

A vibrant bird, likely a Kingbird, is perched on a weathered tree branch. The bird has a black head and back with a bright orange body. It has a long, pointed beak and a yellow eye. The background is a soft-focus view of trees and a blue sky. The image is framed by a white diagonal line on the right side.

JULY 2025

Monthly Report

SNAPSHOT YTD JULY 2025/ 2024



HOW MANY
ARRIVALS?

904,260

5%



HOW LONG
DID THEY STAY?

6,100,493

2.1%



WHAT DID THEY SPEND? **
Central Bank Aruba (2024)

Awg. 5,258.50 min

12.3%

2023: 4,682.30

**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



1,311,263

NIGHTS

22%

Share

ALL INCLUSIVE



791,342

NIGHTS

13%

Share

TIMESHARE



1,627,778

NIGHTS

27%

Share

OTHERS



2,370,110

NIGHTS

39%

Share



ARRIVALS

YTD JULY 2025 vs 2024

904,260
ARRIVALS

5%
GROWTH

| | 2024 | | Growth | 2025 | % Growth | Marketshare 2024 | Marketshare 2025 |
|-----------------|----------------|--------|---------------|----------------|--------------|------------------|------------------|
| USA | 656,602 | | 13,692 | 670,294 | 2.1% | 76.2% | 74.1% |
| Canada | 42,140 | | 4,288 | 46,428 | 10.2% | 4.9% | 5.1% |
| NA | 698,742 | | 17,980 | 716,722 | 2.6% | 81.1% | 79.3% |
| Venezuela | 1,735 | | 191 | 1,926 | 11.0% | 0.2% | 0.2% |
| Colombia | 37,646 | -3,452 | | 34,194 | -9.2% | 4.4% | 3.8% |
| Brazil | 9,505 | | 7,676 | 17,181 | 80.8% | 1.1% | 1.9% |
| Argentina | 16,134 | | 17,520 | 33,654 | 108.6% | 1.9% | 3.7% |
| Chile | 8,744 | -589 | | 8,155 | -6.7% | 1.0% | 0.9% |
| Ecuador | 6,446 | -505 | | 5,941 | -7.8% | 0.7% | 0.7% |
| Peru | 10,788 | | 1,157 | 11,945 | 10.7% | 1.3% | 1.3% |
| Paraguay | 312 | | 164 | 476 | 52.6% | 0.0% | 0.1% |
| Uruguay | 697 | | 394 | 1,091 | 56.5% | 0.1% | 0.1% |
| Mexico | 2,223 | -263 | | 1,960 | -11.8% | 0.3% | 0.2% |
| Others | 9,166 | | 1,961 | 11,127 | 21.4% | 1.1% | 1.2% |
| SA | 103,396 | | 24,254 | 127,650 | 23.5% | 12.0% | 14.1% |
| Netherlands | 20,948 | | 150 | 21,098 | 0.7% | 2.4% | 2.3% |
| UK | 4,297 | -1,438 | | 2,859 | -33.5% | 0.5% | 0.3% |
| Germany | 2,439 | | 105 | 2,544 | 4.3% | 0.3% | 0.3% |
| Italy | 2,186 | | 181 | 2,367 | 8.3% | 0.3% | 0.3% |
| Sweden | 526 | | 37 | 563 | 7.0% | 0.1% | 0.1% |
| Belgium | 1,014 | | 64 | 1,078 | 6.3% | 0.1% | 0.1% |
| Austria | 351 | | 15 | 366 | 4.3% | 0.0% | 0.0% |
| Switzerland | 1,183 | -41 | | 1,142 | -3.5% | 0.1% | 0.1% |
| Others | 5,524 | | 1,299 | 6,823 | 23.5% | 0.6% | 0.8% |
| Europe | 38,468 | | 372 | 38,840 | 1.0% | 4.5% | 4.3% |
| ROW | 20,522 | | 526 | 21,048 | 2.6% | 2.4% | 2.3% |
| Total | 861,128 | | 43,132 | 904,260 | 5.0% | | |
| W/O Ven. | 859,393 | | 42,941 | 902,334 | 5.0% | | |

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 JULY 2025 vs 2024

670,294
ARRIVALS

2.1 %
GROWTH

| | 2024 | Growth | 2025 | % Growth | Marketshare 2024 | Marketshare 2025 |
|----------------|----------------|---------------|----------------|-------------|------------------|------------------|
| New York | 128,072 | -5,155 | 122,917 | -4.0% | 19.5% | 18.3% |
| Massachusetts | 81,564 | -3 | 81,561 | 0.0% | 12.4% | 12.2% |
| New Jersey | 79,704 | -2,066 | 77,638 | -2.6% | 12.1% | 11.6% |
| Pennsylvania | 40,174 | -654 | 39,520 | -1.6% | 6.1% | 5.9% |
| Illinois | 16,000 | 650 | 16,650 | 4.1% | 2.4% | 2.5% |
| Connecticut | 25,917 | -1,154 | 24,763 | -4.5% | 3.9% | 3.7% |
| Florida | 34,766 | -676 | 34,090 | -1.9% | 5.3% | 5.1% |
| Ohio | 19,824 | -108 | 19,716 | -0.5% | 3.0% | 2.9% |
| Maryland | 20,918 | -1,152 | 19,766 | -5.5% | 3.2% | 2.9% |
| Michigan | 11,810 | 123 | 11,933 | 1.0% | 1.8% | 1.8% |
| Virginia | 18,917 | 539 | 19,456 | 2.8% | 2.9% | 2.9% |
| Georgia | 14,717 | 1,058 | 15,775 | 7.2% | 2.2% | 2.4% |
| North Carolina | 19,125 | -155 | 18,970 | -0.8% | 2.9% | 2.8% |
| Texas | 18,759 | 5,694 | 24,453 | 30.4% | 2.9% | 3.6% |
| California | 12,353 | -458 | 11,895 | -3.7% | 1.9% | 1.8% |
| Other | 113,884 | 17,296 | 131,180 | 15.2% | 17.3% | 19.6% |
| Total | 656,504 | 13,779 | 670,283 | 2.1% | | |















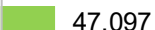

































































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NIGHTS YTD JULY 2025 vs 2024

6,100,493
ARRIVALS

2.1%
GROWTH

| | 2024 | | Growth | 2025 | % Growth | ALOS 2024 | ALOS 2025 |
|-------------|-----------|---------|---|-----------|----------|--|--|
| USA | 4,296,283 | -50,339 |  | 4,245,944 | -1.2% |  6.5 |  6.3 |
| Canada | 394,012 | |  | 412,113 | 4.6% |  9.4 |  8.9 |
| NA | 4,690,295 | -32,238 |  | 4,658,057 | -0.7% |  6.7 |  6.5 |
| Venezuela | 19,915 | | | 20,624 | 3.6% |  11.5 |  10.7 |
| Colombia | 239,260 | -22,206 |  | 217,054 | -9.3% |  6.4 |  6.3 |
| Brazil | 57,537 | |  | 104,634 | 81.9% |  6.1 |  6.1 |
| Argentina | 144,499 | |  | 290,800 | 101.2% |  9.0 |  8.6 |
| Chile | 66,380 | -4,807 |  | 61,573 | -7.2% |  7.6 |  7.6 |
| Ecuador | 27,837 | -1,583 |  | 26,254 | -5.7% |  4.3 |  4.4 |
| Peru | 59,841 | |  | 65,156 | 8.9% |  5.5 |  5.5 |
| Paraguay | 2,001 | |  | 3,121 | 56.0% |  6.4 |  6.6 |
| Uruguay | 5,362 | |  | 8,191 | 52.8% |  7.7 |  7.5 |
| Mexico | 26,643 | -12,880 |  | 13,763 | -48.3% |  12.0 |  7.0 |
| Others | 62,920 | |  | 71,855 | 14.2% |  6.9 |  6.5 |
| SA | 712,195 | |  | 883,025 | 24.0% |  6.9 |  6.9 |
| Netherlands | 299,651 | -18,141 |  | 281,510 | -6.1% |  14.3 |  13.3 |
| UK | 38,845 | -12,657 |  | 26,188 | -32.6% |  9.0 |  9.2 |
| Germany | 23,871 | -452 |  | 23,419 | -1.9% |  9.8 |  9.2 |
| Italy | 17,254 | |  | 19,092 | 10.7% |  7.9 |  8.1 |
| Sweden | 5,184 | |  | 5,956 | 14.9% |  9.9 |  10.6 |
| Belgium | 13,660 | |  | 13,811 | 1.1% |  13.5 |  12.8 |
| Austria | 3,593 | -453 |  | 3,140 | -12.6% |  10.2 |  8.6 |
| Switzerland | 10,117 | -362 |  | 9,755 | -3.6% |  8.6 |  8.5 |
| Others | 48,840 | |  | 59,605 | 22.0% |  8.8 |  8.7 |
| Europe | 461,015 | -18,539 |  | 442,476 | -4.0% |  12.0 |  11.4 |
| ROW | 113,253 | |  | 116,935 | 3.3% |  5.5 |  5.6 |
| Total | 5,976,758 | |  | 6,100,493 | 2.1% |  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 JULY 2025 vs 2024

904,260
ARRIVALS

5%
GROWTH

ARRIVALS BY ACCOMMODATION

| | 2024 | | Growth | 2025 | % Growth | Marketshare 2024 | Marketshare 2025 |
|---------------|----------------|--------|--------|----------------|-------------|------------------|------------------|
| EP | 261,500 | | 5,570 | 267,070 | 2.1% | 30.4% | 29.5% |
| All Inclusive | 106,596 | | 1,206 | 107,802 | 1.1% | 12.4% | 11.9% |
| Timeshare | 212,753 | -2,842 | | 209,911 | -1.3% | 24.7% | 23.2% |
| Others | 280,279 | | 39,198 | 319,477 | 14.0% | 32.5% | 35.3% |
| Total | 861,128 | | 43,132 | 904,260 | 5.0% | | |

NIGHTS BY ACCOMMODATION

| | 2024 | | Growth | 2025 | % Growth | Marketshare 2024 | Marketshare 2025 |
|---------------|------------------|---------|---------|------------------|-------------|------------------|------------------|
| EP | 1,305,626 | | 5,637 | 1,311,263 | 0.4% | 21.8% | 21.5% |
| All Inclusive | 820,936 | -29,594 | | 791,342 | -3.6% | 13.7% | 13.0% |
| Timeshare | 1,689,478 | -61,700 | | 1,627,778 | -3.7% | 28.3% | 26.7% |
| Others | 2,160,718 | | 209,392 | 2,370,110 | 9.7% | 36.2% | 38.9% |
| Total | 5,976,758 | | 123,735 | 6,100,493 | 2.1% | | |

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 JULY 2025 vs 2024

904,260
ARRIVALS

5%
GROWTH

| | 2024 | | Growth | 2025 | % Growth |
|--------------|----------------|-----|---------------|----------------|-------------|
| 0 - 11 | 62,636 | | 4,324 | 66,960 | 6.9% |
| 12-19 | 67,695 | | 6,321 | 74,016 | 9.3% |
| 20 - 29 | 105,368 | | 4,461 | 109,829 | 4.2% |
| 30 - 39 | 132,893 | | 2,429 | 135,322 | 1.8% |
| 40 - 49 | 143,433 | | 8,444 | 151,877 | 5.9% |
| 50 - 59 | 157,097 | | 4,962 | 162,059 | 3.2% |
| 60 - 69 | 126,253 | | 6,705 | 132,958 | 5.3% |
| 70 + | 65,727 | | 5,500 | 71,227 | 8.4% |
| Not Stated | 26 | -14 | | 12 | -53.8% |
| Total | 861,128 | | 43,132 | 904,260 | 5.0% |



CARRIERS YTD JULY 2025 vs 2024

904,260
ARRIVALS

5%
GROWTH

| | 2024 | Growth | 2025 | % Growth | Marketshare 2024 | Marketshare 2025 |
|-----------------------|----------------|--------|----------------|-------------|------------------|------------------|
| JetBlue | 207,323 | -5,287 | 202,036 | -2.6% | 24.1% | 22.3% |
| American Airlines | 167,590 | -1,856 | 165,734 | -1.1% | 19.5% | 18.3% |
| Delta Air Lines | 105,387 | 3,511 | 108,898 | 3.3% | 12.2% | 12.0% |
| United Airlines | 113,656 | 13,293 | 126,949 | 11.7% | 13.2% | 14.0% |
| Winair | 3,339 | 2,858 | 6,197 | 85.6% | 0.4% | 0.7% |
| Westjet Airlines | 17,970 | 7,929 | 25,899 | 44.1% | 2.1% | 2.9% |
| Divi Divi Air | 10,519 | 1,484 | 12,003 | 14.1% | 1.2% | 1.3% |
| Copa | 36,935 | 2,785 | 39,720 | 7.5% | 4.3% | 4.4% |
| Sun Country | 2,888 | 1,475 | 4,363 | 51.1% | 0.3% | 0.5% |
| KLM | 16,883 | 4,103 | 20,986 | 24.3% | 2.0% | 2.3% |
| Aero Republica/ WINGO | 18,830 | -1,877 | 16,953 | -10.0% | 2.2% | 1.9% |
| Avianca | 37,495 | 1,597 | 39,092 | 4.3% | 4.4% | 4.3% |
| Air Century | 498 | -79 | 419 | -15.9% | 0.1% | 0.0% |
| GOL Airlines | 0 | 8,646 | 8,646 | - | 0.0% | 1.0% |
| Charter | 1,797 | 6,194 | 7,991 | 344.7% | 0.2% | 0.9% |
| SouthWest | 41,550 | -587 | 40,963 | -1.4% | 4.8% | 4.5% |
| Air Canada | 9,885 | 396 | 10,281 | 4.0% | 1.1% | 1.1% |
| Spirit Airlines | 20,413 | -7,727 | 12,686 | -37.9% | 2.4% | 1.4% |
| Surinam Airways | 3,194 | 167 | 3,361 | 5.2% | 0.4% | 0.4% |
| Latam Airlines | 11,144 | 10,328 | 21,472 | 92.7% | 1.3% | 2.4% |
| Arajet | 1,054 | 63 | 1,117 | 6.0% | 0.1% | 0.1% |
| EZ AIR | 6,556 | 1,094 | 7,650 | 16.7% | 0.8% | 0.8% |
| TUI NL | 7,752 | -1,622 | 6,130 | -20.9% | 0.9% | 0.7% |
| TUI UK | 0 | | 0 | - | 0.0% | 0.0% |
| Private | 5,228 | 1,796 | 7,024 | 34.4% | 0.6% | 0.8% |
| Other | 13,242 | -5,552 | 7,690 | -41.9% | 1.5% | 0.9% |
| | | | | - | 0.0% | 0.0% |
| Total | 861,128 | 43,132 | 904,260 | 5.0% | | |

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JULY RESULT 2025

NORTH AMERICA



108,104

76.2%

SOUTH AMERICA



24,079

17%

EUROPE



6,292

4.4%

OTHERS



3,429

2.4%

TOTAL ARRIVALS

141,904

100%



ARRIVALS

JULY 2025 vs 2024

141,904
ARRIVALS

15%
GROWTH

| | 2024 | | Growth | 2025 | % Growth | Marketshare 2024 | Marketshare 2025 |
|-----------------|----------------|------|---------------|----------------|--------------|------------------|------------------|
| USA | 93,583 | | 9,847 | 103,430 | 10.5% | 75.8% | 72.9% |
| Canada | 3,371 | | 1,303 | 4,674 | 38.7% | 2.7% | 3.3% |
| NA | 96,954 | | 11,150 | 108,104 | 11.5% | 78.5% | 76.2% |
| Venezuela | 268 | | 108 | 376 | 40.3% | 0.2% | 0.3% |
| Colombia | 5,990 | -396 | | 5,594 | -6.6% | 4.9% | 3.9% |
| Brazil | 1,931 | | 1,145 | 3,076 | 59.3% | 1.6% | 2.2% |
| Argentina | 3,283 | | 5,309 | 8,592 | 161.7% | 2.7% | 6.1% |
| Chile | 1,236 | -114 | | 1,122 | -9.2% | 1.0% | 0.8% |
| Ecuador | 910 | -140 | | 770 | -15.4% | 0.7% | 0.5% |
| Peru | 1,943 | | 36 | 1,979 | 1.9% | 1.6% | 1.4% |
| Paraguay | 39 | | 92 | 131 | 235.9% | 0.0% | 0.1% |
| Uruguay | 183 | | 121 | 304 | 66.1% | 0.1% | 0.2% |
| Mexico | 383 | | 13 | 396 | 3.4% | 0.3% | 0.3% |
| Others | 1,392 | | 347 | 1,739 | 24.9% | 1.1% | 1.2% |
| SA | 17,558 | | 6,521 | 24,079 | 37.1% | 14.2% | 17.0% |
| Netherlands | 3,019 | | 354 | 3,373 | 11.7% | 2.4% | 2.4% |
| UK | 496 | -169 | | 327 | -34.1% | 0.4% | 0.2% |
| Germany | 319 | | 16 | 335 | 5.0% | 0.3% | 0.2% |
| Italy | 498 | | 37 | 535 | 7.4% | 0.4% | 0.4% |
| Sweden | 44 | | 14 | 58 | 31.8% | 0.0% | 0.0% |
| Belgium | 113 | | 65 | 178 | 57.5% | 0.1% | 0.1% |
| Austria | 46 | | 12 | 58 | 26.1% | 0.0% | 0.0% |
| Switzerland | 230 | | 50 | 280 | 21.7% | 0.2% | 0.2% |
| Others | 722 | | 426 | 1,148 | 59.0% | 0.6% | 0.8% |
| Europe | 5,487 | | 805 | 6,292 | 14.7% | 4.4% | 4.4% |
| ROW | 3,438 | -9 | | 3,429 | -0.3% | 2.8% | 2.4% |
| Total | 123,437 | | 18,467 | 141,904 | 15.0% | | |
| W/O Ven. | 123,169 | | 18,359 | 141,528 | 14.9% | | |

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



ARRIVALS USA

JULY 2025 vs 2024

103,430
ARRIVALS

10.5%
GROWTH

| | 2024 | | Growth | 2025 | % Growth | Marketshare 2024 | Marketshare 2025 |
|----------------|---------------|------|--------------|----------------|--------------|------------------|------------------|
| New York | 21,168 | | 1,147 | 22,315 | 5.4% | 22.6% | 21.6% |
| Massachusetts | 8,869 | -226 | | 8,643 | -2.5% | 9.5% | 8.4% |
| New Jersey | 13,948 | | 1,519 | 15,467 | 10.9% | 14.9% | 15.0% |
| Pennsylvania | 5,841 | | 757 | 6,598 | 13.0% | 6.2% | 6.4% |
| Illinois | 1,904 | | 281 | 2,185 | 14.8% | 2.0% | 2.1% |
| Connecticut | 3,724 | -115 | | 3,609 | -3.1% | 4.0% | 3.5% |
| Florida | 5,246 | | 535 | 5,781 | 10.2% | 5.6% | 5.6% |
| Ohio | 2,625 | | 51 | 2,676 | 1.9% | 2.8% | 2.6% |
| Maryland | 3,626 | | 213 | 3,839 | 5.9% | 3.9% | 3.7% |
| Michigan | 654 | | 184 | 838 | 28.1% | 0.7% | 0.8% |
| Virginia | 3,122 | | 319 | 3,441 | 10.2% | 3.3% | 3.3% |
| Georgia | 2,335 | | 637 | 2,972 | 27.3% | 2.5% | 2.9% |
| North Carolina | 2,802 | | 223 | 3,025 | 8.0% | 3.0% | 2.9% |
| Texas | 3,692 | | 1,431 | 5,123 | 38.8% | 3.9% | 5.0% |
| California | 2,233 | | 114 | 2,347 | 5.1% | 2.4% | 2.3% |
| Other | 11,791 | | 2,780 | 14,571 | 23.6% | 12.6% | 14.1% |
| Total | 93,580 | | 9,850 | 103,430 | 10.5% | | |

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NIGHTS JULY 2025 vs 2024

951,063
NIGHTS

11.5 %
GROWTH

| | 2024 | | Growth | 2025 | % Growth | ALOS 2024 | ALOS 2025 |
|-------------|---------|--------|--------|---------|----------|-----------|-----------|
| USA | 601,557 | | 31,579 | 633,136 | 5.2% | 6.4 | 6.1 |
| Canada | 29,568 | | 8,988 | 38,556 | 30.4% | 8.8 | 8.2 |
| NA | 631,125 | | 40,567 | 671,692 | 6.4% | 6.5 | 6.2 |
| Venezuela | 3,505 | | 1,436 | 4,941 | 41.0% | 13.1 | 13.1 |
| Colombia | 38,676 | -282 | | 38,394 | -0.7% | 6.5 | 6.9 |
| Brazil | 12,884 | | 7,028 | 19,912 | 54.5% | 6.7 | 6.5 |
| Argentina | 29,811 | | 44,504 | 74,315 | 149.3% | 9.1 | 8.6 |
| Chile | 9,269 | -610 | | 8,659 | -6.6% | 7.5 | 7.7 |
| Ecuador | 4,554 | -801 | | 3,753 | -17.6% | 5.0 | 4.9 |
| Peru | 11,450 | | 362 | 11,812 | 3.2% | 5.9 | 6.0 |
| Paraguay | 232 | | 611 | 843 | 263.4% | 5.9 | 6.4 |
| Uruguay | 1,303 | | 915 | 2,218 | 70.2% | 7.1 | 7.3 |
| Mexico | 6,087 | -3,015 | | 3,072 | -49.5% | 15.9 | 7.8 |
| Others | 11,016 | | 1,860 | 12,876 | 16.9% | 7.9 | 7.4 |
| SA | 128,787 | | 52,008 | 180,795 | 40.4% | 7.3 | 7.5 |
| Netherlands | 48,655 | | 951 | 49,606 | 2.0% | 16.1 | 14.7 |
| UK | 5,101 | -2,121 | | 2,980 | -41.6% | 10.3 | 9.1 |
| Germany | 3,073 | | 447 | 3,520 | 14.5% | 9.6 | 10.5 |
| Italy | 3,310 | | 937 | 4,247 | 28.3% | 6.6 | 7.9 |
| Sweden | 403 | | 133 | 536 | 33.0% | 9.2 | 9.2 |
| Belgium | 1,183 | | 738 | 1,921 | 62.4% | 10.5 | 10.8 |
| Austria | 360 | | 311 | 671 | 86.4% | 7.8 | 11.6 |
| Switzerland | 1,876 | | 528 | 2,404 | 28.1% | 8.2 | 8.6 |
| Others | 6,967 | | 4,471 | 11,438 | 64.2% | 9.6 | 10.0 |
| Europe | 70,928 | | 6,395 | 77,323 | 9.0% | 12.9 | 12.3 |
| ROW | 21,991 | -738 | | 21,253 | -3.4% | 6.4 | 6.2 |
| Total | 852,831 | | 98,232 | 951,063 | 11.5% | 6.9 | 6.7 |
















ACCOMMODATIONS

JULY 2025 vs 2024














141,904
ARRIVALS

15%
GROWTH

ARRIVALS BY ACCOMMODATION

| | 2024 | Growth | 2025 | % Growth | Marketshare 2024 | Marketshare 2025 |
|---------------|----------------|---|----------------|--------------|---|---|
| EP | 32,161 |  6,709 | 38,870 | 20.9% |  26.1% |  27.4% |
| All Inclusive | 20,568 |  583 | 21,151 | 2.8% |  16.7% |  14.9% |
| Timeshare | 31,420 |  915 | 32,335 | 2.9% |  25.5% |  22.8% |
| Others | 39,288 |  10,260 | 49,548 | 26.1% |  31.8% |  34.9% |
| Total | 123,437 |  18,467 | 141,904 | 15.0% | | |

NIGHTS BY ACCOMMODATION

| | 2024 | Growth | 2025 | % Growth | Marketshare 2024 | Marketshare 2025 |
|---------------|----------------|---|----------------|--------------|---|---|
| EP | 187,427 |  39,570 | 226,997 | 21.1% |  22.0% |  23.9% |
| All Inclusive | 122,133 | -12,380  | 109,753 | -10.1% |  14.3% |  11.5% |
| Timeshare | 236,480 |  3,492 | 239,972 | 1.5% |  27.7% |  25.2% |
| Others | 306,791 |  67,550 | 374,341 | 22.0% |  36.0% |  39.4% |
| Total | 852,831 |  98,232 | 951,063 | 11.5% | | |

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

JULY 2025 vs 2024

141,904
ARRIVALS

15%
GROWTH

| | 2024 | Growth | 2025 | % Growth |
|--------------|----------------|---------------|----------------|--------------|
| 0 - 11 | 11,488 | 1,785 | 13,273 | 15.5% |
| 12-19 | 16,521 | 2,292 | 18,813 | 13.9% |
| 20 - 29 | 16,160 | 2,685 | 18,845 | 16.6% |
| 30 - 39 | 17,099 | 2,410 | 19,509 | 14.1% |
| 40 - 49 | 23,355 | 4,463 | 27,818 | 19.1% |
| 50 - 59 | 20,681 | 3,007 | 23,688 | 14.5% |
| 60 - 69 | 11,676 | 940 | 12,616 | 8.1% |
| 70 + | 6,457 | 884 | 7,341 | 13.7% |
| Not Stated | 0 | | 0 | #DIV/0! |
| Total | 123,437 | 18,467 | 141,904 | 15.0% |



CARRIERS JULY 2025 vs 2024

141,904
ARRIVALS

15%
GROWTH

| | 2024 | Growth | 2025 | % Growth | Marketshare 2024 | Marketshare 2025 |
|-----------------------|----------------|---------------|----------------|--------------|------------------|------------------|
| JetBlue | 34,078 | 2,862 | 36,940 | 8.4% | 27.5% | 26.0% |
| American Airlines | 23,848 | 1,153 | 25,001 | 4.8% | 19.3% | 17.6% |
| Delta Air Lines | 10,333 | 1,620 | 11,953 | 15.7% | 8.4% | 8.4% |
| United Airlines | 17,349 | 4,391 | 21,740 | 25.3% | 14.0% | 15.3% |
| Winair | 575 | 491 | 1,066 | 85.4% | 0.5% | 0.8% |
| Westjet Airlines | 1,935 | 1,733 | 3,668 | 89.6% | 1.6% | 2.6% |
| Divi Divi Air | 1,667 | 262 | 1,929 | 15.7% | 1.3% | 1.4% |
| Copa | 5,489 | 1,396 | 6,885 | 25.4% | 4.4% | 4.9% |
| Sun Country | 921 | -921 | 0 | -100.0% | 0.7% | 0.0% |
| KLM | 2,433 | 872 | 3,305 | 35.8% | 2.0% | 2.3% |
| Aero Republica/ WINGO | 3,136 | 409 | 3,545 | 13.0% | 2.5% | 2.5% |
| Avianca | 7,202 | 532 | 7,734 | 7.4% | 5.8% | 5.5% |
| Air Century | 117 | -64 | 53 | -54.7% | 0.1% | 0.0% |
| GOL Airlines | 0 | 2,111 | 2,111 | - | 0.0% | 1.5% |
| Charter | 396 | -41 | 355 | -10.4% | 0.3% | 0.3% |
| SouthWest | 6,483 | 237 | 6,720 | 3.7% | 5.2% | 4.7% |
| Air Canada | 0 | | 0 | - | 0.0% | 0.0% |
| Spirit Airlines | 2,060 | -457 | 1,603 | -22.2% | 1.7% | 1.1% |
| Surinam Airways | 417 | 30 | 447 | 7.2% | 0.3% | 0.3% |
| Latam Airlines | 1,659 | 1,512 | 3,171 | 91.1% | 1.3% | 2.2% |
| Arajet | 120 | 102 | 222 | 85.0% | 0.1% | 0.2% |
| EZ AIR | 1,189 | 70 | 1,259 | 5.9% | 1.0% | 0.9% |
| TUI NL | 984 | -171 | 813 | -17.4% | 0.8% | 0.6% |
| TUI UK | 0 | | 0 | - | 0.0% | 0.0% |
| Private | 836 | -92 | 744 | -11.0% | 0.7% | 0.5% |
| Other | 510 | 130 | 640 | 25.5% | 0.4% | 0.5% |
| | | | | - | 0.0% | 0.0% |
| Total | 123,737 | 18,167 | 141,904 | 14.7% | | |

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



Aruba Promise

I WILL TRAVEL MINDFULLY SO THAT
ARUBA CAN REMAIN ONE HAPPY
ISLAND FOR GENERATIONS
TO COME.

MAKE
YOUR
PROMISE



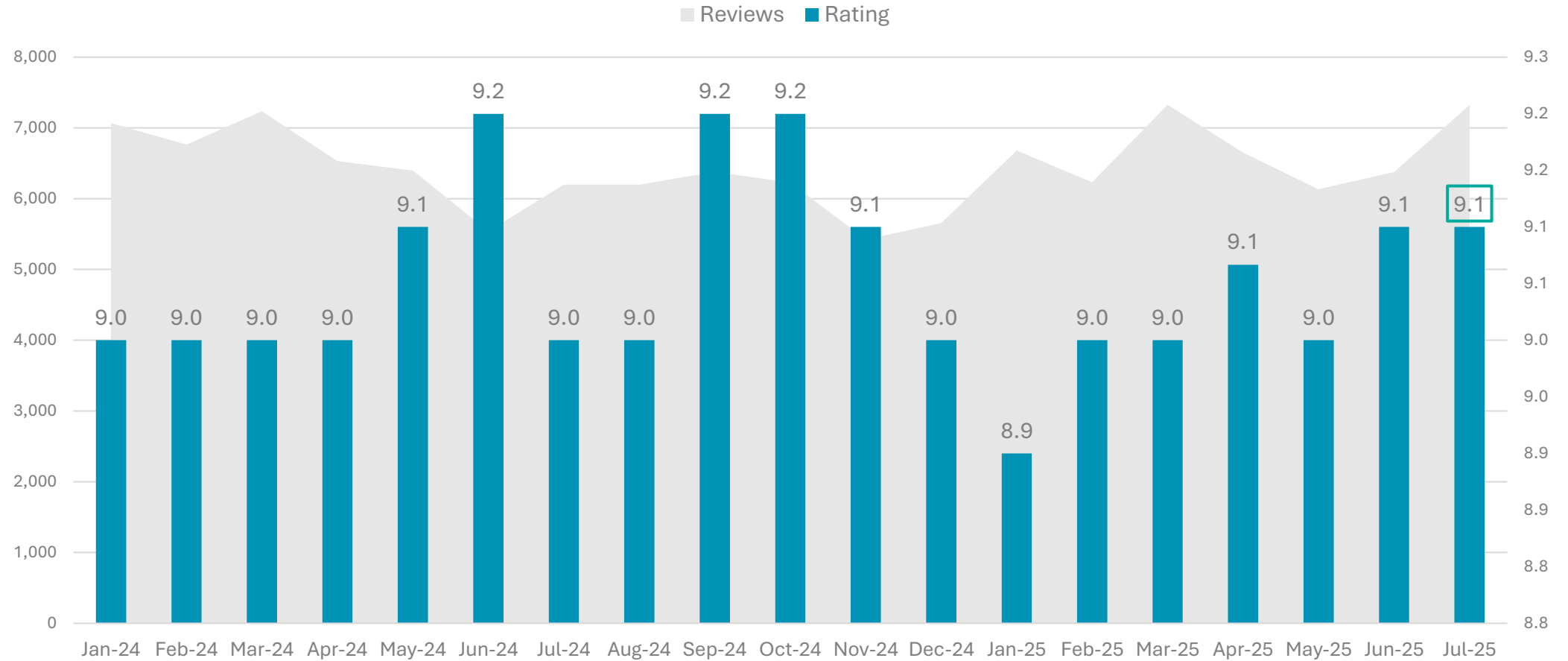
SATISFACTION

GUEST



GUEST EXPERIENCE INDEX (GEI)

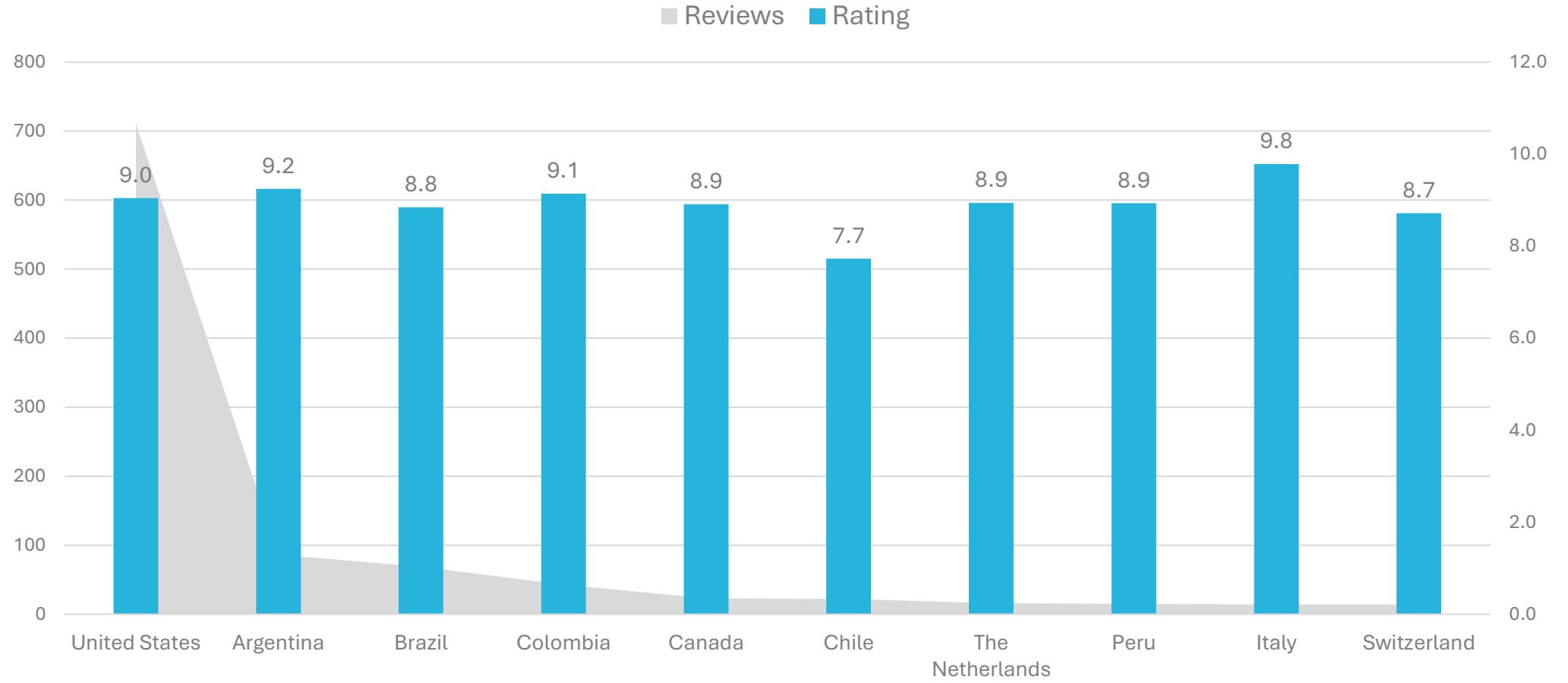
Monthly results





GEI JULY 2025

Results by market





GEI JULY 2025

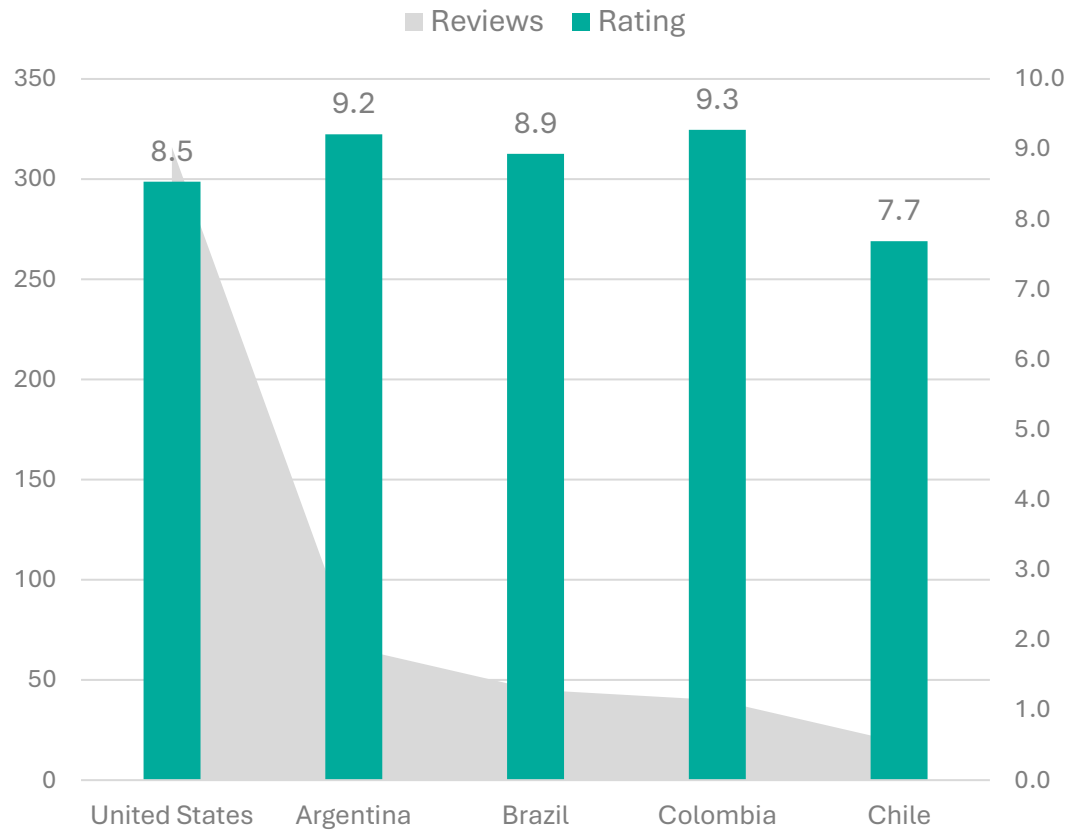
Results by Category





ACCOMMODATION GEI JULY 2025

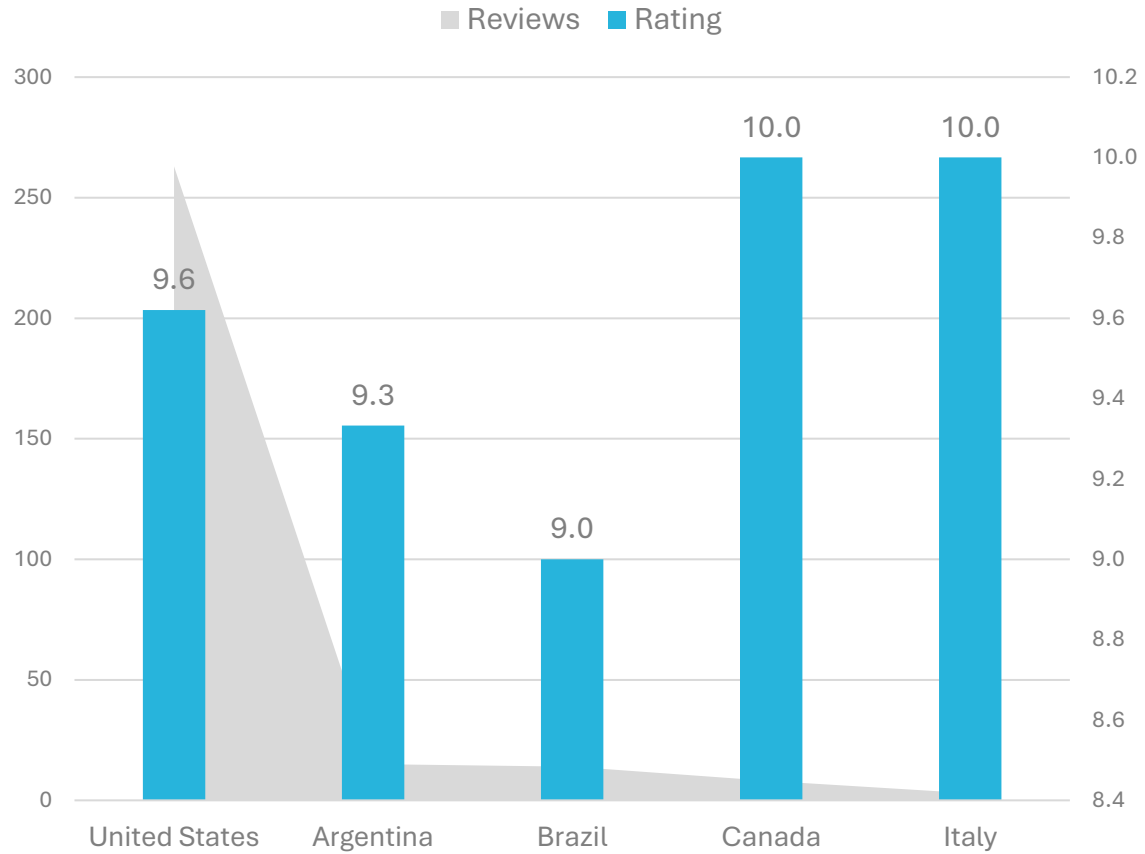
Results by market





ATTRACTIONS GEI JULY 2025

Results by market



VACATIONS RENTALS

 **Transparent**
an OTA INSIGHT company

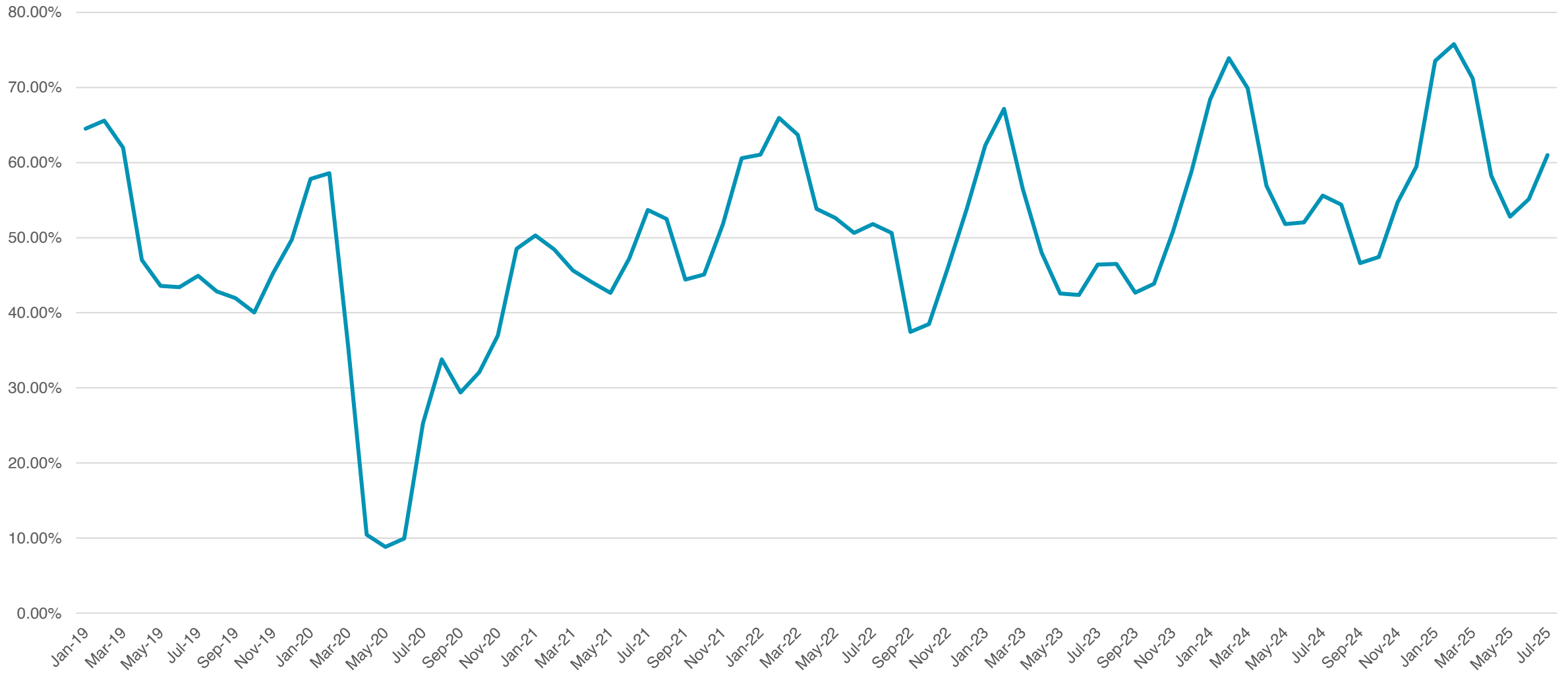
INTRODUCTION

- ▶ 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.



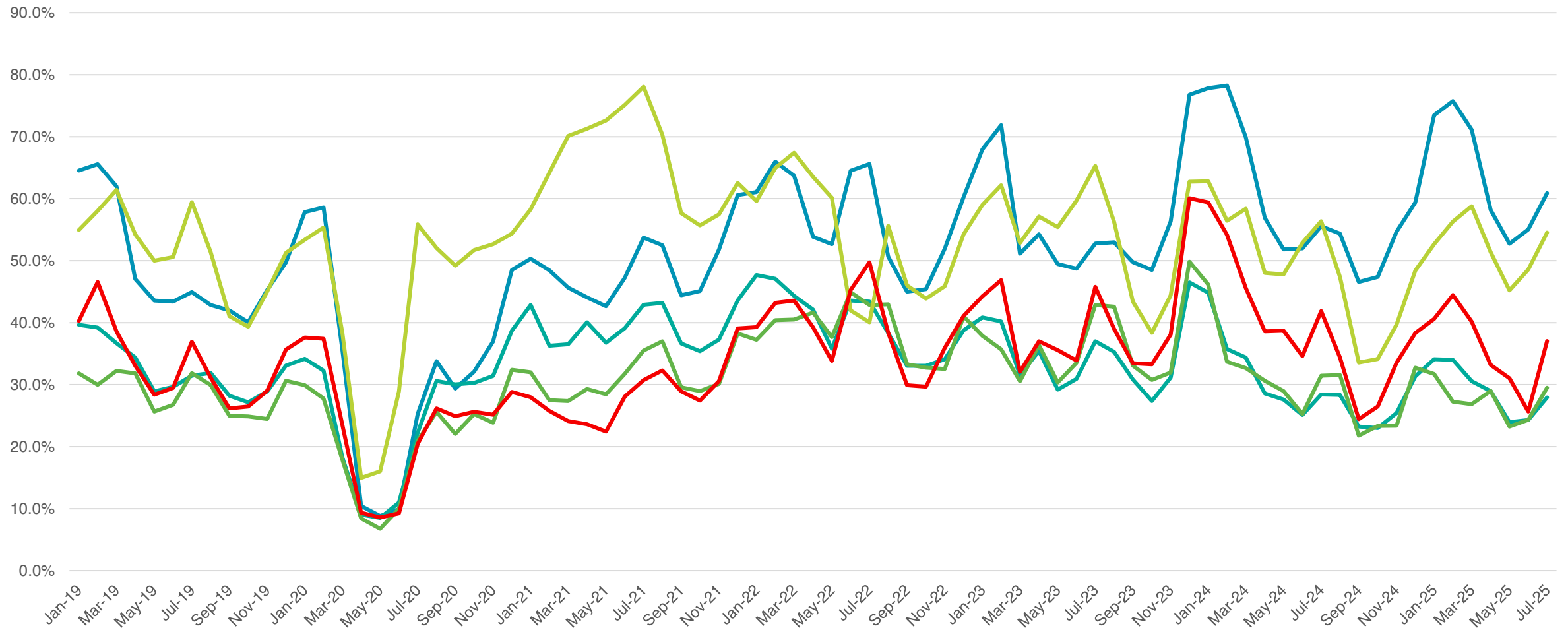
OCCUPANCY

JULY 2024 Occupancy: 56% | JULY 2025 Occupancy: 61%



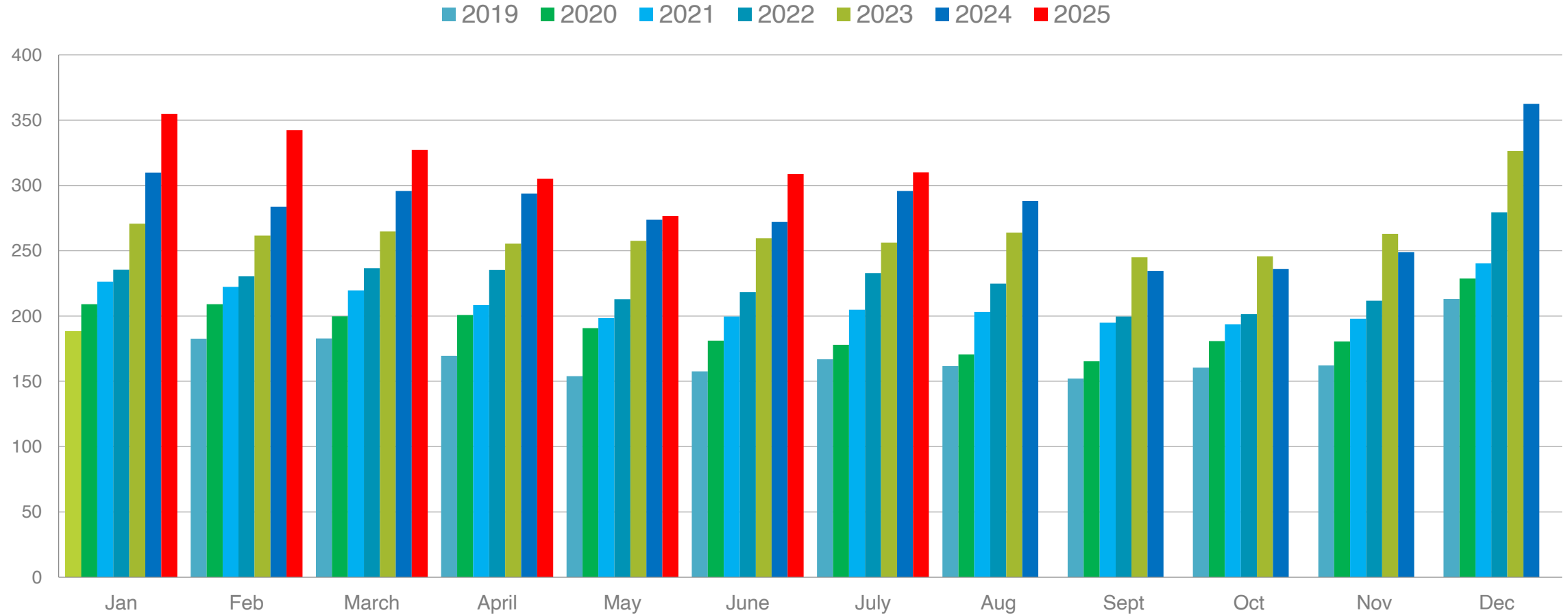
OCCUPANCY BENCHMARK

Aruba DR Jamaica Puerto Rico Saint Lucia

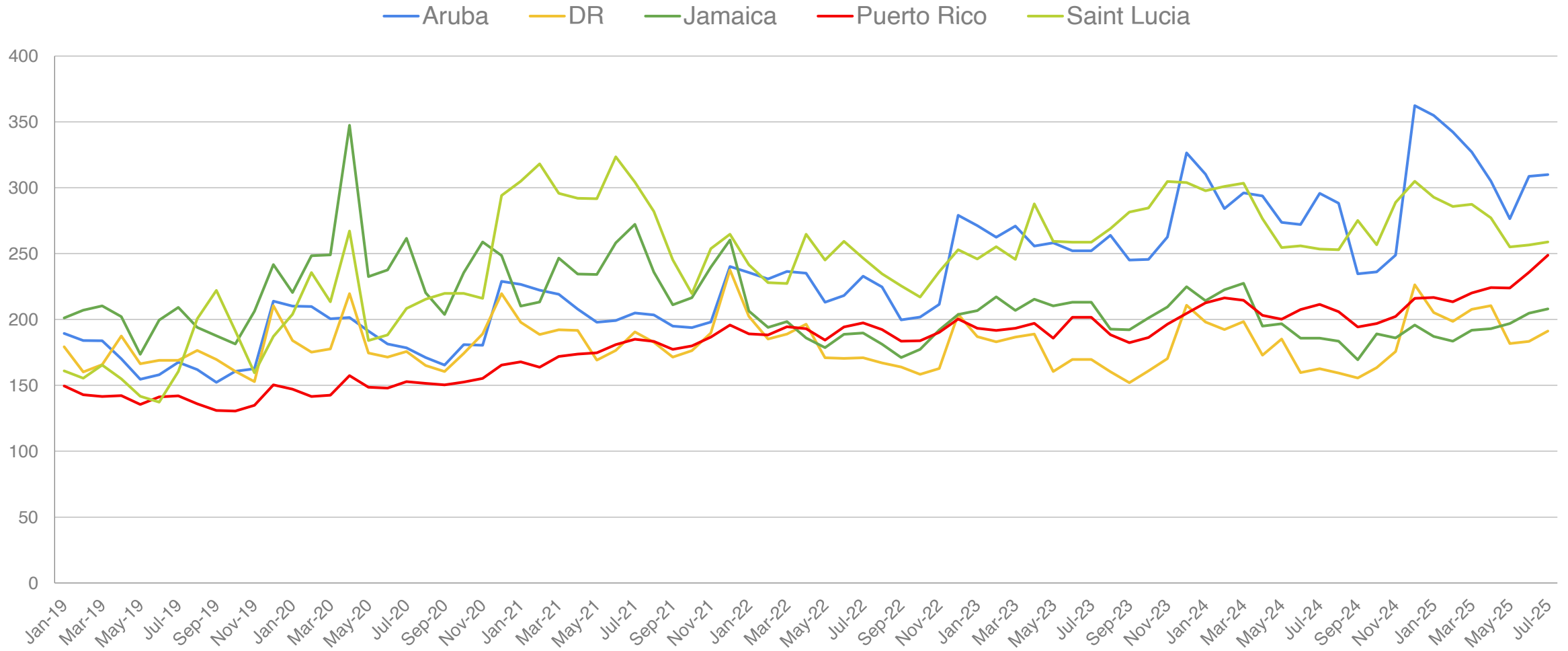


ADR

JULY 2024 ADR: \$296 | JULY 2025 ADR: \$310

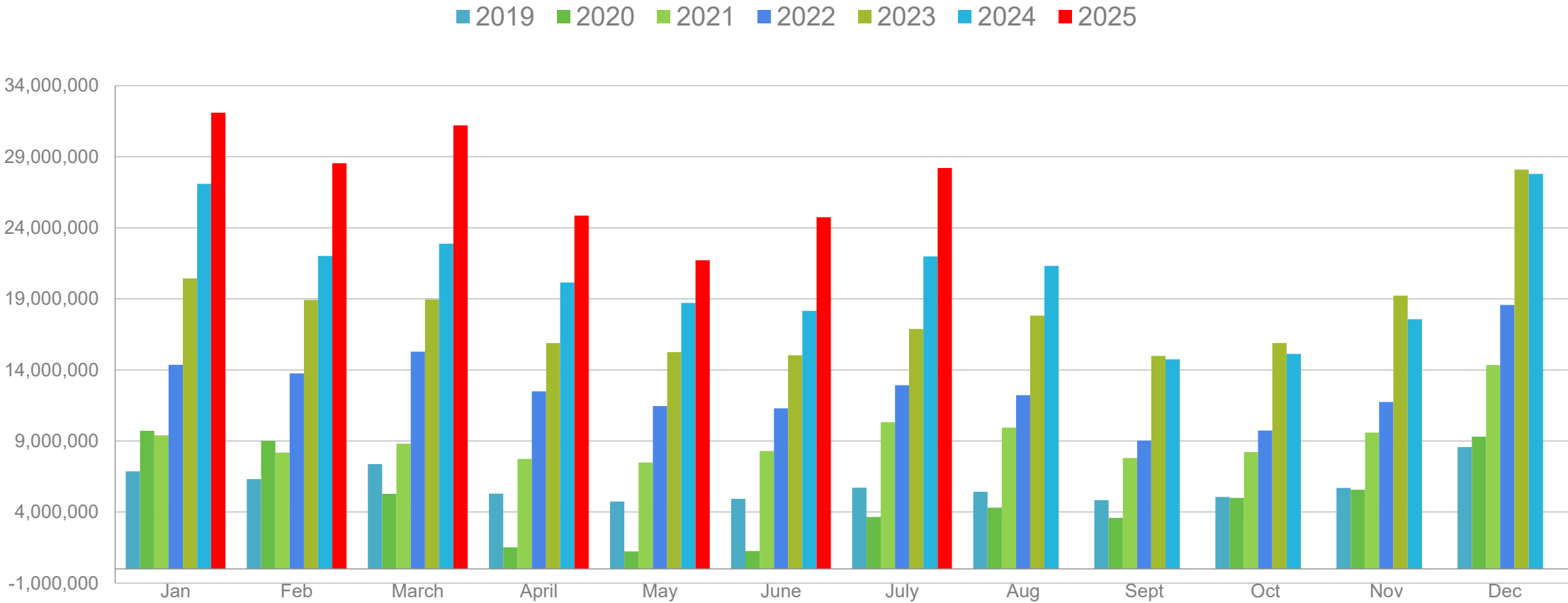


ADR BENCHMARK



REVENUE

Total Revenue YTD July 2024: USD\$ 151,017,040 | Total Revenue YTD July 2025: USD\$ 191,371,843





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



Aruba Tourism
Authority

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