



FEBRUARY 2024

Monthly Report

Note: The 2023 numbers have been slightly adjusted from the previously reported figures.

This can occur once we re-run the data. The error margin remains significantly below the acceptable margin.

We take pride in our commitment to be transparent. Please let us know if you have any questions or concerns.

For this you can reach out to m.kelly@aruba.com



SNAPSHOT YTD FEB 2024/2023



HOW MANY ARRIVALS?

241,343

20.7%



HOW MANY CRUISE TOURISM?

251,760

3.8%

Compared to 2023



HOW LONG DID THEY STAY?

2,060,364

13.6%



WHAT DID THEY SPEND?*

Central Bank Aruba (Q1 – Q3 2023)

Avg. 3,451.6 min

15%

Q1-Q3 2022: 2,993.70

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

WHERE DID THEY STAY?



422,740

NIGHTS

20.5%

ALL INCLUSIVE



247,745

NIGHTS

12.0%

TIMESHARE



561,499

NIGHTS

27.3%


OTHERS



828,380

NIGHTS

40.2%



TOURISM CREDITS Q1 - Q3

AWG **1,243,554**

+11% **+13%**
(COMPARED TO 2019) (COMPARED TO 2022)

+34% A.T.A.'S PROJECTION TOURISM CREDITS 2023 VS 2019




2023 AVERAGE VISA CREDIT CARD

USD\$. **690**

2023 TOTAL VISA CREDIT CARD AMOUNT SPEND

USD\$. **561,598,452**




2023 SHORT-TERM VACATION RENTALS REVENUE

USD\$. **217,225,200**

207% **+42%**
(COMPARED TO 2019) (COMPARED TO 2022)

SPENDING 2023



VISA CREDIT CARD AVERAGE SPENDING ON ARUBA


USA
USD\$ 699
84.3% of the total cardholders

COLOMBIA USD\$ 403
BRAZIL USD\$ 685
CHILE USD\$ 835
ARGENTINA USD\$ 347

UK USD\$ 405
NETHERLANDS USD\$ 835
ITALY USD\$ 458

NOTE

When it comes to traveling, visitors tend to use different payment methods such as cash or various credit cards. The data is sourced from VisaNet which contains **all transactions conducted using Visa-branded cards and settled through Visa's network "physically" present on Aruba**. Visa Destination Insights data is empirical based on verified transaction data from VisaNet **on Aruba**. The presented average also does not take into account the amount of credit cards a person might have.



MARKET SHARE OF TOP SPEND CATEGORIES ON ARUBA

(% OF TOTAL SPEND AMOUNT VISA CREDIT CARD)

Restaurants & Dining	Hotels and Lodging	Retail	Transportation
31%	24% <small>Excluding pre-travel payment</small>	27%	7%



ARRIVALS YTD FEBRUARY 2024/2023

241,343
ARRIVALS

20.7%
GROWTH

	2023		Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
USA	149,266		28,219	177,485	18.9%	74.7%	73.5%
Canada	15,800		2,877	18,677	18.2%	7.9%	7.7%
NA	165,066		31,096	196,162	18.8%	82.6%	81.3%
Venezuela	261		250	511	95.8%	0.1%	0.2%
Colombia	5,958		3,599	9,557	60.4%	3.0%	4.0%
Brazil	1,899		906	2,805	47.7%	0.9%	1.2%
Argentina	3,111		1,650	4,761	53.0%	1.6%	2.0%
Chile	1,565		993	2,558	63.5%	0.8%	1.1%
Ecuador	662		771	1,433	116.5%	0.3%	0.6%
Peru	659		2,258	2,917	342.6%	0.3%	1.2%
Paraguay	214	-13		201	-6.1%	0.1%	0.1%
Uruguay	224		67	291	29.9%	0.1%	0.1%
Mexico	303		103	406	34.0%	0.2%	0.2%
Others	1,465		564	2,029	38.5%	0.7%	0.8%
SA	16,321		11,148	27,469	68.3%	8.2%	11.4%
Netherlands	7,377	-722		6,655	-9.8%	3.7%	2.8%
UK	581		644	1,225	110.8%	0.3%	0.5%
Germany	761	-44		717	-5.8%	0.4%	0.3%
Italy	718	-28		690	-3.9%	0.4%	0.3%
Sweden	1,383	-1,159		224	-83.8%	0.7%	0.1%
Belgium	329	-19		310	-5.8%	0.2%	0.1%
Austria	124		29	153	23.4%	0.1%	0.1%
Switzerland	281		89	370	31.7%	0.1%	0.2%
Others	2,142	-158		1,984	-7.4%	1.1%	0.8%
Europe	13,696	-1,368		12,328	-10.0%	6.8%	5.1%
ROW	4,859		525	5,384	10.8%	2.4%	2.2%
Total	199,942		41,401	241,343	20.7%		
W/O Ven.	199,681		41,151	240,832	20.6%		



ARRIVALS USA YTD FEBRUARY 2024/2023

177,485
ARRIVALS

18.9%
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
New York	32,261	6,999	39,260	21.7%	21.6%	22.1%
Massachusetts	22,475	1,986	24,461	8.8%	15.1%	13.8%
New Jersey	14,351	4,166	18,517	29.0%	9.6%	10.4%
Pennsylvania	8,841	1,954	10,795	22.1%	5.9%	6.1%
Illinois	4,645	462	5,107	9.9%	3.1%	2.9%
Connecticut	5,180	749	5,929	14.5%	3.5%	3.3%
Florida	6,261	1,680	7,941	26.8%	4.2%	4.5%
Ohio	4,445	1,086	5,531	24.4%	3.0%	3.1%
Maryland	3,847	563	4,410	14.6%	2.6%	2.5%
Michigan	3,911	433	4,344	11.1%	2.6%	2.4%
Virginia	3,982	-96	3,886	-2.4%	2.7%	2.2%
Georgia	2,316	553	2,869	23.9%	1.6%	1.6%
North Carolina	3,439	730	4,169	21.2%	2.3%	2.3%
Texas	2,698	567	3,265	21.0%	1.8%	1.8%
California	2,056	499	2,555	24.3%	1.4%	1.4%
Other	28,558	5,888	34,446	20.6%	19.1%	19.4%
Total	149,266	28,219	177,485	18.9%		



NIGHTS YTD FEBRUARY 2024/2023

2,060,364
ARRIVALS

13.6%
GROWTH

	2023		Growth	2024	% Growth	ALOS 2023	ALOS 2024
USA	1,269,315		152,043	1,421,358	12.0%	8.5	8.0
Canada	197,062		24,968	222,030	12.7%	12.5	11.9
NA	1,466,377		177,011	1,643,388	12.1%	8.9	8.4
Venezuela	2,223		3,204	5,427	144.1%	8.5	10.6
Colombia	45,662		16,403	62,065	35.9%	7.7	6.5
Brazil	11,568		7,589	19,157	65.6%	6.1	6.8
Argentina	28,966		16,153	45,119	55.8%	9.3	9.5
Chile	12,446		7,302	19,748	58.7%	8.0	7.7
Ecuador	3,647		3,138	6,785	86.0%	5.5	4.7
Peru	5,338		13,712	19,050	256.9%	8.1	6.5
Paraguay	1,550	-235		1,315	-15.2%	7.2	6.5
Uruguay	1,744		876	2,620	50.2%	7.8	9.0
Mexico	2,217		760	2,977	34.3%	7.3	7.3
Others	11,563		3,089	14,652	26.7%	7.9	7.2
SA	126,924		71,991	198,915	56.7%	7.8	7.2
Netherlands	117,359	-3,742		113,617	-3.2%	15.9	17.1
UK	5,518		7,067	12,585	128.1%	9.5	10.3
Germany	8,756	-650		8,106	-7.4%	11.5	11.3
Italy	7,106	-635		6,471	-8.9%	9.9	9.4
Sweden	18,125	-15,612		2,513	-86.1%	13.1	11.2
Belgium	5,542		725	6,267	13.1%	16.8	20.2
Austria	1,564		559	2,123	35.7%	12.6	13.9
Switzerland	2,958		1,181	4,139	39.9%	10.5	11.2
Others	23,079	-4,182		18,897	-18.1%	10.8	9.5
Europe	190,007	-15,289		174,718	-8.0%	13.9	14.2
ROW	29,753		13,590	43,343	45.7%	6.1	8.1
Total	1,813,061		247,303	2,060,364	13.6%	9.1	8.5



ACCOMMODATIONS YTD FEBRUARY 2024/2023

241,343
ARRIVALS

20.7%
GROWTH

ARRIVALS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	53,314	11,836	65,150	22.2%	26.7%	27.0%
All Inclusive	33,752	1,765	35,517	5.2%	16.9%	14.7%
Timeshare	50,861	3,820	54,681	7.5%	25.4%	22.7%
Others	62,015	23,980	85,995	38.7%	31.0%	35.6%
Total	199,942	41,401	241,343	20.7%		

NIGHTS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	363,311	59,429	422,740	16.4%	20.0%	20.5%
All Inclusive	252,762	-5,017	247,745	-2.0%	13.9%	12.0%
Timeshare	535,012	26,487	561,499	5.0%	29.5%	27.3%
Others	661,976	166,404	828,380	25.1%	36.5%	40.2%
Total	1,813,061	247,303	2,060,364	13.6%		

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



ACCOMMODATIONS MAIN MARKETS

YTD FEBRUARY 2024/2023

241,343
ARRIVALS

20.7%
GROWTH

	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	54,343	45,539	19.3%	27,465	24,749	11.0%	49,573	46,142	7.4%	46,104	31,707	45.4%
Venezuela	115	67	71.6%	4	1	300.0%	60	17	252.9%	332	163	103.7%
Netherlands	582	785	-25.9%	240	339	-29.2%	172	231	-25.5%	5,661	5,611	0.9%
Canada	2,960	2,179	35.8%	3,901	4,219	-7.5%	2,328	2,314	0.6%	9,488	6,903	37.4%
Brazil	919	558	64.7%	294	302	-2.6%	240	178	34.8%	1,352	803	68.4%
Colombia	1,093	629	73.8%	352	410	-14.1%	507	397	27.7%	7,605	4,432	71.6%
Argentina	703	404	74.0%	1,730	1,447	19.6%	650	420	54.8%	1,678	810	107.2%
Chile	511	182	180.8%	541	637	-15.1%	252	174	44.8%	1,254	565	121.9%
Peru	461	90	412.2%	295	182	62.1%	186	30	520.0%	1,975	347	469.2%
UK	358	173	106.9%	62	33	87.9%	78	48	62.5%	727	304	139.1%
Italy	189	109	73.4%	70	82	-14.6%	49	40	22.5%	382	459	-16.8%
Total main markets	62,234	50,715	22.7%	34,954	32,401	7.9%	54,095	49,991	8.2%	76,558	52,104	46.9%
All visitors	65,150	53,314	22.2%	35,517	33,752	5.2%	54,681	50,861	7.5%	85,995	62,015	38.7%



ACCOMMODATIONS-MARKETSHARE

YTD FEBRUARY 2024/2023

241,343
ARRIVALS

20.7%
GROWTH










	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	83.4%	85.4%	-2.3%	77.3%	73.3%	5.5%	90.7%	90.7%	-0.1%	53.6%	51.1%	4.9%
Venezuela	0.2%	0.1%	40.5%	0.0%	0.0%	280.1%	0.1%	0.0%	228.3%	0.4%	0.3%	46.9%
Netherlands	0.9%	1.5%	-39.3%	0.7%	1.0%	-32.7%	0.3%	0.5%	-30.7%	6.6%	9.0%	-27.2%
Canada	4.5%	4.1%	11.2%	11.0%	12.5%	-12.1%	4.3%	4.5%	-6.4%	11.0%	11.1%	-0.9%
Brazil	1.4%	1.0%	34.8%	0.8%	0.9%	-7.5%	0.4%	0.3%	25.4%	1.6%	1.3%	21.4%
Colombia	1.7%	1.2%	42.2%	1.0%	1.2%	-18.4%	0.9%	0.8%	18.8%	8.8%	7.1%	23.7%
Argentina	1.1%	0.8%	42.4%	4.9%	4.3%	13.6%	1.2%	0.8%	44.0%	2.0%	1.3%	49.4%
Chile	0.8%	0.3%	129.8%	1.5%	1.9%	-19.3%	0.5%	0.3%	34.7%	1.5%	0.9%	60.1%
Peru	0.7%	0.2%	319.2%	0.8%	0.5%	54.0%	0.3%	0.1%	476.7%	2.3%	0.6%	310.5%
UK	0.5%	0.3%	69.3%	0.2%	0.1%	78.5%	0.1%	0.1%	51.1%	0.8%	0.5%	72.5%
Italy	0.3%	0.2%	41.9%	0.2%	0.2%	-18.9%	0.1%	0.1%	13.9%	0.4%	0.7%	-40.0%
Total main market	95.5%	95.1%	0.4%	98.4%	96.0%	2.5%	98.9%	98.3%	0.6%	89.0%	84.0%	6.0%
All visitors	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%



VISITORS BY AGE YTD FEBRUARY 2024/2023

241,343
ARRIVALS

20.7%
GROWTH

	2023	Growth	2024	% Growth
0 - 11	12,394	 3,155	15,549	25.5%
12-19	10,409	 2,883	13,292	27.7%
20 - 29	20,447	 6,144	26,591	30.0%
30 - 39	28,499	 8,069	36,568	28.3%
40 - 49	30,189	 6,013	36,202	19.9%
50 - 59	40,216	 5,341	45,557	13.3%
60 - 69	37,340	 6,222	43,562	16.7%
70 +	20,421	 3,588	24,009	17.6%
Not Stated	27	-14	13	-51.9%
Total	199,942	 41,401	241,343	20.7%



GENERATIONS

YTD FEBRUARY 2024/2023

241,343
VISITORS

20.7%
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
Gen A	10,011	2,604	12,615	26.0%	5.0%	5.2%
Gen Z	23,499	6,495	29,994	27.6%	11.8%	12.4%
Millennials	44,833	12,239	57,072	27.3%	22.4%	23.6%
Gen X	50,935	9,172	60,107	18.0%	25.5%	24.9%
Baby Boomers	63,390	9,376	72,766	14.8%	31.7%	30.2%
Silent Generations	7,247	1,529	8,776	21.1%	3.6%	3.6%
Age not specified	27	-14	13	-51.9%	0.0%	0.0%
Total	199,942	41,401	241,343	20.7%		



PURPOSE OF VISIT YTD FEBRUARY 2024/2023

241,343
VISITORS

20.7%
GROWTH

	2024	Marketshare 2024	2023	Marketshare 2023	% Growth
Sun, Sand, Sea	206,677	85.6%	168,783	84.4%	22.5%
Business	4,708	2.0%	4,364	2.2%	7.9%
Conference	2,407	1.0%	2,772	1.4%	-13.2%
Honeymoon	4,457	1.8%	4,073	2.0%	9.4%
Diving	797	0.3%	649	0.3%	22.8%
Incentive	1,911	0.8%	2,055	1.0%	-7.0%
Meeting	1,643	0.7%	1,619	0.8%	1.5%
Not specified	14,535	6.0%	12,283	6.1%	18.3%
Shopping	1,556	0.6%	1,211	0.6%	28.5%
Wedding	2,652	1.1%	2,133	1.1%	24.3%
Total	241,343	100.0%	199,942	100.0%	20.7%



CARRIERS YTD FEBRUARY 2024/2023

241,343
VISITORS

20.7%
GROWTH

	2023		Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
JETBLUE AIRWAYS	42,177		9,893	52,070	23.5%	21.1%	21.6%
AMERICAN AIRLINES	45,921	-1,049		44,872	-2.3%	23.0%	18.6%
DELTA AIRLINE	28,750		6,391	35,141	22.2%	14.4%	14.6%
UNITED AIRLINES	21,303		6,814	28,117	32.0%	10.7%	11.7%
SOUTHWEST AIRLINES	8,734		1,781	10,515	20.4%	4.4%	4.4%
AVIANCA	7,083		2,554	9,637	36.1%	3.5%	4.0%
COPA AIRLINES	6,114		3,396	9,510	55.5%	3.1%	3.9%
WESTJET AIRLINES	4,740		2,427	7,167	51.2%	2.4%	3.0%
SPIRIT AIRLINES	1,701		5,304	7,005	311.8%	0.9%	2.9%
KLM ROYAL DUTCH	7,238	-1,980		5,258	-27.4%	3.6%	2.2%
AIR CANADA	4,928		45	4,973	0.9%	2.5%	2.1%
WINGO	2,817		1,897	4,714	67.3%	1.4%	2.0%
SUNWING AIRLINES	4,222	-650		3,572	-15.4%	2.1%	1.5%
LATAM AIRLINES	0		3,261	3,261	-	0.0%	1.4%
DIVI DIVI AIR	3,128	-66		3,062	-2.1%	1.6%	1.3%
PRIVATE	1,939		493	2,432	25.4%	1.0%	1.0%
TUI FLY NL	2,238	-21		2,217	-0.9%	1.1%	0.9%
EZ AIR	1,715		143	1,858	8.3%	0.9%	0.8%
SUN COUNTRY AIRLINES	1,337		397	1,734	29.7%	0.7%	0.7%
WINAIR	211		737	948	349.3%	0.1%	0.4%
BRITISH AIRWAYS	0		901	901	-	0.0%	0.4%
SURINAM AIRWAYS	671		182	853	27.1%	0.3%	0.4%
CHARTER	905	-352		553	-38.9%	0.5%	0.2%
ARAJET	184		120	304	65.2%	0.1%	0.1%
OMNI AIR INT.	0		197	197	-	0.0%	0.1%
SKY HIGH AVIATION	86		107	193	124.4%	0.0%	0.1%
OTHER	1,800	-1,521		279	-84.5%	0.9%	0.1%
Total	199,942		41,401	241,343	20.7%		



CARRIERS YTD FEBRUARY 2024/2023

241,343
VISITORS

20.7%
GROWTH

City	APO Code	Jan-Feb '24	Marketshare 2024	Jan-Feb'23	Marketshare 2023	2024 vs 2023
JFK NY	JFK	34,456	14.3%	33,326	16.7%	3.4%
Boston	BOS	30,352	12.6%	27,791	13.9%	9.2%
Newark	EWR	26,878	11.1%	13,005	6.5%	106.7%
Miami	MIA	17,708	7.3%	16,641	8.3%	6.4%
Toronto	YYZ	15,727	6.5%	13,898	7.0%	13.2%
Charlotte	CLT	14,928	6.2%	15,289	7.6%	-2.4%
Atlanta	ATL	14,768	6.1%	9,528	4.8%	55.0%
Bogota	BOG	11,528	4.8%	8,658	4.3%	33.1%
Philadelphia	PHL	10,373	4.3%	11,557	5.8%	-10.2%
Panama City	PTY	9,520	3.9%	6,121	3.1%	55.5%
Orlando	MCO	7,873	3.3%	7,393	3.7%	6.5%
Amsterdam	AMS	7,481	3.1%	9,461	4.7%	-20.9%
Fort Lauderdale	FLL	7,183	3.0%	1,921	1.0%	273.9%
Curacao	CUR	5,720	2.4%	6,033	3.0%	-5.2%
G.Bush DC	IAD	4,817	2.0%	5,558	2.8%	-13.3%
Chicago	ORD	4,549	1.9%	3,196	1.6%	42.3%
Lima, Peru	LIM	3,261	1.4%	0	0.0%	—
Baltimore	BWI	2,649	1.1%	1,358	0.7%	95.1%
Medellin	MDE	2,122	0.9%	1,309	0.7%	62.1%
Minneapolis St. Paul Inter Airp	MSP	1,390	0.6%	1,337	0.7%	4.0%
Sint Maarten	SXM	951	0.4%	253	0.1%	275.9%
Gatwick Airport , UK	LGW	902	0.4%	0	0.0%	—
Houston International	IAH	873	0.4%	1,136	0.6%	—
Johan A. Pengel Int Airport, Suriname	PBM	810	0.3%	673	0.3%	20.4%
Cali, Alfonso Bonilla Aragon	CLO	804	0.3%	4	0.0%	20000.0%
	Others	3,720	1.5%	4,496	2.2%	-17.3%
Total		241,343	100.0%	199,942	100.0%	20.7%



CRUISE COMPARISON



One happy island ✦ ARUBA.COM



CRUISE YTD FEBRUARY



2023



CRUISE PAX

242,568

CRUISE CALLS

95



2024



CRUISE PAX

251,760

3.79%

CRUISE CALLS

97

2.11%

ABSOLUTE GROWTH PAX YTD FEBRUARY

9,192

3.79%

ABSOLUTE GROWTH CALLS YTD FEBRUARY

2

2.11%

FEBRUARY RESULT 2024

NORTH AMERICA



100,889

82.6%

SOUTH AMERICA



12,362

10.1%

EUROPE



6,137

5.0%

OTHERS



2,761

2.3%

TOTAL ARRIVALS

122,149

100%



ARRIVALS FEBRUARY 2024/2023

122,149
ARRIVALS

22.9%
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
USA	74,846	16,790	91,636	22.4%	75.3%	75.0%
Canada	7,567	1,686	9,253	22.3%	7.6%	7.6%
NA	82,413	18,476	100,889	22.4%	82.9%	82.6%
Venezuela	101	91	192	90.1%	0.1%	0.2%
Colombia	2,468	1,055	3,523	42.7%	2.5%	2.9%
Brazil	874	270	1,144	30.9%	0.9%	0.9%
Argentina	1,431	627	2,058	43.8%	1.4%	1.7%
Chile	954	260	1,214	27.3%	1.0%	1.0%
Ecuador	454	452	906	99.6%	0.5%	0.7%
Peru	397	1,432	1,829	360.7%	0.4%	1.5%
Paraguay	68	20	88	29.4%	0.1%	0.1%
Uruguay	101	53	154	52.5%	0.1%	0.1%
Mexico	192	5	197	2.6%	0.2%	0.2%
Others	798	259	1,057	32.5%	0.8%	0.9%
SA	7,838	4,524	12,362	57.7%	7.9%	10.1%
Netherlands	3,720	-343	3,377	-9.2%	3.7%	2.8%
UK	297	335	632	112.8%	0.3%	0.5%
Germany	335	27	362	8.1%	0.3%	0.3%
Italy	303	25	328	8.3%	0.3%	0.3%
Sweden	685	-573	112	-83.6%	0.7%	0.1%
Belgium	138	30	168	21.7%	0.1%	0.1%
Austria	74	-10	64	-13.5%	0.1%	0.1%
Switzerland	146	74	220	50.7%	0.1%	0.2%
Others	1,092	-218	874	-20.0%	1.1%	0.7%
Europe	6,790	-653	6,137	-9.6%	6.8%	5.0%
ROW	2,385	376	2,761	15.8%	2.4%	2.3%
Total	99,426	22,723	122,149	22.9%		
W/O Ven.	99,325	22,632	121,957	22.8%		



ARRIVALS USA FEBRUARY 2024/2023

91,636
ARRIVALS

22.4%
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
New York	16,123	3,851	19,974	23.9%	21.5%	21.8%
Massachusetts	12,253	1,237	13,490	10.1%	16.4%	14.7%
New Jersey	6,752	2,448	9,200	36.3%	9.0%	10.0%
Pennsylvania	4,255	877	5,132	20.6%	5.7%	5.6%
Illinois	1,947	388	2,335	19.9%	2.6%	2.5%
Connecticut	2,704	517	3,221	19.1%	3.6%	3.5%
Florida	3,075	1,021	4,096	33.2%	4.1%	4.5%
Ohio	2,196	693	2,889	31.6%	2.9%	3.2%
Maryland	1,689	347	2,036	20.5%	2.3%	2.2%
Michigan	2,133	238	2,371	11.2%	2.8%	2.6%
Virginia	2,111	-184	1,927	-8.7%	2.8%	2.1%
Georgia	1,213	350	1,563	28.9%	1.6%	1.7%
North Carolina	1,550	599	2,149	38.6%	2.1%	2.3%
Texas	1,286	413	1,699	32.1%	1.7%	1.9%
California	973	391	1,364	40.2%	1.3%	1.5%
Other	14,586	3,604	18,190	24.7%	19.5%	19.9%
Total	74,846	16,790	91,636	22.4%		



NIGHTS FEBRUARY 2024/2023

987,105
NIGHTS

16.6%
GROWTH

	2023	Growth	2024	% Growth	ALOS 2023	ALOS 2024
USA	600,205	92,627	692,832	15.4%	8.0	7.6
Canada	86,695	11,052	97,747	12.7%	11.5	10.6
NA	686,900	103,679	790,579	15.1%	8.3	7.8
Venezuela	834	1,636	2,470	196.2%	8.3	12.9
Colombia	20,119	2,727	22,846	13.6%	8.2	6.5
Brazil	5,225	1,998	7,223	38.2%	6.0	6.3
Argentina	12,282	6,143	18,425	50.0%	8.6	9.0
Chile	7,465	2,121	9,586	28.4%	7.8	7.9
Ecuador	2,428	1,612	4,040	66.4%	5.3	4.5
Peru	3,211	7,571	10,782	235.8%	8.1	5.9
Paraguay	432	93	525	21.5%	6.4	6.0
Uruguay	754	390	1,144	51.7%	7.5	7.4
Mexico	1,479	191	1,670	12.9%	7.7	8.5
Others	5,343	2,830	8,173	53.0%	6.7	7.7
SA	59,572	27,312	86,884	45.8%	7.6	7.0
Netherlands	54,973	-1,474	53,499	-2.7%	14.8	15.8
UK	2,323	4,283	6,606	184.4%	7.8	10.5
Germany	3,350	539	3,889	16.1%	10.0	10.7
Italy	2,610	854	3,464	32.7%	8.6	10.6
Sweden	9,119	-7,787	1,332	-85.4%	13.3	11.9
Belgium	2,159	2,271	4,430	105.2%	15.6	26.4
Austria	765	-108	657	-14.1%	10.3	10.3
Switzerland	1,195	1,576	2,771	131.9%	8.2	12.6
Others	10,029	-2,174	7,855	-21.7%	9.2	9.0
Europe	86,523	-2,020	84,503	-2.3%	12.7	13.8
ROW	13,719	11,420	25,139	83.2%	5.8	9.1
Total	846,714	140,391	987,105	16.6%	8.5	8.1
















ACCOMMODATIONS FEBRUARY 2024/2023














122,149
ARRIVALS

22.9%
GROWTH

ARRIVALS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	27,105	 6,010	33,115	22.2%	 27.3%	 27.1%
All Inclusive	16,116	 1,585	17,701	9.8%	 16.2%	 14.5%
Timeshare	24,972	 2,181	27,153	8.7%	 25.1%	 22.2%
Others	31,233	 12,947	44,180	41.5%	 31.4%	 36.2%
Total	99,426	 22,723	122,149	22.9%		

NIGHTS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	179,823	 29,230	209,053	16.3%	 21.2%	 21.2%
All Inclusive	115,376	 4,832	120,208	4.2%	 13.6%	 12.2%
Timeshare	251,956	 9,697	261,653	3.8%	 29.8%	 26.5%
Others	299,559	 96,632	396,191	32.3%	 35.4%	 40.1%
Total	846,714	 140,391	987,105	16.6%		

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



ACCOMMODATIONS MAIN MARKETS

FEBRUARY 2024/2023

122,149
ARRIVALS

22.9%
GROWTH

	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	28,101	23,520	19.5%	13,746	11,601	18.5%	24,982	22,958	8.8%	24,807	16,274	52.4%
Venezuela	34	33	3.0%	2	0	0	6	3	100.0%	150	56	167.9%
Netherlands	279	371	-24.8%	113	179	-36.9%	102	122	-16.4%	2,883	2,847	1.3%
Canada	1,484	1,023	45.1%	2,009	1,958	2.6%	1,120	1,092	2.6%	4,640	3,420	35.7%
Brazil	338	214	57.9%	107	191	-44.0%	90	44	104.5%	609	402	51.5%
Colombia	288	246	17.1%	144	168	-14.3%	89	77	15.6%	3,002	1,929	55.6%
Argentina	317	148	114.2%	778	722	7.8%	221	135	63.7%	742	409	81.4%
Chile	254	106	139.6%	281	439	-36.0%	84	74	13.5%	595	330	80.3%
Peru	285	73	290.4%	183	113	61.9%	99	16	518.8%	1,262	189	567.7%
UK	188	75	150.7%	40	11	263.6%	34	26	30.8%	370	174	112.6%
Italy	89	45	97.8%	16	22	-27.3%	20	22	-9.1%	203	199	2.0%
Total main markets	31,657	25,854	22.4%	17,419	15,404	13.1%	26,847	24,569	9.3%	39,263	26,229	49.7%
All visitors	33,115	27,105	22.2%	17,701	16,116	9.8%	27,153	24,972	8.7%	44,180	31,233	41.5%



ACCOMMODATION- MARKETSHARE

FEBRUARY 2024/2023

122,149
ARRIVALS

22.9%
GROWTH

	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	84.9%	86.8%	-2.2%	77.7%	72.0%	7.9%	92.0%	91.9%	0.1%	56.1%	52.1%	7.8%
Venezuela	0.1%	0.1%	-15.7%	0.0%	0.0%	0	0.0%	0.0%	83.9%	0.3%	0.2%	89.4%
Netherlands	0.8%	1.4%	-38.4%	0.6%	1.1%	-42.5%	0.4%	0.5%	-23.1%	6.5%	9.1%	-28.4%
Canada	4.5%	3.8%	18.7%	11.3%	12.1%	-6.6%	4.1%	4.4%	-5.7%	10.5%	10.9%	-4.1%
Brazil	1.0%	0.8%	29.3%	0.6%	1.2%	-49.0%	0.3%	0.2%	88.1%	1.4%	1.3%	7.1%
Colombia	0.9%	0.9%	-4.2%	0.8%	1.0%	-22.0%	0.3%	0.3%	6.3%	6.8%	6.2%	10.0%
Argentina	1.0%	0.5%	75.3%	4.4%	4.5%	-1.9%	0.8%	0.5%	50.6%	1.7%	1.3%	28.3%
Chile	0.8%	0.4%	96.1%	1.6%	2.7%	-41.7%	0.3%	0.3%	4.4%	1.3%	1.1%	27.5%
Peru	0.9%	0.3%	219.6%	1.0%	0.7%	47.4%	0.4%	0.1%	469.1%	2.9%	0.6%	372.0%
UK	0.6%	0.3%	105.2%	0.2%	0.1%	231.1%	0.1%	0.1%	20.3%	0.8%	0.6%	50.3%
Italy	0.3%	0.2%	61.9%	0.1%	0.1%	-33.8%	0.1%	0.1%	-16.4%	0.5%	0.6%	-27.9%
Total main market	95.6%	95.4%	0.2%	98.4%	95.6%	3.0%	98.9%	98.4%	0.5%	88.9%	84.0%	5.8%
All visitors	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%



VISITORS BY AGE FEBRUARY 2024/2023

122,149
ARRIVALS

22.9%
GROWTH

	2023	Growth	2024	% Growth
0 - 11	6,788	1,599	8,387	23.6%
12-19	5,832	1,524	7,356	26.1%
20 - 29	8,438	3,210	11,648	38.0%
30 - 39	14,158	4,208	18,366	29.7%
40 - 49	16,230	3,217	19,447	19.8%
50 - 59	20,200	3,323	23,523	16.5%
60 - 69	18,206	3,722	21,928	20.4%
70 +	9,560	1,924	11,484	20.1%
Not Stated	14	-4	10	-28.6%
Total	99,426	22,723	122,149	22.9%



GENERATIONS

FEBRUARY 2024/2023

122,149
ARRIVALS

22.9%
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
Gen A	5,328	1,310	6,638	24.6%	5.4%	5.4%
Gen Z	11,139	3,432	14,571	30.8%	11.2%	11.9%
Millennials	22,213	6,346	28,559	28.6%	22.3%	23.4%
Gen X	26,626	5,194	31,820	19.5%	26.8%	26.1%
Baby Boomers	30,775	5,593	36,368	18.2%	31.0%	29.8%
Silent Generations	3,331	852	4,183	25.6%	3.4%	3.4%
Age not specified	14	-4	10	-28.6%	0.0%	0.0%
Total	99,426	22,723	122,149	22.9%		



PURPOSE OF VISIT FEBRUARY 2024/2023

122,149
VISITORS

22.9%
GROWTH

	2024	Marketshare 2024	2023	Marketshare 2023	% Growth
Sun, Sand, Sea	105,272	86.2%	84,150	84.6%	25.1%
Business	2,455	2.0%	2,132	2.1%	15.2%
Conference	791	0.6%	1,143	1.1%	-30.8%
Honeymoon	2,149	1.8%	1,923	1.9%	11.8%
Diving	405	0.3%	308	0.3%	31.5%
Incentive	1,139	0.9%	1,274	1.3%	-10.6%
Meeting	854	0.7%	804	0.8%	6.2%
Not specified	7,275	6.0%	5,953	6.0%	22.2%
Shopping	751	0.6%	625	0.6%	20.2%
Wedding	1,058	0.9%	1,114	1.1%	-5.0%
Total	122,149	100.0%	99,426	100.0%	22.9%



CARRIERS FEBRUARY 2024/2023

122,149
ARRIVALS

22.9%
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
JETBLUE AIRWAYS	21,647		27,500	27.0%	21.8%	22.5%
AMERICAN AIRLINES	23,342	-171	23,171	-0.7%	23.5%	19.0%
DELTA AIRLINE	13,725		17,734	29.2%	13.8%	14.5%
UNITED AIRLINES	9,977		13,714	37.5%	10.0%	11.2%
SOUTHWEST AIRLINES	4,392		5,448	24.0%	4.4%	4.5%
COPA AIRLINES	3,112		4,679	50.4%	3.1%	3.8%
AVIANCA	3,436		4,355	26.7%	3.5%	3.6%
SPIRIT AIRLINES	1,118		3,708	231.7%	1.1%	3.0%
WESTJET AIRLINES	2,424		3,569	47.2%	2.4%	2.9%
KLM ROYAL DUTCH	3,569	-947	2,622	-26.5%	3.6%	2.1%
AIR CANADA	2,210	213	2,423	9.6%	2.2%	2.0%
SUNWING AIRLINES	2,034	-77	1,957	-3.8%	2.0%	1.6%
WINGO	1,198	588	1,786	49.1%	1.2%	1.5%
LATAM AIRLINES	0	1,596	1,596	-	0.0%	1.3%
DIVI DIVI AIR	1,542	38	1,580	2.5%	1.6%	1.3%
TUI FLY NL	1,140	17	1,157	1.5%	1.1%	0.9%
PRIVATE	1,020	65	1,085	6.4%	1.0%	0.9%
SUN COUNTRY AIRLINES	663	381	1,044	57.5%	0.7%	0.9%
EZ AIR	834	86	920	10.3%	0.8%	0.8%
BRITISH AIRWAYS	0	489	489	-	0.0%	0.4%
WINAIR	123	304	427	247.2%	0.1%	0.3%
SURINAM AIRWAYS	372		372	0.0%	0.4%	0.3%
CHARTER	602	-360	242	-59.8%	0.6%	0.2%
OMNI AIR INT.	0	197	197	-	0.0%	0.2%
ARAJET	32	137	169	428.1%	0.0%	0.1%
JET AIR CARIBBEAN	203	-132	71	-65.0%	0.2%	0.1%
OTHERS	711	-577	134	-81.2%	0.7%	0.1%
Total	99,426		122,149	22.9%		



CARRIERS FEBRUARY 2024/2023

122,149
ARRIVALS

22.9%
GROWTH

City	APO Code	Feb '24	Marketshare 2024	Feb'23	Marketshare 2023	2024 vs 2023
JFK NY	JFK	17,144	14.0%	15,569	15.7%	10.1%
Boston	BOS	16,758	13.7%	15,252	15.3%	9.9%
Newark	EWR	13,324	10.9%	6,117	6.2%	117.8%
Miami	MIA	9,010	7.4%	8,047	8.1%	12.0%
Toronto	YYZ	7,951	6.5%	6,670	6.7%	19.2%
Charlotte	CLT	7,760	6.4%	8,296	8.3%	-6.5%
Atlanta	ATL	7,488	6.1%	4,576	4.6%	63.6%
Philadelphia	PHL	5,306	4.3%	5,454	5.5%	-2.7%
Bogota	BOG	5,249	4.3%	4,047	4.1%	29.7%
Panama City	PTY	4,687	3.8%	3,115	3.1%	50.5%
Orlando	MCO	3,909	3.2%	3,597	3.6%	8.7%
Amsterdam	AMS	3,783	3.1%	4,709	4.7%	-19.7%
Fort Lauderdale	FLL	3,760	3.1%	1,181	1.2%	218.4%
Curacao	CUR	2,650	2.2%	3,097	3.1%	-14.4%
G.Bush DC	IAD	2,504	2.0%	602	0.6%	315.9%
Chicago	ORD	1,912	1.6%	1,324	1.3%	44.4%
Lima, Peru	LIM	1,596	1.3%	0	0.0%	—
Baltimore	BWI	1,543	1.3%	808	0.8%	91.0%
Medellin	MDE	894	0.7%	590	0.6%	51.5%
Minneapolis St. Paul Inter Airp	MSP	700	0.6%	663	0.7%	5.6%
Houston International	IAH	503	0.4%	602	0.6%	-16.4%
Bonaire, Flamingo Int. Airport	BON	491	0.4%	139	0.1%	253.2%
Gatwick Airport , UK	LGW	490	0.4%	0	0.0%	—
Sint Maarten	SXM	428	0.4%	129	0.1%	231.8%
Johan A. Pengel Int Airport, Suriname	PBM	346	0.3%	372	0.4%	-7.0%
	Others	1,963	1.6%	4,470	4.5%	-56.1%
Total		122,149	100.0%	99,426	100.0%	22.9%



CRUISE COMPARISON



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



CRUISE FEBRUARY



2023



CRUISE PAX
119,625

CRUISE CALLS
47



2024



CRUISE PAX
128,386

CRUISE CALLS
49

7.32%

4.26%

ABSOLUTE GROWTH PAX YTD FEBRUARY

8,761
7.32%

ABSOLUTE GROWTH CALLS YTD FEBRUARY

2
4.26%



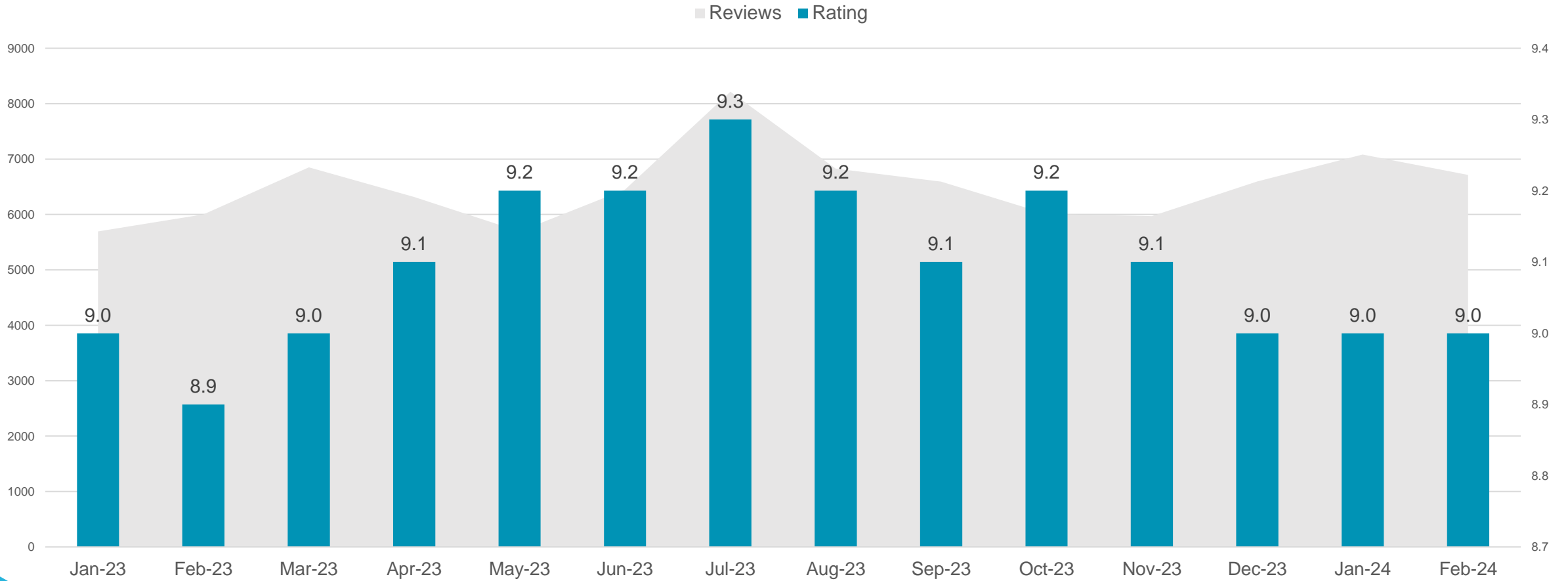
GUEST SATISFACTION





GUEST EXPERIENCE INDEX (GEI)

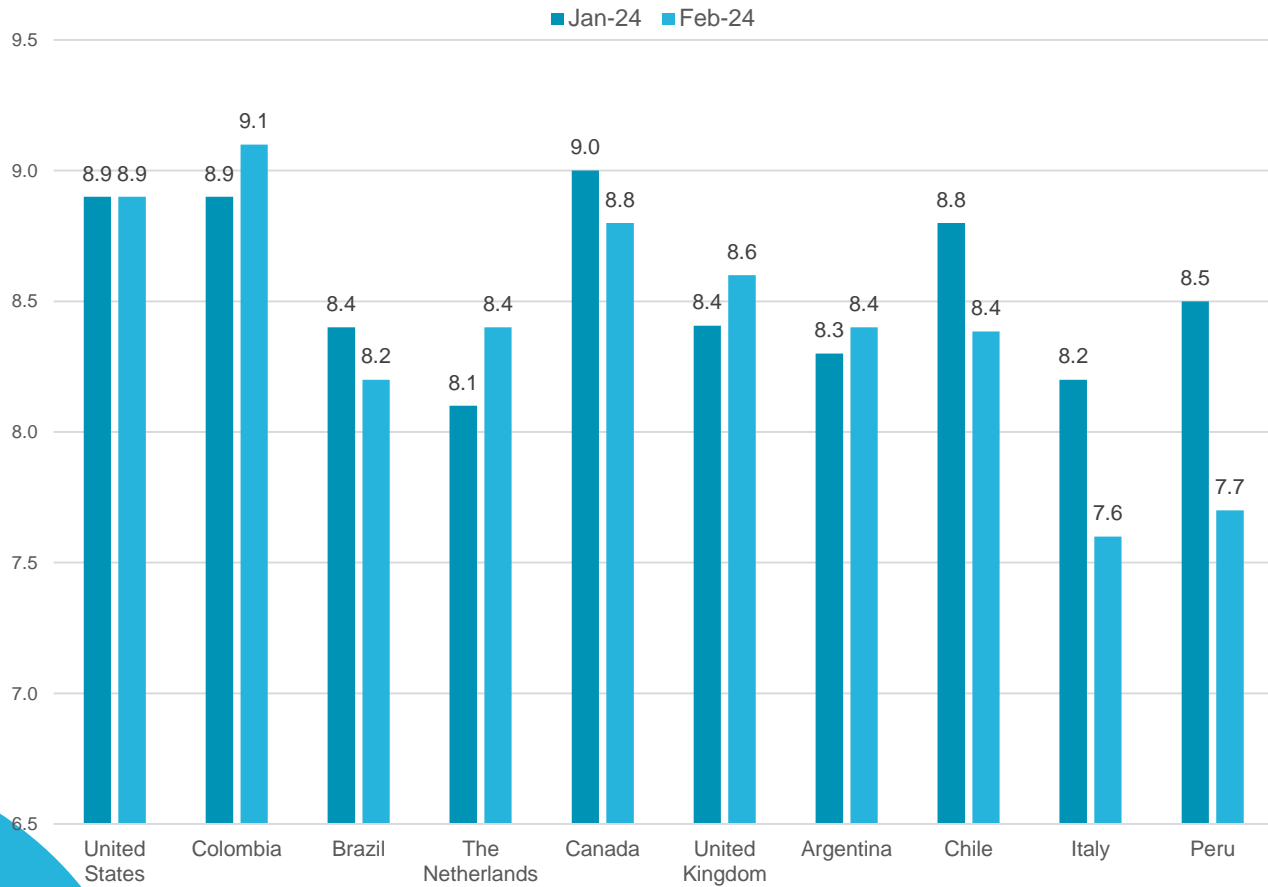
Reviews and Ratings



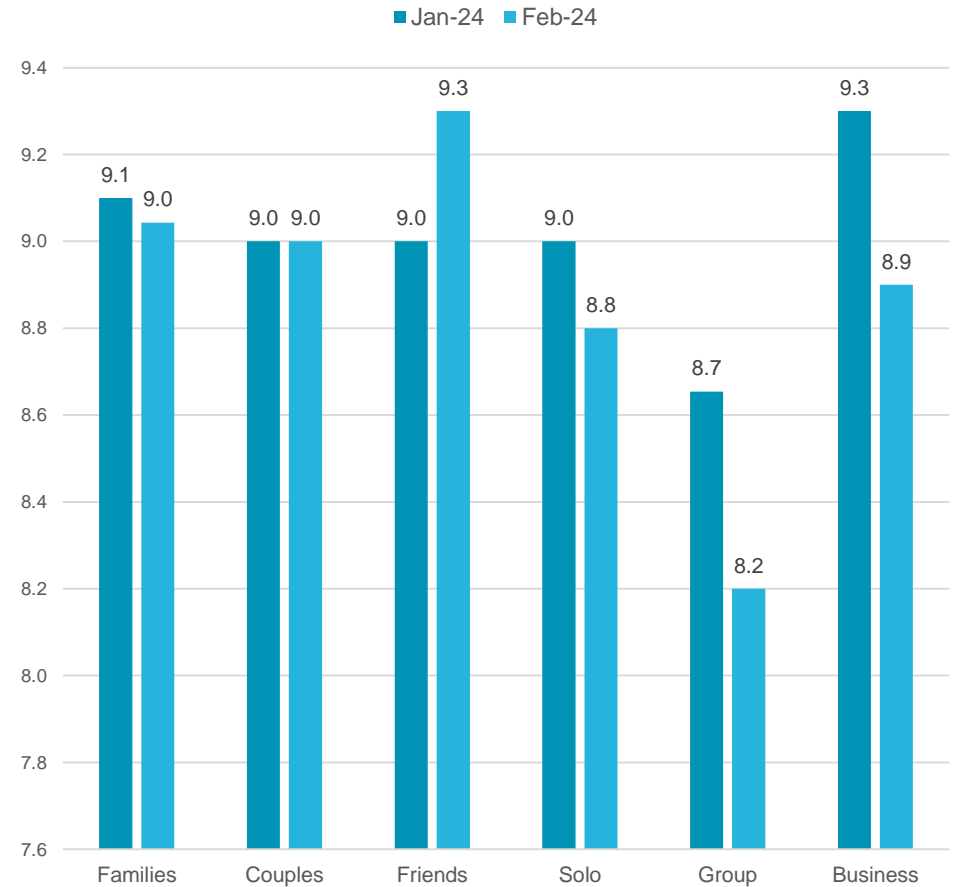


GEI JAN 2024

MARKETS



TRAVEL PARTY





VACATIONS RENTALS

 **Transparent**
an OTA INSIGHT company

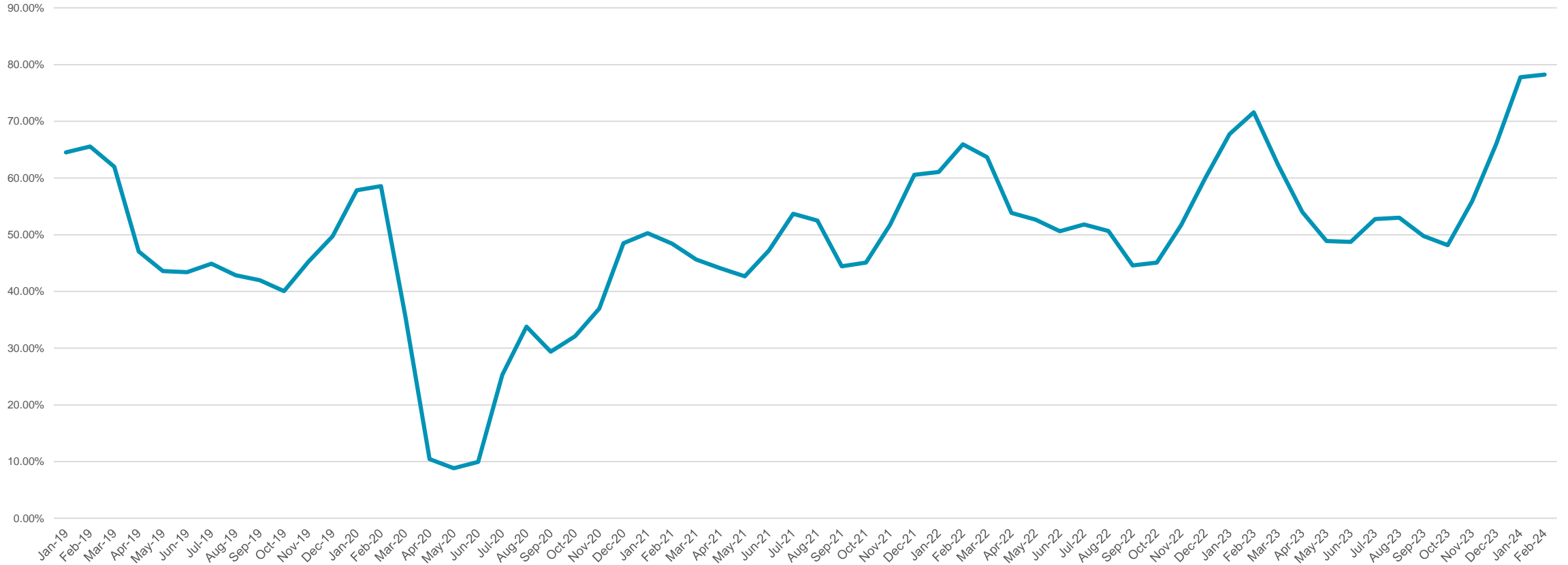
INTRODUCTION

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



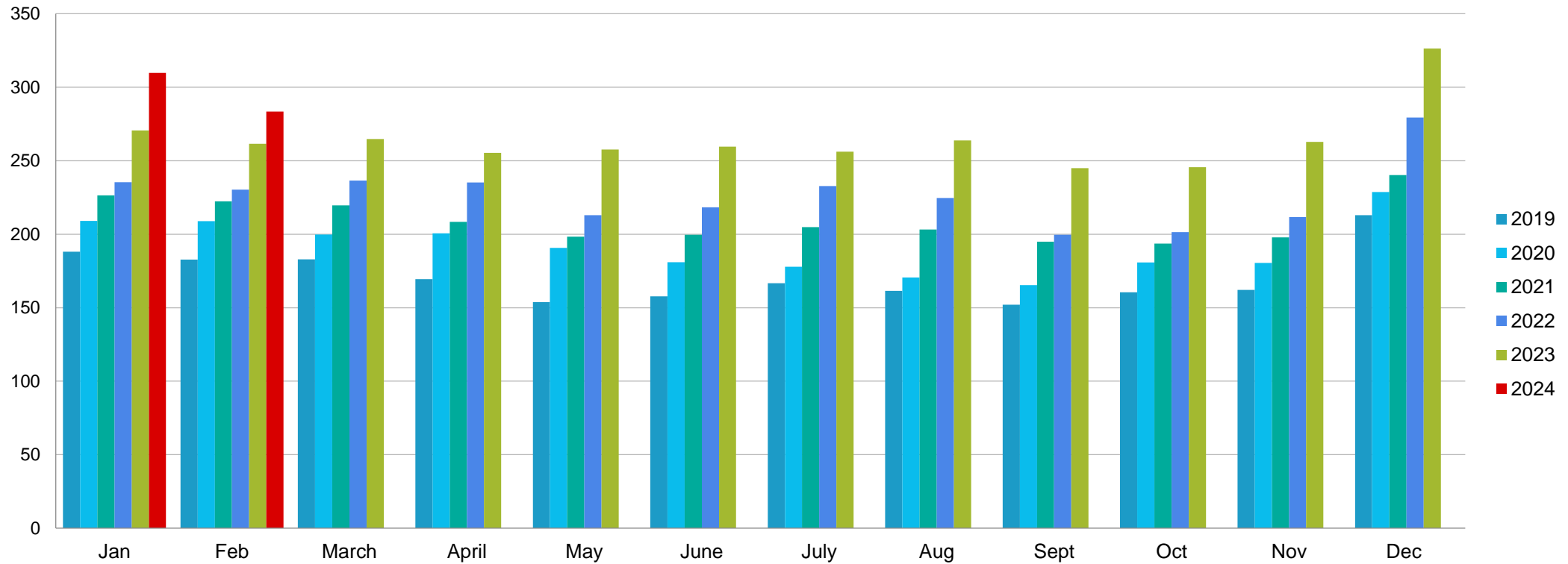
OCCUPANCY

February 2023 Occupancy: 71.6% | February 2024 Occupancy: 78.2%



ADR

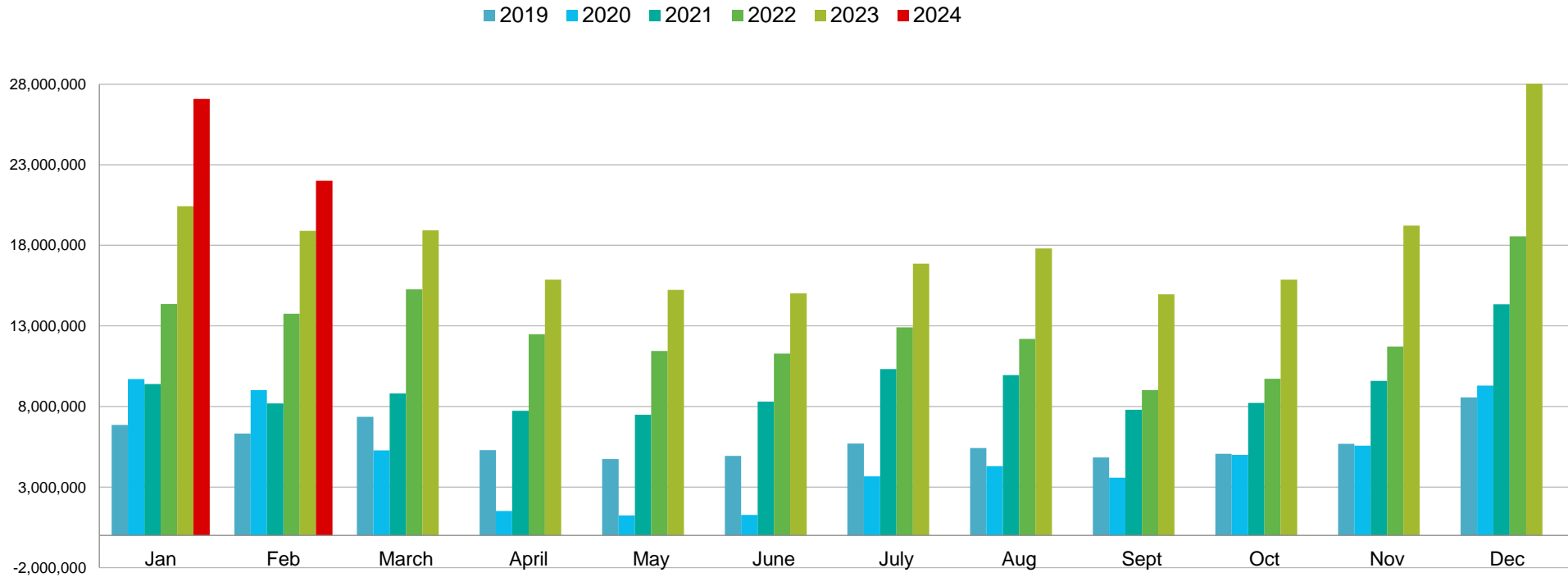
February 2023 ADR: \$262 | February 2024 ADR: \$284



REVENUE

Total Revenue YTD Feb 2024: USD\$49,082,544 | Feb 2024: USD\$22,005,276

Total Revenue YTD Feb 2023: USD\$39,331,002 | Feb 2023: USD\$18,901,281



T I D B I T S

Visa Cardholders'
Spending in Aruba

2023 — ANNUAL REPORT



Metrics Definition & Scope

METHODOLOGICAL OVERVIEW

Data scope definition

- The Visa Destination Insights reports **sales volume for international Visa Cardholders visiting Aruba.**
- The data is sourced from VisaNet, which contains **all transactions conducted using Visa-branded cards and settled through Visa's network “physically” present on Aruba.** Visa Destination Insights data is empirical, based on verified transaction data from VisaNet, includes all Visa credit, debit, prepaid, commercial and small business transactions, as well as ATM cash transactions processed through Visa’s PLUS ATM Network on Aruba.
- Data are selected with **the following criteria:**
 - ✓ The Visa card was issued by a **foreign bank.**
 - ✓ The transaction was conducted **in Aruba during 2023.**
 - ✓ The transaction was **conducted face-to-face, not through the Internet** or as a telephone transaction. *Online booking* of accommodations, travel packages and attractions are not included in the data.
 - ✓ The transaction **excluded the following merchant categories:** *Direct Marketing, Catalog Marketing, Telemarketing, Airlines, Schools, colleges and universities.*
- Any cardholder whose purchase history indicates that they are a **long-term resident** rather than a tourist will have all their transactions excluded (based on consecutive spending on the last 3 months and/or in specific categories such as electrical, phone, water, self storage or insurance...).
- No individual cardholder or merchant data is ever displayed or analyzed.

Metrics Definition & Scope

METHODOLOGICAL OVERVIEW



Metrics Definition

- **Consumer / Commercial:** based on the type of Visa card used in the transaction. All business cards are aggregated as "Commercial"; all personal cards are aggregated as "Consumer".
- **Originating Country:** the home of the cardholder of the Visa card used in the transaction.
- **Quarter:** the calendar quarter, based on the date of the transaction.
- **Cardholder Count:** the number of distinct Visa cards used. Note that this is a **count of cards**, not persons. One person using multiple cards will be counted for each different card used. If there were fewer than 10 distinct cardholders from a given Country, the value for that Country is shown as "< 10".
- **Sales Amount / Total Spend Amount:** the value (\$US) of purchases at the point of sale.
- **Transaction Count:** the number of Visa transactions.
- **Avg Ticket:** the average dollar value of each transaction (Total Spend Amount / Transaction Count).
- **Cash withdrawal:** the total value (\$US) of cash withdrawn using a Visa card at an ATM or bank. Spend categories with cash are not tracked.

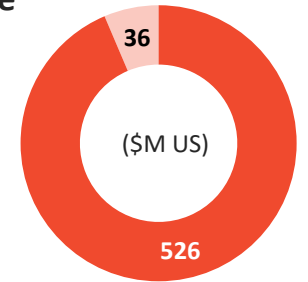
Spending Trends

OVERALL SPENDING & Y/Y EVOLUTIONS

<i>Sales transactions</i>	# of Issuer Countries	Total Spend Amount	Y/Y Growth	Average Ticket / transaction	Spend / Cardholder
2023	149	\$ 561 598 452	↑ 13.8%	\$ 118	\$ 690

Spend by Card Type

- Consumer (94%)
- Business (6%)



2023 – Card transactions

Y/Y Growth

	Cardholder Count (Net)	Total Spend Amount	Spend per Cardholder	Trans Count	Avg Ticket	Cardholder Count (Net)	Total Spend Amount	Spend per Cardholder	Trans Count	Avg Ticket
Consumer	779 949	\$525 789 369	\$674	4 592 819	\$114	16.6%	13.7%	-2.5%	16.3%	-2.3%
Business	33 848	\$35 809 082	\$1 058	184 172	\$194	16.3%	15.7%	-0.5%	16.6%	-0.8%
Total	813 796	\$561 598 452	\$690	4 776 991	\$118	16.6%	13.8%	-2.3%	16.4%	-2.2%

Cash withdrawal

\$ 57 330 301



During 2023, **813 796 VISA cardholders** from **149 issuer countries** have spent almost **US\$ 562 millions** in Aruba, generating a **Y/Y growth of 13.8%** in total sales, supported by an **increase in cardholder count (16.6%)** and **transactions count (16.4 %)**. **US\$ 57.3 Million cash was withdrawn**. The spend per cardholder has decreased in comparison with 2022 (-2.2%).

Top Spend Categories

(% OF TOTAL SPEND AMOUNT)

In 2023, **Restaurants & Dining** remains the highest spending category in Aruba, experiencing a 19.1% increase compared to the same period last year. The most significant increases compared to 2022 in spending are observed in **Transportation** (19.8%) and **Food & Grocery** (19.2%). Conversely, expenditures on **Travel Services** (-20.6%) and **Casino** (-8.4%) have decreased in YoY comparison.

■ RESTAURANTS & DINING

■ RETAIL

■ HOTELS & LODGING

■ FOOD & GROCERY

■ TRANSPORTATION

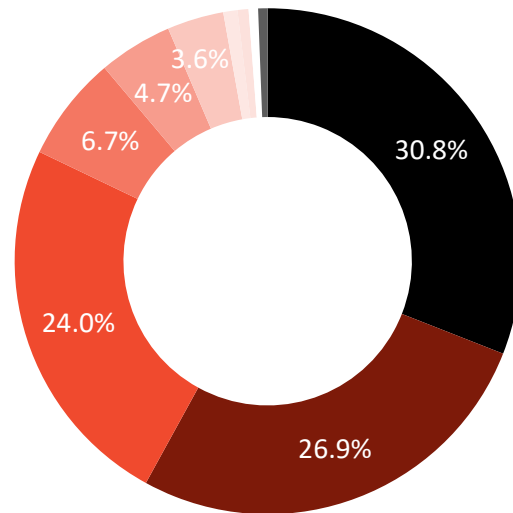
■ ENTERTAINMENT

■ CASINO

■ HOME IMPROVEMENT & SUPPLY

■ TRAVEL SERVICES

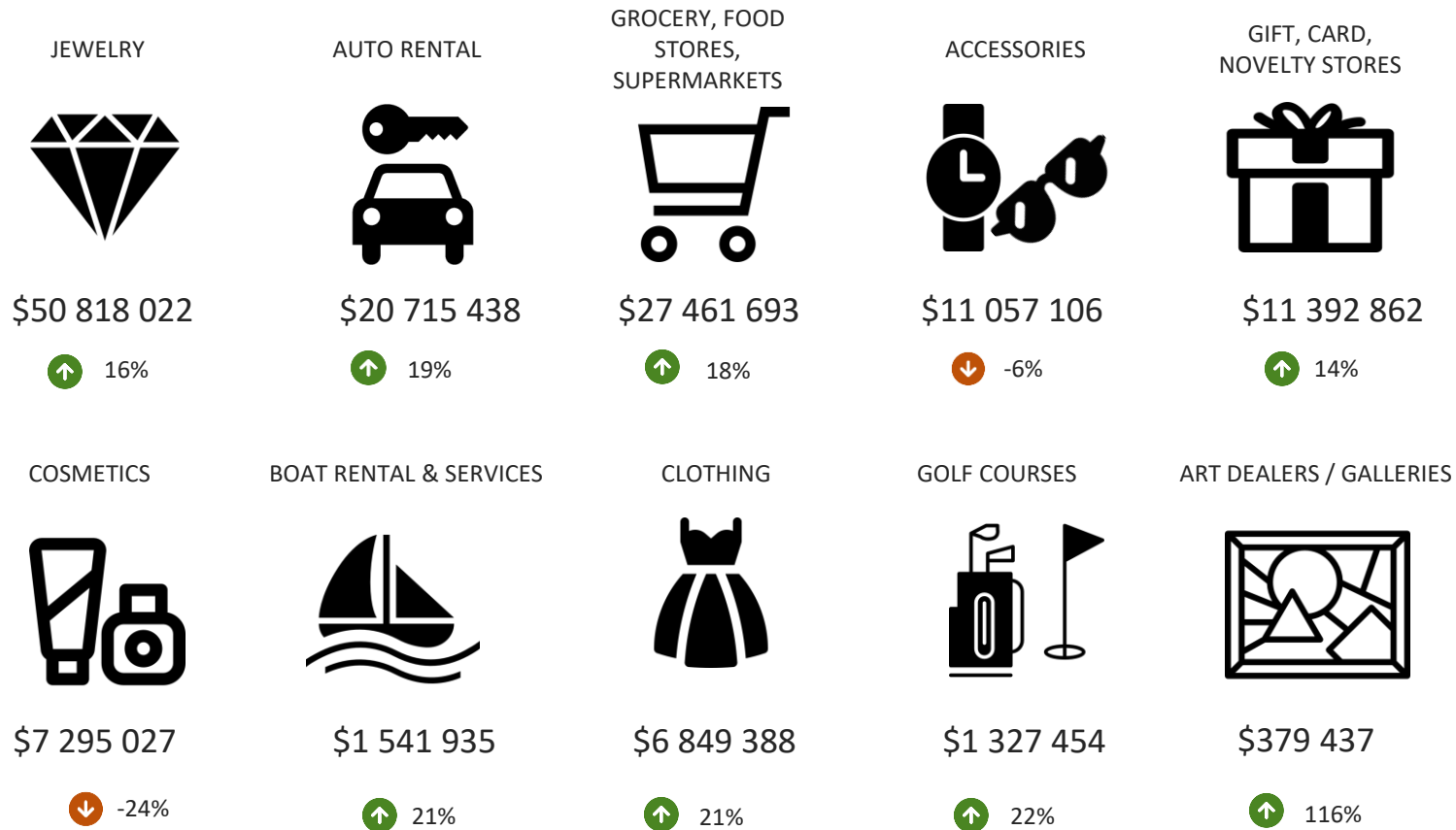
■ FUEL



TOP 10 Categories	Spend Amount (US \$)	\$ Y/Y Growth	Cardholder Count	Spend per Cardholder
RESTAURANTS & DINING	\$155 136 594	19.1%	517 378	\$300
RETAIL	\$135 580 172	9.9%	482 355	\$281
HOTELS & LODGING	\$121 096 385	16.5%	131 661	\$920
FOOD & GROCERY	\$33 967 861	19.2%	256 808	\$132
TRANSPORTATION	\$23 465 769	19.8%	92 239	\$254
ENTERTAINMENT	\$18 353 928	13.6%	94 196	\$195
CASINO	\$4 780 788	-8.4%	2 715	\$1 761
TRAVEL SERVICES	\$3 146 973	-20.6%	3 713	\$848
FUEL	\$2 823 248	12.9%	66 685	\$42

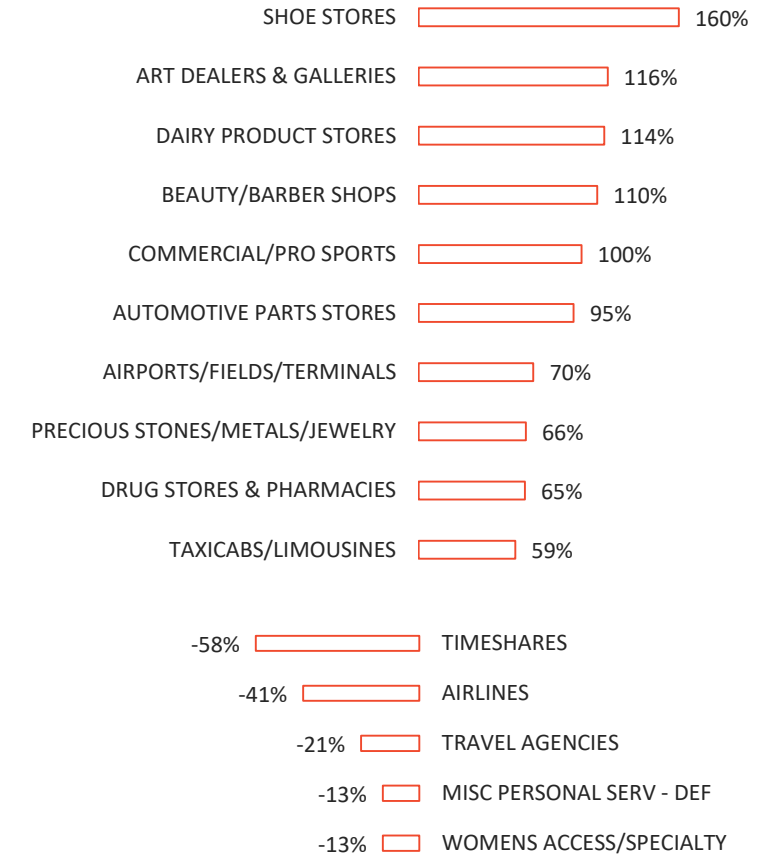
Focus on Sub-Categories

SPECIFIC MERCHANT CATEGORIES - ZOOM AMONG KEY CATEGORIES SELECTED BY ARUBA



Top Sub-Categories \$ Y/Y Growth

(based on all individual Visa Merchant Codes with min \$ 100k spend)





MASHA DANKI

Thank You

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

Visit our website www.ATA.aw

