

A close-up photograph of a coconut with a white paper liner inside. In the foreground, three rice balls are visible, each topped with gold flakes. The background is dark and out of focus.

# SEPTEMBER 2024

## Monthly Report

# SNAPSHOT YTD SEPT 2024/2023



HOW MANY ARRIVALS?

1,082,471

16.4%



HOW LONG DID THEY STAY?

8,257,671

10.8%



WHAT DID THEY SPEND? \*\*  
Central Bank Aruba (2023)

Avg. 4,671.0 min

13.5%

2022: 4,114.60 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



1,749,435

NIGHTS

21.2%

MARKET SHARE

ALL INCLUSIVE



1,149,229

NIGHTS

13.9%

MARKET SHARE

TIMESHARE



2,339,811

NIGHTS

28.3%

MARKET SHARE

OTHERS



3,019,196

NIGHTS

36.6%

MARKET SHARE



# ARRIVALS YTD SEPTEMBER 2024/2023

**1,082,471**  
ARRIVALS

**16.4%**  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
USA	714,812	104,883	819,695	14.7%	76.8%	75.7%
Canada	41,537	7,126	48,663	17.2%	4.5%	4.5%
<b>NA</b>	<b>756,349</b>	<b>112,009</b>	<b>868,358</b>	<b>14.8%</b>	<b>81.3%</b>	<b>80.2%</b>
Venezuela	2,118	601	2,719	28.4%	0.2%	0.3%
Colombia	35,368	13,479	48,847	38.1%	3.8%	4.5%
Brazil	10,140	1,915	12,055	18.9%	1.1%	1.1%
Argentina	14,464	6,379	20,843	44.1%	1.6%	1.9%
Chile	6,339	5,050	11,389	79.7%	0.7%	1.1%
Ecuador	4,989	3,599	8,588	72.1%	0.5%	0.8%
Peru	4,373	9,941	14,314	227.3%	0.5%	1.3%
Paraguay	850	51	901	6.0%	0.1%	0.1%
Uruguay	1,492	1,550	3,042	103.9%	0.2%	0.3%
Mexico	2,465	437	2,902	17.7%	0.3%	0.3%
Others	9,612	660	10,272	6.9%	1.0%	0.9%
<b>SA</b>	<b>92,210</b>	<b>43,662</b>	<b>135,872</b>	<b>47.4%</b>	<b>9.9%</b>	<b>12.6%</b>
Netherlands	28,686	-2,450	26,236	-8.5%	3.1%	2.4%
UK	5,268	652	5,920	12.4%	0.6%	0.5%
Germany	4,114	-858	3,256	-20.9%	0.4%	0.3%
Italy	5,234	-182	5,052	-3.5%	0.6%	0.5%
Sweden	1,737	-1,137	600	-65.5%	0.2%	0.1%
Belgium	1,469	-261	1,208	-17.8%	0.2%	0.1%
Austria	498	-52	446	-10.4%	0.1%	0.0%
Switzerland	1,332	120	1,452	9.0%	0.1%	0.1%
Others	6,955	262	7,217	3.8%	0.7%	0.7%
<b>Europe</b>	<b>55,293</b>	<b>-3,906</b>	<b>51,387</b>	<b>-7.1%</b>	<b>5.9%</b>	<b>4.7%</b>
<b>ROW</b>	<b>26,305</b>	<b>549</b>	<b>26,854</b>	<b>2.1%</b>	<b>2.8%</b>	<b>2.5%</b>
<b>Total</b>	<b>930,157</b>	<b>152,314</b>	<b>1,082,471</b>	<b>16.4%</b>		
<b>W/O Ven.</b>	<b>928,039</b>	<b>151,000</b>	<b>1,079,752</b>	<b>16.3%</b>		



# ARRIVALS USA YTD SEPTEMBER 2024/2023

**819,695**  
ARRIVALS

**14.7%**  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
New York	140,880	25,238	166,118	17.9%	19.7%	20.3%
Massachusetts	91,135	6,171	97,306	6.8%	12.7%	11.9%
New Jersey	84,869	19,639	104,508	23.1%	11.9%	12.7%
Pennsylvania	42,573	6,323	48,896	14.9%	6.0%	6.0%
Illinois	18,073	1,263	19,336	7.0%	2.5%	2.4%
Connecticut	26,702	4,951	31,653	18.5%	3.7%	3.9%
Florida	38,235	5,964	44,199	15.6%	5.3%	5.4%
Ohio	19,995	3,789	23,784	18.9%	2.8%	2.9%
Maryland	22,465	4,540	27,005	20.2%	3.1%	3.3%
Michigan	13,497	188	13,685	1.4%	1.9%	1.7%
Virginia	19,927	3,447	23,374	17.3%	2.8%	2.9%
Georgia	17,701	758	18,459	4.3%	2.5%	2.3%
North Carolina	20,985	2,949	23,934	14.1%	2.9%	2.9%
Texas	22,453	2,068	24,521	9.2%	3.1%	3.0%
California	13,732	1,889	15,621	13.8%	1.9%	1.9%
Other	121,590	15,706	137,296	12.9%	17.0%	16.7%
<b>Total</b>	<b>714,812</b>	<b>104,883</b>	<b>819,695</b>	<b>14.7%</b>		





# NIGHTS YTD SEPTEMBER 2024/2023

**8,257,671**  
NIGHTS

**10.8%**  
GROWTH

	2023		Growth	2024	% Growth	ALOS 2023	ALOS 2024
USA	5,391,749		505,950	5,897,699	9.4%	7.5	7.2
Canada	430,675		53,986	484,661	12.5%	10.4	10.0
<b>NA</b>	<b>5,822,424</b>		<b>559,936</b>	<b>6,382,360</b>	<b>9.6%</b>	7.7	7.3
Venezuela	23,530		7,869	31,399	33.4%	11.1	11.5
Colombia	252,819		66,060	318,879	26.1%	7.1	6.5
Brazil	63,824		15,857	79,681	24.8%	6.3	6.6
Argentina	132,977		53,241	186,218	40.0%	9.2	8.9
Chile	50,278		36,813	87,091	73.2%	7.9	7.6
Ecuador	25,170		15,341	40,511	60.9%	5.0	4.7
Peru	32,052		50,433	82,485	157.3%	7.3	5.8
Paraguay	6,039		152	6,191	2.5%	7.1	6.9
Uruguay	11,661		12,733	24,394	109.2%	7.8	8.0
Mexico	14,574		11,194	25,768	76.8%	5.9	8.9
Others	69,584		9,150	78,734	13.1%	7.2	7.7
<b>SA</b>	<b>682,508</b>		278,843	<b>961,351</b>	<b>40.9%</b>	7.4	7.1
Netherlands	502,963	-36,456		466,507	-7.2%	17.5	17.8
UK	49,973		8,903	58,876	17.8%	9.5	9.9
Germany	38,818	-3,141		35,677	-8.1%	9.4	11.0
Italy	43,140	-2,526		40,614	-5.9%	8.2	8.0
Sweden	21,214	-15,197		6,017	-71.6%	12.2	10.0
Belgium	19,170	-1,088		18,082	-5.7%	13.0	15.0
Austria	4,981	-305		4,676	-6.1%	10.0	10.5
Switzerland	12,030		2,132	14,162	17.7%	9.0	9.8
Others	73,062	-4,804		68,258	-6.6%	10.5	9.5
<b>Europe</b>	<b>765,351</b>	<b>-52,482</b>		<b>712,869</b>	<b>-6.9%</b>	13.8	13.9
<b>ROW</b>	<b>184,620</b>		16,471	<b>201,091</b>	<b>8.9%</b>	7.0	7.5
<b>Total</b>	<b>7,454,903</b>		802,768	<b>8,257,671</b>	<b>10.8%</b>	8.0	7.6



# ACCOMMODATIONS YTD SEPTEMBER 2024/2023

**1,082,471**  
ARRIVALS

**16.4%**  
GROWTH

## ARRIVALS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	253,054	31,145	284,199	12.3%	27.2%	26.3%
All Inclusive	164,595	9,761	174,356	5.9%	17.7%	16.1%
Timeshare	251,833	19,635	271,468	7.8%	27.1%	25.1%
Others	260,675	91,773	352,448	35.2%	28.0%	32.6%
<b>Total</b>	<b>930,157</b>	152,314	<b>1,082,471</b>	<b>16.4%</b>		

## NIGHTS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	1,631,098	118,337	1,749,435	7.3%	21.9%	21.2%
All Inclusive	1,118,836	30,393	1,149,229	2.7%	15.0%	13.9%
Timeshare	2,245,452	94,359	2,339,811	4.2%	30.1%	28.3%
Others	2,459,517	559,679	3,019,196	22.8%	33.0%	36.6%
<b>Total</b>	<b>7,454,903</b>	802,768	<b>8,257,671</b>	<b>10.8%</b>		

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 YTD SEPTEMBER 2024/2023

**1,082,471**  
ARRIVALS

**16.4%**  
GROWTH

	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	240,578	217,778	10.5%	140,616	130,725	7.6%	244,349	227,883	7.2%	194,152	138,426	40.3%
Venezuela	448	397	12.8%	34	18	88.9%	655	663	-1.2%	1,582	1,040	52.1%
Netherlands	2,586	3,141	-17.7%	1,048	1,627	-35.6%	1,134	1,221	-7.1%	21,468	22,697	-5.4%
Canada	7,575	6,255	21.1%	11,158	10,778	3.5%	6,749	6,480	4.2%	23,181	18,024	28.6%
Brazil	3,786	3,227	17.3%	1,035	1,388	-25.4%	1,177	1,255	-6.2%	6,057	4,270	41.9%
Colombia	4,981	3,653	36.4%	2,534	2,726	-7.0%	5,387	4,745	13.5%	35,945	24,244	48.3%
Argentina	2,743	2,097	30.8%	7,040	6,390	10.2%	3,156	2,107	49.8%	7,904	3,870	104.2%
Chile	1,716	869	97.5%	2,857	2,614	9.3%	1,670	881	89.6%	5,146	1,975	160.6%
Peru	2,341	727	222.0%	2,646	1,248	112.0%	1,426	545	161.7%	7,901	1,853	326.4%
UK	2,089	1,681	24.3%	464	729	-36.4%	534	578	-7.6%	2,833	2,280	24.3%
Italy	1,813	1,344	34.9%	962	1,760	-45.3%	427	279	53.0%	1,850	1,851	-0.1%
Total main mkt	270,656	241,169	12.2%	170,394	160,003	6.5%	266,664	246,637	8.1%	308,019	220,530	39.7%
<b>All visitors</b>	<b>284,199</b>	<b>253,054</b>	<b>12.3%</b>	<b>174,356</b>	<b>164,595</b>	<b>5.9%</b>	<b>271,468</b>	<b>251,833</b>	<b>7.8%</b>	<b>352,448</b>	<b>260,675</b>	<b>35.2%</b>

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 YTD SEPTEMBER 2024/2023

**1,082,471**  
ARRIVALS

**16.4%**  
GROWTH

	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	84.7%	86.1%	-1.6%	80.6%	79.4%	1.5%	90.0%	90.5%	-0.5%	55.1%	53.1%	3.7%
Venezuela	0.2%	0.2%	0.5%	0.0%	0.0%	78.3%	0.2%	0.3%	-8.4%	0.4%	0.4%	12.5%
Netherlands	0.9%	1.2%	-26.7%	0.6%	1.0%	-39.2%	0.4%	0.5%	-13.8%	6.1%	8.7%	-30.0%
Canada	2.7%	2.5%	7.8%	6.4%	6.5%	-2.3%	2.5%	2.6%	-3.4%	6.6%	6.9%	-4.9%
Brazil	1.3%	1.3%	4.5%	0.6%	0.8%	-29.6%	0.4%	0.5%	-13.0%	1.7%	1.6%	4.9%
Colombia	1.8%	1.4%	21.4%	1.5%	1.7%	-12.2%	2.0%	1.9%	5.3%	10.2%	9.3%	9.7%
Argentina	1.0%	0.8%	16.5%	4.0%	3.9%	4.0%	1.2%	0.8%	39.0%	2.2%	1.5%	51.1%
Chile	0.6%	0.3%	75.8%	1.6%	1.6%	3.2%	0.6%	0.3%	75.8%	1.5%	0.8%	92.7%
Peru	0.8%	0.3%	186.7%	1.5%	0.8%	100.1%	0.5%	0.2%	142.7%	2.2%	0.7%	215.4%
UK	0.7%	0.7%	10.7%	0.3%	0.4%	-39.9%	0.2%	0.2%	-14.3%	0.8%	0.9%	-8.1%
Italy	0.6%	0.5%	20.1%	0.6%	1.1%	-48.4%	0.2%	0.1%	42.0%	0.5%	0.7%	-26.1%
Total main mkt	95.2%	95.3%	-0.1%	97.7%	97.2%	0.5%	98.2%	97.9%	0.3%	87.4%	84.6%	3.3%
<b>All visitors</b>	<b>100.0%</b>	<b>100.0%</b>	<b>0.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>0.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>0.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>0.0%</b>

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.





# VISITORS BY AGE YTD SEPTEMBER 2024/2023

**1,082,471**  
ARRIVALS

**16.4%**  
GROWTH

	2023	Growth	2024	% Growth
0 - 11	62,848	14,918	77,766	23.7%
12-19	66,125	15,347	81,472	23.2%
20 - 29	111,588	23,283	134,871	20.9%
30 - 39	145,812	26,193	172,005	18.0%
40 - 49	154,321	26,620	180,941	17.2%
50 - 59	178,922	18,017	196,939	10.1%
60 - 69	138,726	18,247	156,973	13.2%
70 +	71,756	9,720	81,476	13.5%
Not Stated	59	-31	28	-52.5%
<b>Total</b>	<b>930,157</b>	<b>152,314</b>	<b>1,082,471</b>	<b>16.4%</b>



# GENERATIONS

## YTD SEPTEMBER 2024/2023

**1,082,471**  
VISITORS

**16.4%**  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
Gen A	49,246	11,732	60,978	23.8%	5.3%	5.6%
Gen Z	139,438	32,389	171,827	23.2%	15.0%	15.9%
Millennials	230,244	40,895	271,139	17.8%	24.8%	25.0%
Gen X	249,219	35,461	284,680	14.2%	26.8%	26.3%
Baby Boomers	236,715	28,011	264,726	11.8%	25.4%	24.5%
Silent Generations	25,236	3,857	29,093	15.3%	2.7%	2.7%
Age not specified	59	-31	28	-52.5%	0.0%	0.0%
<b>Total</b>	<b>930,157</b>	152,314	<b>1,082,471</b>	<b>16.4%</b>		



# PURPOSE OF VISIT YTD SEPTEMBER 2024/2023

**1,082,471**  
VISITORS

**16.4%**  
GROWTH

## PURPOSE OF VISIT YTD SEPT 2024

	2024	Market share 2024	2023	Market share 2023	% Growth
Sun, Sand, Sea	906,281	83.7%	760,235	81.7%	19.2%
Business	17,988	1.7%	16,913	1.8%	6.4%
Conference	6,089	0.6%	5,849	0.6%	4.1%
Honeymoon	28,301	2.6%	27,231	2.9%	3.9%
Diving	3,347	0.3%	3,107	0.3%	7.7%
Incentive	8,808	0.8%	8,930	1.0%	-1.4%
Meeting	6,366	0.6%	6,229	0.7%	2.2%
Not specified	78,531	7.3%	72,674	7.8%	8.1%
Shopping	6,416	0.6%	6,246	0.7%	2.7%
Wedding	20,344	1.9%	22,743	2.4%	-10.5%
<b>Total</b>	<b>1,082,471</b>	<b>100.0%</b>	<b>930,157</b>	<b>100.0%</b>	<b>16.4%</b>

## CONVINCING REASONS FOR VISIT YTD SEPT 2024

Reasons for Choice	YTD SEPT 2024	Market Share
Adventure activities	45,153	4%
Direct flights	42,053	4%
Ease/comfort	71,435	7%
Familiarity	94,672	9%
Family friendly destination	286,173	26%
Not specified	11,350	1%
Other	124,647	12%
Outside hurricane belt	33,885	3%
Points redemption	15,743	1%
Reliable weather	142,890	13%
Word of mouth	191,929	18%
(blank)	22,541	2%
<b>Total</b>	<b>1,082,471</b>	



# CARRIERS YTD SEPTEMBER 2024/2023

**1,082,471**  
VISITORS

**16.4%**  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
JETBLUE	220,000	47,973	267,973	21.8%	23.7%	24.8%
AMERICAN AIRLINES	208,981	-303	208,678	-0.1%	22.5%	19.3%
UNITED AIRLINES	121,018	22,247	143,265	18.4%	13.0%	13.2%
DELTA AIRLINES	109,095	17,278	126,373	15.8%	11.7%	11.7%
SOUTHWEST AIRLINES	44,921	7,122	52,043	15.9%	4.8%	4.8%
AVIANCA	41,129	8,965	50,094	21.8%	4.4%	4.6%
COPA AIRLINES	33,914	13,707	47,621	40.4%	3.6%	4.4%
WINGO	16,250	7,621	23,871	46.9%	1.7%	2.2%
SPIRIT AIRLINES	11,868	11,937	23,805	100.6%	1.3%	2.2%
WESTJET AIRLINES	13,969	7,343	21,312	52.6%	1.5%	2.0%
KLM ROYAL DUTCH	24,836	-3,661	21,175	-14.7%	2.7%	2.0%
LATAM AIRLINES PERU	0	15,443	15,443	-	0.0%	1.4%
DIVI DIVI AIR	14,654	-791	13,863	-5.4%	1.6%	1.3%
SUNWING AIRLINES	10,605	-468	10,137	-4.4%	1.1%	0.9%
TUI FLY NL	11,511	-1,398	10,113	-12.1%	1.2%	0.9%
AIR CANADA	10,281	-396	9,885	-3.9%	1.1%	0.9%
EZ AIR	8,615	-157	8,458	-1.8%	0.9%	0.8%
PRIVATE	7,814	-1,402	6,412	-17.9%	0.8%	0.6%
SURINAM AIRWAYS	4,734	-424	4,310	-9.0%	0.5%	0.4%
WINAIR	1,525	2,714	4,239	178.0%	0.2%	0.4%
BRITISH AIRWAYS	3,694	482	4,176	13.0%	0.4%	0.4%
SUN COUNTRY AIRLINES	2,256	632	2,888	28.0%	0.2%	0.3%
CHARTER	2,886	-626	2,260	-21.7%	0.3%	0.2%
ARAJET	807	606	1,413	75.1%	0.1%	0.1%
JET AIR CARIBBEAN	1,587	-680	907	-42.8%	0.2%	0.1%
SKY HIGH AVIATION	711	69	780	9.7%	0.1%	0.1%
Others	2,496	-1,519	977	-60.9%	0.3%	0.1%
<b>Total</b>	<b>930,157</b>	<b>152,314</b>	<b>1,082,471</b>	<b>16.4%</b>		





# CARRIERS YTD SEPTEMBER 2024/2023

**1,082,471**  
VISITORS

**16.4%**  
GROWTH

City	APO Code	JAN-SEPT '24	Mkt Share	JAN-SEPT '23	Mkt Share	24 vs 23
JFK NY	JFK	177,598	16.4%	165,743	17.8%	7.2%
Boston	BOS	124,418	11.5%	114,620	12.3%	8.5%
Newark	EWR	124,150	11.5%	84,660	9.1%	46.6%
Miami	MIA	79,600	7.4%	75,470	8.1%	5.5%
Charlotte	CLT	75,270	7.0%	78,303	8.4%	-3.9%
Atlanta	ATL	59,308	5.5%	46,237	5.0%	28.3%
Bogota	BOG	54,935	5.1%	49,963	5.4%	10.0%
Panama City	PTY	47,694	4.4%	33,950	3.6%	40.5%
Philadelphia	PHL	43,667	4.0%	44,924	4.8%	-2.8%
Toronto	YYZ	41,385	3.8%	34,883	3.8%	18.6%
Orlando	MCO	37,107	3.4%	35,969	3.9%	3.2%
G.Bush DC	IAD	32,696	3.0%	22,233	2.4%	47.1%
Amsterdam	AMS	31,223	2.9%	35,746	3.8%	-12.7%
Curacao	CUR	25,910	2.4%	28,429	3.1%	-8.9%
Fort Lauderdale	FLL	24,254	2.2%	12,360	1.3%	96.2%
Lima, Peru	LIM	15,443	1.4%	0	0.0%	—
Baltimore	BWI	15,070	1.4%	9,008	1.0%	67.3%
Chicago	ORD	14,335	1.3%	11,427	1.2%	25.4%
Medellin	MDE	13,566	1.3%	5,859	0.6%	131.5%
Houston International	IAH	7,187	0.7%	7,657	0.8%	-6.1%
Cali, Alfonso Bonilla Aragon	CLO	5,619	0.5%	1,677	0.2%	235.1%
Dallas Fort Worth Int Airport	DFW	4,511	0.4%	4,603	0.5%	-2.0%
LaGuardia Airport, NY	LGA	4,355	0.4%	4,233	0.5%	2.9%
Sint Maarten	SXM	4,258	0.4%	1,532	0.2%	177.9%
Gatwick Airport , UK	LGW	4,177	0.4%	3,584	0.4%	16.5%
	Others	14,735	1.4%	17,087	1.8%	-13.8%
<b>Total</b>		<b>1,082,471</b>	<b>100.0%</b>	<b>930,157</b>	<b>100.0%</b>	<b>16.4%</b>

# SEPTEMBER RESULT 2024

NORTH AMERICA



**71,666**  
75.2%

SOUTH AMERICA



**15,149**  
15.9%

EUROPE



**5,800**  
6.1%

OTHERS



**2,670**  
2.8%

TOTAL ARRIVALS

**95,285**  
100%



# ARRIVALS SEPTEMBER 2024/2023

**98,285**  
ARRIVALS

**5.7%**  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
USA	65,921	2,950	68,871	4.5%	73.1%	72.3%
Canada	2,516	279	2,795	11.1%	2.8%	2.9%
<b>NA</b>	<b>68,437</b>	<b>3,229</b>	<b>71,666</b>	<b>4.7%</b>	<b>75.9%</b>	<b>75.2%</b>
Venezuela	420	24	444	5.7%	0.5%	0.5%
Colombia	3,804	925	4,729	24.3%	4.2%	5.0%
Brazil	1,697	-322	1,375	-19.0%	1.9%	1.4%
Argentina	1,988	403	2,391	20.3%	2.2%	2.5%
Chile	863	637	1,500	73.8%	1.0%	1.6%
Ecuador	955	-82	873	-8.6%	1.1%	0.9%
Peru	580	955	1,535	164.7%	0.6%	1.6%
Paraguay	263	-139	124	-52.9%	0.3%	0.1%
Uruguay	223	253	476	113.5%	0.2%	0.5%
Mexico	357	-77	280	-21.6%	0.4%	0.3%
Others	1,518	-96	1,422	-6.3%	1.7%	1.5%
<b>SA</b>	<b>12,668</b>	<b>2,481</b>	<b>15,149</b>	<b>19.6%</b>	<b>14.1%</b>	<b>15.9%</b>
Netherlands	2,959	-181	2,778	-6.1%	3.3%	2.9%
UK	850	-32	818	-3.8%	0.9%	0.9%
Germany	435	-28	407	-6.4%	0.5%	0.4%
Italy	856	-132	724	-15.4%	0.9%	0.8%
Sweden	25	8	33	32.0%	0.0%	0.0%
Belgium	143	-15	128	-10.5%	0.2%	0.1%
Austria	51	-11	40	-21.6%	0.1%	0.0%
Switzerland	146	-19	127	-13.0%	0.2%	0.1%
Others	638	107	745	16.8%	<b>0.7%</b>	<b>0.8%</b>
<b>Europe</b>	<b>6,103</b>	<b>-303</b>	<b>5,800</b>	<b>-5.0%</b>	<b>6.8%</b>	<b>6.1%</b>
<b>ROW</b>	<b>2,953</b>	<b>-283</b>	<b>2,670</b>	<b>-9.6%</b>	3.3%	2.8%
<b>Total</b>	<b>90,161</b>	<b>5,124</b>	<b>95,285</b>	<b>5.7%</b>		
<b>W/O Ven.</b>	<b>89,741</b>	<b>5,100</b>	<b>94,841</b>	<b>5.7%</b>		





# ARRIVALS USA SEPTEMBER 2024/2023

**68,871**  
ARRIVALS

**4.5%**  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
New York	12,385	1,032	13,417	8.3%	18.8%	19.5%
Massachusetts	6,685	-19	6,666	-0.3%	10.1%	9.7%
New Jersey	7,906	583	8,489	7.4%	12.0%	12.3%
Pennsylvania	3,820	75	3,895	2.0%	5.8%	5.7%
Illinois	1,498	-2	1,496	-0.1%	2.3%	2.2%
Connecticut	2,214	183	2,397	8.3%	3.4%	3.5%
Florida	4,566	-118	4,448	-2.6%	6.9%	6.5%
Ohio	1,845	208	2,053	11.3%	2.8%	3.0%
Maryland	2,174	191	2,365	8.8%	3.3%	3.4%
Michigan	1,068	-111	957	-10.4%	1.6%	1.4%
Virginia	1,677	-62	1,615	-3.7%	2.5%	2.3%
Georgia	2,058	43	2,101	2.1%	3.1%	3.1%
North Carolina	2,314	-35	2,279	-1.5%	3.5%	3.3%
Texas	2,402	255	2,657	10.6%	3.6%	3.9%
California	1,502	-91	1,411	-6.1%	2.3%	2.0%
Other	11,807	818	12,625	6.9%	17.9%	18.3%
<b>Total</b>	<b>65,921</b>	<b>2,950</b>	<b>68,871</b>	<b>4.5%</b>		





# NIGHTS SEPTEMBER 2024/2023

**697,720**  
NIGHTS

**-3.7%**  
GROWTH

	2023	Growth		2024	% Growth	ALOS 2023	ALOS 2024
USA	513,898	-49,062		464,836	-9.5%	7.8	6.7
Canada	24,779		118	24,897	0.5%	9.8	8.9
<b>NA</b>	<b>538,677</b>	<b>-48,944</b>		<b>489,733</b>	<b>-9.1%</b>	7.9	6.8
Venezuela	3,991		167	4,158	4.2%	9.5	9.4
Colombia	24,535		7,735	32,270	31.5%	6.4	6.8
Brazil	10,387	-2,206		8,181	-21.2%	6.1	5.9
Argentina	17,891		1,960	19,851	11.0%	9.0	8.3
Chile	7,078		3,939	11,017	55.7%	8.2	7.3
Ecuador	4,390	-402		3,988	-9.2%	4.6	4.6
Peru	5,601		3,133	8,734	55.9%	9.7	5.7
Paraguay	2,067	-1,321		746	-63.9%	7.9	6.0
Uruguay	1,692		2,681	4,373	158.5%	7.6	9.2
Mexico	1,966		735	2,701	37.4%	5.5	9.6
Others	11,597		3,223	14,820	27.8%	7.6	10.4
<b>SA</b>	<b>91,195</b>		19,644	<b>110,839</b>	<b>21.5%</b>	7.2	7.3
Netherlands	46,694		3,999	50,693	8.6%	15.8	18.2
UK	8,620		166	8,786	1.9%	10.1	10.7
Germany	4,992	-1,336		3,656	-26.8%	11.5	9.0
Italy	5,230	-773		4,457	-14.8%	6.1	6.2
Sweden	327	-130		197	-39.8%	13.1	6.0
Belgium	1,647	-109		1,538	-6.6%	11.5	12.0
Austria	574	-319		255	-55.6%	11.3	6.4
Switzerland	1,138		34	1,172	3.0%	7.8	9.2
Others	6,659		411	7,070	6.2%	10.4	9.5
<b>Europe</b>	<b>75,881</b>		1,943	<b>77,824</b>	<b>2.6%</b>	12.4	13.4
<b>ROW</b>	<b>18,599</b>		725	<b>19,324</b>	<b>3.9%</b>	6.3	7.2
<b>Total</b>	<b>724,352</b>	<b>-26,632</b>		<b>697,720</b>	<b>-3.7%</b>	8.0	7.3



# ACCOMMODATIONS SEPTEMBER 2024/2023

**95,285**  
ARRIVALS

**5.7%**  
GROWTH

## ARRIVALS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	23,626	-769	22,857	-3.3%	26.2%	24.0%
All Inclusive	15,485	2,065	17,550	13.3%	17.2%	18.4%
Timeshare	25,309	168	25,477	0.7%	28.1%	26.7%
Others	25,741	3,660	29,401	14.2%	28.6%	30.9%
<b>Total</b>	<b>90,161</b>	5,124	<b>95,285</b>	<b>5.7%</b>		

## NIGHTS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	159,804	-25,003	134,801	-15.6%	22.1%	19.3%
All Inclusive	106,474	1,576	108,050	1.5%	14.7%	15.5%
Timeshare	230,504	-26,786	203,718	-11.6%	31.8%	29.2%
Others	227,570	23,581	251,151	10.4%	31.4%	36.0%
<b>Total</b>	<b>724,352</b>	-26,632	<b>697,720</b>	<b>-3.7%</b>		

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 SEPTEMBER 2024/2023

**126,058**  
ARRIVALS

**17.4%**  
GROWTH

	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	18,327	19,330	-5.2%	13,176	11,446	15.1%	22,505	22,244	1.2%	14,863	12,901	15.2%
Venezuela	78	90	-13.3%	6	4	50.0%	163	185	-11.9%	197	141	39.7%
Netherlands	265	367	-27.8%	136	229	-40.6%	104	128	-18.8%	2,273	2,235	1.7%
Canada	341	361	-5.5%	947	673	40.7%	391	431	-9.3%	1,116	1,051	6.2%
Brazil	516	498	3.6%	121	312	-61.2%	152	256	-40.6%	586	631	-7.1%
Colombia	484	462	4.8%	346	346	0.0%	514	463	11.0%	3,385	2,533	33.6%
Argentina	345	266	29.7%	884	840	5.2%	434	352	23.3%	728	530	37.4%
Chile	230	138	66.7%	558	307	81.8%	268	170	57.6%	444	248	79.0%
Peru	184	108	70.4%	435	140	210.7%	169	77	119.5%	747	255	192.9%
UK	312	270	15.6%	95	136	-30.1%	99	104	-4.8%	312	340	-8.2%
Italy	292	236	23.7%	245	419	-41.5%	45	27	66.7%	142	174	-18.4%
Total main mkt	21,374	22,126	-3.4%	16,949	14,852	14.1%	24,844	24,437	1.7%	24,793	21,039	17.8%
<b>All visitors</b>	<b>22,857</b>	<b>23,626</b>	<b>-3.3%</b>	<b>17,550</b>	<b>15,485</b>	<b>13.3%</b>	<b>25,477</b>	<b>25,309</b>	<b>0.7%</b>	<b>29,401</b>	<b>25,741</b>	<b>14.2%</b>

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 SEPTEMBER 2024/2023

**95,285**  
ARRIVALS

**16.4%**  
GROWTH

	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	80.2%	81.8%	-2.0%	75.1%	73.9%	1.6%	88.3%	87.9%	0.5%	50.6%	50.1%	0.9%
Venezuela	0.3%	0.4%	-10.4%	0.0%	0.0%	32.4%	0.6%	0.7%	-12.5%	0.7%	0.5%	22.3%
Netherlands	1.2%	1.6%	-25.4%	0.8%	1.5%	-47.6%	0.4%	0.5%	-19.3%	7.7%	8.7%	-11.0%
Canada	1.5%	1.5%	-2.4%	5.4%	4.3%	24.2%	1.5%	1.7%	-9.9%	3.8%	4.1%	-7.0%
Brazil	2.3%	2.1%	7.1%	0.7%	2.0%	-65.8%	0.6%	1.0%	-41.0%	2.0%	2.5%	-18.7%
Colombia	2.1%	2.0%	8.3%	2.0%	2.2%	-11.8%	2.0%	1.8%	10.3%	11.5%	9.8%	17.0%
Argentina	1.5%	1.1%	34.1%	5.0%	5.4%	-7.1%	1.7%	1.4%	22.5%	2.5%	2.1%	20.3%
Chile	1.0%	0.6%	72.3%	3.2%	2.0%	60.4%	1.1%	0.7%	56.6%	1.5%	1.0%	56.7%
Peru	0.8%	0.5%	76.1%	2.5%	0.9%	174.2%	0.7%	0.3%	118.0%	2.5%	1.0%	156.5%
UK	1.4%	1.1%	19.4%	0.5%	0.9%	-38.4%	0.4%	0.4%	-5.4%	1.1%	1.3%	-19.7%
Italy	1.3%	1.0%	27.9%	1.4%	2.7%	-48.4%	0.2%	0.1%	65.6%	0.5%	0.7%	-28.5%
Total main mkt	93.5%	93.7%	-0.1%	96.6%	95.9%	0.7%	97.5%	96.6%	1.0%	84.3%	81.7%	3.2%
<b>All visitors</b>	<b>100.0%</b>	<b>100.0%</b>	<b>0.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>0.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>0.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>0.0%</b>

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.





# VISITORS BY AGE SEPTEMBER 2024/2023

**95,285**  
ARRIVALS

**5.7%**  
GROWTH

	2023	Growth	2024	% Growth
0 - 11	3,644	120	3,764	3.3%
12-19	1,755	175	1,930	10.0%
20 - 29	11,521	1,131	12,652	9.8%
30 - 39	17,427	528	17,955	3.0%
40 - 49	13,936	625	14,561	4.5%
50 - 59	18,113	760	18,873	4.2%
60 - 69	15,972	1,046	17,018	6.5%
70 +	7,792	738	8,530	9.5%
Not Stated	1	1	2	100.0%
<b>Total</b>	<b>90,161</b>	<b>5,124</b>	<b>95,285</b>	<b>5.7%</b>



# GENERATIONS SEPTEMBER 2024/2023

**95,285**  
ARRIVALS

**5.7%**  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
Gen A	3,139	148	3,287	4.7%	3.5%	3.4%
Gen Z	7,193	895	8,088	12.4%	8.0%	8.5%
Millennials	27,287	1,022	28,309	3.7%	30.3%	29.7%
Gen X	23,091	1,175	24,266	5.1%	25.6%	25.5%
Baby Boomers	26,837	1,593	28,430	5.9%	29.8%	29.8%
Silent Generations	2,613	290	2,903	11.1%	2.9%	3.0%
Age not specified	1	1	2	100.0%	0.0%	0.0%
<b>Total</b>	<b>90,161</b>	<b>5,124</b>	<b>95,285</b>	<b>5.7%</b>		



# PURPOSE OF VISIT SEPTEMBER 2024/2023

**95,285**  
ARRIVALS

**5.7%**  
GROWTH

## PURPOSE OF VISIT SEPT 2024

	2024	Market share 2024	2023	Market share 2023	% Growth
Sun, Sand, Sea	77,469	81.3%	70,474	78.2%	9.9%
Business	1,816	1.9%	1,746	1.9%	4.0%
Conference	392	0.4%	326	0.4%	20.2%
Honeymoon	5,458	5.7%	5,285	5.9%	3.3%
Diving	296	0.3%	306	0.3%	-3.3%
Incentive	791	0.8%	658	0.7%	20.2%
Meeting	652	0.7%	657	0.7%	-0.8%
Not specified	6,308	6.6%	7,726	8.6%	-18.4%
Shopping	582	0.6%	722	0.8%	-19.4%
Wedding	1,521	1.6%	2,261	2.5%	-32.7%
<b>Total</b>	<b>95,285</b>	<b>100.0%</b>	<b>90,161</b>	<b>100.0%</b>	<b>5.7%</b>

## CONVINCING REASONS FOR VISIT SEPT 2024

Reasons for Choice	Sept 2024	Market Share
Adventure activities	3,995	4%
Direct flights	2,799	3%
Ease/comfort	6,434	7%
Familiarity	8,940	9%
Family friendly destination	19,371	20%
Not specified	995	1%
Other	13,471	14%
Outside hurricane belt	8,109	9%
Points redemption	1,466	2%
Reliable weather	11,542	12%
Word of mouth	17,253	18%
(blank)	910	1%
<b>Total</b>	<b>95,285</b>	



# CARRIERS SEPTEMBER 2024/2023

**95,285**  
ARRIVALS

**5.7%**  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
JETBLUE	22,178	3,082	25,260	13.9%	24.6%	26.5%
AMERICAN AIRLINES	18,492	-1,606	16,886	-8.7%	20.5%	17.7%
UNITED AIRLINES	11,336	-260	11,076	-2.3%	12.6%	11.6%
DELTA AIRLINES	8,712	1,244	9,956	14.3%	9.7%	10.4%
AVIANCA	5,315	33	5,348	0.6%	5.9%	5.6%
COPA AIRLINES	4,876	436	5,312	8.9%	5.4%	5.6%
SOUTHWEST AIRLINES	4,620	517	5,137	11.2%	5.1%	5.4%
LATAM AIRLINES PERU	0	2,200	2,200	-	0.0%	2.3%
KLM ROYAL DUTCH	2,298	-174	2,124	-7.6%	2.5%	2.2%
WINGO	1,586	305	1,891	19.2%	1.8%	2.0%
SPIRIT AIRLINES	1,933	-239	1,694	-12.4%	2.1%	1.8%
DIVI DIVI AIR	1,620	-67	1,553	-4.1%	1.8%	1.6%
TUI NL	1,423	-119	1,304	-8.4%	1.6%	1.4%
WESTJET AIRLINES	1,122	107	1,229	9.5%	1.2%	1.3%
SUNWING AIRLINES	707	168	875	23.8%	0.8%	0.9%
EZ AIR	853	11	864	1.3%	0.9%	0.9%
SURINAM AIRWAYS	800	-143	657	-17.9%	0.9%	0.7%
BRITISH AIRWAYS	701	-108	593	-15.4%	0.8%	0.6%
WINAIR	288	162	450	56.3%	0.3%	0.5%
CHARTER	258	4	262	1.6%	0.3%	0.3%
PRIVATE	810	-562	248	-69.4%	0.9%	0.3%
ARAJET	79	116	195	146.8%	0.1%	0.2%
AIR CENTURY	38	53	91	139.5%	0.0%	0.1%
SKY HIGH AVIATION	116	-36	80	-31.0%	0.1%	0.1%
	0		0	-	0.0%	0.0%
	0		0	-	0.0%	0.0%
OTHERS	0		0	-	0.0%	0.0%
<b>Total</b>	<b>90,161</b>	5,124	<b>95,285</b>	<b>5.7%</b>		





# CARRIERS SEPTEMBER 2024/2023

**95,285**  
ARRIVALS

**5.7%**  
GROWTH

City	APO Code	September '24	Mkt Share	September'23	Mkt Share	24 vs 23
JFK NY	JFK	16,472	17.3%	16,463	18.3%	0.1%
Newark	EWR	13,220	13.9%	10,201	11.3%	29.6%
Boston	BOS	9,542	10.0%	8,628	9.6%	10.6%
Miami	MIA	9,095	9.5%	8,755	9.7%	3.9%
Charlotte	CLT	6,981	7.3%	8,405	9.3%	-16.9%
Bogota	BOG	6,302	6.6%	6,395	7.1%	-1.5%
Panama City	PTY	5,312	5.6%	4,876	5.4%	8.9%
Atlanta	ATL	5,130	5.4%	5,078	5.6%	1.0%
Orlando	MCO	3,784	4.0%	3,943	4.4%	-4.0%
Amsterdam	AMS	3,412	3.6%	3,723	4.1%	-8.4%
Curacao	CUR	2,594	2.7%	3,098	3.4%	-16.3%
Lima, Peru	LIM	2,200	2.3%	0	0.0%	—
Toronto	YYZ	2,104	2.2%	1,831	2.0%	14.9%
Fort Lauderdale	FLL	1,707	1.8%	1,987	2.2%	-14.1%
Baltimore	BWI	1,353	1.4%	685	0.8%	97.5%
G.Bush DC	IAD	1,066	1.1%	922	1.0%	15.6%
Medellin	MDE	938	1.0%	507	0.6%	85.0%
Philadelphia	PHL	884	0.9%	1,359	1.5%	-35.0%
Houston International	IAH	755	0.8%	809	0.9%	-6.7%
Johan A. Pengel Int Airport, Suriname	PBM	603	0.6%	800	0.9%	-24.6%
Gatwick Airport , UK	LGW	593	0.6%	701	0.8%	-15.4%
Sint Maarten	SXM	452	0.5%	293	0.3%	54.3%
Las Americas Int. Airport, Sto Dgo	SDQ	263	0.3%	213	0.2%	23.5%
Bonaire, Flamingo Int. Airport	BON	143	0.2%	138	0.2%	3.6%
Chicago	ORD	107	0.1%	166	0.2%	-35.5%
	Others	273	0.3%	185	0.2%	47.6%
<b>Total</b>		<b>95,285</b>	<b>100.0%</b>	<b>90,161</b>	<b>100.0%</b>	<b>5.7%</b>

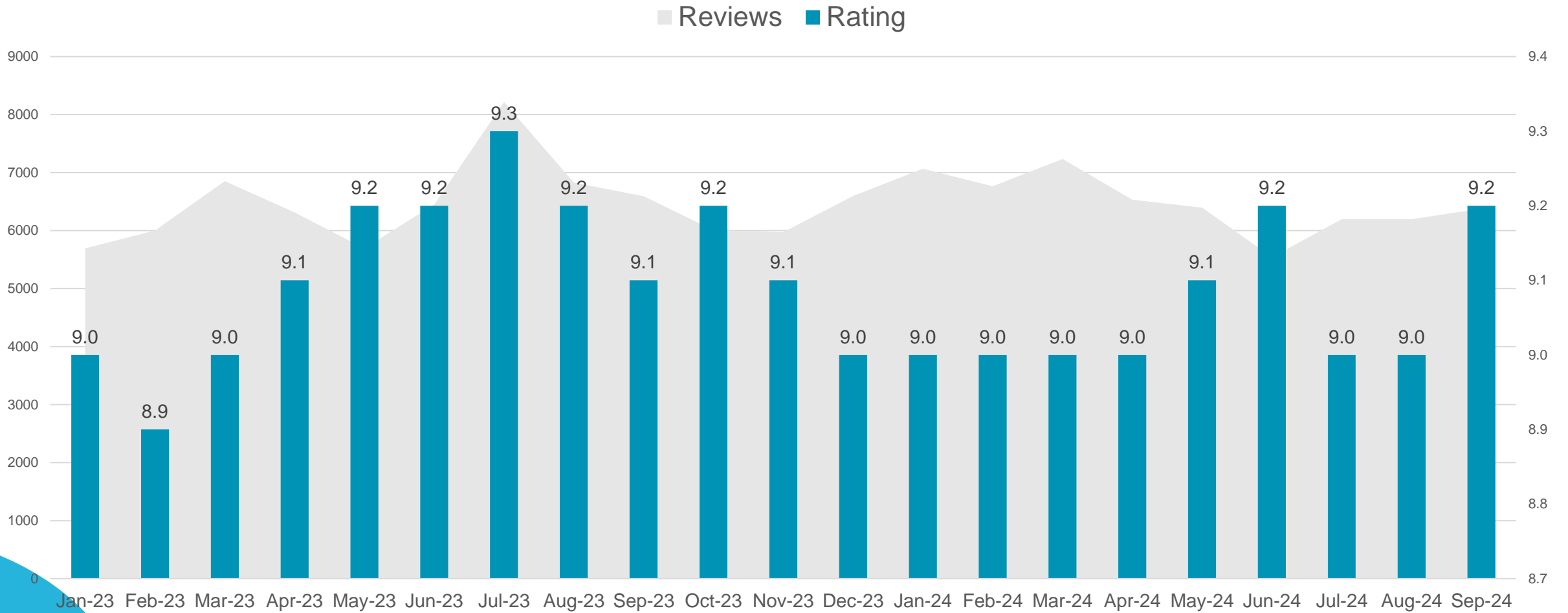


# GUEST SATISFACTION



# GUEST EXPERIENCE INDEX (GEI)

*Reviews and Ratings*







# 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.

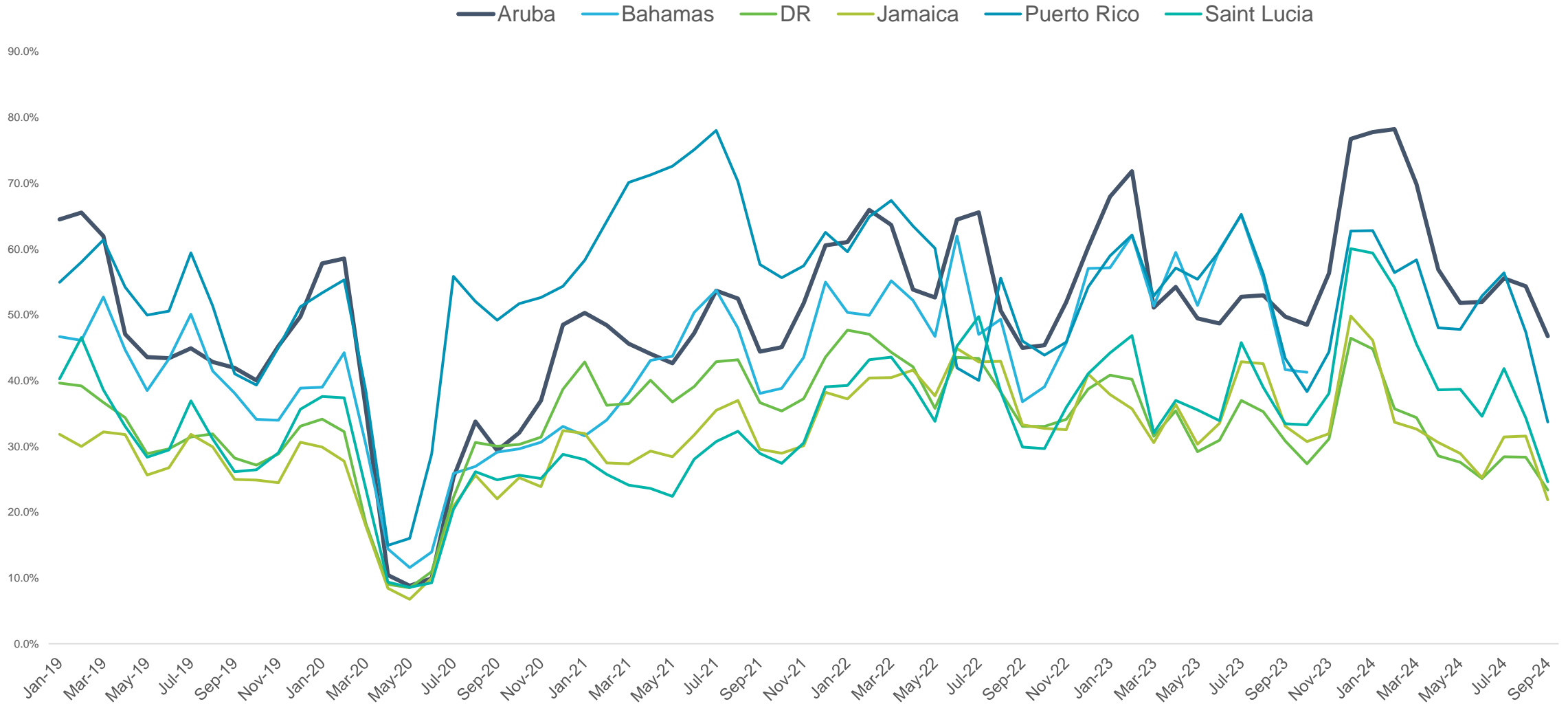


# OCCUPANCY

SEPT 2023 Occupancy: 42.7% | SEPT 2024 Occupancy: 46.8%

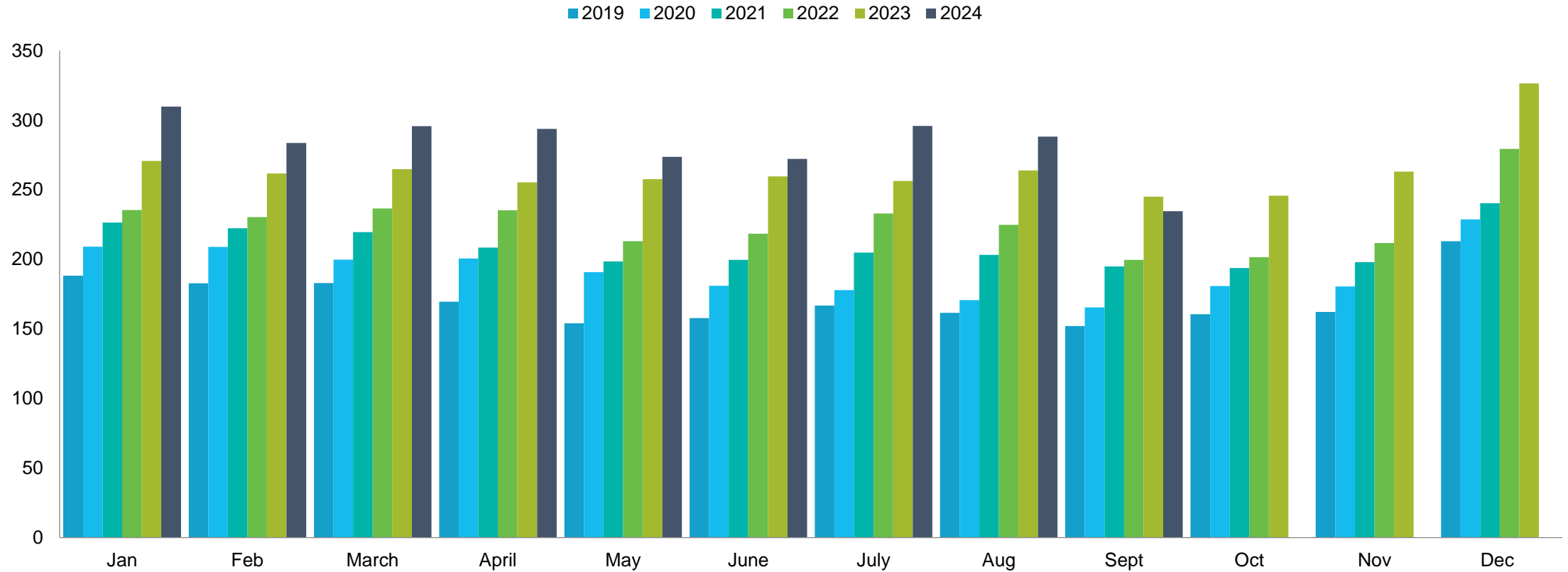


# OCCUPANCY BENCHMARK



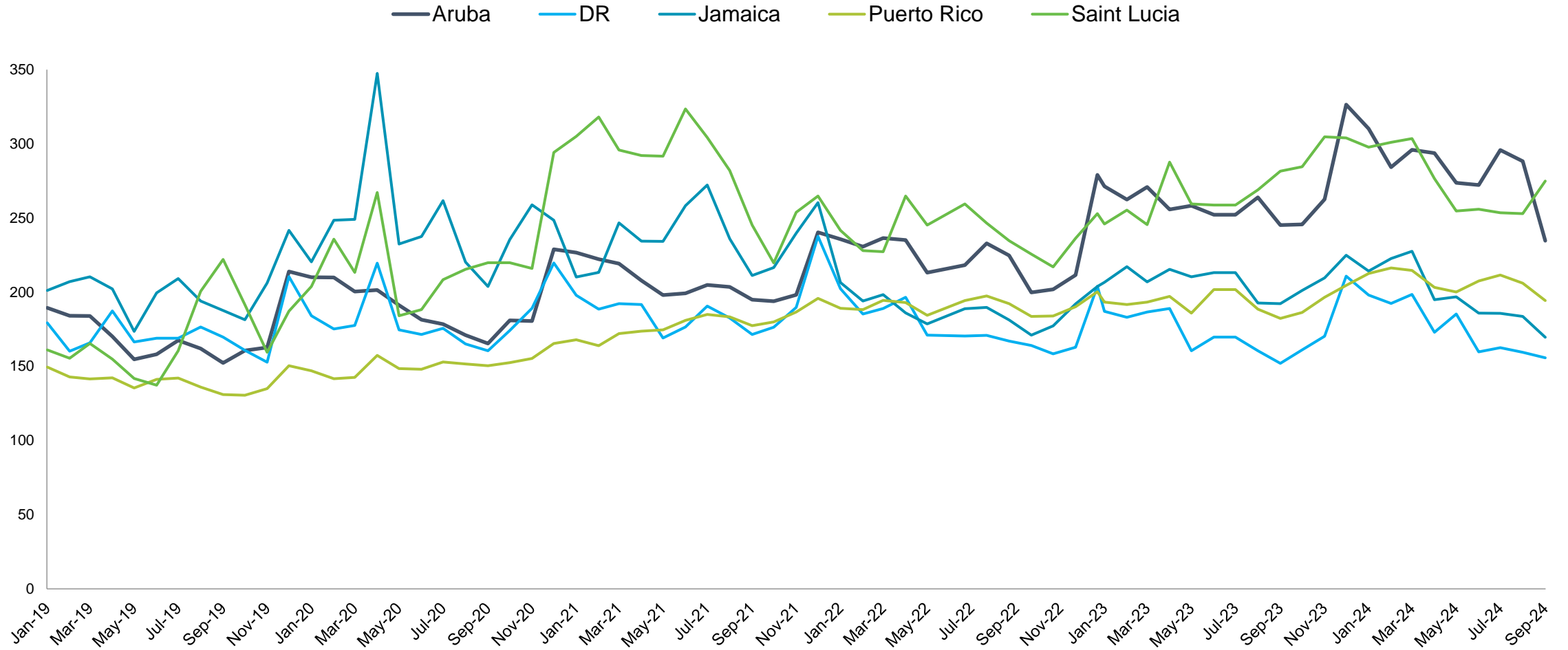
# ADR

SEPT 2023 ADR: \$245 | SEPT 2024 ADR: \$235



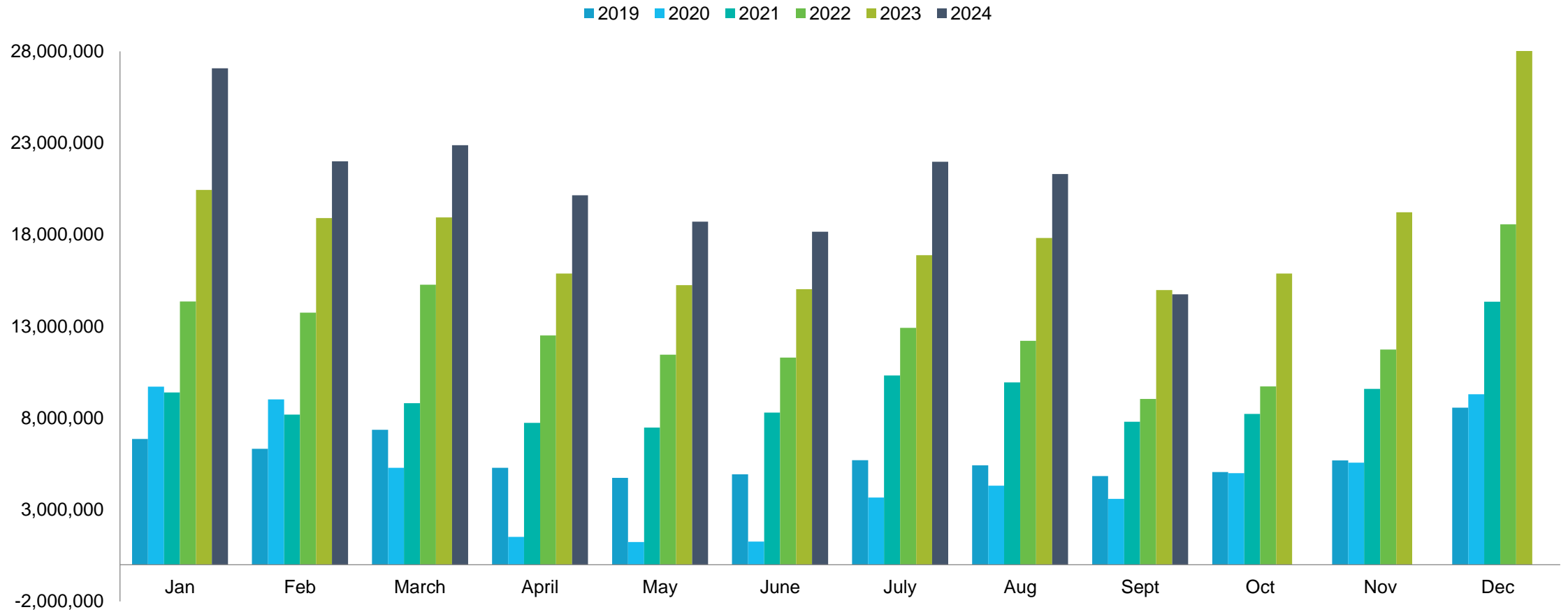


# ADR



# REVENUE

Total Revenue YTD SEPT 2024: USD\$ 187,014,533 | Total Revenue YTD SEPT 2023: USD\$ 154,140,495  
SEPT 2024: USD\$14,743,497 | SEPT 2023: USD\$ 14,975,477





# 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](mailto:m.kelly@aruba.com)

Or

Visit our website [www.ata.aw](http://www.ata.aw)

