



FEBRUARY 2025

Monthly Report

SNAPSHOT YTD FEB 2025/2024



HOW MANY
ARRIVALS?

248,326

2.9%



HOW MANY
CRUISE TOURISM?

235,182

-6.6%



HOW LONG
DID THEY STAY?

1,862,954

0.1%



WHAT DID THEY SPEND?*

Central Bank Aruba
(Q1 and Q2 2024)

Avg. 2,874.70 min

19%

Q1 and Q2 2023: 2,413.40

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

WHERE DID THEY STAY?



376,895

NIGHTS

20.2%

ALL INCLUSIVE



216,897

NIGHTS

11.6%

TIMESHARE



489,071

NIGHTS

26.3%

OTHERS



780,091

NIGHTS

41.9%



ARRIVALS YTD FEBRUARY 2025 / 2024

248,326
ARRIVALS

2.9%
GROWTH

	2024		Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
USA	177,485		2,198	179,683	1.2%	73.5%	72.4%
Canada	18,677	-306		18,371	-1.6%	7.7%	7.4%
NA	196,162		1,892	198,054	1.0%	81.3%	79.8%
Venezuela	511		10	521	2.0%	0.2%	0.2%
Colombia	9,557	-637		8,920	-6.7%	4.0%	3.6%
Brazil	2,805		2,977	5,782	106.1%	1.2%	2.3%
Argentina	4,761		3,750	8,511	78.8%	2.0%	3.4%
Chile	2,558		391	2,949	15.3%	1.1%	1.2%
Ecuador	1,433	-266		1,167	-18.6%	0.6%	0.5%
Peru	2,917		554	3,471	19.0%	1.2%	1.4%
Paraguay	201		40	241	19.9%	0.1%	0.1%
Uruguay	291		244	535	83.8%	0.1%	0.2%
Mexico	406	-36		370	-8.9%	0.2%	0.1%
Others	2,029	-138		1,891	-6.8%	0.8%	0.8%
SA	27,469		6,889	34,358	25.1%	11.4%	13.8%
Netherlands	6,655	-777		5,878	-11.7%	2.8%	2.4%
UK	1,225	-392		833	-32.0%	0.5%	0.3%
Germany	717	-57		660	-7.9%	0.3%	0.3%
Italy	690	-105		585	-15.2%	0.3%	0.2%
Sweden	224		10	234	4.5%	0.1%	0.1%
Belgium	310	-14		296	-4.5%	0.1%	0.1%
Austria	153	-8		145	-5.2%	0.1%	0.1%
Switzerland	370	-91		279	-24.6%	0.2%	0.1%
Others	1,984		132	2,116	6.7%	0.8%	0.9%
Europe	12,328	-1,302		11,026	-10.6%	5.1%	4.4%
ROW	5,384	-496		4,888	-9.2%	2.2%	2.0%
Total	241,343		6,983	248,326	2.9%		
W/O Ven.	240,832		6,973	247,805	2.9%		



ARRIVALS USA YTD FEBRUARY 2025 / 2024

179,683
ARRIVALS

1.2%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
New York	39,260	-389	38,871	-1.0%	22.1%	21.6%
Massachusetts	24,461	177	24,638	0.7%	13.8%	13.7%
New Jersey	18,517	-1,016	17,501	-5.5%	10.4%	9.7%
Pennsylvania	10,795	-880	9,915	-8.2%	6.1%	5.5%
Illinois	5,107	-356	4,751	-7.0%	2.9%	2.6%
Connecticut	5,929	-87	5,842	-1.5%	3.3%	3.3%
Florida	7,941	-1,059	6,882	-13.3%	4.5%	3.8%
Ohio	5,531	-510	5,021	-9.2%	3.1%	2.8%
Maryland	4,410	16	4,426	0.4%	2.5%	2.5%
Michigan	4,344	-290	4,054	-6.7%	2.4%	2.3%
Virginia	3,886	391	4,277	10.1%	2.2%	2.4%
Georgia	2,869	93	2,962	3.2%	1.6%	1.6%
North Carolina	4,169	-106	4,063	-2.5%	2.3%	2.3%
Texas	3,265	1,615	4,880	49.5%	1.8%	2.7%
California	2,555	17	2,572	0.7%	1.4%	1.4%
Other	34,446	4,582	39,028	13.3%	19.4%	21.7%
Total	177,485	2,198	179,683	1.2%		



NIGHTS YTD FEBRUARY 2025 / 2024

1,862,954
ARRIVALS

0.1%
GROWTH

	2024		Growth	2025	% Growth	ALOS 2024	ALOS 2025
USA	1,280,354	-20,026		1,260,328	-1.6%	7.2	7.0
Canada	200,011	-8,851		191,160	-4.4%	10.7	10.4
NA	1,480,365	-28,877		1,451,488	-2.0%	7.5	7.3
Venezuela	5,262		66	5,328	1.3%	10.3	10.2
Colombia	60,476	-4,233		56,243	-7.0%	6.3	6.3
Brazil	16,673		18,650	35,323	111.9%	5.9	6.1
Argentina	44,458		32,697	77,155	73.5%	9.3	9.1
Chile	19,748		2,970	22,718	15.0%	7.7	7.7
Ecuador	6,495	-1,131		5,364	-17.4%	4.5	4.6
Peru	17,339		2,713	20,052	15.6%	5.9	5.8
Paraguay	1,315		295	1,610	22.4%	6.5	6.7
Uruguay	2,502		1,624	4,126	64.9%	8.6	7.7
Mexico	3,120		153	3,273	4.9%	7.7	8.8
Others	12,458	-765		11,693	-6.1%	6.1	6.2
SA	189,846		53,039	242,885	27.9%	6.9	7.1
Netherlands	104,383	-14,693		89,690	-14.1%	15.7	15.3
UK	11,505	-3,678		7,827	-32.0%	9.4	9.4
Germany	7,656	-1,374		6,282	-17.9%	10.7	9.5
Italy	6,193	-626		5,567	-10.1%	9.0	9.5
Sweden	2,513		292	2,805	11.6%	11.2	12.0
Belgium	5,205		46	5,251	0.9%	16.8	17.7
Austria	1,810	-706		1,104	-39.0%	11.8	7.6
Switzerland	3,407	-687		2,720	-20.2%	9.2	9.7
Others	18,159		1,394	19,553	7.7%	9.2	9.2
Europe	160,831	-20,032		140,799	-12.5%	13.0	12.8
ROW	29,286	-1,504		27,782	-5.1%	5.4	5.7
Total	1,860,328		2,626	1,862,954	0.1%	7.7	7.5



ACCOMMODATIONS

YTD FEBRUARY 2025 / 2024

248,326
ARRIVALS

2.9%
GROWTH

ARRIVALS BY ACCOMMODATION

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	65,150	-10	65,140	0.0%	27.0%	26.2%
All Inclusive	35,517	-1,410	34,107	-4.0%	14.7%	13.7%
Timeshare	54,681	406	55,087	0.7%	22.7%	22.2%
Others	85,995	7,997	93,992	9.3%	35.6%	37.9%
Total	241,343	6,983	248,326	2.9%		

NIGHTS BY ACCOMMODATION

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	382,202	-5,307	376,895	-1.4%	20.5%	20.2%
All Inclusive	229,443	-12,546	216,897	-5.5%	12.3%	11.6%
Timeshare	505,412	-16,341	489,071	-3.2%	27.2%	26.3%
Others	743,271	36,820	780,091	5.0%	40.0%	41.9%
Total	1,860,328	2,626	1,862,954	0.1%		

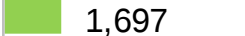


VISITORS BY AGE

YTD FEBRUARY 2025 / 2024

248,326
ARRIVALS

2.9%
GROWTH

	2024		Growth	2025	% Growth
0 - 11	15,549		 1,176	16,725	7.6%
12-19	13,292		 1,168	14,460	8.8%
20 - 29	26,591	-477		26,114	-1.8%
30 - 39	36,568	-641		35,927	-1.8%
40 - 49	36,202		 1,325	37,527	3.7%
50 - 59	45,557		 542	46,099	1.2%
60 - 69	43,562		 2,200	45,762	5.1%
70 +	24,009		 1,697	25,706	7.1%
Not Stated	13	-7		6	-53.8%
Total	241,343		 6,983	248,326	2.9%



CARRIERS YTD FEBRUARY 2025 / 2024

248,326
VISITORS

2.9%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
JETBLUE	52,070	-5,146	46,924	-9.9%	21.6%	18.9%
AMERICAN AIRLINES	44,872	-1,744	43,128	-3.9%	18.6%	17.4%
DELTA AIRLINES	35,141	1,916	37,057	5.5%	14.6%	14.9%
UNITED AIRLINES	28,117	3,720	31,837	13.2%	11.7%	12.8%
COPA AIRLINES	9,510	1,376	10,886	14.5%	3.9%	4.4%
AVIANCA	9,637	136	9,773	1.4%	4.0%	3.9%
SOUTHWEST AIRLINES	10,515	-831	9,684	-7.9%	4.4%	3.9%
WESTJET AIRLINES	7,167	1,397	8,564	19.5%	3.0%	3.4%
KLM ROYAL DUTCH	5,258	1,024	6,282	19.5%	2.2%	2.5%
LATAM AIRLINES PERU	3,261	2,425	5,686	74.4%	1.4%	2.3%
AIR CANADA	4,973	362	5,335	7.3%	2.1%	2.1%
CHARTER/NON-SCHEDULED	553	4,706	5,259	851.0%	0.2%	2.1%
WINGO	4,714	-85	4,629	-1.8%	2.0%	1.9%
SPIRIT AIRLINES	7,005	-3,619	3,386	-51.7%	2.9%	1.4%
DIVI DIVI AIR	3,062	210	3,272	6.9%	1.3%	1.3%
GOL	0	3,042	3,042	-	0.0%	1.2%
SUNWING AIRLINES	3,572	-980	2,592	-27.4%	1.5%	1.0%
SUN COUNTRY AIRLINES	1,734	453	2,187	26.1%	0.7%	0.9%
EZ AIR	1,858	131	1,989	7.1%	0.8%	0.8%
PRIVATE	2,432	-496	1,936	-20.4%	1.0%	0.8%
WINAIR	948	726	1,674	76.6%	0.4%	0.7%
TUI FLY NL	2,217	-696	1,521	-31.4%	0.9%	0.6%
SURINAM AIRWAYS	853	-130	723	-15.2%	0.4%	0.3%
BRITISH AIRWAYS	901	-428	473	-47.5%	0.4%	0.2%
ARAJET	304	-17	287	-5.6%	0.1%	0.1%
AIR CENTURY	144	-39	105	-27.1%	0.1%	0.0%
OTHER	525	-430	95	-81.9%	0.2%	0.0%
Total	241,343	6,983	248,326	2.9%		



CARRIERS YTD FEBRUARY 2025/2024

248,326
VISITORS

2.9%
GROWTH

City	APO Code	YTD 2025	Mkt Share	YTD 2024	Mkt Share	25 vs 24
JFK NY	JFK	35,405	14.3%	34,456	14.3%	2.8%
Boston	BOS	33,877	13.6%	30,352	12.6%	11.6%
Newark	EWB	23,598	9.5%	26,878	11.1%	-12.2%
Miami	MIA	16,923	6.8%	17,708	7.3%	-4.4%
Toronto	YYZ	16,491	6.6%	15,727	6.5%	4.9%
Atlanta	ATL	15,526	6.3%	14,768	6.1%	5.1%
Charlotte	CLT	14,054	5.7%	14,928	6.2%	-5.9%
Bogota	BOG	10,955	4.4%	11,528	4.8%	-5.0%
Panama City	PTY	10,908	4.4%	9,520	3.9%	14.6%
Philadelphia	PHL	10,324	4.2%	10,373	4.3%	-0.5%
Amsterdam	AMS	7,807	3.1%	7,481	3.1%	4.4%
Orlando	MCO	7,531	3.0%	7,873	3.3%	-4.3%
Lima, Peru	LIM	5,686	2.3%	3,261	1.4%	74.4%
G.Bush DC	IAD	5,553	2.2%	4,817	2.0%	15.3%
Curacao	CUR	5,526	2.2%	5,720	2.4%	-3.4%
Minneapolis St. Paul Inter Airp	MSP	4,645	1.9%	1,390	0.6%	234.2%
Chicago	ORD	4,156	1.7%	4,549	1.9%	-8.6%
Fort Lauderdale	FLL	3,487	1.4%	7,183	3.0%	-51.5%
Sao Paulo	GRU	3,042	1.2%	9	0.0%	33700.0%
Medellin	MDE	2,749	1.1%	2,122	0.9%	29.5%
Baltimore	BWI	2,158	0.9%	2,649	1.1%	-18.5%
Sint Maarten	SXM	1680	0.7%	951	0.4%	76.7%
Houston International	IAH	1,310	0.5%	873	0.4%	50.1%
Colombia, Rafael Nuñez Int. Airport	CTG	721	0.3%	461	0.2%	56.4%
Cali, Alfonso Bonilla Aragon	CLO	668	0.3%	804	0.3%	-16.9%
	Others	3,546	1.4%	4,962	2.1%	-28.5%
Total		248,326	100.0%	241,343	100.0%	2.9%



CRUISE COMPARISON



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



CRUISE YTD FEBRUARY 2025 / 2024



2024



CRUISE PAX
251,760

CRUISE CALLS
97



2025



CRUISE PAX
235,182

-6.6%

CRUISE CALLS
94

-3.09%

ABSOLUTE GROWTH PAX YTD FEBRUARY

-16,758
-6.6%

ABSOLUTE GROWTH CALLS YTD FEBRUARY

-3
-3.09%

FEBRUARY RESULT 2025

NORTH AMERICA



100,803

81.6%

SOUTH AMERICA



15,036

12.2%

EUROPE



5,495

4.4%

OTHERS



2,205

1.8%

TOTAL ARRIVALS

123,539

100%



ARRIVALS

FEBRUARY 2025 / 2024

125,539
ARRIVALS

1.1%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
USA	91,636	-253	91,383	-0.3%	75.0%	74.0%
Canada	9,253	167	9,420	1.8%	7.6%	7.6%
NA	100,889	-86	100,803	-0.1%	82.6%	81.6%
Venezuela	192	-4	188	-2.1%	0.2%	0.2%
Colombia	3,523	-518	3,005	-14.7%	2.9%	2.4%
Brazil	1,144	1,469	2,613	128.4%	0.9%	2.1%
Argentina	2,058	1,507	3,565	73.2%	1.7%	2.9%
Chile	1,214	438	1,652	36.1%	1.0%	1.3%
Ecuador	906	-285	621	-31.5%	0.7%	0.5%
Peru	1,829	158	1,987	8.6%	1.5%	1.6%
Paraguay	88	34	122	38.6%	0.1%	0.1%
Uruguay	154	62	216	40.3%	0.1%	0.2%
Mexico	197	-20	177	-10.2%	0.2%	0.1%
Others	1,057	-167	890	-15.8%	0.9%	0.7%
SA	12,362	2,674	15,036	21.6%	10.1%	12.2%
Netherlands	3,377	-361	3,016	-10.7%	2.8%	2.4%
UK	632	-211	421	-33.4%	0.5%	0.3%
Germany	362	-52	310	-14.4%	0.3%	0.3%
Italy	328	-87	241	-26.5%	0.3%	0.2%
Sweden	112	-9	103	-8.0%	0.1%	0.1%
Belgium	168	-21	147	-12.5%	0.1%	0.1%
Austria	64	7	71	10.9%	0.1%	0.1%
Switzerland	220	-78	142	-35.5%	0.2%	0.1%
Others	874	170	1,044	19.5%	0.7%	0.8%
Europe	6,137	-642	5,495	-10.5%	5.0%	4.4%
ROW	2,761	-556	2,205	-20.1%	2.3%	1.8%
Total	122,149	1,390	123,539	1.1%		
W/O Ven.	121,957	1,394	123,351	1.1%		



ARRIVALS USA

FEBRUARY 2025 / 2024

91,383
ARRIVALS

-0.3%
GROWTH

	2024		Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
New York	19,974		322	20,296	1.6%	21.8%	22.2%
Massachusetts	13,490	-141		13,349	-1.0%	14.7%	14.6%
New Jersey	9,200	-490		8,710	-5.3%	10.0%	9.5%
Pennsylvania	5,132	-219		4,913	-4.3%	5.6%	5.4%
Illinois	2,335		19	2,354	0.8%	2.5%	2.6%
Connecticut	3,221	-34		3,187	-1.1%	3.5%	3.5%
Florida	4,096	-734		3,362	-17.9%	4.5%	3.7%
Ohio	2,889	-334		2,555	-11.6%	3.2%	2.8%
Maryland	2,036		212	2,248	10.4%	2.2%	2.5%
Michigan	2,371	-145		2,226	-6.1%	2.6%	2.4%
Virginia	1,927		99	2,026	5.1%	2.1%	2.2%
Georgia	1,563		26	1,589	1.7%	1.7%	1.7%
North Carolina	2,149	-218		1,931	-10.1%	2.3%	2.1%
Texas	1,699		597	2,296	35.1%	1.9%	2.5%
California	1,364	-308		1,056	-22.6%	1.5%	1.2%
Other	18,190		1,095	19,285	6.0%	19.9%	21.1%
Total	91,636	-253		91,383	-0.3%		



NIGHTS FEBRUARY 2025 / 2024

892,405
NIGHTS

-0.7%
GROWTH

	2024		Growth	2025	% Growth	ALOS 2024	ALOS 2025
USA	632,757	-13,670		619,087	-2.2%	6.9	6.8
Canada	90,325	-2,354		87,971	-2.6%	9.8	9.3
NA	723,082	-16,024		707,058	-2.2%	7.2	7.0
Venezuela	2,332		38	2,370	1.6%	12.1	12.6
Colombia	22,010	-862		21,148	-3.9%	6.2	7.0
Brazil	6,511		9,244	15,755	142.0%	5.7	6.0
Argentina	18,273		11,958	30,231	65.4%	8.9	8.5
Chile	9,586		3,161	12,747	33.0%	7.9	7.7
Ecuador	3,982	-1,100		2,882	-27.6%	4.4	4.6
Peru	10,782		808	11,590	7.5%	5.9	5.8
Paraguay	525		284	809	54.1%	6.0	6.6
Uruguay	1,144		524	1,668	45.8%	7.4	7.7
Mexico	1,670		179	1,849	10.7%	8.5	10.4
Others	6,278	-957		5,321	-15.2%	5.9	6.0
SA	83,093		23,277	106,370	28.0%	6.7	7.1
Netherlands	48,875	-6,982		41,893	-14.3%	14.5	13.9
UK	6,120	-2,091		4,029	-34.2%	9.7	9.6
Germany	3,825	-486		3,339	-12.7%	10.6	10.8
Italy	3,186	-710		2,476	-22.3%	9.7	10.3
Sweden	1,332	-379		953	-28.5%	11.9	9.3
Belgium	3,368	-1,175		2,193	-34.9%	20.0	14.9
Austria	604	-13		591	-2.2%	9.4	8.3
Switzerland	2,041	-857		1,184	-42.0%	9.3	8.3
Others	7,654		1,831	9,485	23.9%	8.8	9.1
Europe	77,005	-10,862		66,143	-14.1%	12.5	12.0
ROW	15,084	-2,250		12,834	-14.9%	5.5	5.8
Total	898,264	-5,859		892,405	-0.7%	7.4	7.2



ACCOMMODATIONS

FEBRUARY 2025 / 2024

123,539
ARRIVALS

1.1%
GROWTH

ARRIVALS BY ACCOMMODATION

	2024		Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	33,115		 255	33,370	0.8%	 27.1%	 27.0%
All Inclusive	17,701	-818 		16,883	-4.6%	 14.5%	 13.7%
Timeshare	27,153		 330	27,483	1.2%	 22.2%	 22.2%
Others	44,180		 1,623	45,803	3.7%	 36.2%	 37.1%
Total	122,149		 1,390	123,539	1.1%		

NIGHTS BY ACCOMMODATION

	2024		Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	191,534	-3,429 		188,105	-1.8%	 21.3%	 21.1%
All Inclusive	112,692	-6,764 		105,928	-6.0%	 12.5%	 11.9%
Timeshare	241,683	-8,038 		233,645	-3.3%	 26.9%	 26.2%
Others	352,355		 12,372	364,727	3.5%	 39.2%	 40.9%
Total	898,264	-5,859 		892,405	-0.7%		



VISITORS BY AGE

FEBRUARY 2025 / 2024

123,539
ARRIVALS

1.1%
GROWTH

	2024		Growth	2025	% Growth
0 - 11	8,387		354	8,741	4.2%
12-19	7,356		525	7,881	7.1%
20 - 29	11,648	-880		10,768	-7.6%
30 - 39	18,366	-684		17,682	-3.7%
40 - 49	19,447		240	19,687	1.2%
50 - 59	23,523		49	23,572	0.2%
60 - 69	21,928		893	22,821	4.1%
70 +	11,484		898	12,382	7.8%
Not Stated	10	-5		5	-50.0%
Total	122,149		1,390	123,539	1.1%



GENERATIONS

FEBRUARY 2025 / 2024

123,539
ARRIVALS

1.1%
GROWTH

	2024		Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
Gen A	6,638		 287	6,925	4.3%	 5.4%	 5.6%
Gen Z	14,571		 273	14,844	1.9%	 11.9%	 12.0%
Millennials	28,559	-1,229		27,330	-4.3%	 23.4%	 22.1%
Gen X	31,820		 192	32,012	0.6%	 26.1%	 25.9%
Baby Boomers	36,368		 1,453	37,821	4.0%	 29.8%	 30.6%
Silent Generations	4,183		 419	4,602	10.0%	 3.4%	 3.7%
Age not specified	10	-5		5	-50.0%	 0.0%	 0.0%
Total	122,149		 1,390	123,539	1.1%		



CARRIERS FEBRUARY 2025 / 2024

123,539
ARRIVALS

1.1%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
JETBLUE	27,500	-2,247	25,253	-8.2%	22.5%	20.4%
AMERICAN AIRLINES	23,171	-1,539	21,632	-6.6%	19.0%	17.5%
DELTA AIRLINES	17,734	846	18,580	4.8%	14.5%	15.0%
UNITED AIRLINES	13,714	1,745	15,459	12.7%	11.2%	12.5%
SOUTHWEST AIRLINES	5,448	-28	5,420	-0.5%	4.5%	4.4%
COPA AIRLINES	4,679	594	5,273	12.7%	3.8%	4.3%
WESTJET AIRLINES	3,569	727	4,296	20.4%	2.9%	3.5%
AVIANCA	4,355	-216	4,139	-5.0%	3.6%	3.4%
KLM ROYAL DUTCH	2,622	540	3,162	20.6%	2.1%	2.6%
LATAM AIRLINES PERU	1,596	1,253	2,849	78.5%	1.3%	2.3%
AIR CANADA	2,423	250	2,673	10.3%	2.0%	2.2%
CHARTER/ NON-SCHEDULED	242	2,096	2,338	866.1%	0.2%	1.9%
SPIRIT AIRLINES	3,708	-2,088	1,620	-56.3%	3.0%	1.3%
DIVI DIVI AIR	1,580	-71	1,509	-4.5%	1.3%	1.2%
SUNWING AIRLINES	1,957	-507	1,450	-25.9%	1.6%	1.2%
WINGO	1,786	-442	1,344	-24.7%	1.5%	1.1%
SUN COUNTRY AIRLINES	1,044	273	1,317	26.1%	0.9%	1.1%
GOL	0	1,250	1,250	-	0.0%	1.0%
EZ AIR	920	-5	915	-0.5%	0.8%	0.7%
WINAIR	427	323	750	75.6%	0.3%	0.6%
TUI FLY NL	1,157	-463	694	-40.0%	0.9%	0.6%
PRIVATE	1,085	-398	687	-36.7%	0.9%	0.6%
SURINAM AIRWAYS	372	12	384	3.2%	0.3%	0.3%
BRITISH AIRWAYS	489	-201	288	-41.1%	0.4%	0.2%
ARAJET	169	-19	150	-11.2%	0.1%	0.1%
AIR CENTURY	65	-7	58	-10.8%	0.1%	0.0%
OTHERS	337	-288	49	-85.5%	0.3%	0.0%
Total	122,149	1,390	123,539	1.1%		



CARRIERS FEBRUARY 2025 / 2024

123,539
ARRIVALS

1.1%
GROWTH

City	APO Code	YTD 2025	Mkt Share	YTD 2024	Mkt Share	25 vs 24
Boston	BOS	18,362	14.9%	16,758	13.7%	9.6%
JFK NY	JFK	18,130	14.7%	17,144	14.0%	5.8%
Newark	EWR	11,519	9.3%	13,324	10.9%	-13.5%
Toronto	YYZ	8,419	6.8%	7,951	6.5%	5.9%
Miami	MIA	8,185	6.6%	9,010	7.4%	-9.2%
Atlanta	ATL	7,785	6.3%	7,488	6.1%	4.0%
Charlotte	CLT	7,084	5.7%	7,760	6.4%	-8.7%
Panama City	PTY	5,275	4.3%	4,687	3.8%	12.5%
Philadelphia	PHL	5,212	4.2%	5,306	4.3%	-1.8%
Bogota	BOG	4,898	4.0%	5,249	4.3%	-6.7%
Amsterdam	AMS	3,859	3.1%	3,783	3.1%	2.0%
Orlando	MCO	3,764	3.0%	3,909	3.2%	-3.7%
Lima, Peru	LIM	2,849	2.3%	1,596	1.3%	78.5%
G.Bush DC	IAD	2,580	2.1%	2,504	2.0%	3.0%
Minneapolis St. Paul Inter Airp	MSP	2,520	2.0%	700	0.6%	260.0%
Curacao	CUR	2,514	2.0%	2,650	2.2%	-5.1%
Chicago	ORD	1,971	1.6%	1,912	1.6%	3.1%
Fort Lauderdale	FLL	1,664	1.3%	3,760	3.1%	-55.7%
Baltimore	BWI	1,661	1.3%	1,543	1.3%	7.6%
Sao Paulo	GRU	1,250	1.0%	6	0.0%	20733.3%
Sint Maarten	SXM	752	0.6%	428	0.4%	75.7%
Houston International	IAH	668	0.5%	503	0.4%	32.8%
Medellin	MDE	589	0.5%	894	0.7%	-34.1%
Johan A. Pengel Int Airport, Suriname	PBM	337	0.3%	346	0.3%	-2.6%
Dallas Fort Worth Int Airport	DFW	290	0.2%	281	0.2%	3.2%
	Others	1,402	1.1%	2,657	2.2%	-47.2%
Total		123,539	100.0%	122,149	100.0%	1.1%



CRUISE COMPARISON



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



CRUISE FEBRUARY 2025 / 2024



2024



CRUISE PAX

128,386

CRUISE CALLS

49



2025



CRUISE PAX

111,675

-13.02%

CRUISE CALLS

44

-10.2%

ABSOLUTE GROWTH PAX FEBRUARY

-16,711

-13.02%

ABSOLUTE GROWTH CALLS FEBRUARY

-5

-10.2%

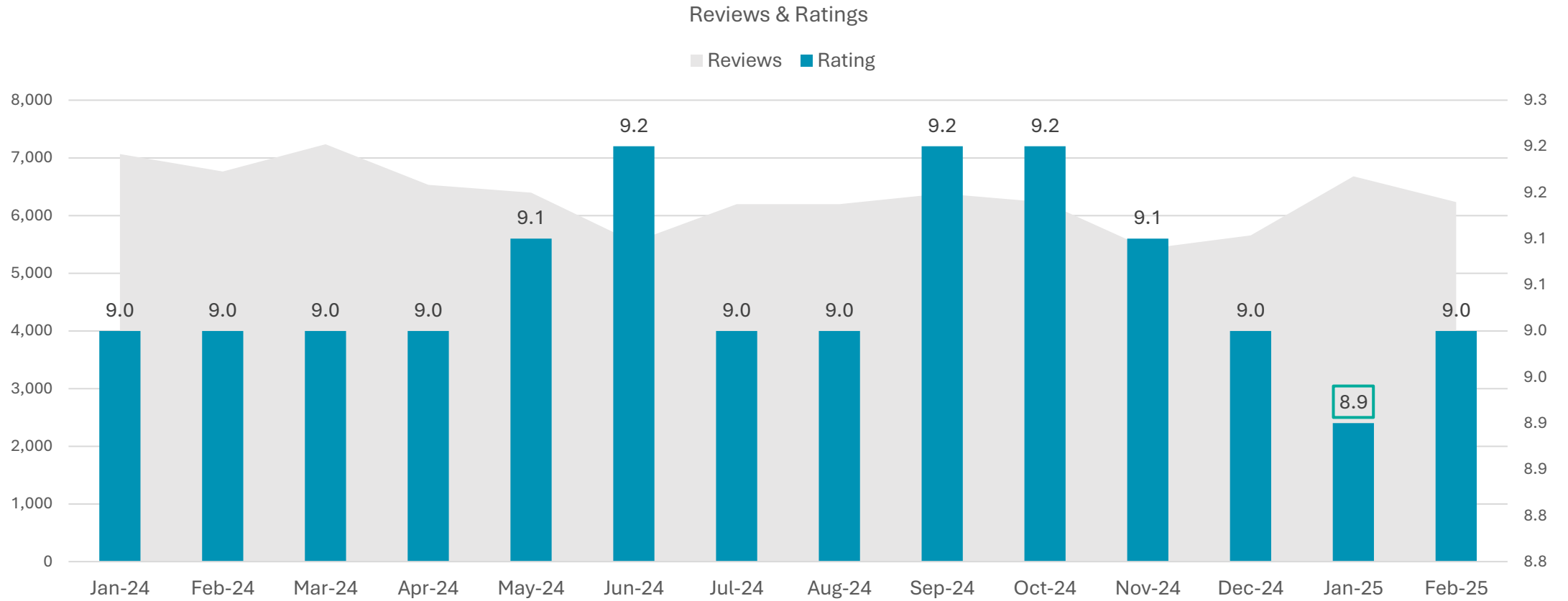


GUEST SATISFACTION



GUEST EXPERIENCE INDEX (GEI)

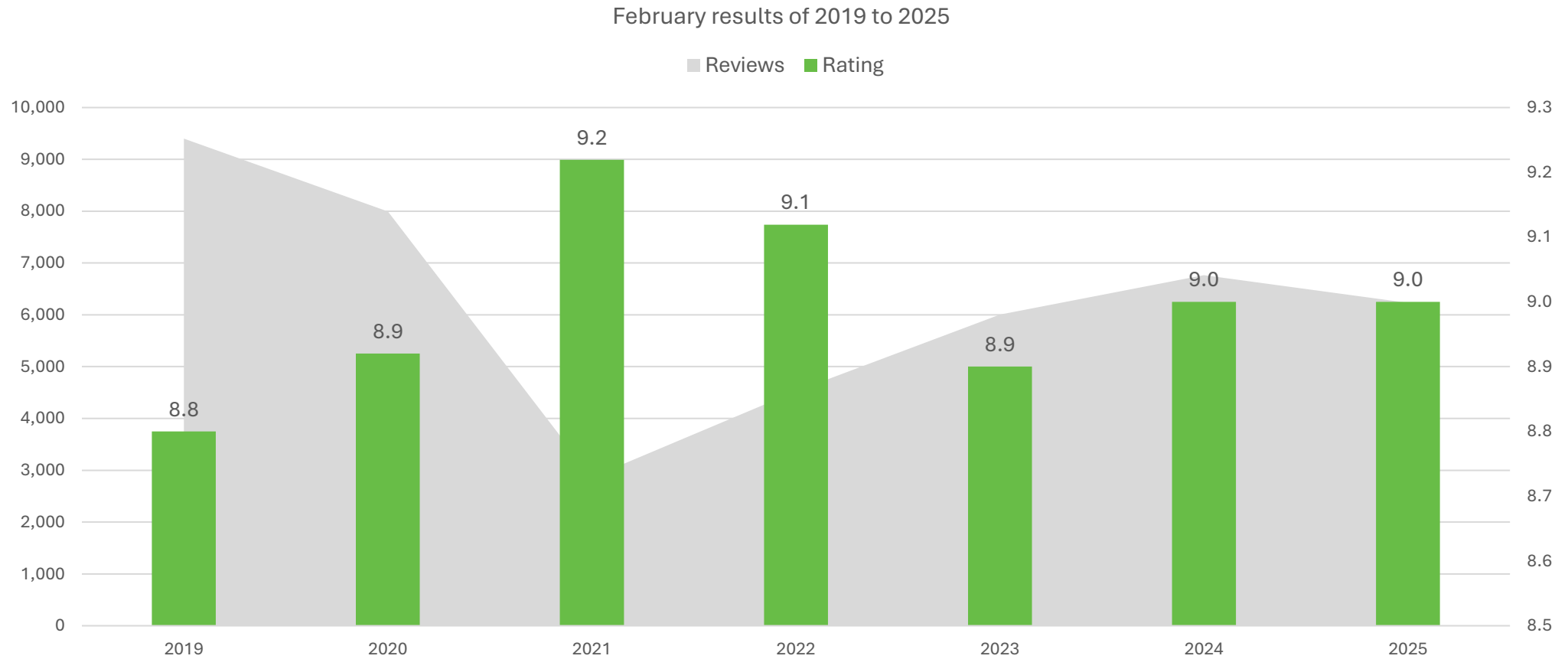
Monthly results





GUEST EXPERIENCE INDEX (GEI)

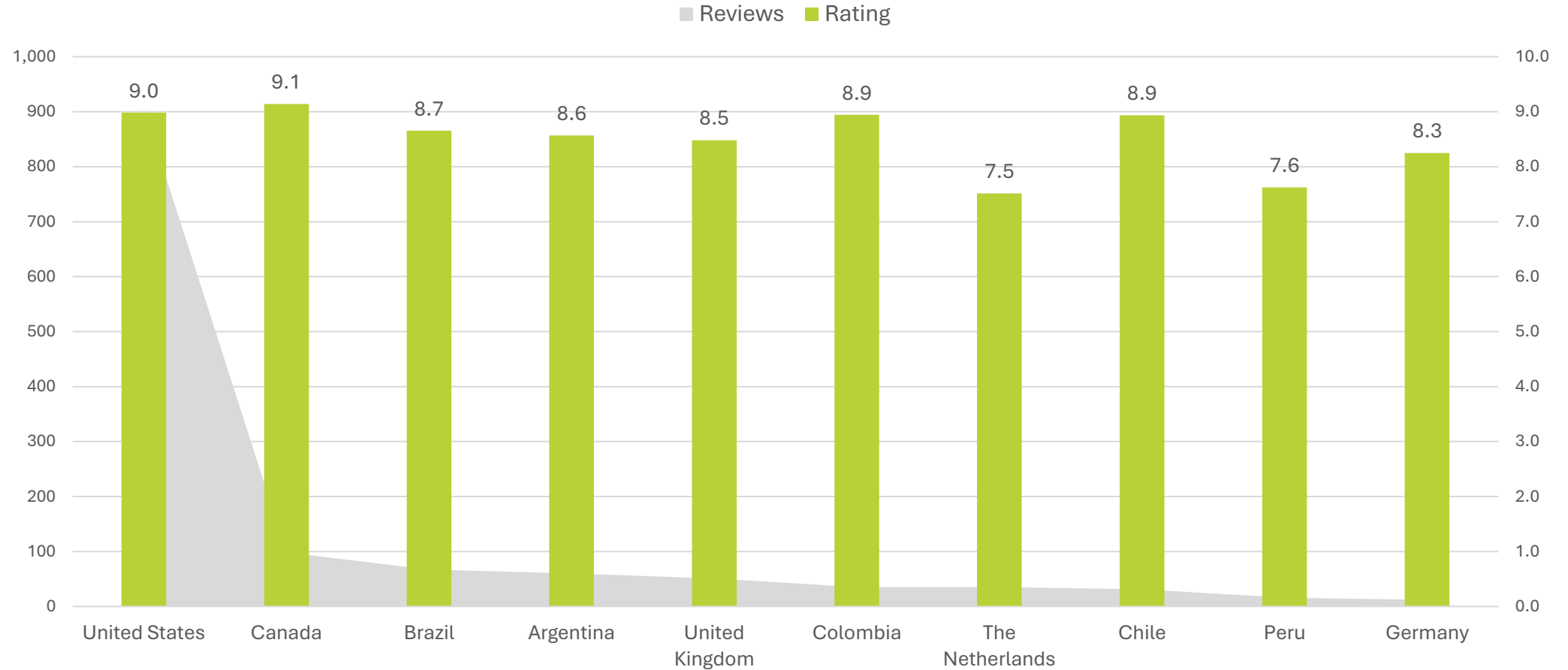
February results 2019 - 2025





GEI FEBRUARY 2025

Results by market





GEI FEBRUARY 2025

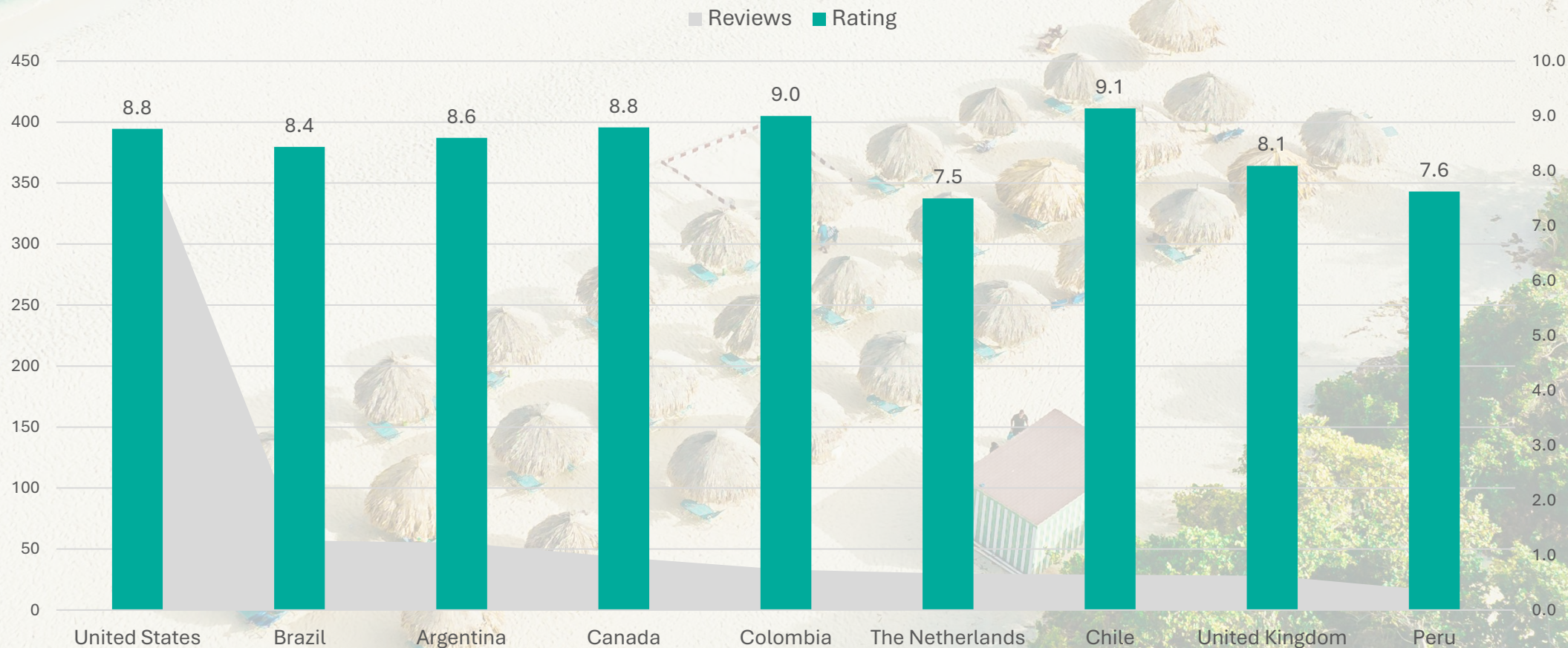
Results by Category

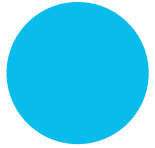




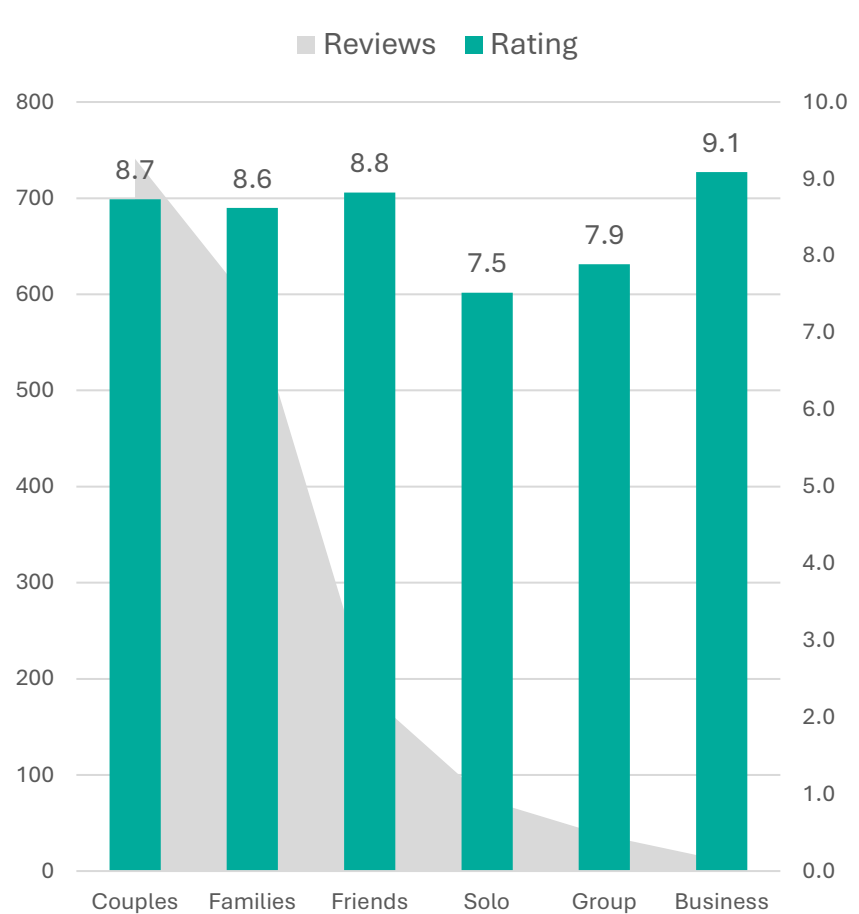
ACCOMMODATION GEI FEBRUARY 2025

Results by market





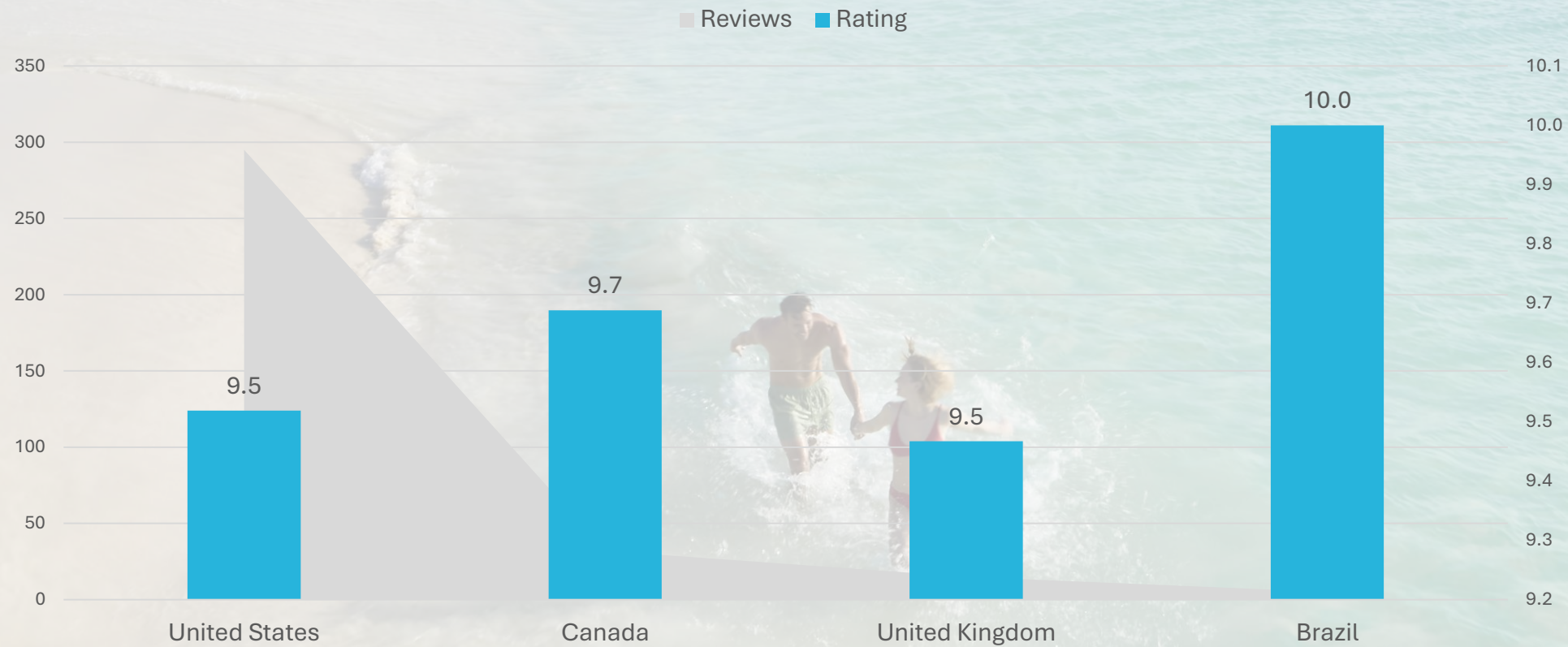
ACCOMMODATION GEI FEBRUARY 2025

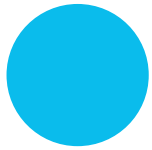




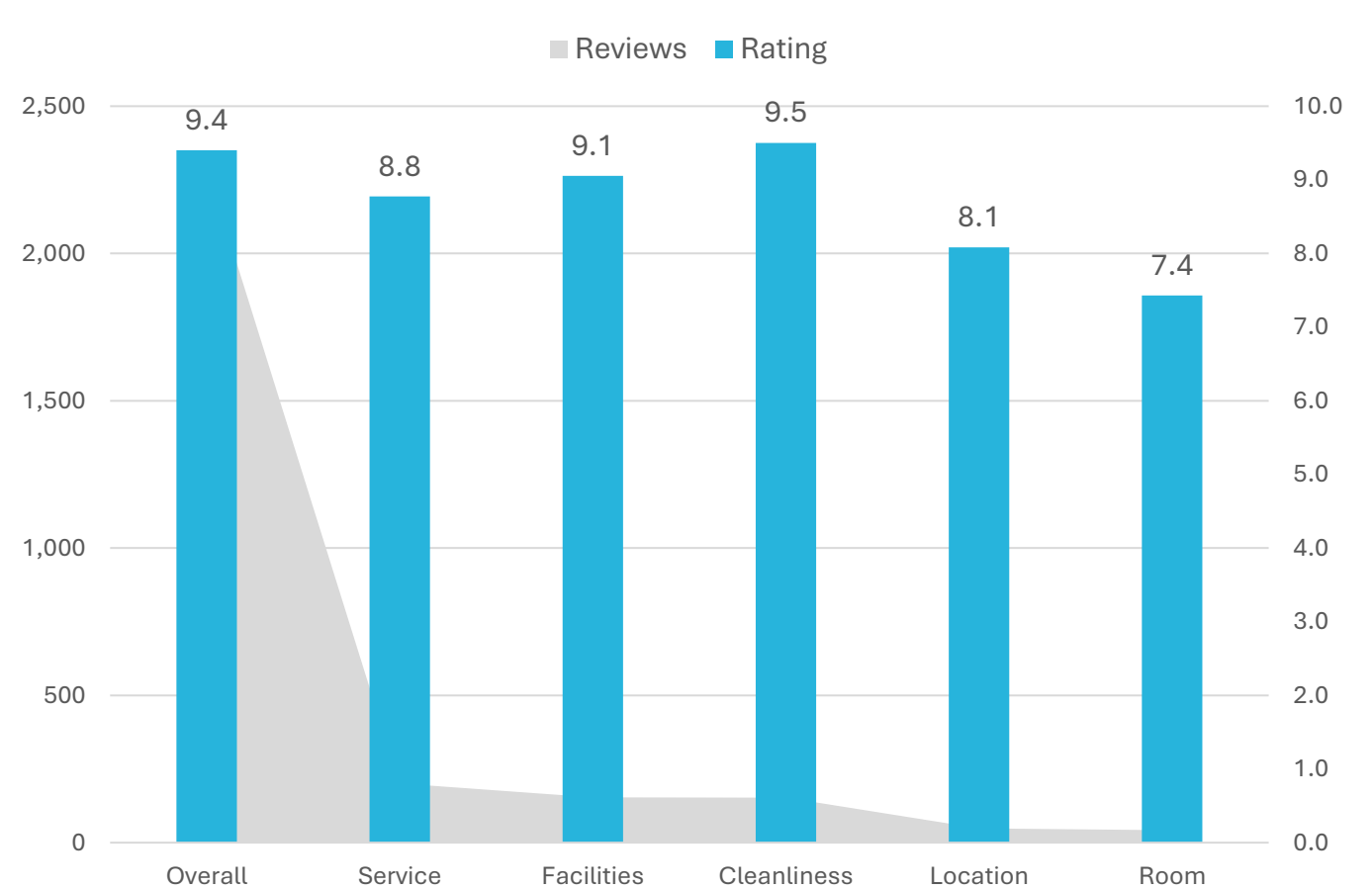
ATTRACTIONS GEI FEBRUARY 2025

Results by market

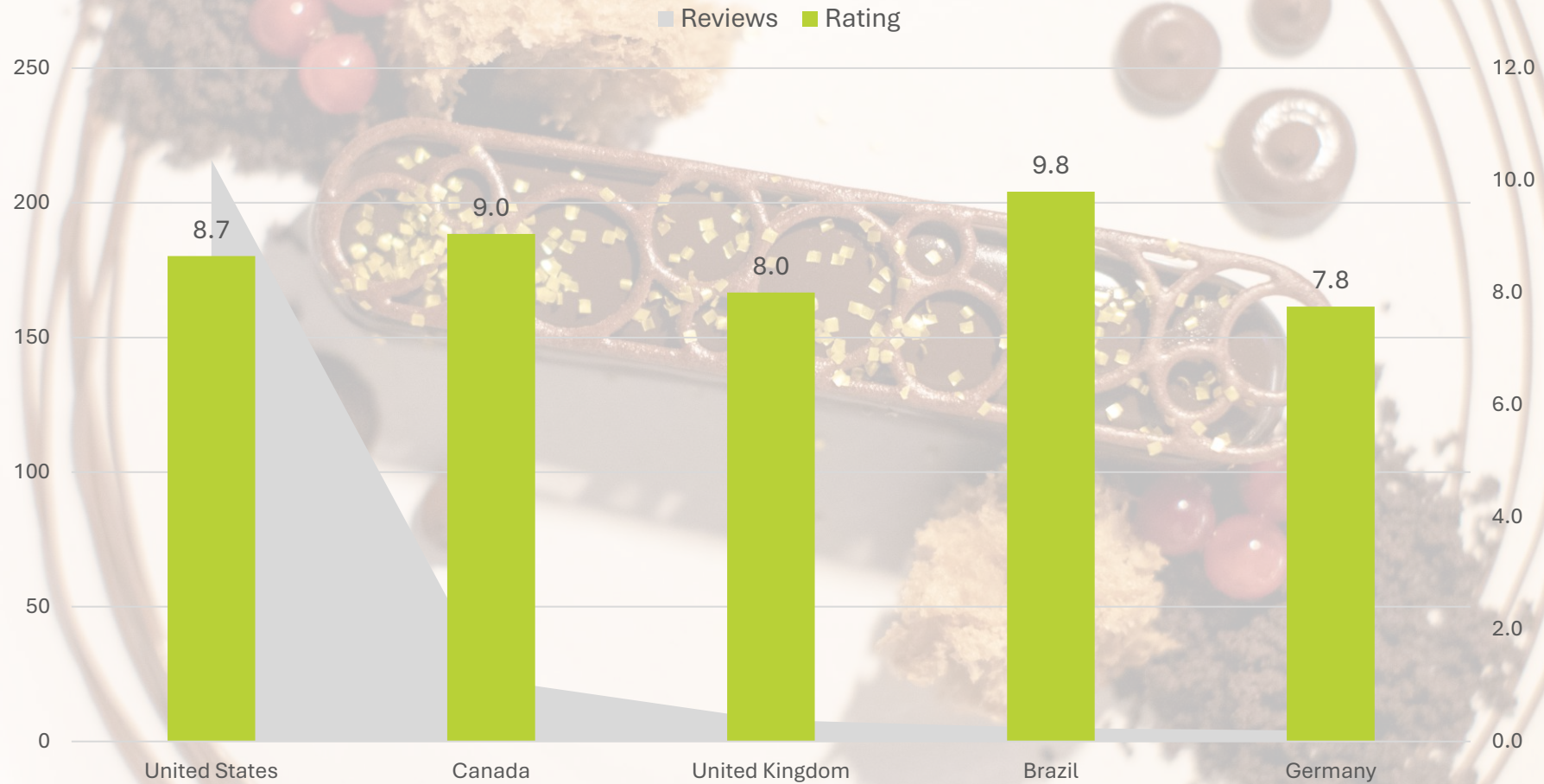




ATTRACTIONS GEI FEBRUARY 2025

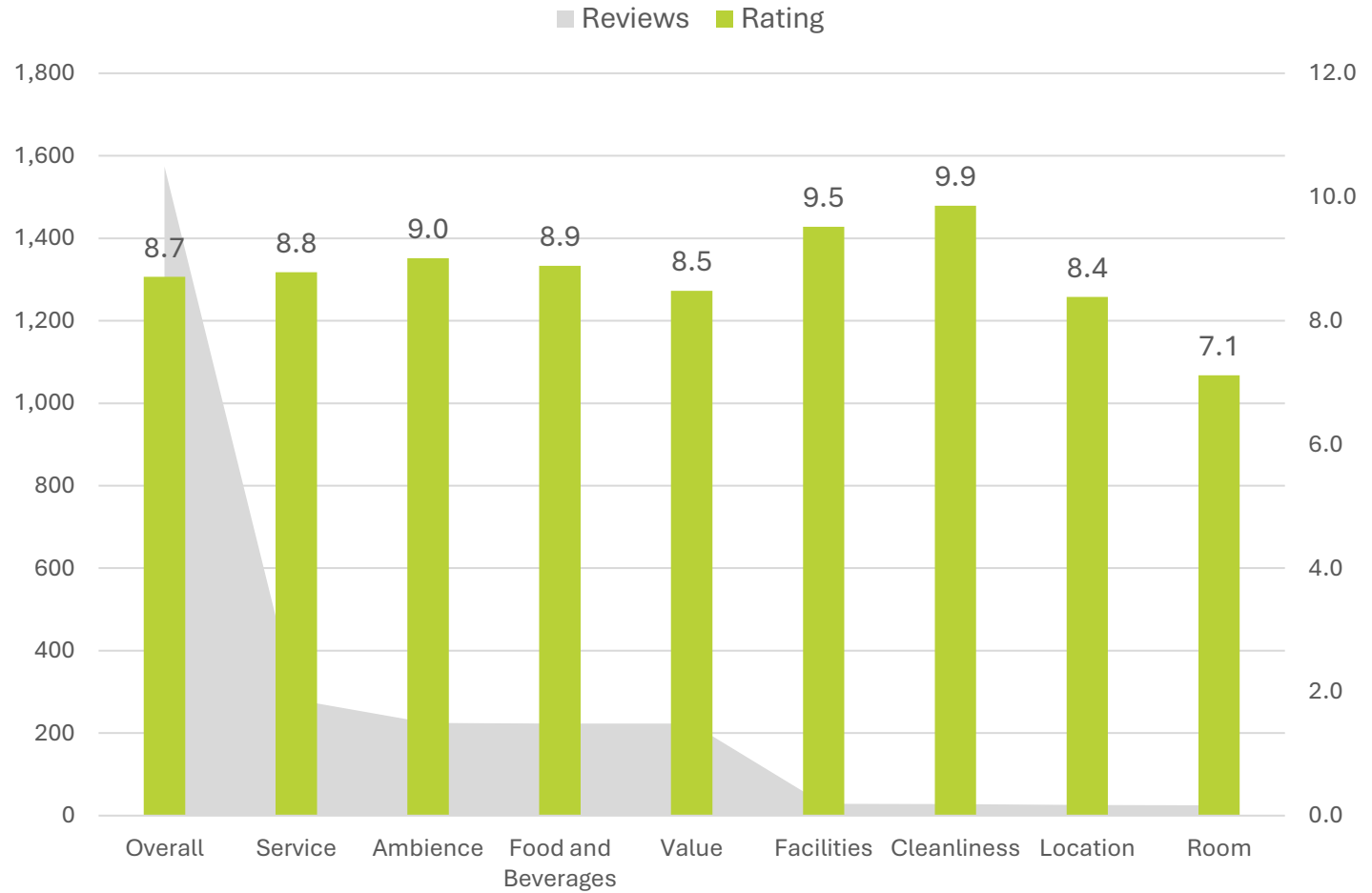


RESTAURANT GEI FEBRUARY 2025





RESTAURANT GEI FEBRUARY 2025



VACATIONS RENTALS

 **Transparent**
an OTA INSIGHT company

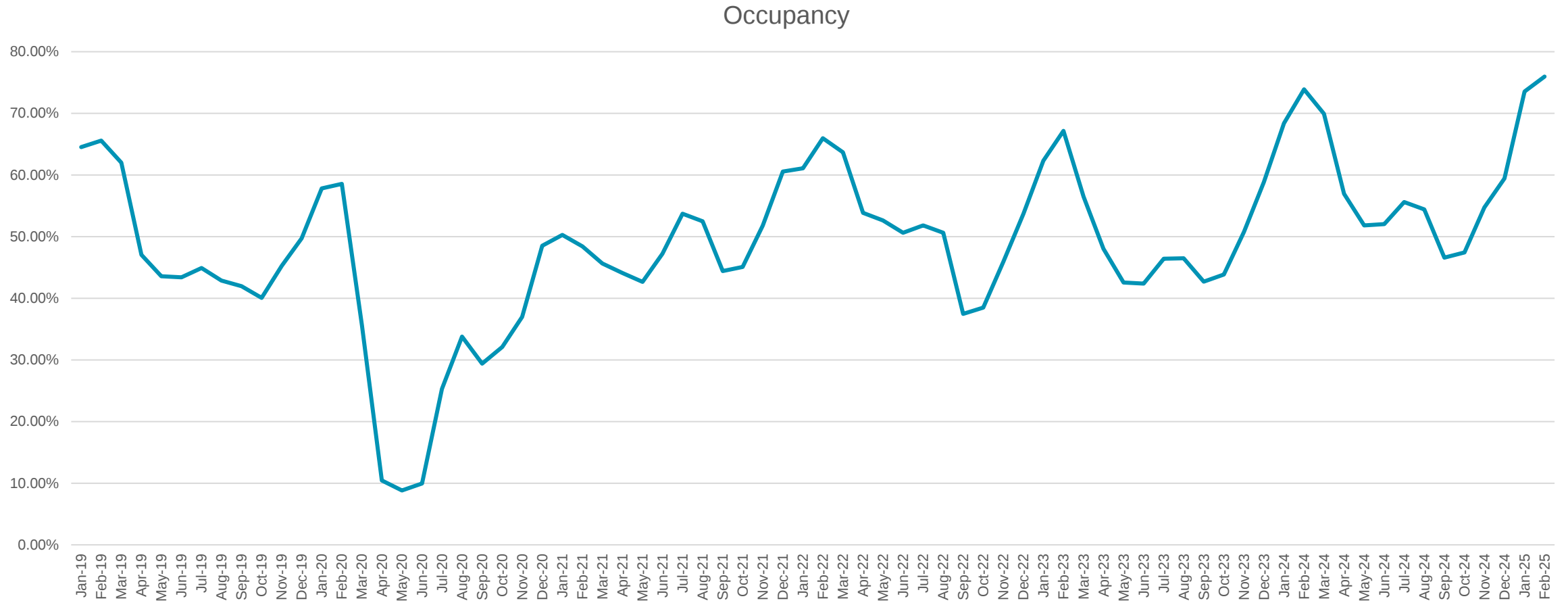
INTRODUCTION

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



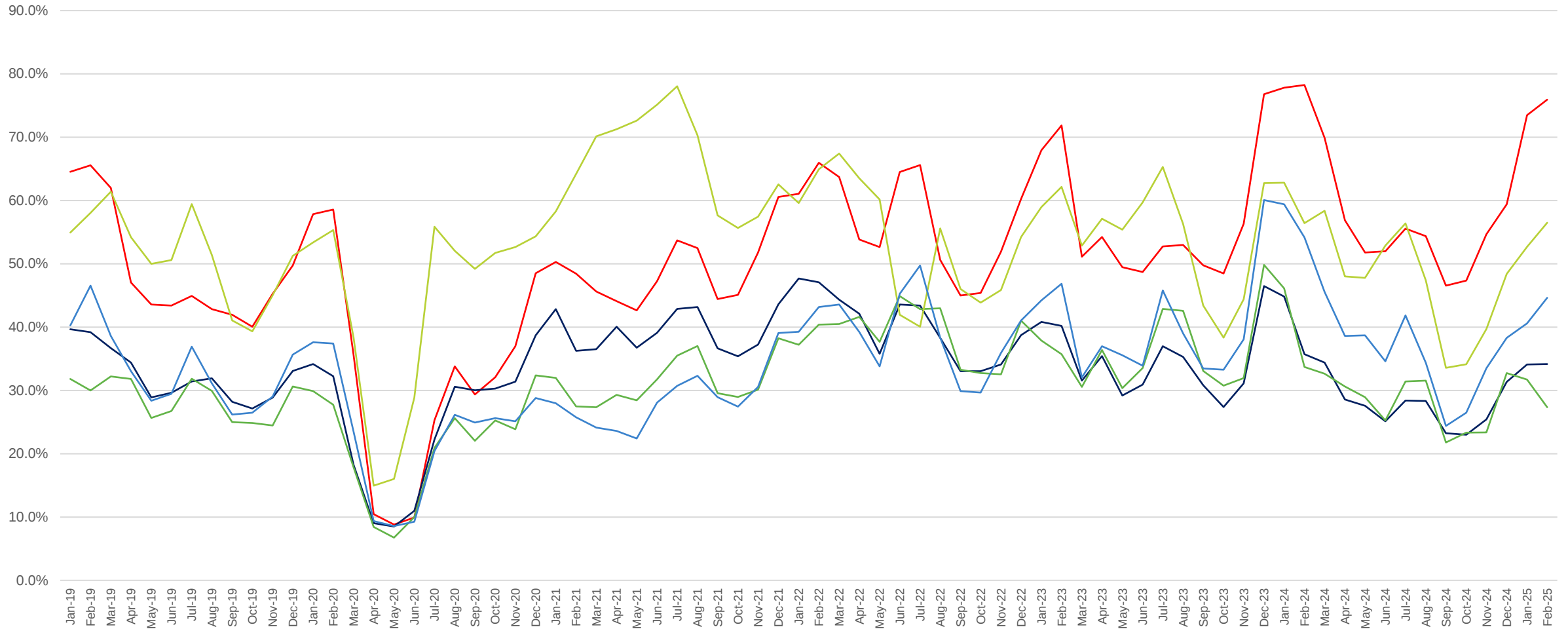
OCCUPANCY

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



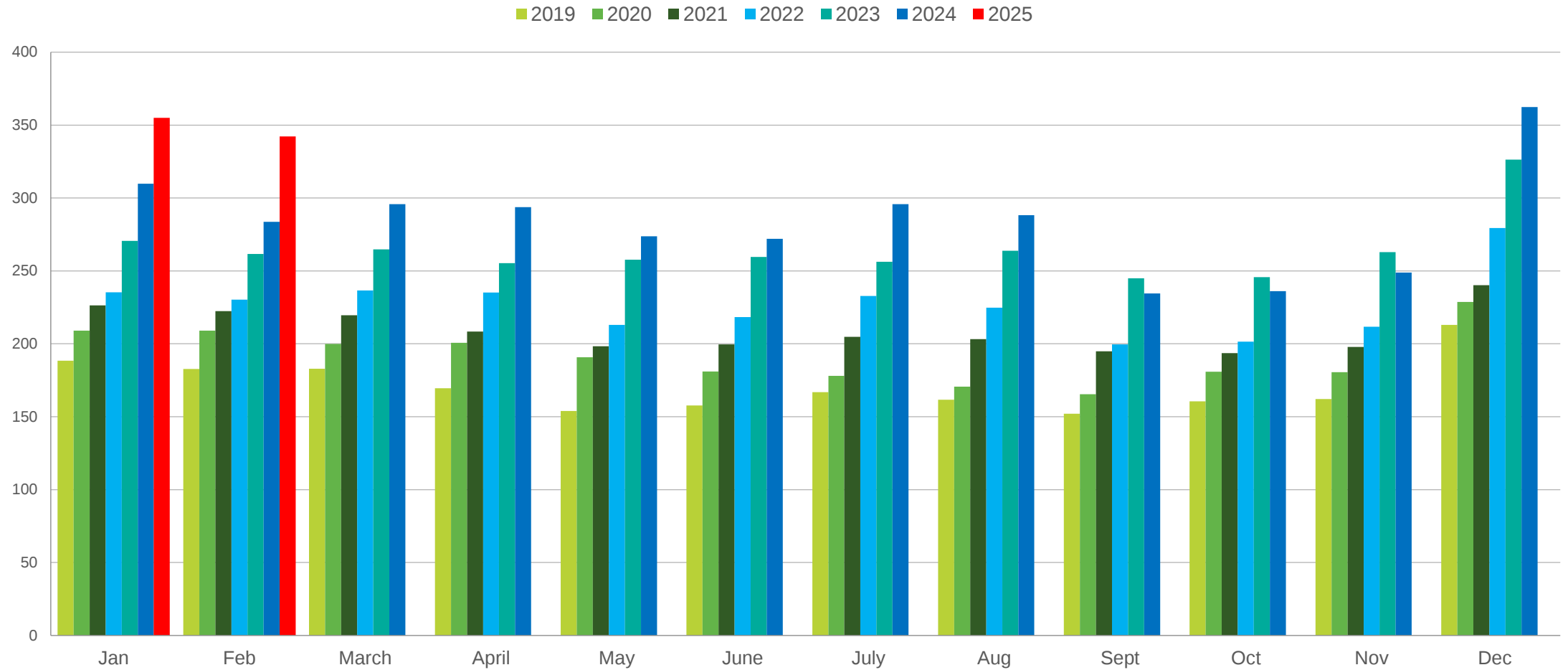
OCCUPANCY BENCHMARK

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

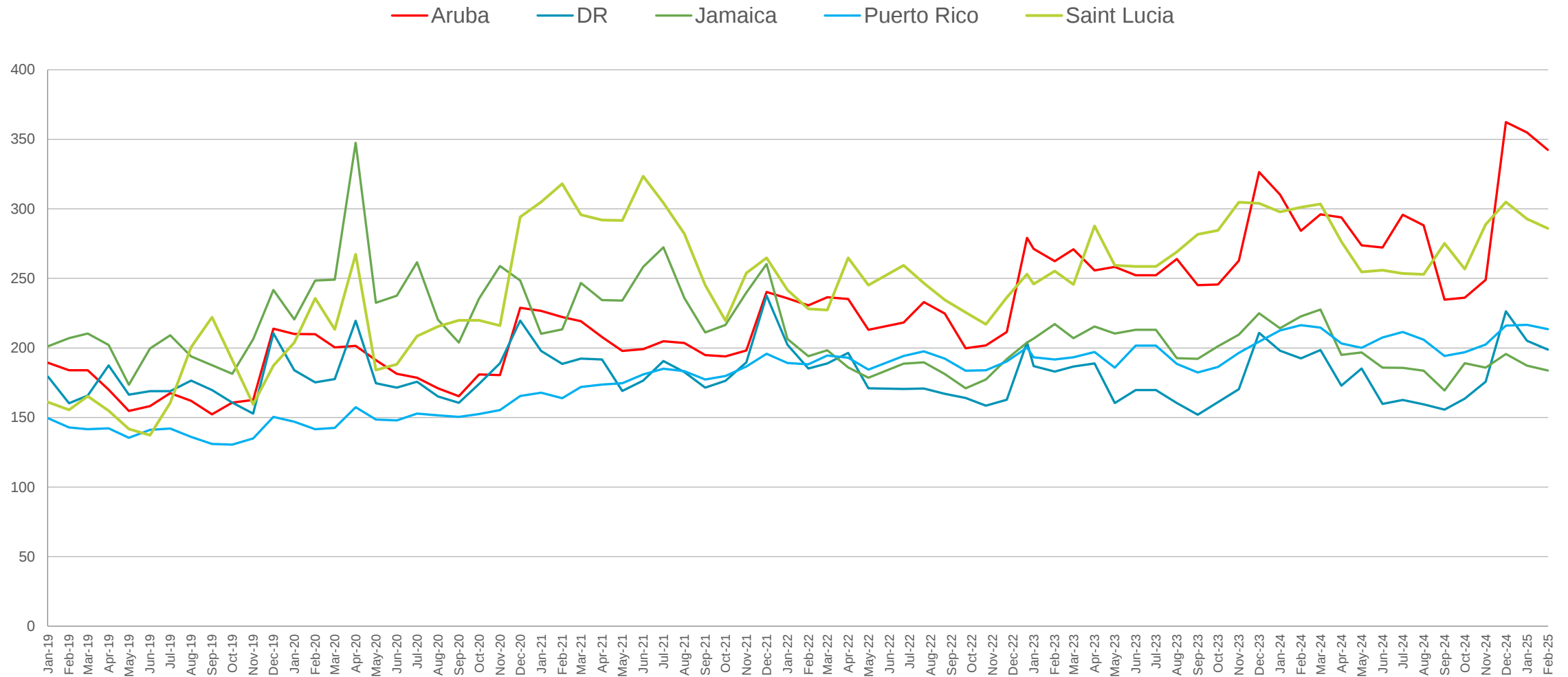


ADR

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

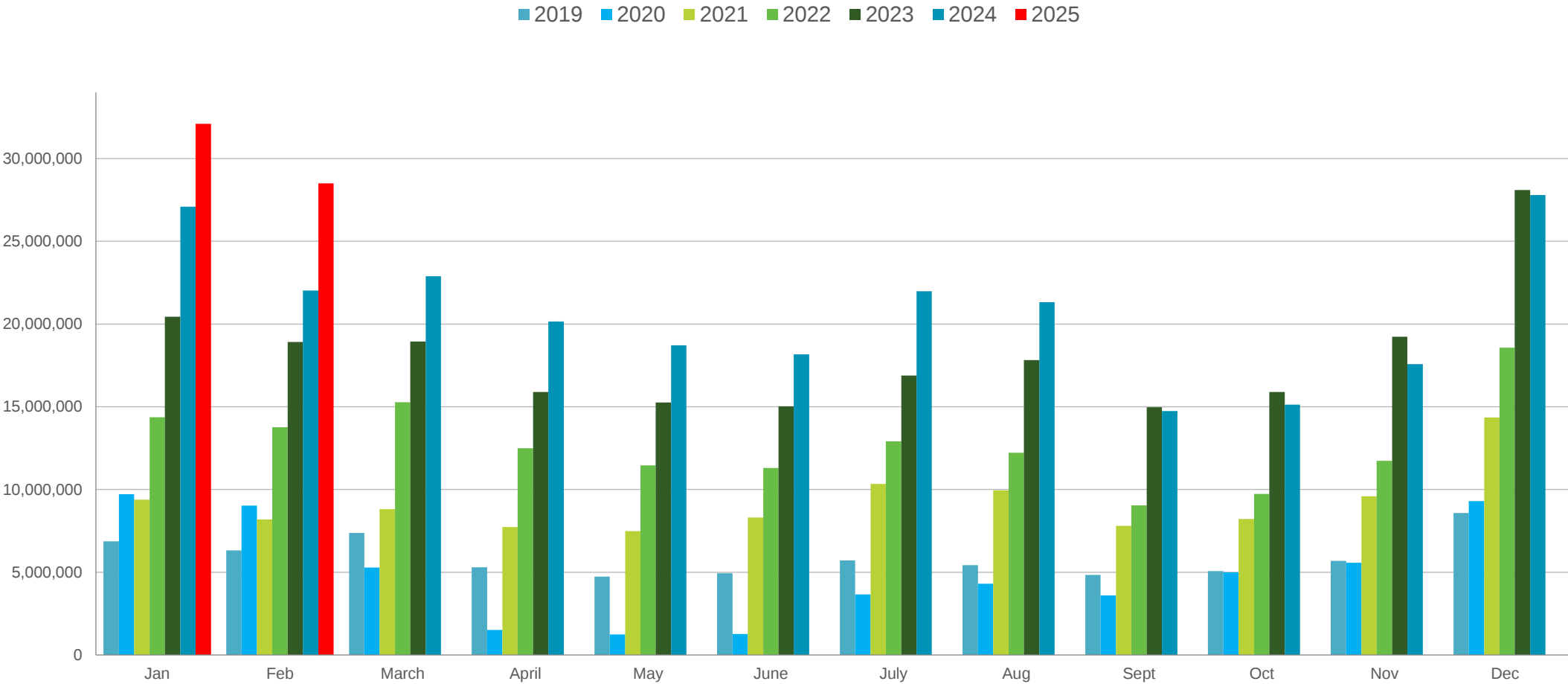


ADR BENCHMARK



REVENUE

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



T I D B I T S

Caribbean Tourism Organization

2024



Aruba Tourism
Authority



Tourist (Stop-over) Arrivals in 2024

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

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

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

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

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



Tourist Arrivals by Main Market – 2024

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

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

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

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

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

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



Cruise Visits - 2024 & 2023

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

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

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



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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