - Total Nights

Nights	2019	2023	2024
January	1,680	1,643	1,366
February	1,097	1,195	2,041
March	1,098	1,546	1,494
April	2,080	1,861	1,623
May	1,538	1,362	1,041
June	1,001	768	676
July	2,015	1,356	1,876
August	1,186	973	1,044
September	1,911	1,138	1,150
October	1,565	1,541	1,464
November	1,930	1,550	1,826
December	1,705	1,499	1,668
Total	18,806	16,432	17,269

Table 3 - Total Average Length of Stay (ALOS)

ALOS	2019	2023	2024
January	9.9	12.2	9.1
February	8.2	8.2	9.3
March	7.0	8.0	7.5
April	8.5	10.0	9.4
May	8.6	8.6	7.9
June	9.4	8.9	8.3
July	9.3	9.1	8.2
August	7.0	7.4	7.4
September	9.0	7.8	9.1
October	8.6	9.8	7.5
November	8.9	8.8	8.2
December	10.1	9.5	10.1
Average ALOS	8.7	9.0	8.5

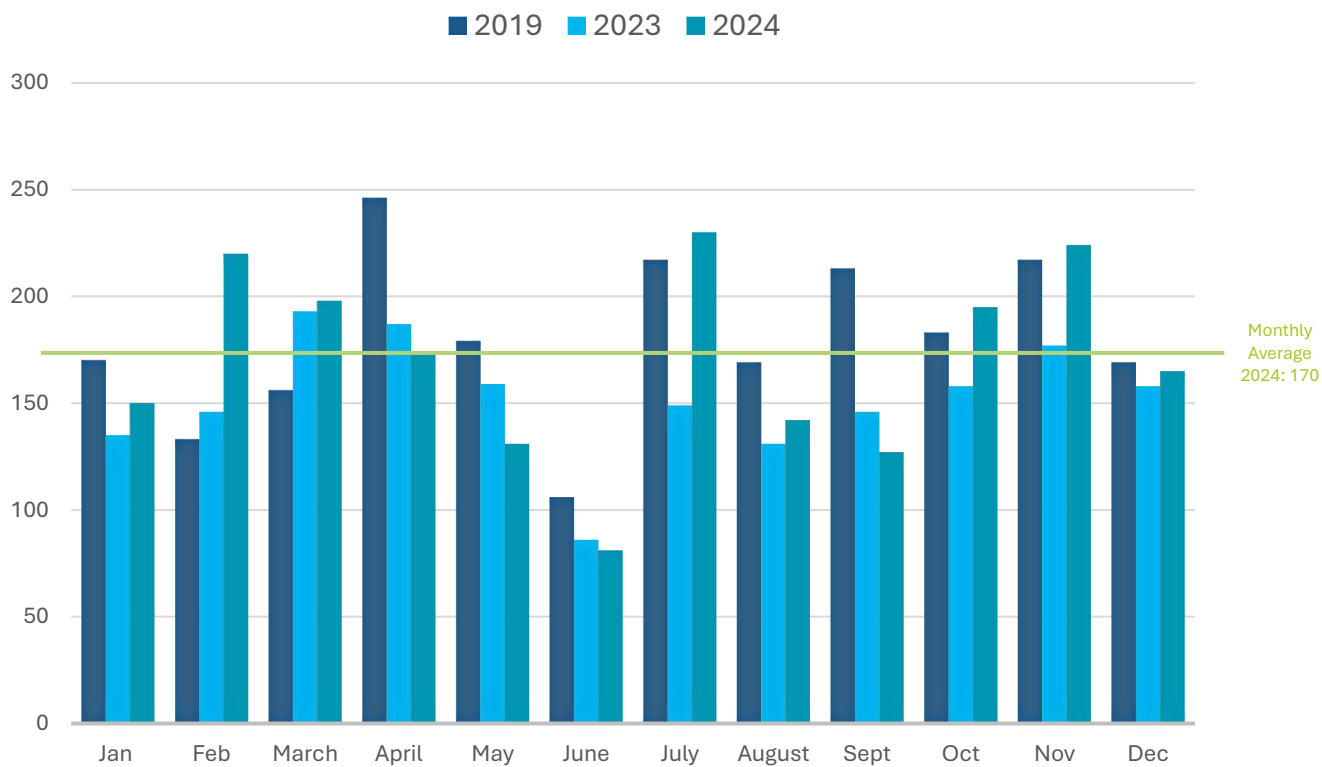


Table 4 –Arrivals by Frequency

	2019	2023	2024	Share 2024	Change 2024 vs. 2023
1 visit	1,237	1,181	1,439	77%	22%
2-5- visit	235	315	291	15%	-8%
6-9 visit	50	62	66	4%	6%
10-14 visit	37	30	34	2%	13%
15-19 visit	12	16	16	1%	0%
20+ visit	30	43	35	2%	-19%
<b>Repeaters</b>	<b>364</b>	<b>466</b>	<b>442</b>	<b>23%</b>	<b>-5%</b>
<b>Total</b>	<b>1,601</b>	<b>1,647</b>	<b>1,881</b>	<b>100%</b>	<b>14%</b>

Not specified not included

	Total European Visitors				Visitors from Switzerland				
	2024	2023	2019	Change	2024	Share	2023	2019	Change 2024 vs. 2023
Total hotels	17,234	20,168	36,960	-14.5%	744	36.5%	575	1053	29.4%
Aruba Marriott Resort	302	346	918	-12.7%	17	0.8%	6	39	183.3%
Barcelo Aruba	519	448	886	15.8%	13	0.6%	10	34	30.0%
Embassy Suites by Hilton	745	344	0	116.6%	16	0.8%	4	0	300.0%
Hilton	660	988	904	-33.2%	26	1.3%	18	58	44.4%
Holiday Inn	1,109	1,326	3,088	-16.4%	52	2.6%	38	150	36.8%
Hyatt Place	693	551	26	25.8%	3	0.1%	6	0	-50.0%
Hyatt Regency	415	447	659	-7.2%	12	0.6%	4	31	200.0%
Renaissance Aruba	1,813	1,851	4,714	-2.1%	81	4.0%	57	108	42.1%
Ritz Carlton	669	657	683	1.8%	27	1.3%	19	24	42.1%
RIU Antillas / Westin	563	939	2,281	-40.0%	8	0.4%	7	28	14.3%
RIU Palace x AUA Grand	1,948	4,125	7,557	-52.8%	34	1.7%	50	72	-32.0%
Amsterdam Manor	1,221	1,297	1,691	-5.9%	87	4.3%	107	117	-18.7%
Brickell Bay	184	250	650	-26.4%	2	0.1%	5	8	-60.0%
Bucuti Tara Beach	1,115	1,085	1,855	2.8%	104	5.1%	98	157	6.1%
Victoria City Hotel	214	82	45	161.0%	5	0.2%	2	1	150.0%
Courtyard by Marriott	1,139	1,349	22	-15.6%	24	1.2%	26	1	-7.7%
Divi Aruba All Incl. Beach	803	1,048	3,259	-23.4%	26	1.3%	11	22	136.4%
Dorado Eagle Beach	33	98	102	-66.3%	0	0.0%	2	2	-100.0%
Joia AUA By Iberostar	23	0	0	0.0%	2	0.1%	0	0	0.0%
Manchebo	1,087	1,032	1,588	5.3%	153	7.5%	93	143	64.5%
Talk of the Town	962	969	1,074	-0.7%	16	0.8%	4	12	300.0%
Tamarijn Aruba	555	697	3,842	-20.4%	10	0.5%	3	28	233.3%
The Mill	361	177	768	104.0%	26	1.3%	4	13	550.0%
Tierra Del Sol	101	62	348	62.9%	0	0.0%	1	5	-100.0%
Timeshare	4,099	4,407	7,593	-7.0%	100	4.9%	129	145	-22.5%
Apartments/Guest House	14,245	15,866	13,570	-10.2%	429	21.1%	390	184	10.0%
Private Home	33,370	33,374	35,126	0.0%	751	36.9%	713	772	5.3%
Other	392	382	55	2.6%	12	0.6%	18	4	-33.3%
Total	69,340	74,197	93,304	-6.5%	2,036	100.0%	1,825	2,158	11.6%

Table 6 - Total Arrivals by Purpose of Visit

	Europe Visitors				Switzerland Visitors						
	2024	Share	2023	Share	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Business	4,546	7.3%	4,307	6.5%	26	1.4%	43	2.7%	17	1.0%	-39.5%
Conference	263	0.4%	303	0.5%	7	0.4%	2	0.1%	11	0.7%	250.0%
Diving	465	0.7%	516	0.8%	26	1.4%	28	1.7%	59	3.5%	-7.1%
Honeymoon	2,763	4.4%	3,547	5.3%	80	4.4%	68	4.2%	101	6.0%	17.6%
Incentive	272	0.4%	289	0.4%	8	0.4%	9	0.6%	6	0.4%	-11.1%
Meeting	844	1.4%	1,016	1.5%	7	0.4%	5	0.3%	17	1.0%	40.0%
Shopping	214	0.3%	381	0.6%	8	0.4%	10	0.6%	61	3.6%	-20.0%
Sun, Sand, Sea	51,985	83.6%	54,972	82.6%	1,625	88.8%	1,439	88.9%	1,399	82.8%	12.9%
Wedding	816	1.3%	1,184	1.8%	42	2.3%	14	0.9%	18	1.1%	200.0%
Total	62,168	100.0%	66,515	100.0%	1,829	100.0%	1,618	100.0%	1,689	100.0%	13.0%
Not specified not included											

Table 7 –Age Group

	Europe Visitors				Switzerland Visitors					Share of Europe total	
	2024	Share	2023	Share	2024	Share	2023	Share	Change 2024 vs. 2023	2024	2023
0 - 11 yrs	4,094	5.9%	4,292	5.8%	113	5.6%	71	3.9%	59.2%	2.8%	1.7%
12 - 19 yrs	3,834	5.5%	4,115	5.5%	82	4.0%	74	4.1%	10.8%	2.1%	1.8%
20 - 29 yrs	11,515	16.6%	12,567	16.9%	291	14.3%	289	15.8%	0.7%	2.5%	2.3%
30 - 39 yrs	13,274	19.1%	14,474	19.5%	453	22.2%	415	22.7%	9.2%	3.4%	2.9%
40 - 49 yrs	10,533	15.2%	10,732	14.5%	345	16.9%	300	16.4%	15.0%	3.3%	2.8%
50 - 59 yrs	13,052	18.8%	14,227	19.2%	383	18.8%	347	19.0%	10.4%	2.9%	2.4%
60 - 69 yrs	9,066	13.1%	9,694	13.1%	257	12.6%	222	12.2%	15.8%	2.8%	2.3%
>70	3,969	5.7%	4,088	5.5%	112	5.5%	107	5.9%	4.7%	2.8%	2.6%
Total	69,337	100.0%	74,189	100.0%	2,036	100.0%	1,825	100.0%	11.6%	2.9%	2.5%

**Table 8 –Visitors by Carriers**

	<b>2024</b>	<b>Share</b>	<b>2023</b>	<b>Share</b>	<b>2019</b>	<b>Share</b>	<b>Change 2024 vs. 2023</b>
KLM	924	45.4%	929	50.9%	944	43.7%	-0.5%
Divi Divi Air	159	7.8%	153	8.4%	95	4.4%	3.9%
Avianca	134	6.6%	111	6.1%	114	5.3%	20.7%
American Airlines	108	5.3%	82	4.5%	260	12.0%	31.7%
Delta Airline	108	5.3%	50	2.7%	51	2.4%	116.0%
Copa Airline	79	3.9%	76	4.2%	81	3.8%	3.9%
United Airlines	68	3.3%	42	2.3%	95	4.4%	61.9%
WINAIR	68	3.3%	26	1.4%	138	6.4%	161.5%
EZ AIR	60	2.9%	44	2.4%	13	0.6%	36.4%
JETBLUE	33	1.6%	54	3.0%	44	2.0%	-38.9%
Others	295	14.5%	258	14.1%	323	15.0%	14.3%
<b>Total</b>	<b>2,036</b>	<b>100.0%</b>	<b>1,825</b>	<b>100.0%</b>	<b>2,158</b>	<b>100.0%</b>	<b>11.6%</b>

Table 9 –Visitors by Booking							
	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Airline\ Hotel	475	23.3%	340	18.6%	262	12.1%	39.7%
Not Specified	155	7.6%	180	9.9%	603	27.9%	-13.9%
Other\ Website	809	39.7%	811	44.4%	677	31.4%	-0.2%
Travel Agent	597	29.3%	494	27.1%	588	27.2%	20.9%
(blank)	0	0.0%	0	0.0%	28	1.3%	–
<b>Total</b>	<b>2,036</b>	<b>100%</b>	<b>1,825</b>	<b>100%</b>	<b>2,158</b>	<b>100%</b>	<b>11.6%</b>

Table 10 – Visitors by Source							
	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Article	28	1.4%	28	1.5%	30	1.4%	0.0%
Cruise	35	1.7%	30	1.6%	30	1.4%	16.7%
Direct Mail	11	0.5%	7	0.4%	3	0.1%	57.1%
Family and Friends	598	29.4%	451	24.7%	378	17.5%	32.6%
Internet	506	24.9%	507	27.8%	501	23.2%	-0.2%
Media Ad	51	2.5%	33	1.8%	106	4.9%	54.5%
Not Specified	155	7.6%	179	9.8%	560	25.9%	-13.4%
Other	347	17.0%	327	17.9%	197	9.1%	6.1%
Travel Agent	266	13.1%	217	11.9%	286	13.3%	22.6%
WWW.ARUBA.COM	39	1.9%	46	2.5%	39	1.8%	-15.2%
(blank)	0	0.0%	0	0.0%	28	1.3%	–
<b>Total</b>	<b>2,036</b>	<b>100%</b>	<b>1,825</b>	<b>100%</b>	<b>2,158</b>	<b>100%</b>	<b>11.6%</b>



08

Austria





# Market Overview

## ARRIVALS GROWTH 2024 (%)

582

-27.8%

(COMPARED TO 2023)

## NIGHTS

5,603

-21.7%

(COMPARED TO 2023)

## PLACE OF STAY

- 32% Hotels
- 8% Timeshare
- 60% Others (Vacation Rental)

## MONTHLY AVERAGE

58

2023

49

2024

## AVERAGE LENGTH OF STAY

9.6

Nights

## FIRST TIMERS AND REPEATERS

- 60% of European visitors are first-timers, while 40% are repeaters.
- 77% of the Austria arrivals are first-timers, and 23% are repeaters.

## MARKET SHARE OF EUR VISITATION

0.8%

2024

## ARRIVALS SEASONALITY

Peak months: January, October and February, with lower arrivals in June.

## AGE GROUP

Austria's most significant share in the age group is between 30-39 (26.6%)



# Overview Austria

Table 1 – Total Arrivals

Arrivals	2019	2023	2024
January	92	50	89
February	77	74	64
March	82	77	57
April	45	52	36
May	57	49	43
June	50	22	16
July	94	74	46
August	89	49	55
September	49	51	40
October	52	61	67
November	58	74	37
December	61	66	32
<b>Total</b>	<b>806</b>	<b>699</b>	<b>582</b>

Table 2 - Total Nights

Nights	2019	2023	2024
January	635	665	1,206
February	676	765	604
March	743	719	481
April	478	418	297
May	521	387	462
June	656	170	183
July	814	733	360
August	693	416	456
September	382	584	255
October	408	614	439
November	493	610	283
December	591	1074	577
<b>Total</b>	<b>7,090</b>	<b>7,155</b>	<b>5,603</b>

Table 3 - Total Average Length of Stay (ALOS)

ALOS	2019	2023	2024
January	6.9	13.3	13.6
February	8.8	10.3	9.4
March	9.1	9.3	8.4
April	10.6	8.0	8.3
May	9.1	7.9	10.7
June	13.1	7.7	11.4
July	8.7	9.9	7.8
August	7.8	8.5	8.3
September	7.8	11.5	6.4
October	7.8	10.1	6.6
November	8.5	8.2	7.6
December	9.7	16.3	18.0
<b>Average ALOS</b>	<b>8.8</b>	<b>10.2</b>	<b>9.6</b>

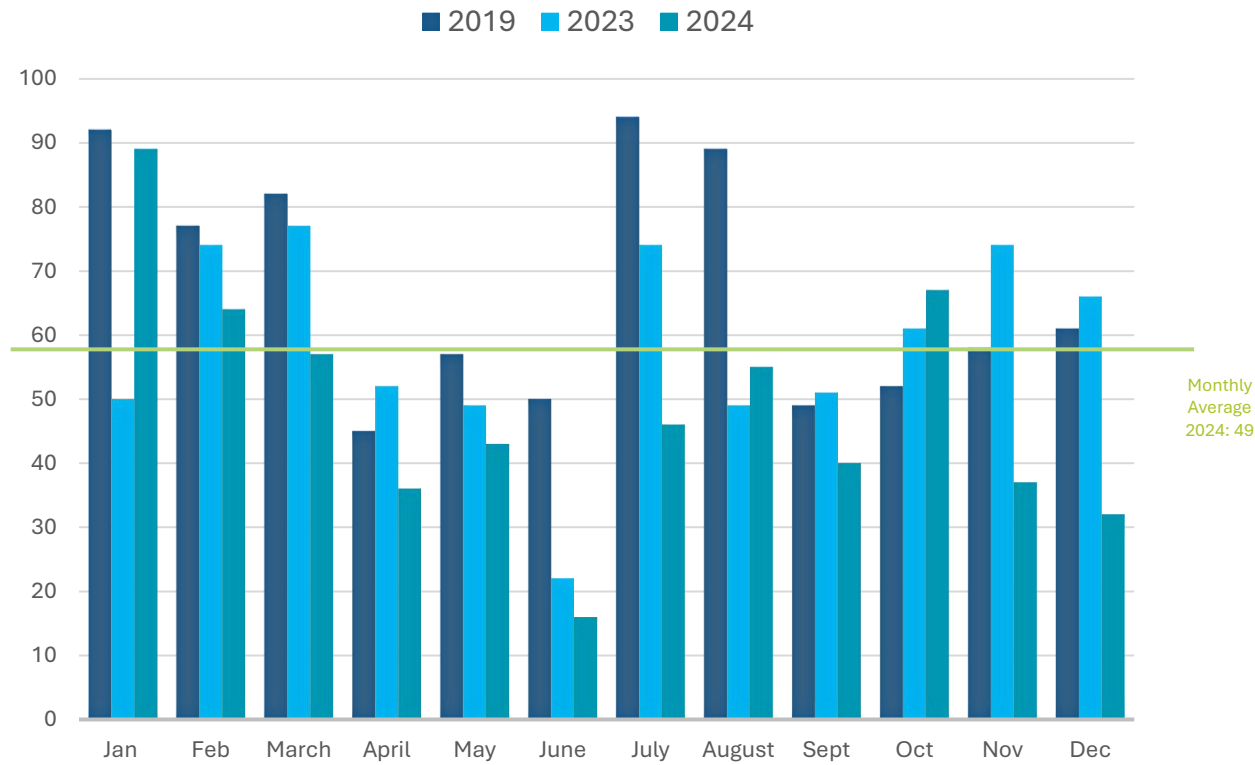


Table 4 –Arrivals by Frequency

	2019	2023	2024	Share 2024	Change 2024 vs. 2023
<b>1 visit</b>	<b>438</b>	<b>488</b>	<b>413</b>	<b>77%</b>	<b>-15%</b>
2-5- visit	69	86	77	14%	-10%
6-9 visit	17	23	16	3%	-30%
10-14 visit	5	14	11	2%	-21%
15-19 visit	8	12	6	1%	-50%
20+ visit	8	12	16	3%	33%
<b>Repeaters</b>	<b>107</b>	<b>147</b>	<b>126</b>	<b>23%</b>	<b>-14%</b>
<b>Total</b>	<b>545</b>	<b>635</b>	<b>539</b>	<b>100%</b>	<b>-15%</b>

Not specified not included

	Total European Visitors				Visitors from Austria				
	2024	2023	2019	Change	2024	Share	2023	2019	Change 2024 vs. 2023
Total hotels	17,234	20,168	36,960	-14.5%	186	32.0%	260	375	-28.5%
Aruba Marriott Resort	302	346	918	-12.7%	2	0.3%	5	18	-60.0%
Barcelo Aruba	519	448	886	15.8%	9	1.5%	1	4	800.0%
Embassy Suites by Hilton	745	344	0	116.6%	5	0.9%	3	0	66.7%
Hilton	660	988	904	-33.2%	5	0.9%	18	17	-72.2%
Holiday Inn	1,109	1,326	3,088	-16.4%	9	1.5%	18	51	-50.0%
Hyatt Place	693	551	26	25.8%	3	0.5%	3	0	0.0%
Hyatt Regency	415	447	659	-7.2%	2	0.3%	6	7	-66.7%
Renaissance Aruba	1,813	1,851	4,714	-2.1%	14	2.4%	27	34	-48.1%
Ritz Carlton	669	657	683	1.8%	4	0.7%	15	5	-73.3%
RIU Antillas / Westin	563	939	2,281	-40.0%	4	0.7%	12	12	-66.7%
RIU Palace x AUA Grand	1,948	4,125	7,557	-52.8%	8	1.4%	21	46	-61.9%
Amsterdam Manor	1,221	1,297	1,691	-5.9%	26	4.5%	32	28	-18.8%
Brickell Bay	184	250	650	-26.4%	2	0.3%	2	6	0.0%
Bucuti Tara Beach	1,115	1,085	1,855	2.8%	30	5.2%	22	52	36.4%
Victoria City Hotel	214	82	45	161.0%	5	0.9%	0	0	0.0%
Courtyard by Marriott	1,139	1,349	22	-15.6%	9	1.5%	9	0	0.0%
Divi Aruba All Incl. Beach	803	1,048	3,259	-23.4%	6	1.0%	6	23	0.0%
Dorado Eagle Beach	33	98	102	-66.3%	2	0.3%	5	3	-60.0%
Joia AUA By Iberostar	23	0	0	0.0%	0	0.0%	0	0	0.0%
Manchebo	1,087	1,032	1,588	5.3%	28	4.8%	50	48	-44.0%
Talk of the Town	962	969	1,074	-0.7%	1	0.2%	1	3	0.0%
Tamarijn Aruba	555	697	3,842	-20.4%	7	1.2%	1	12	600.0%
The Mill	361	177	768	104.0%	4	0.7%	3	3	33.3%
Tierra Del Sol	101	62	348	62.9%	1	0.2%	0	3	0.0%
Timeshare	4,099	4,407	7,593	-7.0%	46	7.9%	35	49	31.4%
Apartments/Guest House	14,245	15,866	13,570	-10.2%	121	20.8%	159	102	-23.9%
Private Home	33,370	33,374	35,126	0.0%	228	39.2%	245	280	-6.9%
Other	392	382	55	2.6%	1	0.2%	0	0	0.0%
Total	69,340	74,197	93,304	-6.5%	582	100.0%	699	806	-16.7%



Table 6 - Total Arrivals by Purpose of Visit

	Europe Visitors				Austria Visitors						
	2024	Share	2023	Share	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Business	4,546	7.3%	4,307	6.5%	14	2.7%	19	3.1%	9	1.5%	-26.3%
Conference	263	0.4%	303	0.5%	8	1.5%	2	0.3%	7	1.2%	300.0%
Diving	465	0.7%	516	0.8%	9	1.7%	4	0.6%	12	2.1%	125.0%
Honeymoon	2,763	4.4%	3,547	5.3%	24	4.6%	48	7.8%	31	5.3%	-50.0%
Incentive	272	0.4%	289	0.4%	0	0.0%	2	0.3%	0	0.0%	-100.0%
Meeting	844	1.4%	1,016	1.5%	1	0.2%	2	0.3%	7	1.2%	-50.0%
Shopping	214	0.3%	381	0.6%	1	0.2%	5	0.8%	12	2.1%	-80.0%
Sun, Sand, Sea	51,985	83.6%	54,972	82.6%	464	88.7%	534	86.3%	499	85.4%	-13.1%
Wedding	816	1.3%	1,184	1.8%	2	0.4%	3	0.5%	7	1.2%	-33.3%
Total	62,168	100.0%	66,515	100.0%	523	100.0%	619	100.0%	584	100.0%	-15.5%
Not specified not included											

Table 7 –Age Group

	Europe Visitors				Austria Visitors					Share of Europe total	
	2024	Share	2023	Share	2024	Share	2023	Share	Change 2024 vs. 2023	2024	2023
0 - 11 yrs	4,094	5.9%	4,292	5.8%	27	4.6%	24	3.4%	12.5%	0.7%	0.6%
12 - 19 yrs	3,834	5.5%	4,115	5.5%	21	3.6%	34	4.9%	-38.2%	0.5%	0.8%
20 - 29 yrs	11,515	16.6%	12,567	16.9%	83	14.3%	108	15.5%	-23.1%	0.7%	0.9%
30 - 39 yrs	13,274	19.1%	14,474	19.5%	155	26.6%	162	23.2%	-4.3%	1.2%	1.1%
40 - 49 yrs	10,533	15.2%	10,732	14.5%	78	13.4%	121	17.3%	-35.5%	0.7%	1.1%
50 - 59 yrs	13,052	18.8%	14,227	19.2%	95	16.3%	136	19.5%	-30.1%	0.7%	1.0%
60 - 69 yrs	9,066	13.1%	9,694	13.1%	89	15.3%	87	12.4%	2.3%	1.0%	0.9%
>70	3,969	5.7%	4,088	5.5%	34	5.8%	27	3.9%	25.9%	0.9%	0.7%
Total	69,337	100.0%	74,189	100.0%	582	100.0%	699	100.0%	-16.7%	0.8%	0.9%

Table 8 –Visitors by Carriers							
	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
KLM	253	43.5%	366	52.4%	323	40.1%	-30.9%
Divi Divi Air	52	8.9%	41	5.9%	40	5.0%	26.8%
Delta Airlines	37	6.4%	23	3.3%	31	3.8%	60.9%
Avianca	32	5.5%	43	6.2%	49	6.1%	-25.6%
American Airlines	27	4.6%	30	4.3%	52	6.5%	-10.0%
United Airlines	24	4.1%	44	6.3%	50	6.2%	-45.5%
Winair	24	4.1%	4	0.6%	47	5.8%	500.0%
Others	194	33.3%	175	25.0%	214	26.6%	10.9%
<b>Total</b>	<b>582</b>	<b>100.0%</b>	<b>699</b>	<b>100.0%</b>	<b>806</b>	<b>100.0%</b>	<b>-16.7%</b>

Table 9 –Visitors by Booking							
	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Airline\ Hotel	132	22.7%	146	20.9%	76	9.4%	-9.6%
Not Specified	43	7.4%	64	9.2%	271	33.6%	-32.8%
Other\ Website	234	40.2%	287	41.1%	231	28.7%	-18.5%
Travel Agent	173	29.7%	202	28.9%	197	24.4%	-14.4%
(blank)	0	0.0%	0	0.0%	31	3.8%	–
<b>Total</b>	<b>582</b>	<b>100%</b>	<b>699</b>	<b>100%</b>	<b>806</b>	<b>100%</b>	<b>-16.7%</b>

Table 10 – Visitors by Source							
	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Article	1	0.2%	13	1.9%	12	1.5%	-92.3%
Cruise	11	1.9%	8	1.1%	7	0.9%	37.5%
Direct Mail	3	0.5%	0	0.0%	1	0.1%	–
Family and Friends	173	29.7%	172	24.6%	99	12.3%	0.6%
Internet	156	26.8%	208	29.8%	200	24.8%	-25.0%
Media Ad	11	1.9%	14	2.0%	32	4.0%	-21.4%
Not Specified	43	7.4%	64	9.2%	242	30.0%	-32.8%
Other	96	16.5%	129	18.5%	53	6.6%	-25.6%
Travel Agent	74	12.7%	70	10.0%	112	13.9%	5.7%
WWW.ARUBA.COM	14	2.4%	21	3.0%	17	2.1%	-33.3%
(blank)	0	0.0%	0	0.0%	31	3.8%	–
<b>Total</b>	<b>582</b>	<b>100%</b>	<b>699</b>	<b>100%</b>	<b>806</b>	<b>100%</b>	<b>-16.7%</b>

09

Denmark





# Market Overview

## ARRIVALS GROWTH 2024 (%)

409

-13.5%

(COMPARED TO 2023)

## NIGHTS

3,703

-10.9%

(COMPARED TO 2023)

## PLACE OF STAY

- 28% Hotels
- 4% Timeshare
- 68% Others (Vacation Rental)

## MONTHLY AVERAGE

39

2023

34

2024

## AVERAGE LENGTH OF STAY

9.1

Nights

## FIRST TIMERS AND REPEATERS

- 60% of European visitors are first-timers, while 40% are repeaters.
- 76% of the Danish arrivals are first-timers, and 24% are repeaters.



## MARKET SHARE OF EUR VISITATION

0.6%

2024

## ARRIVALS SEASONALITY

Peak months: March, November and July, with lower arrivals in February.

## AGE GROUP

Denmark's most significant share in the age group is between 20-29 (25.2%)



# Overview Denmark

Table 1 – Total Arrivals

Arrivals	2019	2023	2024
January	41	66	30
February	84	49	14
March	40	24	79
April	39	62	25
May	43	22	22
June	12	23	19
July	100	48	50
August	38	38	24
September	35	19	30
October	28	35	33
November	43	66	54
December	40	21	29
<b>Total</b>	<b>543</b>	<b>473</b>	<b>409</b>

Table 2 - Total Nights

Nights	2019	2023	2024
January	255	544	348
February	780	516	82
March	316	162	697
April	292	352	217
May	380	168	224
June	107	203	81
July	899	346	419
August	306	342	282
September	318	183	226
October	206	510	287
November	297	642	371
December	331	190	469
<b>Total</b>	<b>4,487</b>	<b>4,158</b>	<b>3,703</b>

Table 3 - Total Average Length of Stay (ALOS)

ALOS	2019	2023	2024
January	6.2	8.2	11.6
February	9.3	10.5	5.9
March	7.9	6.8	8.8
April	7.5	5.7	8.7
May	8.8	7.6	10.2
June	8.9	8.8	4.3
July	9.0	7.2	8.4
August	8.1	9.0	11.8
September	9.1	9.6	7.5
October	7.4	14.6	8.7
November	6.9	9.7	6.9
December	8.3	9.0	16.2
<b>Average ALOS</b>	<b>8.3</b>	<b>8.8</b>	<b>9.1</b>

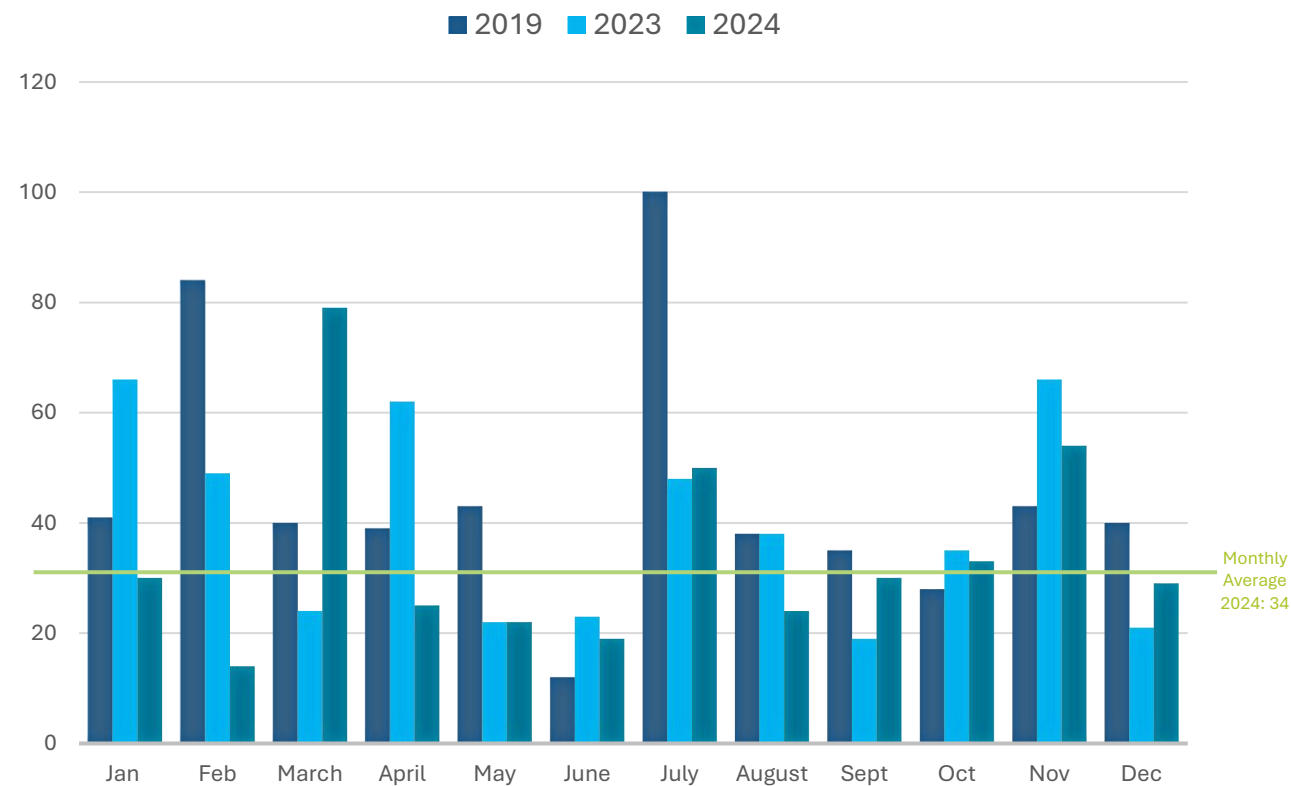


Table 4 –Arrivals by Frequency					
	2019	2023	2024	Share 2024	Change 2024 vs. 2023
1 visit	289	321	283	76%	-12%
2-5- visit	40	78	61	16%	-22%
6-9 visit	8	10	13	3%	30%
10-14 visit	6	1	10	3%	900%
15-19 visit	1	1	2	1%	100%
20+ visit	0	2	5	1%	150%
Repeaters	55	92	91	24%	-1%
Total	344	413	374	100%	-9%
Not specified not included					

	Total European Visitors				Visitors from Denmark				
	2024	2023	2019	Change	2024	Share	2023	2019	Change 2024 vs. 2023
Total hotels	17,234	20,168	36,960	-14.5%	114	27.9%	117	263	-2.6%
Aruba Marriott Resort	302	346	918	-12.7%	7	1.7%	0	5	0.0%
Barcelo Aruba	519	448	886	15.8%	0	0.0%	2	8	-100.0%
Embassy Suites by Hilton	745	344	0	116.6%	2	0.5%	0	0	0.0%
Hilton	660	988	904	-33.2%	2	0.5%	2	15	0.0%
Holiday Inn	1,109	1,326	3,088	-16.4%	21	5.1%	20	78	5.0%
Hyatt Place	693	551	26	25.8%	24	5.9%	23	0	4.3%
Hyatt Regency	415	447	659	-7.2%	6	1.5%	0	8	0.0%
Renaissance Aruba	1,813	1,851	4,714	-2.1%	7	1.7%	16	56	-56.3%
Ritz Carlton	669	657	683	1.8%	3	0.7%	8	6	-62.5%
RIU Antillas / Westin	563	939	2,281	-40.0%	0	0.0%	0	3	0.0%
RIU Palace x AUA Grand	1,948	4,125	7,557	-52.8%	2	0.5%	4	8	-50.0%
Amsterdam Manor	1,221	1,297	1,691	-5.9%	10	2.4%	14	6	-28.6%
Brickell Bay	184	250	650	-26.4%	4	1.0%	1	7	300.0%
Bucuti Tara Beach	1,115	1,085	1,855	2.8%	1	0.2%	2	9	-50.0%
Victoria City Hotel	214	82	45	161.0%	0	0.0%	0	0	0.0%
Courtyard by Marriott	1,139	1,349	22	-15.6%	8	2.0%	6	0	33.3%
Divi Aruba All Incl. Beach	803	1,048	3,259	-23.4%	1	0.2%	0	13	0.0%
Dorado Eagle Beach	33	98	102	-66.3%	0	0.0%	2	0	-100.0%
Joia AUA By Iberostar	23	0	0	0.0%	0	0.0%	0	0	0.0%
Manchebo	1,087	1,032	1,588	5.3%	2	0.5%	1	6	100.0%
Talk of the Town	962	969	1,074	-0.7%	7	1.7%	6	19	16.7%
Tamarijn Aruba	555	697	3,842	-20.4%	3	0.7%	0	9	0.0%
The Mill	361	177	768	104.0%	2	0.5%	10	7	-80.0%
Tierra Del Sol	101	62	348	62.9%	2	0.5%	0	0	0.0%
Timeshare	4,099	4,407	7,593	-7.0%	16	3.9%	49	59	-67.3%
Apartments/Guest House	14,245	15,866	13,570	-10.2%	60	14.7%	92	34	-34.8%
Private Home	33,370	33,374	35,126	0.0%	219	53.5%	211	186	3.8%
Other	392	382	55	2.6%	0	0.0%	4	1	-100.0%
Total	69,340	74,197	93,304	-6.5%	409	100.0%	473	543	-13.5%

Table 6 - Total Arrivals by Purpose of Visit

	Europe Visitors				Denmark Visitors						
	2024	Share	2023	Share	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Business	4,546	7.3%	4,307	6.5%	46	13.0%	41	10.4%	31	8.4%	10.4%
Conference	263	0.4%	303	0.5%	1	0.3%	1	0.3%	4	1.1%	0.3%
Diving	465	0.7%	516	0.8%	4	1.1%	4	1.0%	17	4.6%	1.0%
Honeymoon	2,763	4.4%	3,547	5.3%	3	0.8%	11	2.8%	14	3.8%	2.8%
Incentive	272	0.4%	289	0.4%	1	0.3%	4	1.0%	2	0.5%	1.0%
Meeting	844	1.4%	1,016	1.5%	3	0.8%	2	0.5%	4	1.1%	0.5%
Shopping	214	0.3%	381	0.6%	4	1.1%	1	0.3%	14	3.8%	0.3%
Sun, Sand, Sea	51,985	83.6%	54,972	82.6%	290	82.2%	320	81.4%	272	73.9%	81.4%
Wedding	816	1.3%	1,184	1.8%	1	0.3%	9	2.3%	10	2.7%	2.3%
Total	62,168	100.0%	66,515	100.0%	353	100.0%	393	100.0%	368	100.0%	-10.2%
Not specified not included											

Table 7 –Age Group

	Europe Visitors				Denmark Visitors					Share of Europe total	
	2024	Share	2023	Share	2024	Share	2023	Share	Change 2024 vs. 2023	2024	2023
0 - 11 yrs	4,094	5.9%	4,292	5.8%	24	5.9%	41	8.7%	-41.5%	0.6%	1.0%
12 - 19 yrs	3,834	5.5%	4,115	5.5%	26	6.4%	28	5.9%	-7.1%	0.7%	0.7%
20 - 29 yrs	11,515	16.6%	12,567	16.9%	103	25.2%	115	24.3%	-10.4%	0.9%	0.9%
30 - 39 yrs	13,274	19.1%	14,474	19.5%	62	15.2%	88	18.6%	-29.5%	0.5%	0.6%
40 - 49 yrs	10,533	15.2%	10,732	14.5%	64	15.6%	66	14.0%	-3.0%	0.6%	0.6%
50 - 59 yrs	13,052	18.8%	14,227	19.2%	84	20.5%	66	14.0%	27.3%	0.6%	0.5%
60 - 69 yrs	9,066	13.1%	9,694	13.1%	29	7.1%	47	9.9%	-38.3%	0.3%	0.5%
>70	3,969	5.7%	4,088	5.5%	17	4.2%	22	4.7%	-22.7%	0.4%	0.5%
Total	69,337	100.0%	74,189	100.0%	409	100.0%	473	100.0%	-13.5%	0.6%	0.6%

Table 8 –Visitors by Carriers

	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
KLM	189	46.2%	212	44.8%	278	51.2%	-10.8%
Delta Airlines	29	7.1%	13	2.7%	11	2.0%	123.1%
Avianca	18	4.4%	19	4.0%	18	3.3%	-5.3%
Divi Divi Air	12	2.9%	19	4.0%	11	2.0%	-36.8%
Jetblue	10	2.4%	23	4.9%	36	6.6%	-56.5%
Others	151	36.9%	187	39.5%	189	34.8%	-19.3%
<b>Total</b>	<b>409</b>	<b>100.0%</b>	<b>473</b>	<b>100.0%</b>	<b>543</b>	<b>100.0%</b>	<b>-13.5%</b>



Table 9 –Visitors by Booking							
	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Airline\ Hotel	111	27.1%	99	20.9%	95	17.5%	12.1%
Not Specified	36	8.8%	60	12.7%	198	36.5%	-40.0%
Other\ Website	156	38.1%	180	38.1%	141	26.0%	-13.3%
Travel Agent	106	25.9%	134	28.3%	98	18.0%	-20.9%
(blank)	0	0.0%	0	0.0%	11	2.0%	–
<b>Total</b>	<b>409</b>	<b>100%</b>	<b>473</b>	<b>100%</b>	<b>543</b>	<b>100%</b>	<b>-13.5%</b>

Table 10 – Visitors by Source							
	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Article	2	0.5%	2	0.4%	4	0.7%	0.0%
Cruise	10	2.4%	15	3.2%	6	1.1%	-33.3%
Direct Mail	1	0.2%	1	0.2%	0	0.0%	–
Family and Friends	140	34.2%	118	24.9%	80	14.7%	18.6%
Internet	64	15.6%	68	14.4%	118	21.7%	-5.9%
Media Ad	3	0.7%	4	0.8%	13	2.4%	-25.0%
Not Specified	36	8.8%	60	12.7%	194	35.7%	-40.0%
Other	123	30.1%	150	31.7%	61	11.2%	-18.0%
Travel Agent	29	7.1%	41	8.7%	42	7.7%	-29.3%
WWW.ARUBA.COM	1	0.2%	14	3.0%	14	2.6%	-92.9%
(blank)	0	0.0%	0	0.0%	11	2.0%	–
<b>Total</b>	<b>409</b>	<b>100.0%</b>	<b>473</b>	<b>100.0%</b>	<b>543</b>	<b>100.0%</b>	<b>-13.5%</b>

10

Finland



# Market Overview

## ARRIVALS GROWTH 2024 (%)

303

-41.8%

(COMPARED TO 2023)

## NIGHTS

2,327

-54.1%

(COMPARED TO 2023)

## PLACE OF STAY

- 40% Hotels
- 11% Timeshare
- 49% Others (Vacation Rental)

## MONTHLY AVERAGE

27

2023

25

2024

## AVERAGE LENGTH OF STAY

7.7

Nights

## FIRST TIMERS AND REPEATERS

- 60% of European visitors are first-timers, while 40% are repeaters.
- 75% of the Finland's arrivals are first-timers, and 25% are repeaters.



## MARKET SHARE OF EUR VISITATION

0.4%

2024

## ARRIVALS SEASONALITY

Peak months: February, December, and March, with lower arrivals in August.

## AGE GROUP

Finland's most significant share in the age group is between 40-49 (24%)

# Overview Finland

Table 1 – Total Arrivals

Arrivals	2019	2023	2024
January	56	47	32
February	95	48	54
March	68	27	40
April	16	20	10
May	17	29	9
June	19	13	21
July	24	8	10
August	7	8	4
September	23	14	21
October	39	21	29
November	69	44	33
December	88	49	40
<b>Total</b>	<b>521</b>	<b>328</b>	<b>303</b>

Table 2 - Total Nights

Nights	2019	2023	2024
January	498	567	198
February	965	520	598
March	508	183	284
April	101	173	85
May	129	218	51
June	235	93	131
July	261	65	66
August	138	112	19
September	358	175	121
October	415	207	201
November	617	489	213
December	848	617	360
<b>Total</b>	<b>5,073</b>	<b>3,419</b>	<b>2,327</b>

Table 3 - Total Average Length of Stay (ALOS)

ALOS	2019	2023	2024
January	8.9	12.1	6.2
February	10.2	10.8	11.1
March	7.5	6.8	7.1
April	6.3	8.7	8.5
May	7.6	7.5	5.7
June	12.4	7.2	6.2
July	10.9	8.1	6.6
August	19.7	14.0	4.8
September	15.6	12.5	5.8
October	10.6	9.9	6.9
November	8.9	11.1	6.5
December	9.6	12.6	9.0
<b>Average ALOS</b>	<b>9.7</b>	<b>10.4</b>	<b>7.7</b>



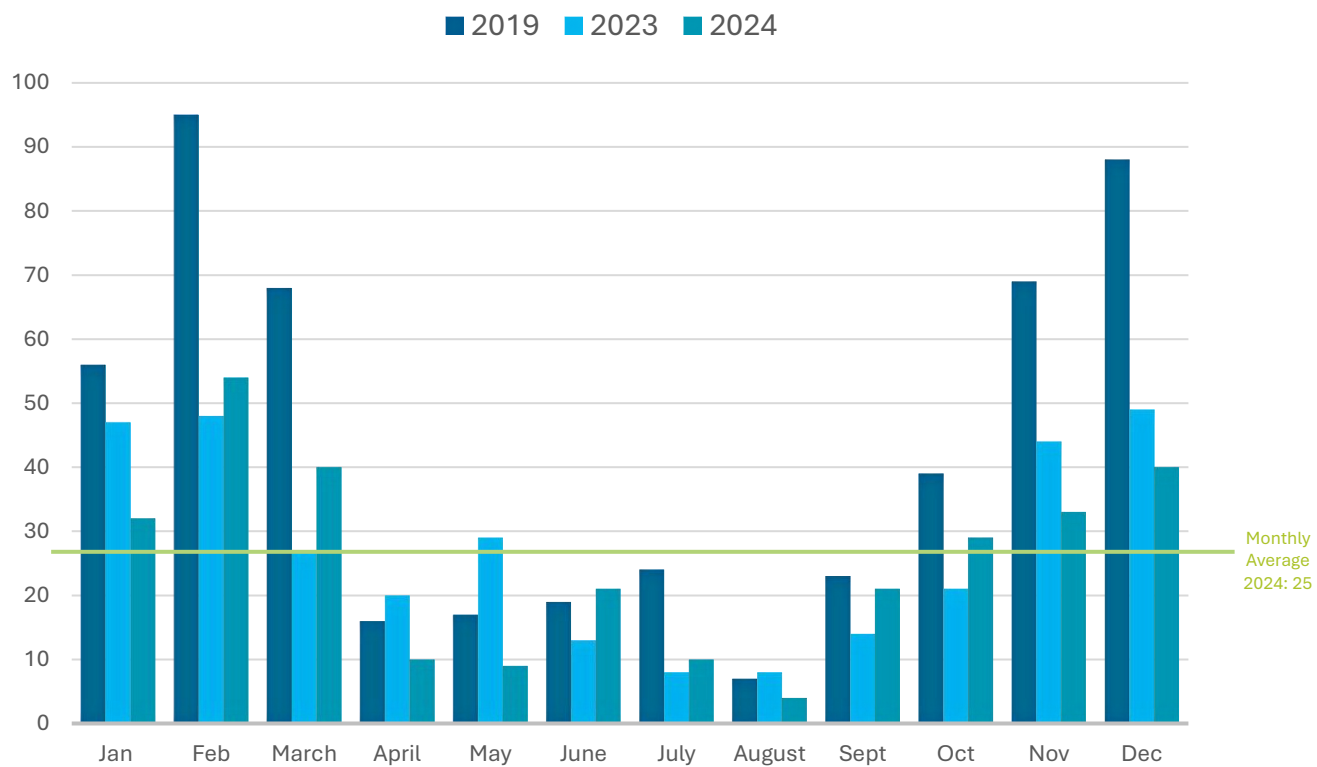


Table 4 –Arrivals by Frequency

	2019	2023	2024	Share 2024	Change 2024 vs. 2023
1 visit	290	230	222	75%	-23%
2-5- visit	60	64	54	18%	-10%
6-9 visit	6	11	5	2%	-17%
10-14 visit	6	12	8	3%	33%
15-19 visit	1	1	5	2%	400%
20+ visit	3	1	2	1%	-33%
<b>Repeaters</b>	<b>76</b>	<b>89</b>	<b>74</b>	<b>25%</b>	<b>-3%</b>
<b>Total</b>	<b>366</b>	<b>319</b>	<b>296</b>	<b>100%</b>	<b>-19%</b>
<i>Not specified not included</i>					



	Total European Visitors				Visitors from Finland				
	2024	2023	2019	Change	2024	Share	2023	2019	Change 2024 vs. 2023
Total hotels	17,234	20,168	36,960	-14.5%	122	40.3%	127	231	-3.9%
Aruba Marriott Resort	302	346	918	-12.7%	2	0.7%	3	7	-33.3%
Barcelo Aruba	519	448	886	15.8%	9	3.0%	3	6	200.0%
Embassy Suites by Hilton	745	344	0	116.6%	10	3.3%	7	0	42.9%
Hilton	660	988	904	-33.2%	8	2.6%	4	12	100.0%
Holiday Inn	1,109	1,326	3,088	-16.4%	5	1.7%	17	36	-70.6%
Hyatt Place	693	551	26	25.8%	9	3.0%	6	0	50.0%
Hyatt Regency	415	447	659	-7.2%	2	0.7%	2	3	0.0%
Renaissance Aruba	1,813	1,851	4,714	-2.1%	17	5.6%	28	45	-39.3%
Ritz Carlton	669	657	683	1.8%	1	0.3%	1	29	0.0%
RIU Antillas / Westin	563	939	2,281	-40.0%	0	0.0%	0	5	0.0%
RIU Palace x AUA Grand	1,948	4,125	7,557	-52.8%	5	1.7%	7	5	-28.6%
Amsterdam Manor	1,221	1,297	1,691	-5.9%	6	2.0%	8	14	-25.0%
Brickell Bay	184	250	650	-26.4%	3	1.0%	0	11	0.0%
Bucuti Tara Beach	1,115	1,085	1,855	2.8%	4	1.3%	4	5	0.0%
Victoria City Hotel	214	82	45	161.0%	0	0.0%	2	1	-100.0%
Courtyard by Marriott	1,139	1,349	22	-15.6%	5	1.7%	21	0	-76.2%
Divi Aruba All Incl. Beach	803	1,048	3,259	-23.4%	4	1.3%	0	14	0.0%
Dorado Eagle Beach	33	98	102	-66.3%	0	0.0%	2	3	-100.0%
Joia AUA By Iberostar	23	0	0	0.0%	0	0.0%	0	0	0.0%
Manchebo	1,087	1,032	1,588	5.3%	11	3.6%	2	7	450.0%
Talk of the Town	962	969	1,074	-0.7%	5	1.7%	1	4	400.0%
Tamarijn Aruba	555	697	3,842	-20.4%	12	4.0%	9	16	33.3%
The Mill	361	177	768	104.0%	3	1.0%	0	6	0.0%
Tierra Del Sol	101	62	348	62.9%	1	0.3%	0	2	0.0%
Timeshare	4,099	4,407	7,593	-7.0%	34	11.2%	43	81	-20.9%
Apartments/Guest House	14,245	15,866	13,570	-10.2%	64	21.1%	80	45	-20.0%
Private Home	33,370	33,374	35,126	0.0%	79	26.1%	76	163	3.9%
Other	392	382	55	2.6%	4	1.3%	2	1	100.0%
Total	69,340	74,197	93,304	-6.5%	303	100.0%	328	521	-7.6%

Table 6 - Total Arrivals by Purpose of Visit

	Europe Visitors				Finland Visitors						
	2024	Share	2023	Share	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Business	4,546	7.3%	4,307	6.5%	49	17.2%	34	11.0%	47	12.4%	44.1%
Conference	263	0.4%	303	0.5%	2	0.7%	1	0.3%	2	0.5%	100.0%
Diving	465	0.7%	516	0.8%	2	0.7%	4	1.3%	4	1.1%	-50.0%
Honeymoon	2,763	4.4%	3,547	5.3%	4	1.4%	17	5.5%	17	4.5%	-76.5%
Incentive	272	0.4%	289	0.4%	1	0.4%	0	0.0%	3	0.8%	#DIV/0!
Meeting	844	1.4%	1,016	1.5%	9	3.2%	12	3.9%	4	1.1%	-25.0%
Shopping	214	0.3%	381	0.6%	2	0.7%	1	0.3%	10	2.6%	100.0%
Sun, Sand, Sea	51,985	83.6%	54,972	82.6%	216	75.8%	232	75.3%	291	77.0%	-6.9%
Wedding	816	1.3%	1,184	1.8%	0	0.0%	7	2.3%	0	0.0%	-100.0%
Total	62,168	100.0%	66,515	100.0%	285	100.0%	308	100.0%	378	100.0%	-7.5%
Not specified not included											

Table 7 –Age Group

	Europe Visitors				Finland Visitors					Share of Europe total	
	2024	Share	2023	Share	2024	Share	2023	Share	Change 2024 vs. 2023	2024	2023
0 - 11 yrs	4,094	5.9%	4,292	5.8%	22	7.3%	9	2.7%	144.4%	0.5%	0.2%
12 - 19 yrs	3,834	5.5%	4,115	5.5%	12	4.0%	23	7.0%	-47.8%	0.3%	0.6%
20 - 29 yrs	11,515	16.6%	12,567	16.9%	33	10.9%	45	13.7%	-26.7%	0.3%	0.4%
30 - 39 yrs	13,274	19.1%	14,474	19.5%	56	18.5%	47	14.3%	19.1%	0.4%	0.3%
40 - 49 yrs	10,533	15.2%	10,732	14.5%	73	24.1%	66	20.1%	10.6%	0.7%	0.6%
50 - 59 yrs	13,052	18.8%	14,227	19.2%	67	22.1%	80	24.4%	-16.3%	0.5%	0.6%
60 - 69 yrs	9,066	13.1%	9,694	13.1%	31	10.2%	50	15.2%	-38.0%	0.3%	0.5%
>70	3,969	5.7%	4,088	5.5%	9	3.0%	8	2.4%	12.5%	0.2%	0.2%
Total	69,337	100.0%	74,189	100.0%	303	100.0%	328	100.0%	-7.6%	0.4%	0.4%

Table 8 –Visitors by Carriers

	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
KLM	134	44.2%	185	56.4%	231	44.3%	-27.6%
American Airlines	42	13.9%	21	6.4%	99	19.0%	100.0%
Delta Airline	20	6.6%	40	12.2%	31	6.0%	-50.0%
DIVI DIVI AIR	20	6.6%	16	4.9%	6	1.2%	25.0%
Others	87	28.7%	51	15.5%	154	29.6%	70.6%
Total	303	100.0%	328	100.0%	521	100.0%	-7.6%

Table 9 –Visitors by Booking							
	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Airline\ Hotel	108	35.6%	60	18.3%	64	12.3%	80.0%
Not Specified	7	2.3%	9	2.7%	159	30.5%	-22.2%
Other\ Website	75	24.8%	121	36.9%	141	27.1%	-38.0%
Travel Agent	113	37.3%	138	42.1%	145	27.8%	-18.1%
(blank)	0	0.0%	0	0.0%	12	2.3%	–
<b>Total</b>	<b>303</b>	<b>100.0%</b>	<b>328</b>	<b>100.0%</b>	<b>521</b>	<b>100.0%</b>	<b>-7.6%</b>

Table 10 – Visitors by Source							
	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Article	4	1.3%	1	0.3%	6	1.2%	300.0%
Cruise	6	2.0%	1	0.3%	4	0.8%	–
Direct Mail	0	0.0%	1	0.3%	0	0.0%	–
Family and Friends	80	26.4%	69	21.0%	63	12.1%	15.9%
Internet	78	25.7%	117	35.7%	135	25.9%	-33.3%
Media Ad	9	3.0%	9	2.7%	12	2.3%	0.0%
Not Specified	7	2.3%	9	2.7%	153	29.4%	-22.2%
Other	95	31.4%	84	25.6%	92	17.7%	13.1%
Travel Agent	22	7.3%	32	9.8%	40	7.7%	-31.3%
WWW.ARUBA.COM	2	0.7%	5	1.5%	4	0.8%	-60.0%
(blank)	0	0.0%	0	0.0%	12	2.3%	–
<b>Total</b>	<b>303</b>	<b>100.0%</b>	<b>328</b>	<b>100.0%</b>	<b>521</b>	<b>100.0%</b>	<b>-7.6%</b>



11

Norway





# Market Overview

## ARRIVALS GROWTH 2024 (%)

653

-20.3%

(COMPARED TO 2023)

## NIGHTS

6,795

-29.1%

(COMPARED TO 2023)

## PLACE OF STAY

- 34% Hotels
- 15% Timeshare
- 51% Others (Vacation Rental)

## MONTHLY AVERAGE

54

2023

68

2024

## AVERAGE LENGTH OF STAY

10.4

Nights

## FIRST TIMERS AND REPEATERS

- 60% of European visitors are first-timers, while 40% are repeaters.
- 78% of the Norway's arrivals are first-timers and 22% are repeaters.

## MARKET SHARE OF EUR VISITATION

0.9%

2024

## ARRIVALS SEASONALITY

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

## AGE GROUP

Norway's most significant share in the age group is between 40- 49 (18.5%)

# Overview Norway

Table 1 – Total Arrivals			
Arrivals	2019	2023	2024
January	98	97	75
February	128	104	60
March	77	87	95
April	98	36	26
May	42	33	19
June	100	66	74
July	212	115	61
August	30	26	22
September	85	25	34
October	51	52	41
November	101	85	61
December	101	93	85
Total	1,123	819	653

Table 2 - Total Nights			
Nights	2019	2023	2024
January	1,193	1,264	980
February	1,361	1,265	590
March	822	814	955
April	1,021	345	205
May	293	374	181
June	1,216	895	800
July	2,215	1,368	566
August	292	191	214
September	909	377	331
October	399	544	301
November	1,098	884	465
December	1,365	1265	1,207
Total	12,184	9,586	6,795

Table 3 - Total Average Length of Stay (ALOS)			
ALOS	2019	2023	2024
January	12.2	13.0	13.1
February	10.6	12.2	9.8
March	10.7	9.4	10.1
April	10.4	9.6	7.9
May	7.0	11.3	9.5
June	12.2	13.6	10.8
July	10.4	11.9	9.3
August	9.7	7.3	9.7
September	10.7	15.1	9.7
October	7.8	10.5	7.3
November	10.9	10.4	7.6
December	13.5	13.6	14.2
Average ALOS	10.8	11.7	10.4

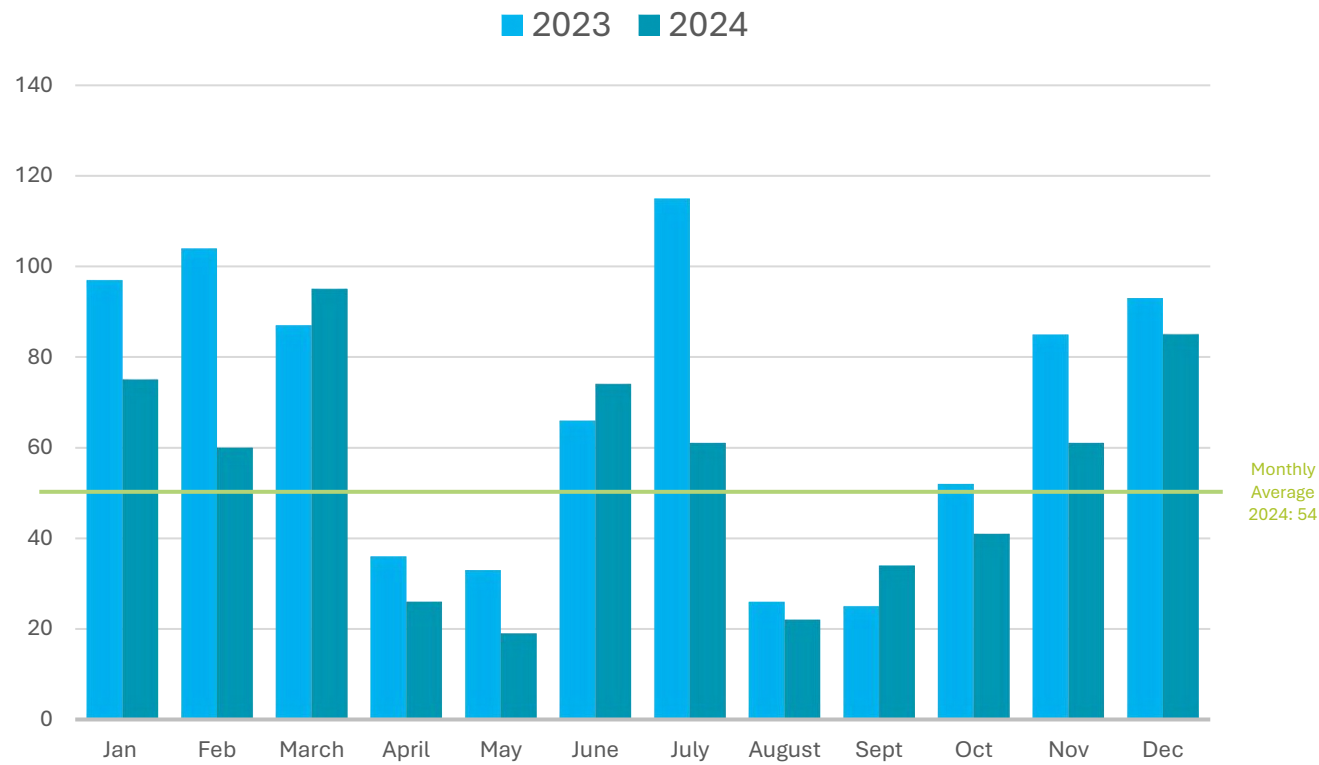


Table 4 –Arrivals by Frequency

	2019	2023	2024	Share 2024	Change 2024 vs. 2023
<b>1 visit</b>	<b>583</b>	<b>604</b>	<b>502</b>	<b>78%</b>	<b>-17%</b>
2-5- visit	161	136	97	15%	-29%
6-9 visit	35	25	22	3%	-12%
10-14 visit	21	20	10	2%	-50%
15-19 visit	7	5	3	0%	-40%
20+ visit	16	12	10	2%	-17%
<b>Repeaters</b>	<b>240</b>	<b>198</b>	<b>142</b>	<b>22%</b>	<b>-28%</b>
<b>Total</b>	<b>823</b>	<b>802</b>	<b>644</b>	<b>100%</b>	<b>-20%</b>
<i>Not specified not included</i>					

	Total European Visitors				Visitors from Norway				
	2024	2023	2019	Change	2024	Share	2023	2019	Change 2024 vs. 2023
Total hotels	17,234	20,168	36,960	-14.5%	225	34.5%	248	531	-9.3%
Aruba Marriott Resort	302	346	918	-12.7%	0	0.0%	4	25	-100.0%
Barcelo Aruba	519	448	886	15.8%	8	1.2%	7	10	14.3%
Embassy Suites by Hilton	745	344	0	116.6%	10	1.5%	8	0	25.0%
Hilton	660	988	904	-33.2%	14	2.1%	2	20	600.0%
Holiday Inn	1,109	1,326	3,088	-16.4%	29	4.4%	42	102	-31.0%
Hyatt Place	693	551	26	25.8%	6	0.9%	14	0	-57.1%
Hyatt Regency	415	447	659	-7.2%	6	0.9%	10	4	-40.0%
Renaissance Aruba	1,813	1,851	4,714	-2.1%	15	2.3%	19	85	-21.1%
Ritz Carlton	669	657	683	1.8%	19	2.9%	5	7	280.0%
RIU Antillas / Westin	563	939	2,281	-40.0%	1	0.2%	5	7	-80.0%
RIU Palace x AUA Grand	1,948	4,125	7,557	-52.8%	5	0.8%	13	26	-61.5%
Amsterdam Manor	1,221	1,297	1,691	-5.9%	15	2.3%	23	72	-34.8%
Brickell Bay	184	250	650	-26.4%	8	1.2%	15	27	-46.7%
Bucuti Tara Beach	1,115	1,085	1,855	2.8%	11	1.7%	26	43	-57.7%
Victoria City Hotel	214	82	45	161.0%	1	0.2%	1	0	0.0%
Courtyard by Marriott	1,139	1,349	22	-15.6%	8	1.2%	0	0	0.0%
Divi Aruba All Incl. Beach	803	1,048	3,259	-23.4%	26	4.0%	18	15	44.4%
Dorado Eagle Beach	33	98	102	-66.3%	4	0.6%	5	6	-20.0%
Joia AUA By Iberostar	23	0	0	0.0%	0	0.0%	0	0	0.0%
Manchebo	1,087	1,032	1,588	5.3%	12	1.8%	11	19	9.1%
Talk of the Town	962	969	1,074	-0.7%	6	0.9%	6	24	0.0%
Tamarijn Aruba	555	697	3,842	-20.4%	11	1.7%	10	32	10.0%
The Mill	361	177	768	104.0%	10	1.5%	4	5	150.0%
Tierra Del Sol	101	62	348	62.9%	0	0.0%	0	2	0.0%
Timeshare	4,099	4,407	7,593	-7.0%	95	14.5%	98	129	-3.1%
Apartments/Guest House	14,245	15,866	13,570	-10.2%	112	17.2%	181	75	-38.1%
Private Home	33,370	33,374	35,126	0.0%	218	33.4%	289	388	-24.6%
Other	392	382	55	2.6%	3	0.5%	3	0	0.0%
Total	69,340	74,197	93,304	-6.5%	653	100.0%	819	1,123	-20.3%

Table 6 - Total Arrivals by Purpose of Visit

	Europe Visitors				Norway Visitors						
	2024	Share	2023	Share	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Business	4,546	7.3%	4,307	6.5%	12	1.9%	9	1.1%	12	1.4%	33.3%
Conference	263	0.4%	303	0.5%	1	0.2%	0	0.0%	2	0.2%	0.0%
Diving	465	0.7%	516	0.8%	0	0.0%	6	0.8%	14	1.6%	-100.0%
Honeymoon	2,763	4.4%	3,547	5.3%	30	4.8%	40	5.1%	42	4.8%	-25.0%
Incentive	272	0.4%	289	0.4%	2	0.3%	0	0.0%	1	0.1%	–
Meeting	844	1.4%	1,016	1.5%	4	0.6%	2	0.3%	7	0.8%	100.0%
Shopping	214	0.3%	381	0.6%	4	0.6%	2	0.3%	39	4.4%	–
Sun, Sand, Sea	51,985	83.6%	54,972	82.6%	574	91.3%	729	92.3%	758	86.2%	-21.3%
Wedding	816	1.3%	1,184	1.8%	2	0.3%	2	0.3%	4	0.5%	0.0%
Total	62,168	100.0%	66,515	100.0%	629	100.0%	790	100.0%	879	100.0%	-20.4%
Not specified not included											

Table 7 –Age Group

	Europe Visitors				Norway Visitors					Share of Europe total	
	2024	Share	2023	Share	2024	Share	2023	Share	Change 2024 vs. 2023	2024	2023
0 - 11 yrs	4,094	5.9%	4,292	5.8%	48	7.4%	65	7.9%	-26.2%	1.2%	1.5%
12 - 19 yrs	3,834	5.5%	4,115	5.5%	61	9.3%	53	6.5%	15.1%	1.6%	1.3%
20 - 29 yrs	11,515	16.6%	12,567	16.9%	93	14.2%	121	14.8%	-23.1%	0.8%	1.0%
30 - 39 yrs	13,274	19.1%	14,474	19.5%	104	15.9%	164	20.0%	-36.6%	0.8%	1.1%
40 - 49 yrs	10,533	15.2%	10,732	14.5%	121	18.5%	131	16.0%	-7.6%	1.1%	1.2%
50 - 59 yrs	13,052	18.8%	14,227	19.2%	108	16.5%	154	18.8%	-29.9%	0.8%	1.1%
60 - 69 yrs	9,066	13.1%	9,694	13.1%	94	14.4%	99	12.1%	-5.1%	1.0%	1.0%
>70	3,969	5.7%	4,088	5.5%	24	3.7%	32	3.9%	-25.0%	0.6%	0.8%
Total	69,337	100.0%	74,189	100.0%	653	100.0%	819	100.0%	-20.3%	0.9%	1.1%



**Table 8 –Visitors by Carriers**

	<b>2024</b>	<b>Share</b>	<b>2023</b>	<b>Share</b>	<b>2019</b>	<b>Share</b>	<b>Change 2024 vs. 2023</b>
KLM	389	59.6%	520	63.5%	690	61.4%	-25.2%
Avianca	44	6.7%	55	6.7%	35	3.1%	-20.0%
American Airlines	32	4.9%	38	4.6%	118	10.5%	-15.8%
Jetblue	28	4.3%	14	1.7%	31	2.8%	100.0%
Copa Airline	27	4.1%	28	3.4%	24	2.1%	-3.6%
Divi Divi Air	26	4.0%	36	4.4%	10	0.9%	-27.8%
United Airlines	22	3.4%	20	2.4%	19	1.7%	10.0%
Others	85	13.0%	108	13.2%	196	17.5%	-21.3%
<b>Total</b>	<b>653</b>	<b>100.0%</b>	<b>819</b>	<b>100.0%</b>	<b>1,123</b>	<b>100.0%</b>	<b>-20.3%</b>

Table 9 –Visitors by Booking							
	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Airline\ Hotel	260	39.8%	253	30.9%	238	21.2%	2.8%
Not Specified	9	1.4%	17	2.1%	301	26.8%	-47.1%
Other\ Website	251	38.4%	344	42.0%	330	29.4%	-27.0%
Travel Agent	133	20.4%	205	25.0%	229	20.4%	-35.1%
(blank)	0	0.0%	0	0.0%	25	2.2%	–
<b>Total</b>	<b>653</b>	<b>100.0%</b>	<b>819</b>	<b>100.0%</b>	<b>1,123</b>	<b>100.0%</b>	<b>-20.3%</b>

Table 10 – Visitors by Source							
	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
Article	19	2.9%	7	0.9%	20	1.8%	171.4%
Cruise	15	2.3%	11	1.3%	3	0.3%	36.4%
Direct Mail	0	0.0%	4	0.5%	6	0.5%	-100.0%
Family and Friends	255	39.1%	265	32.4%	209	18.6%	-3.8%
Internet	169	25.9%	299	36.5%	277	24.7%	-43.5%
Media Ad	19	2.9%	12	1.5%	57	5.1%	58.3%
Not Specified	9	1.4%	17	2.1%	291	25.9%	-47.1%
Other	130	19.9%	138	16.8%	133	11.8%	-5.8%
Travel Agent	34	5.2%	59	7.2%	85	7.6%	-42.4%
WWW.ARUBA.COM	3	0.5%	7	0.9%	17	1.5%	-57.1%
(blank)	0	0.0%	0	0.0%	25	2.2%	–
<b>Total</b>	<b>653</b>	<b>100.0%</b>	<b>819</b>	<b>100.0%</b>	<b>1,123</b>	<b>100.0%</b>	<b>-20.3%</b>

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Spain



# Overview Spain

Table 1 – Total Arrivals

Arrivals	2019	2023	2024
January	153	126	188
February	133	106	120
March	103	113	180
April	116	103	129
May	135	104	114
June	112	138	155
July	185	131	196
August	310	242	313
September	159	159	212
October	135	95	160
November	186	168	193
December	168	230	297
Total	1,895	1,715	2,257

Table 2 - Total Nights

Nights	2019	2023	2024
January	1,763	2,219	2,400
February	1,341	1,111	1,134
March	1,403	1,274	1,596
April	1,057	1,378	1,132
May	1,327	810	960
June	1,469	1,493	1,875
July	2,327	1,700	2,354
August	3,332	2,400	3,451
September	1,357	1,728	1,974
October	1,747	951	1,678
November	1,778	1,584	1,862
December	2,134	2,647	3,116
Total	21,035	19,295	23,532

Table 3 - Total Average Length of Stay (ALOS)

ALOS	2019	2023	2024
January	11.5	17.6	12.8
February	10.1	10.5	9.5
March	13.6	11.3	8.9
April	9.1	13.4	8.8
May	9.8	7.8	8.4
June	13.1	10.8	12.1
July	12.6	13.0	12.0
August	10.7	9.9	11.0
September	8.5	10.9	9.3
October	12.9	10.0	10.5
November	9.6	9.4	9.6
December	12.7	11.5	10.5
Average ALOS	11.1	11.3	10.4

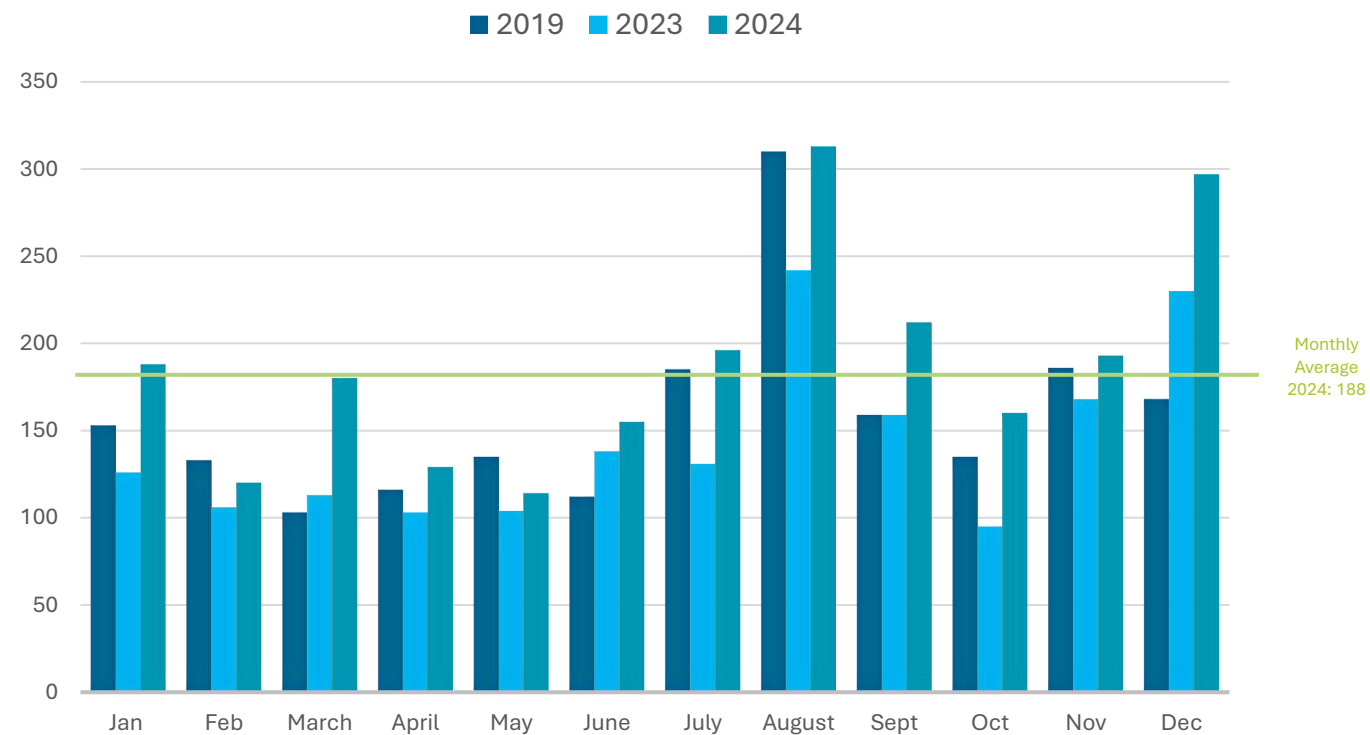


Table 4 –Arrivals by Frequency					
	2019	2023	2024	Share 2024	Change 2024 vs. 2023
1 visit	630	899	1,183	56%	88%
2-5- visit	298	386	577	27%	94%
6-9 visit	86	116	119	6%	38%
10-14 visit	46	80	76	4%	65%
15-19 visit	39	33	37	2%	-5%
20+ visit	110	123	134	6%	22%
Repeaters	579	738	943	44%	63%
Total	1,209	1,637	2,126		76%
Not specified not included					



	Total European Visitors				Visitors from Spain				
	2024	2023	2019	Change	2024	Share	2023	2019	Change 2024 vs. 2023
Total hotels	17,234	20,168	36,960	-14.5%	542	24.2%	434	615	-11.9%
Aruba Marriott Resort	302	346	918	-12.7%	9	0.4%	19	69	-87.0%
Barcelo Aruba	519	448	886	15.8%	40	1.8%	36	89	-55.1%
Embassy Suites by Hilton	745	344	0	116.6%	0	0.0%	9	0	0.0%
Hilton	660	988	904	-33.2%	17	0.8%	12	12	41.7%
Holiday Inn	1,109	1,326	3,088	-16.4%	25	1.1%	24	59	-57.6%
Hyatt Place	693	551	26	25.8%	73	3.3%	36	0	0.0%
Hyatt Regency	415	447	659	-7.2%	40	1.8%	10	24	66.7%
Renaissance Aruba	1,813	1,851	4,714	-2.1%	48	2.1%	43	76	-36.8%
Ritz Carlton	669	657	683	1.8%	39	1.7%	36	33	18.2%
RIU Antillas / Westin	563	939	2,281	-40.0%	33	1.5%	23	23	43.5%
RIU Palace x AUA Grand	1,948	4,125	7,557	-52.8%	100	4.5%	76	96	4.2%
Amsterdam Manor	1,221	1,297	1,691	-5.9%	11	0.5%	13	3	266.7%
Brickell Bay	184	250	650	-26.4%	12	0.5%	7	20	-40.0%
Bucuti Tara Beach	1,115	1,085	1,855	2.8%	2	0.1%	9	9	-77.8%
Victoria City Hotel	214	82	45	161.0%	3	0.1%	1	3	0.0%
Courtyard by Marriott	1,139	1,349	22	-15.6%	19	0.8%	25	0	0.0%
Divi Aruba All Incl. Beach	803	1,048	3,259	-23.4%	4	0.2%	7	5	-20.0%
Dorado Eagle Beach	33	98	102	-66.3%	0	0.0%	1	4	-100.0%
Joia AUA By Iberostar	23	0	0	0.0%	5	0.2%	0	0	0.0%
Manchebo	1,087	1,032	1,588	5.3%	8	0.4%	9	13	-38.5%
Talk of the Town	962	969	1,074	-0.7%	22	1.0%	24	31	-29.0%
Tamarijn Aruba	555	697	3,842	-20.4%	6	0.3%	0	16	-62.5%
The Mill	361	177	768	104.0%	14	0.6%	7	17	-17.6%
Tierra Del Sol	101	62	348	62.9%	12	0.5%	7	13	-7.7%
Timeshare	4,099	4,407	7,593	-7.0%	211	9.4%	153	248	-14.9%
Apartments/Guest House	14,245	15,866	13,570	-10.2%	436	19.5%	370	208	109.6%
Private Home	33,370	33,374	35,126	0.0%	1,020	45.5%	750	823	23.9%
Other	392	382	55	2.6%	31	1.4%	8	1	3000.0%
Total	69,340	74,197	93,304	-6.5%	2,240	100.0%	1,715	1,895	18.2%

**Table 6 –Age Group**

	Europe Visitors				Spain Visitors					Share of Europe total	
	2024	Share	2023	Share	2024	Share	2023	Share	Change 2024 vs. 2023	2024	2023
0 - 11 yrs	4,094	5.9%	4,292	5.8%	103	4.6%	78	4.5%	32.1%	2.5%	1.8%
12 - 19 yrs	3,834	5.5%	4,115	5.5%	97	4.3%	71	4.1%	36.6%	2.5%	1.7%
20 - 29 yrs	11,515	16.6%	12,567	16.9%	329	14.6%	278	16.2%	18.3%	2.9%	2.2%
30 - 39 yrs	13,274	19.1%	14,474	19.5%	525	23.3%	413	24.1%	27.1%	4.0%	2.9%
40 - 49 yrs	10,533	15.2%	10,732	14.5%	446	19.8%	313	18.3%	42.5%	4.2%	2.9%
50 - 59 yrs	13,052	18.8%	14,227	19.2%	411	18.2%	293	17.1%	40.3%	3.1%	2.1%
60 - 69 yrs	9,066	13.1%	9,694	13.1%	251	11.1%	180	10.5%	39.4%	2.8%	1.9%
>70	3,969	5.7%	4,088	5.5%	95	4.2%	89	5.2%	6.7%	2.4%	2.2%
<b>Total</b>	<b>69,337</b>	<b>100.0%</b>	<b>74,189</b>	<b>100.0%</b>	<b>2,257</b>	<b>100.0%</b>	<b>1,715</b>	<b>100.0%</b>	<b>31.6%</b>	<b>3.3%</b>	<b>2.3%</b>

**Table 7 –Visitors by Carriers**

	2024	Share	2023	Share	2019	Share	Change 2024 vs. 2023
KLM	571	25.3%	496	28.9%	380	47.8%	15.1%
Avianca	453	20.1%	393	22.9%	330	48.3%	15.3%
Copa Airline	234	10.4%	149	8.7%	160	180.5%	57.0%
american airlines	186	8.2%	145	8.5%	410	89.5%	28.3%
Wingo	121	5.4%	77	4.5%	14	180.8%	57.1%
Divi Divi Air	56	2.5%	66	3.8%	14	-47.9%	-15.2%
Tui Fly NL	56	2.5%	44	2.6%	62	86.3%	27.3%
Delta Airline	58	2.6%	36	2.1%	49	193.4%	61.1%
Others	522	23.1%	309	18.0%	476	218.1%	68.9%
<b>Total</b>	<b>2,257</b>	<b>100.0%</b>	<b>1,715</b>	<b>100.0%</b>	<b>1,895</b>	<b>100.0%</b>	<b>31.6%</b>



# Thank You

For additional enquires on the presented,  
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