



SEPTEMBER 2025

Monthly Report

SNAPSHOT YTD SEP 2025/2024



HOW MANY ARRIVALS?

1,134,766

4.8%



HOW MANY CRUISE TOURISM?

652,813

0.2%

Compared to 2024



HOW LONG DID THEY STAY?

7,632,408

2.6%



WHAT DID THEY SPEND? **
Central Bank Aruba (Q1 2025)

Awg. 1,624.50^{min}

2.4%

Q1 2024: Awg. 1,587.20 min

**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?

EP



1,665,674

NIGHTS

21.8%

% Share

ALL INCLUSIVE



981,429

NIGHTS

12.9%

% Share

TIMESHARE



2,037,387

NIGHTS

26.7%

% Share

OTHERS



2,947,918

NIGHTS

38.6%

% Share



ARRIVALS YTD SEPTEMBER 2025/2024

1,134,766
ARRIVALS

4.8%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
USA	819,695	11,119	830,814	1.4%	75.7%	73.2%
Canada	48,663	5,423	54,086	11.1%	4.5%	4.8%
NA	868,358	16,542	884,900	1.9%	80.2%	78.0%
Venezuela	2,719	430	3,149	15.8%	0.3%	0.3%
Colombia	48,847	-5,528	43,319	-11.3%	4.5%	3.8%
Brazil	12,055	9,349	21,404	77.6%	1.1%	1.9%
Argentina	20,843	29,062	49,905	139.4%	1.9%	4.4%
Chile	11,389	-993	10,396	-8.7%	1.1%	0.9%
Ecuador	8,588	-839	7,749	-9.8%	0.8%	0.7%
Peru	14,314	543	14,857	3.8%	1.3%	1.3%
Paraguay	901	381	1,282	42.3%	0.1%	0.1%
Uruguay	3,042	723	3,765	23.8%	0.3%	0.3%
Mexico	2,902	-267	2,635	-9.2%	0.3%	0.2%
Others	10,272	2,114	12,386	20.6%	0.9%	1.1%
SA	135,872	34,975	170,847	25.7%	12.6%	15.1%
Netherlands	26,236	133	26,369	0.5%	2.4%	2.3%
UK	5,920	-2,169	3,751	-36.6%	0.5%	0.3%
Germany	3,256	99	3,355	3.0%	0.3%	0.3%
Italy	5,052	208	5,260	4.1%	0.5%	0.5%
Sweden	600	52	652	8.7%	0.1%	0.1%
Belgium	1,208	115	1,323	9.5%	0.1%	0.1%
Austria	446	32	478	7.2%	0.0%	0.0%
Switzerland	1,452	-63	1,389	-4.3%	0.1%	0.1%
Others	7,217	1,471	8,688	20.4%	0.7%	0.8%
Europe	51,387	-122	51,265	-0.2%	4.7%	4.5%
ROW	26,854	900	27,754	3.4%	2.5%	2.4%
Total	1,082,471	52,295	1,134,766	4.8%		
W/O Ven.	1,079,752	51,865	1,131,617	4.8%		

Note: The 2024 figures have been adjusted to reflect a recent correction and may no longer align with the numbers previously published.



ARRIVALS USA YTD SEPTEMBER 2025/2024

830,814
ARRIVALS

1.4%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
New York	166,118	-7,595	158,523	-4.6%	20.3%	19.1%
Massachusetts	97,306	-797	96,509	-0.8%	11.9%	11.6%
New Jersey	104,508	-3,083	101,425	-3.0%	12.7%	12.2%
Pennsylvania	48,896	-724	48,172	-1.5%	6.0%	5.8%
Illinois	19,337	748	20,085	3.9%	2.4%	2.4%
Connecticut	31,653	-1,034	30,619	-3.3%	3.9%	3.7%
Florida	44,199	-1,319	42,880	-3.0%	5.4%	5.2%
Ohio	23,784	-101	23,683	-0.4%	2.9%	2.9%
Maryland	27,005	-1,409	25,596	-5.2%	3.3%	3.1%
Michigan	13,685	286	13,971	2.1%	1.7%	1.7%
Virginia	23,376	356	23,732	1.5%	2.9%	2.9%
Georgia	18,459	1,828	20,287	9.9%	2.3%	2.4%
North Carolina	23,934	-107	23,827	-0.4%	2.9%	2.9%
Texas	24,521	6,455	30,976	26.3%	3.0%	3.7%
California	15,621	-309	15,312	-2.0%	1.9%	1.8%
Other	137,293	17,924	155,217	13.1%	16.7%	18.7%
Total	819,695	11,119	830,814	1.4%		

Note: The 2024 figures have been adjusted to reflect a recent correction and may no longer align with the numbers previously published.



NIGHTS YTD SEPTEMBER 2025/2024

7,632,408
NIGHTS

2.6%
GROWTH

	2024		Growth	2025	% Growth	ALOS 2024	ALOS 2025
USA	5,304,420	-80,349		5,224,071	-1.5%	6.5	6.3
Canada	447,875			473,006	5.6%	9.2	8.7
NA	5,752,295	-55,218		5,697,077	-1.0%	6.6	6.4
Venezuela	30,008			34,021	13.4%	11.0	10.8
Colombia	303,241	-27,695		275,546	-9.1%	6.2	6.4
Brazil	72,747			131,419	80.7%	6.0	6.1
Argentina	184,231			425,644	131.0%	8.8	8.5
Chile	85,402	-7,461		77,941	-8.7%	7.5	7.5
Ecuador	37,626	-2,467		35,159	-6.6%	4.4	4.5
Peru	77,782			80,869	4.0%	5.4	5.4
Paraguay	5,826			8,169	40.2%	6.5	6.4
Uruguay	23,546			28,603	21.5%	7.7	7.6
Mexico	34,305	-14,902		19,403	-43.4%	11.8	7.4
Others	70,479			79,990	13.5%	6.9	6.5
SA	925,193			1,196,764	29.4%	6.8	7.0
Netherlands	386,600	-28,330		358,270	-7.3%	14.7	13.6
UK	54,330	-20,137		34,193	-37.1%	9.2	9.1
Germany	33,033	-1,028		32,005	-3.1%	10.1	9.5
Italy	37,602			39,550	5.2%	7.4	7.5
Sweden	5,652			6,814	20.6%	9.4	10.5
Belgium	15,731			17,497	11.2%	13.0	13.2
Austria	4,304	-203		4,101	-4.7%	9.7	8.6
Switzerland	12,311	-706		11,605	-5.7%	8.5	8.4
Others	63,944			76,671	19.9%	8.9	8.8
Europe	613,507	-32,801		580,706	-5.3%	11.9	11.3
ROW	146,537			157,861	7.7%	5.5	5.7
Total	7,437,532			7,632,408	2.6%	6.9	6.7

Note: The 2024 figures have been adjusted to reflect a recent correction and may no longer align with the numbers previously published.



ACCOMMODATIONS YTD SEPTEMBER 2025/2024

1,134,766
ARRIVALS

4.8%
GROWTH

ARRIVALS BY ACCOMMODATION

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	284,199	21,074	305,273	7.4%	26.3%	26.9%
All Inclusive	174,356	-6,615	167,741	-3.8%	16.1%	14.8%
Timeshare	271,468	-6,368	265,100	-2.3%	25.1%	23.4%
Others	352,448	44,204	396,652	12.5%	32.6%	35.0%
Total	1,082,471	52,295	1,134,766	4.8%		

NIGHTS BY ACCOMMODATION

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	1,589,322	76,352	1,665,674	4.8%	21.4%	21.8%
All Inclusive	1,042,084	-60,655	981,429	-5.8%	14.0%	12.9%
Timeshare	2,120,288	-82,901	2,037,387	-3.9%	28.5%	26.7%
Others	2,685,838	262,080	2,947,918	9.8%	36.1%	38.6%
Total	7,437,532	194,876	7,632,408	2.6%		

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.

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VISITORS BY AGE YTD SEPTEMBER 2025/2024

1,134,766
ARRIVALS

4.8%
GROWTH

	2024	Growth	2025	% Growth
0 - 11	77,766	5,563	83,329	7.2%
12-19	81,472	6,486	87,958	8.0%
20 - 29	134,871	5,338	140,209	4.0%
30 - 39	172,005	3,078	175,083	1.8%
40 - 49	180,941	10,994	191,935	6.1%
50 - 59	196,939	6,103	203,042	3.1%
60 - 69	156,973	8,291	165,264	5.3%
70 +	81,476	6,455	87,931	7.9%
Not Stated	28	-13	15	-46.4%
Total	1,082,471	52,295	1,134,766	4.8%

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GENERATIONS

YTD SEPTEMBER 2025/2024

1,134,766
VISITORS

4.8%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
Gen A	60,978	4,246	65,224	7.0%	5.6%	5.7%
Gen Z	171,827	12,203	184,030	7.1%	15.9%	16.2%
Millennials	271,139	5,790	276,929	2.1%	25.0%	24.4%
Gen X	284,680	13,564	298,244	4.8%	26.3%	26.3%
Baby Boomers	264,726	13,250	277,976	5.0%	24.5%	24.5%
Silent Generations	29,093	3,255	32,348	11.2%	2.7%	2.9%
Age not specified	28	-13	15	-46.4%	0.0%	0.0%
Total	1,082,471	52,295	1,134,766	4.8%		

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CARRIERS YTD SEPTEMBER 2025/2024

1,134,766
VISITORS

4.8%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
JETBLUE	267,973	-10,659	257,314	-4.0%	24.8%	22.7%
AMERICAN AIRLINES	208,678	-1,358	207,320	-0.7%	19.3%	18.3%
UNITED AIRLINES	143,265	14,640	157,905	10.2%	13.2%	13.9%
DELTA AIRLINES	126,373	4,526	130,899	3.6%	11.7%	11.5%
AVIANCA	50,094	4,432	54,526	8.8%	4.6%	4.8%
SOUTHWEST AIRLINES	52,043	791	52,834	1.5%	4.8%	4.7%
COPA AIRLINES	47,621	4,440	52,061	9.3%	4.4%	4.6%
WESTJET AIRLINES	21,312	10,398	31,710	48.8%	2.0%	2.8%
LATAM AIRLINES PERU	15,443	12,420	27,863	80.4%	1.4%	2.5%
KLM ROYAL DUTCH	21,175	5,172	26,347	24.4%	2.0%	2.3%
WINGO	23,871	-1,869	22,002	-7.8%	2.2%	1.9%
DIVI DIVI AIR	13,863	1,787	15,650	12.9%	1.3%	1.4%
SPIRIT AIRLINES	23,805	-9,598	14,207	-40.3%	2.2%	1.3%
GOL	0	11,102	11,102	-	0.0%	1.0%
AIR CANADA	9,885	396	10,281	4.0%	0.9%	0.9%
EZ AIR	8,458	1,262	9,720	14.9%	0.8%	0.9%
CHARTER	2,260	6,324	8,584	279.8%	0.2%	0.8%
TUI FLY NL	10,113	-2,047	8,066	-20.2%	0.9%	0.7%
WINAIR	4,239	3,815	8,054	90.0%	0.4%	0.7%
PRIVATE	6,412	1,630	8,042	25.4%	0.6%	0.7%
SURINAM AIRWAYS	4,310	1,012	5,322	23.5%	0.4%	0.5%
SUNWING AIRLINES	10,137	-4,910	5,227	-48.4%	0.9%	0.5%
SUN COUNTRY	2,888	1,475	4,363	51.1%	0.3%	0.4%
FRONTIER AIRLINES	0	1,933	1,933	-	0.0%	0.2%
ARAJET	1,413	165	1,578	11.7%	0.1%	0.1%
BRITISH AIRWAYS	4,176	-3,464	712	-83.0%	0.4%	0.1%
OTHER	2,664	-1,520	1,144	-57.1%	0.2%	0.1%
Total	1,082,471	52,295	1,134,766	4.8%		

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CARRIERS YTD SEPTEMBER 2025/2024

1,134,766
VISITORS

4.8%
GROWTH

City	APO Code	YTD JAN-SEPT'25	Mkt Share	YTD JAN-SEPT '24	Mkt Share	25 vs 24
JFK NY	JFK	170,249	15.0%	177,598	16.4%	-4.1%
Boston	BOS	132,909	11.7%	124,418	11.5%	6.8%
Newark	EWR	119,388	10.5%	124,150	11.5%	-3.8%
Miami	MIA	78,219	6.9%	79,600	7.4%	-1.7%
Charlotte	CLT	74,250	6.5%	75,270	7.0%	-1.4%
Atlanta	ATL	63,550	5.6%	59,308	5.5%	7.2%
Bogota	BOG	63,014	5.6%	54,935	5.1%	14.7%
Philadelphia	PHL	47,002	4.1%	43,667	4.0%	7.6%
Panama City	PTY	52,169	4.6%	47,694	4.4%	9.4%
Toronto	YYZ	47,225	4.2%	41,385	3.8%	14.1%
Orlando	MCO	37,937	3.3%	37,107	3.4%	2.2%
G.Bush DC	IAD	33,554	3.0%	32,696	3.0%	2.6%
Amsterdam	AMS	34,349	3.0%	31,223	2.9%	10.0%
Curacao	CUR	29,602	2.6%	25,910	2.4%	14.2%
Lima, Peru	LIM	27,864	2.5%	15,443	1.4%	80.4%
Houston International	IAH	17,356	1.5%	7,187	0.7%	141.5%
Chicago	ORD	15,090	1.3%	14,335	1.3%	5.3%
Fort Lauderdale	FLL	14,485	1.3%	24,254	2.2%	-40.3%
Baltimore	BWI	14,921	1.3%	15,070	1.4%	-1.0%
Sao Paolo	GRU	11,102	1.0%	9	0.0%	123255.6%
Medellin	MDE	10,889	1.0%	13,566	1.3%	-19.7%
Minneapolis St. Paul Inter Airp	MSP	8857	0.8%	2,544	0.2%	248.2%
Sint Maarten	SXM	8,067	0.7%	4,258	0.4%	89.5%
Dallas Fort Worth Int Airport	DFW	4,975	0.4%	4,511	0.4%	10.3%
Johan A. Pengel Int Airport, Suriname	PBM	5,163	0.5%	3,947	0.4%	30.8%
	Others	12,580	1.1%	22,386	2.1%	-43.8%
Total		1,134,766	100.0%	1,082,471	100.0%	4.8%

Note: The 2024 figures have been adjusted to reflect a recent correction and may no longer align with the numbers previously published.



CRUISE COMPARISON



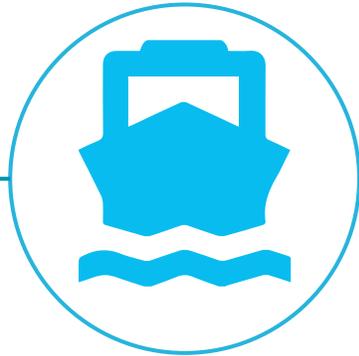
One happy island ✦ [ARUBA.COM](https://www.aruba.com)



CRUISE YTD SEPTEMBER 2025/2024



2024



CRUISE PAX
651,342

CRUISE CALLS
231



2025



CRUISE PAX
652,813

0.23%

CRUISE CALLS
241

4.33%

ABSOLUTE GROWTH PAX YTD SEPTEMBER 2025

1,471
0.23%

ABSOLUTE GROWTH YTD CALLS SEPTEMBER 2025

10
4.33%

SEPTEMBER RESULT 2025

NORTH AMERICA



68,356

69.9%

SOUTH AMERICA



21,221

21.7%

EUROPE



5,135

5.3%

OTHERS



3,066

3.1%

TOTAL ARRIVALS

97,778

100%



ARRIVALS SEPTEMBER 2025/2024

97,778
ARRIVALS

2.6%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
USA	68,871	-3,721	65,150	-5.4%	72.3%	66.6%
Canada	2,795	411	3,206	14.7%	2.9%	3.3%
NA	71,666	-3,310	68,356	-4.6%	75.2%	69.9%
Venezuela	444	17	461	3.8%	0.5%	0.5%
Colombia	4,729	-670	4,059	-14.2%	5.0%	4.2%
Brazil	1,375	1,001	2,376	72.8%	1.4%	2.4%
Argentina	2,391	5,729	8,120	239.6%	2.5%	8.3%
Chile	1,500	-181	1,319	-12.1%	1.6%	1.3%
Ecuador	873	-129	744	-14.8%	0.9%	0.8%
Peru	1,535	-212	1,323	-13.8%	1.6%	1.4%
Paraguay	124	12	136	9.7%	0.1%	0.1%
Uruguay	476	62	538	13.0%	0.5%	0.6%
Mexico	280	47	327	16.8%	0.3%	0.3%
Others	1,422	396	1,818	27.8%	1.5%	1.9%
SA	15,149	6,072	21,221	40.1%	15.9%	21.7%
Netherlands	2,778	-186	2,592	-6.7%	2.9%	2.7%
UK	818	-414	404	-50.6%	0.9%	0.4%
Germany	407	-23	384	-5.7%	0.4%	0.4%
Italy	724	-121	603	-16.7%	0.8%	0.6%
Sweden	33	21	54	63.6%	0.0%	0.1%
Belgium	128	6	134	4.7%	0.1%	0.1%
Austria	40	17	57	42.5%	0.0%	0.1%
Switzerland	127	7	134	5.5%	0.1%	0.1%
Others	745	28	773	3.8%	0.8%	0.8%
Europe	5,800	-665	5,135	-11.5%	6.1%	5.3%
ROW	2,670	396	3,066	14.8%	2.8%	3.1%
Total	95,285	2,493	97,778	2.6%		
W/O Ven.	94,841	2,476	97,317	2.6%		

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ARRIVALS USA SEPTEMBER 2025/2024

65,150
ARRIVALS

-5.4%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
New York	13,417	-1,564	11,853	-11.7%	19.5%	18.2%
Massachusetts	6,666	-565	6,101	-8.5%	9.7%	9.4%
New Jersey	8,489	-290	8,199	-3.4%	12.3%	12.6%
Pennsylvania	3,895	-174	3,721	-4.5%	5.7%	5.7%
Illinois	1,496	19	1,515	1.3%	2.2%	2.3%
Connecticut	2,397	-201	2,196	-8.4%	3.5%	3.4%
Florida	4,448	-412	4,036	-9.3%	6.5%	6.2%
Ohio	2,053	-53	2,000	-2.6%	3.0%	3.1%
Maryland	2,365	-303	2,062	-12.8%	3.4%	3.2%
Michigan	957	121	1,078	12.6%	1.4%	1.7%
Virginia	1,615	-65	1,550	-4.0%	2.3%	2.4%
Georgia	2,101	240	2,341	11.4%	3.1%	3.6%
North Carolina	2,279	159	2,438	7.0%	3.3%	3.7%
Texas	2,657	243	2,900	9.1%	3.9%	4.5%
California	1,411	-7	1,404	-0.5%	2.0%	2.2%
Other	12,625	-869	11,756	-6.9%	18.3%	18.0%
Total	68,871	-3,721	65,150	-5.4%		

Note: The 2024 figures have been adjusted to reflect a recent correction and may no longer align with the numbers previously published.



NIGHTS SEPTEMBER 2025/2024

663,507
NIGHTS

4.8%
GROWTH

	2024		Growth	2025	% Growth	ALOS 2024	ALOS 2025
USA	429,002	-22,694		406,308	-5.3%	6.2	6.2
Canada	23,787		2,639	26,426	11.1%	8.5	8.2
NA	452,789	-20,055		432,734	-4.4%	6.3	6.3
Venezuela	4,119		570	4,689	13.8%	9.3	10.2
Colombia	27,742		299	28,041	1.1%	5.9	6.9
Brazil	8,181		7,235	15,416	88.4%	5.9	6.5
Argentina	19,808		47,063	66,871	237.6%	8.3	8.2
Chile	11,017	-1,328		9,689	-12.1%	7.3	7.3
Ecuador	3,871	-349		3,522	-9.0%	4.4	4.7
Peru	7,633	-472		7,161	-6.2%	5.0	5.4
Paraguay	746		100	846	13.4%	6.0	6.2
Uruguay	3,643		408	4,051	11.2%	7.7	7.5
Mexico	2,786		821	3,607	29.5%	10.0	11.0
Others	9,993		2,935	12,928	29.4%	7.0	7.1
SA	99,539		57,282	156,821	57.5%	6.6	7.4
Netherlands	41,468	-7,025		34,443	-16.9%	14.9	13.3
UK	7,691	-4,016		3,675	-52.2%	9.4	9.1
Germany	3,656		123	3,779	3.4%	9.0	9.8
Italy	4,457	-757		3,700	-17.0%	6.2	6.1
Sweden	197		352	549	178.7%	6.0	10.2
Belgium	1,443		117	1,560	8.1%	11.3	11.6
Austria	255		288	543	112.9%	6.4	9.5
Switzerland	1,150	-128		1,022	-11.1%	9.1	7.6
Others	6,674		404	7,078	6.1%	9.0	9.2
Europe	66,991	-10,642		56,349	-15.9%	11.6	11.0
ROW	13,848		3,755	17,603	27.1%	5.2	5.7
Total	633,167		30,340	663,507	4.8%	6.6	6.8

Note: The 2024 figures have been adjusted to reflect a recent correction and may no longer align with the numbers previously published.



ACCOMMODATIONS SEPTEMBER 2025/2024

97,778
ARRIVALS

33.3%
GROWTH

ARRIVALS BY ACCOMMODATION

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	22,857	2,002	24,859	8.8%	24.0%	25.4%
All Inclusive	17,550	-558	16,992	-3.2%	18.4%	17.4%
Timeshare	25,477	-2,098	23,379	-8.2%	26.7%	23.9%
Others	29,401	3,147	32,548	10.7%	30.9%	33.3%
Total	95,285	2,493	97,778	2.6%		

NIGHTS BY ACCOMMODATION

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	123,666	12,535	136,201	10.1%	19.5%	20.5%
All Inclusive	102,207	-3,271	98,936	-3.2%	16.1%	14.9%
Timeshare	191,305	-11,648	179,657	-6.1%	30.2%	27.1%
Others	215,989	32,724	248,713	15.2%	34.1%	37.5%
Total	633,167	30,340	663,507	4.8%		

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.

Note: The 2024 figures have been adjusted to reflect a recent correction and may no longer align with the numbers previously published.



VISITORS BY AGE SEPTEMBER 2025/2024

97,778
ARRIVALS

2.6%
GROWTH

	2024		Growth	2025	% Growth
0 - 11	3,764		803	4,567	21.3%
12-19	1,930		176	2,106	9.1%
20 - 29	12,652	-422		12,230	-3.3%
30 - 39	17,955		368	18,323	2.0%
40 - 49	14,561		1,186	15,747	8.1%
50 - 59	18,873	-546		18,327	-2.9%
60 - 69	17,018		545	17,563	3.2%
70 +	8,530		383	8,913	4.5%
Not Stated	2			2	0.0%
Total	95,285		2,493	97,778	2.6%

Note: The 2024 figures have been adjusted to reflect a recent correction and may no longer align with the numbers previously published.



GENERATIONS SEPTEMBER 2025/2024

97,778
ARRIVALS

2.6%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
Gen A	3,287	615	3,902	18.7%	3.4%	4.0%
Gen Z	8,088	23	8,111	0.3%	8.5%	8.3%
Millennials	28,309	643	28,952	2.3%	29.7%	29.6%
Gen X	24,266	405	24,671	1.7%	25.5%	25.2%
Baby Boomers	28,430	602	29,032	2.1%	29.8%	29.7%
Silent Generations	2,903	205	3,108	7.1%	3.0%	3.2%
Age not specified	2		2	0.0%	0.0%	0.0%
Total	95,285	2,493	97,778	2.6%		

Note: The 2024 figures have been adjusted to reflect a recent correction and may no longer align with the numbers previously published.



CARRIERS SEPTEMBER 2025/2024

97,778
ARRIVALS

2.6%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
JETBLUE	25,260	-5,898	19,362	-23.3%	26.5%	19.8%
AMERICAN AIRLINES	16,886	1,231	18,117	7.3%	17.7%	18.5%
UNITED AIRLINES	11,076	260	11,336	2.3%	11.6%	11.6%
DELTA AIRLINES	9,956	656	10,612	6.6%	10.4%	10.9%
AVIANCA	5,348	2,392	7,740	44.7%	5.6%	7.9%
COPA AIRLINES	5,312	728	6,040	13.7%	5.6%	6.2%
SOUTHWEST AIRLINES	5,137	766	5,903	14.9%	5.4%	6.0%
LATAM AIRLINES PERU	2,200	1,042	3,242	47.4%	2.3%	3.3%
KLM ROYAL DUTCH	2,124	455	2,579	21.4%	2.2%	2.6%
WESTJET AIRLINES	1,229	1,183	2,412	96.3%	1.3%	2.5%
WINGO	1,891	191	2,082	10.1%	2.0%	2.1%
DIVI DIVI AIR	1,553	138	1,691	8.9%	1.6%	1.7%
SURINAM AIRWAYS	657	419	1,076	63.8%	0.7%	1.1%
TUI FLY NL	1,304	-259	1,045	-19.9%	1.4%	1.1%
GOL	0	1,041	1,041	-	0.0%	1.1%
EZ AIR	864	170	1,034	19.7%	0.9%	1.1%
WINAIR	450	440	890	97.8%	0.5%	0.9%
SPIRIT AIRLINES	1,694	-1,129	565	-66.6%	1.8%	0.6%
PRIVATE	248	83	331	33.5%	0.3%	0.3%
CHARTER	262	64	326	24.4%	0.3%	0.3%
ARAJET	195	50	245	25.6%	0.2%	0.3%
AIR CENTURY	91	-16	75	-17.6%	0.1%	0.1%
SKY HIGH AVIATION	80	-46	34	-57.5%	0.1%	0.0%
SUNWING AIRLINES	875	-875	0	-100.0%	0.9%	0.0%
BRITISH AIRWAYS	593	-593	0	-100.0%	0.6%	0.0%
OTHER	0		0	-	0.0%	0.0%
Total	95,285	2,493	97,778	2.6%		

Note: The 2024 figures have been adjusted to reflect a recent correction and may no longer align with the numbers previously published.



CARRIERS SEPTEMBER 2025/2024

97,778
ARRIVALS

2.6%
GROWTH

City	APO Code	SEPT'25	Mkt Share	SEPT '24	Mkt Share	25 vs 24
Newark	EWR	13,167	13.5%	13,220	13.9%	-0.4%
JFK NY	JFK	12,952	13.2%	16,472	17.3%	-21.4%
Miami	MIA	9,363	9.6%	9,095	9.5%	2.9%
Bogota	BOG	8,713	8.9%	6,302	6.6%	38.3%
Boston	BOS	8,286	8.5%	9,542	10.0%	-13.2%
Charlotte	CLT	7,892	8.1%	6,981	7.3%	13.0%
Panama City	PTY	6,090	6.2%	5,312	5.6%	14.6%
Atlanta	ATL	5,527	5.7%	5,130	5.4%	7.7%
Orlando	MCO	4,705	4.8%	3,784	4.0%	24.3%
Amsterdam	AMS	3,624	3.7%	3,412	3.6%	6.2%
Lima, Peru	LIM	3,242	3.3%	2,200	2.3%	47.4%
Curacao	CUR	2,933	3.0%	2,594	2.7%	13.1%
Toronto	YYZ	2,412	2.5%	2,104	2.2%	14.6%
Baltimore	BWI	1,204	1.2%	1,353	1.4%	-11.0%
Medellin	MDE	1,120	1.1%	938	1.0%	19.4%
Johan A. Pengel Int Airport, Suriname	PBM	1,076	1.1%	603	0.6%	78.4%
Sao Paolo	GRU	1,041	1.1%	0	0.0%	—
Sint Maarten	SXM	895	0.9%	452	0.5%	98.0%
Philadelphia	PHL	888	0.9%	884	0.9%	0.5%
G.Bush DC	IAD	738	0.8%	1,066	1.1%	-30.8%
Houston International	IAH	647	0.7%	755	0.8%	-14.3%
Fort Lauderdale	FLL	569	0.6%	1,707	1.8%	-66.7%
Las Americas Int. Airport, Sto Dgo	SDQ	295	0.3%	263	0.3%	12.2%
Bonaire, Flamingo Int. Airport	BON	182	0.2%	143	0.2%	27.3%
Colombia, Rafael Nuñez Int. Airport	CTG	58	0.1%	0	0.0%	—
	Others	159	0.2%	973	1.0%	-83.7%
Total		97,778	100.0%	95,285	100.0%	2.6%

Note: The 2024 figures have been adjusted to reflect a recent correction and may no longer align with the numbers previously published.



CRUISE COMPARISON



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



CRUISE SEPTEMBER 2025/2024



2024



CRUISE PAX
30,179

CRUISE CALLS
9



2025



CRUISE PAX
47,630

CRUISE CALLS
14

57.8%

55.6%

ABSOLUTE GROWTH PAX SEPTEMBER

17,451
57.8%

ABSOLUTE GROWTH CALLS SEPTEMBER

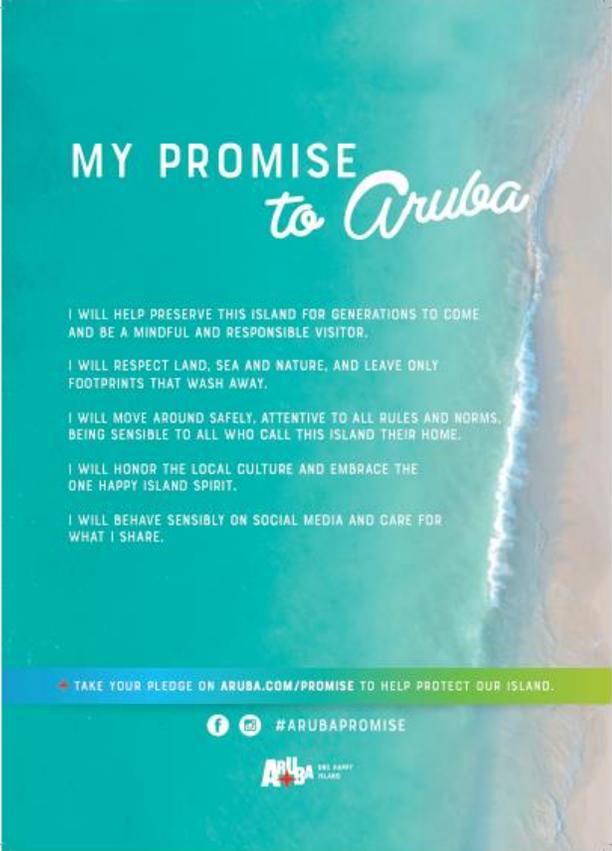
5
55.6%



Guest Guidelines

DO NOT DRIVE IRRESPONSIBLY.

Driving on the beach is forbidden.
When off-roading anywhere on the island, drive carefully to avoid harming protected species.



MY PROMISE to Aruba

I WILL HELP PRESERVE THIS ISLAND FOR GENERATIONS TO COME AND BE A MINDFUL AND RESPONSIBLE VISITOR.

I WILL RESPECT LAND, SEA AND NATURE, AND LEAVE ONLY FOOTPRINTS THAT WASH AWAY.

I WILL MOVE AROUND SAFELY, ATTENTIVE TO ALL RULES AND NORMS, BEING SENSIBLE TO ALL WHO CALL THIS ISLAND THEIR HOME.

I WILL HONOR THE LOCAL CULTURE AND EMBRACE THE ONE HAPPY ISLAND SPIRIT.

I WILL BEHAVE SENSIBLY ON SOCIAL MEDIA AND CARE FOR WHAT I SHARE.

TAKE YOUR PLEDGE ON ARUBA.COM/PROMISE TO HELP PROTECT OUR ISLAND.

#ARUBAPROMISE

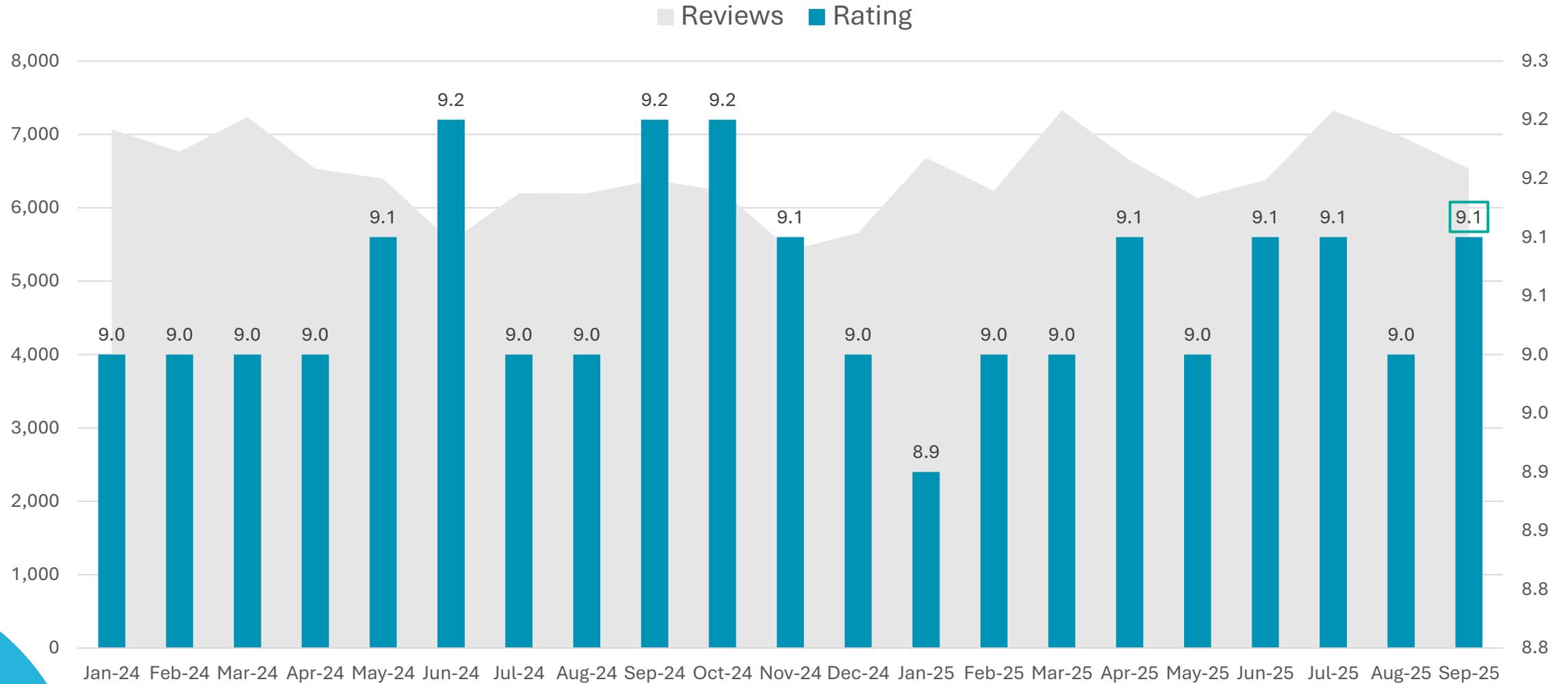


SATISFACTION GUEST



GUEST EXPERIENCE INDEX (GEI)

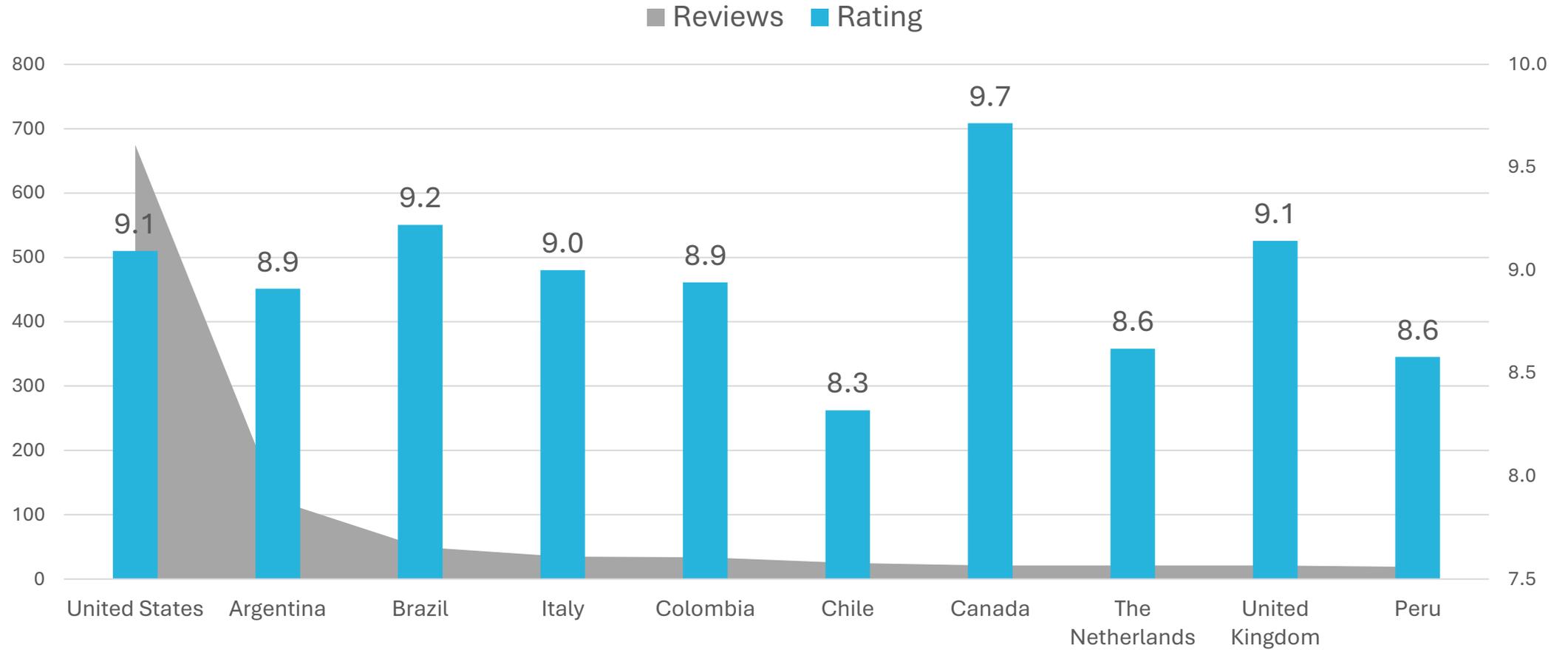
Monthly results





GEI SEPTEMBER 2025

Results by market





GEI SEPTEMBER 2025

Results by Category





VACATIONS RENTALS

 **Transparent**
an OTA INSIGHT company

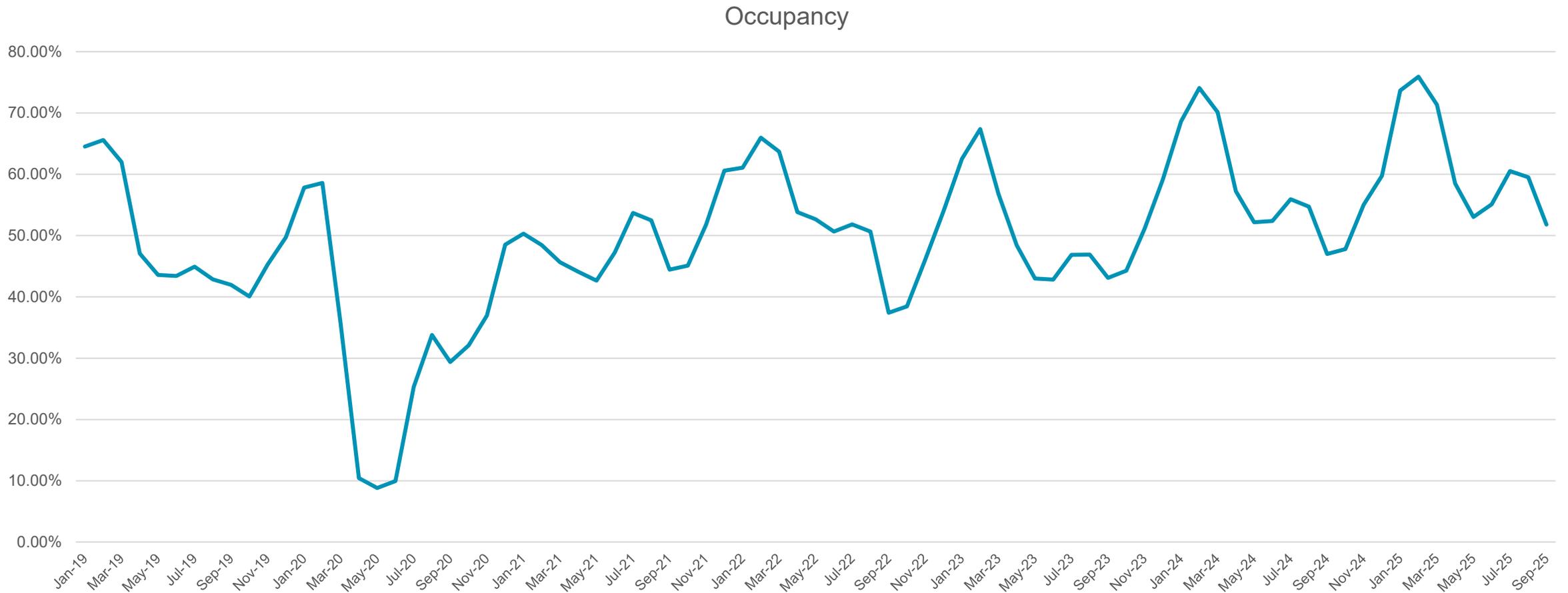
INTRODUCTION

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



OCCUPANCY

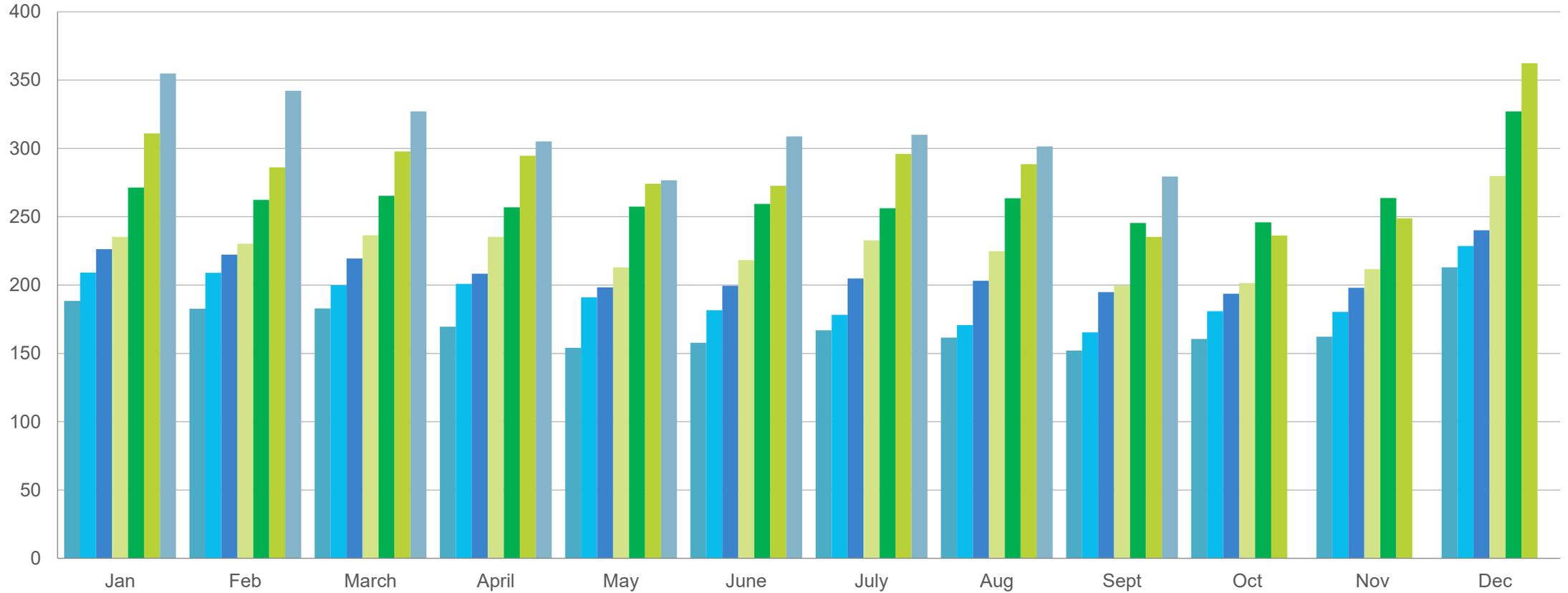
SEPT 2024 Occupancy: 47% | SEPT 2025 Occupancy: 52%



ADR

SEPT 2024 ADR: \$235 | SEPT 2025 ADR: \$280

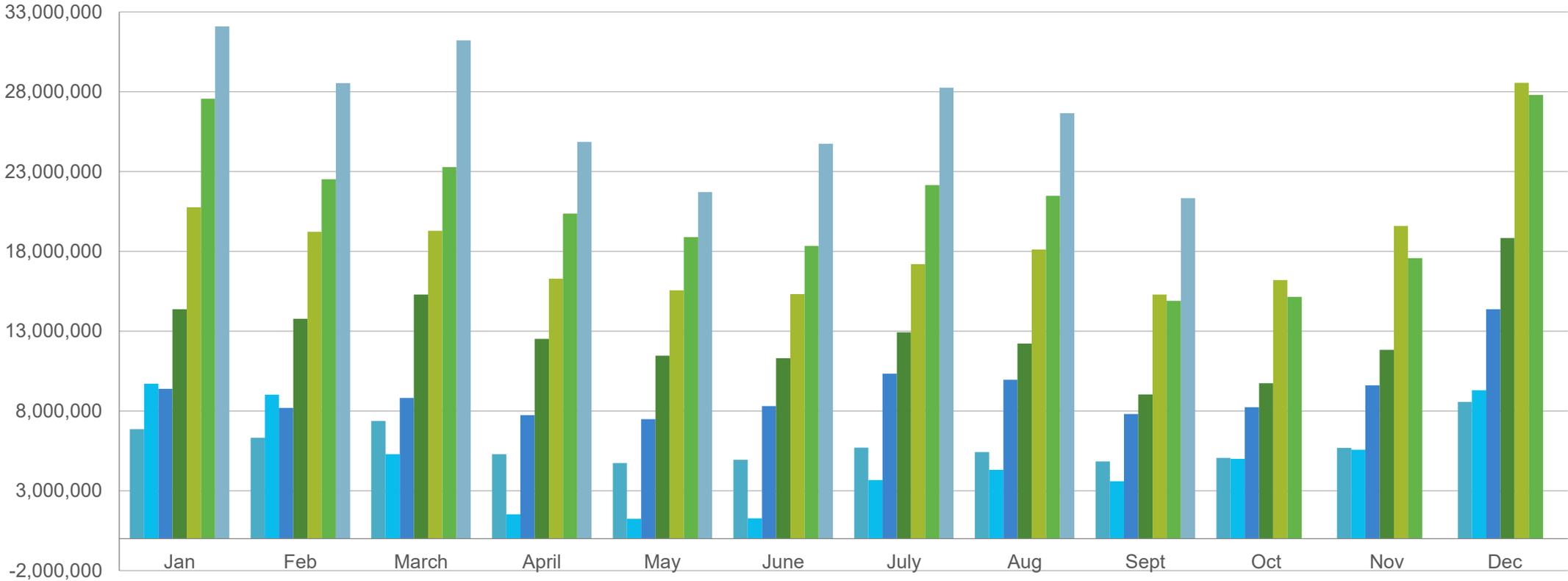
■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023 ■ 2024 ■ 2025



REVENUE

Total Revenue YTD Sept 2024: USD\$ 189,507,413 | Total Revenue YTD Sept 2025: USD\$ 239,410,380

■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023 ■ 2024 ■ 2025



A Screech Owl is perched on a thick, textured tree branch. The owl has brown and white mottled feathers and large, bright yellow eyes. The background is a soft-focus green and white, suggesting a natural outdoor setting. The text 'TIDBITS' is written in large, white, sans-serif capital letters across the middle of the image. A white L-shaped bracket is positioned in the upper left, and another white L-shaped bracket is in the lower right, framing the owl and the text.

TIDBITS



RESPONSIBLE TOURISM IMPACT REPORT

New research from the Aruba Tourism Authority reveals what global travelers truly value, and how they're ready to act on it. In a global survey of 7,000+ travelers, one message is clear:

**Responsible Tourism isn't niche anymore,
it's non-negotiable.**



TRAVEL WITH PURPOSE

What Global Travelers Expect Now

What travelers value, want, and are willing to do to shape the future of tourism.



Takeaways That Redefine the Travel Landscape

Responsible travel is not niche, it's non-negotiable

96% of global travelers say Responsible tourism is important.

Consumers expect their travel to uplift places, not just avoid harm.

Boomers are the unexpected champions, and Gen Z is changing the rules

Boomers lead on footprint reduction and local support.

Gen Z drives advocacy, treating responsible travel as something to do and share.

Islands are the front line, and travelers know it

74% say rising seas and extreme weather threaten island destinations.

Places like Aruba are at risk, and they're demanding action

The future of luxury is local

34% of luxury travelers say impact defines luxury today.

High-end travelers expect premium experiences **and** certified environmental and

Travelers want to give back, but the industry is failing them

73% want to make a positive impact, **but only 23%** feel they've been guided to do so.

This is the moment for leadership.

Sustainability is a selling point

Access to nature, culture, and community-based lodging are top destination drivers, signaling that sustainability is a decision-maker.

Responsible Travel is Now the Expectation

Travelers are no longer passive guests, they want their presence to matter.



“I want to travel more intentionally and seek out authentic experiences that benefit locals as well as the destination.”

FEMALE, GEN Z, COLOMBIA

IT'S IMPORTANT

96% ✦

Say responsible tourism is **important**

IT'S PURPOSEFUL

80% ✦

Say tourism should **improve the lives of locals**

80% ✦

Say local communities should **have a voice** in shaping how tourism happens

Travelers Know Islands Need Protection

Global travelers recognize that island destinations like Aruba are especially vulnerable to climate change, and they're calling for urgent environmental leadership.

CLIMATE CONCERN

74%

Agree that rising seas and extreme weather put islands at risk

71%

Say coral reef loss is affecting coastal tourism

67%

Climate change is shifting where and when people travel

CLIMATE ACTION

89%

want leaders to prioritize **protecting wildlife**

87%

want them to prioritize **ecosystems**

Travelers Are Ready — the Industry Isn't

The intent is strong, but the infrastructure isn't.
This is a call for leadership that ATA can answer.

TO PROTECT AND SUPPORT DESTINATIONS AND COMMUNITIES:

97%

Are willing to
engage in **at least
1 action to help**



MOST COMMON ACTIONS

55%

Would **reduce their
resource use**

46%

Would choose **locally
owned** hotels, rentals,
or guest houses

46%

Would choose tours led
by or that **benefit
locals**

BUT

77%

Feel they **have not
received enough
guidance** from the
industry on how to
travel responsibly

73% want to learn
how
to make a positive
impact when
traveling

Sustainability Drives Decisions

Travelers Choose Destinations That Align With Their Values

Destination must-haves include access to nature, local businesses, and cultural immersion. And most prefer locally owned, community-based accommodations.

56%



Prefer a locally owned, community-based stay over a resort

Top-ranked across generations

TOP FACTORS WHEN CHOOSING A DESTINATION

NATURE

66%



Access to natural beauty or preserved natural areas

Top-ranked across generations

LOCAL ACCESS

65%



Access to locally owned restaurants, shops, and markets

CULTURE

59%



Opportunities to engage with local cultures and traditions

Motivated to Help

Travelers Want To 'Do More Good'

Travelers are ready to take action that benefits people and the planet. The appetite is real, and it signals a shift: responsible choices are becoming part of what defines a great travel experience.

WILLINGNESS TO GIVE BACK

78%

Are **willing to pay more** for travel that benefits communities or eco-systems

ACTIVE PARTICIPATION

37%

Would **advocate** for responsible travel by sharing tips or stories

34%

Would **pay** an environmental or conservation fee

33%

Would **volunteer** during their trip

Generational Insight: What Makes a Trip Worth It? Purpose Over Perks

Across generations, travelers are choosing trips that connect them to people, place, and planet; not just escape.

Which of the following feelings do you seek when you are traveling?

✦ Denotes largest increases from Global



GEN Z

56%

Escape from stress or routine
-8 from global

✦ **52%**

Adventure or thrill
+7 from global

48%

Freedom and spontaneity
-4 from global



MILLENNIAL

62%

Escape from stress or routine
-2 from global

✦ **52%**

Adventure or thrill
+7 from global

52%

Freedom and spontaneity
+0 from global



GEN X

✦ **70%**

Escape from stress or routine
+6 from global

55%

Freedom & spontaneity
+2 from global

53%

Connection with people & local culture
+2 from global



BOOMER+

67%

Escape from stress or routine
+3 from global

✦ **62%**

Connection with people & local culture
+11 from global

54%

Freedom & spontaneity
+2 from global

Methodology



WHO

WHERE

HOW MANY*

HOW & WHEN

★ GLOBAL TRAVELERS

Consumers who have traveled internationally in the last year

★ REGIONS

U.S. English
U.K. English
Brazil Portuguese
Canada English, French
Colombia Spanish
Australia English
Netherlands Dutch

★ Total n = 7,033

n = 1,001
n = 1,012
n = 1,002
n = 1,004
n = 1,007
n = 1,000
n = 1,007

★ ONLINE SURVEY

Fielding
July 24, 2025 –
August 8, 2025

OVERALL MOE**

+/- 1% at the
95% Confidence
Level

* All markets have been weighted equally in reporting the global statistics

** Margin of Error



MASHA DANKI

Thank You

For any questions related to the report and/or additional information requests, please contact
Melanie Evans Kelly, Manager Strategy, Research, and Planning at m.kelly@aruba.com

Or visit our website www.ata.aw



Disclaimer:

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