



JANUARY 2024

Monthly Report

SNAPSHOT JANUARY 2024/2023



HOW MANY ARRIVALS?

117,172

18.4%



HOW MANY CRUISE TOURISM?

123,374

0.35%



HOW LONG DID THEY STAY?

916,431

10.4%



WHAT DID THEY SPEND?*

Central Bank Aruba
(Q1 – Q3 2023)

Avg. 3451.6 min

15%

Q1-Q3 2022: 2,993.70

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

WHERE DID THEY STAY?



188,025

NIGHTS

20.5%



115,297

NIGHTS

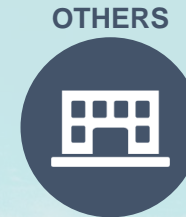
12.6%



261,111

NIGHTS

28.5%



351,998

NIGHTS

38.4%

JANUARY RESULTS 2024

NORTH AMERICA



94,252

80.4%

SOUTH AMERICA



14,768

12.6%

EUROPE



5,854

5.0%

OTHERS



2,298

2.0%

TOTAL ARRIVALS

117,172

100%



ARRIVALS JANUARY 2024 / 2023

117,172
ARRIVALS

18.4%
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
USA	73,784	11,217	85,001	15.2%	74.6%	72.5%
Canada	8,122	1,129	9,251	13.9%	8.2%	7.9%
NA	81,906	12,346	94,252	15.1%	82.8%	80.4%
Venezuela	156	156	312	100.0%	0.2%	0.3%
Colombia	3,448	2,497	5,945	72.4%	3.5%	5.1%
Brazil	990	620	1,610	62.6%	1.0%	1.4%
Argentina	1,667	1,009	2,676	60.5%	1.7%	2.3%
Chile	609	712	1,321	116.9%	0.6%	1.1%
Ecuador	208	315	523	151.4%	0.2%	0.4%
Peru	258	819	1,077	317.4%	0.3%	0.9%
Paraguay	146	-35	111	-24.0%	0.1%	0.1%
Uruguay	123	12	135	9.8%	0.1%	0.1%
Mexico	107	97	204	90.7%	0.1%	0.2%
Others	638	216	854	33.9%	0.6%	0.7%
SA	8,350	6,418	14,768	76.9%	8.4%	12.6%
Netherlands	3,447	-379	3,068	-11.0%	3.5%	2.6%
UK	272	288	560	105.9%	0.3%	0.5%
Germany	409	-77	332	-18.8%	0.4%	0.3%
Italy	402	-52	350	-12.9%	0.4%	0.3%
Sweden	679	-567	112	-83.5%	0.7%	0.1%
Belgium	182	-44	138	-24.2%	0.2%	0.1%
Austria	44	41	85	93.2%	0.0%	0.1%
Switzerland	126	22	148	17.5%	0.1%	0.1%
Others	1,001	60	1,061	6.0%	1.0%	0.9%
Europe	6,562	-708	5,854	-10.8%	6.6%	5.0%
ROW	2,124	174	2,298	8.2%	2.1%	2.0%
Total	98,942	18,230	117,172	18.4%		
W/O Ven.	98,786	18,074	116,860	18.3%		



ARRIVALS USA

JANUARY 2024 / 2023

85,001
ARRIVALS

15.2%
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
New York	16,069	3,093	19,162	19.2%	21.8%	22.5%
Massachusetts	10,160	730	10,890	7.2%	13.8%	12.8%
New Jersey	7,564	1,713	9,277	22.6%	10.3%	10.9%
Pennsylvania	4,553	1,057	5,610	23.2%	6.2%	6.6%
Illinois	2,676	74	2,750	2.8%	3.6%	3.2%
Connecticut	2,453	239	2,692	9.7%	3.3%	3.2%
Florida	3,126	623	3,749	19.9%	4.2%	4.4%
Ohio	2,232	384	2,616	17.2%	3.0%	3.1%
Maryland	2,144	208	2,352	9.7%	2.9%	2.8%
Michigan	1,769	190	1,959	10.7%	2.4%	2.3%
Virginia	1,855	82	1,937	4.4%	2.5%	2.3%
Georgia	1,067	206	1,273	19.3%	1.4%	1.5%
North Carolina	1,873	128	2,001	6.8%	2.5%	2.4%
Texas	1,384	154	1,538	11.1%	1.9%	1.8%
California	1,043	102	1,145	9.8%	1.4%	1.3%
Other	13,816	2,234	16,050	16.2%	18.7%	18.9%
Total	73,784	11,217	85,001	15.2%		



NIGHTS JANUARY 2024 / 2023

916,431
NIGHTS

10.4%
GROWTH

	2023	Growth	2024	% Growth	ALOS 2023	ALOS 2024
USA	579,079	51,556	630,635	8.9%	7.8	7.4
Canada	96,619	5,110	101,729	5.3%	11.9	11.0
NA	675,698	56,666	732,364	8.4%	8.2	7.8
Venezuela	1,387	1,561	2,948	112.5%	8.9	9.4
Colombia	23,543	12,426	35,969	52.8%	6.8	6.1
Brazil	6,270	3,900	10,170	62.2%	6.3	6.3
Argentina	16,229	9,709	25,938	59.8%	9.7	9.7
Chile	4,981	5,181	10,162	104.0%	8.2	7.7
Ecuador	1,219	1,170	2,389	96.0%	5.9	4.6
Peru	2,111	4,238	3,249	200.8%	8.2	5.9
Paraguay	1,118	-328	790	-29.3%	7.7	7.1
Uruguay	990	135	1,125	13.6%	8.0	8.3
Mexico	737	560	1,297	76.0%	6.9	6.4
Others	4,293	1,791	6,084	41.7%	6.7	7.1
SA	62,878	40,343	103,221	64.2%	7.5	7.0
Netherlands	44,950	-1,927	43,023	-4.3%	13.0	14.0
UK	2,678	2,342	5,020	87.5%	9.8	9.0
Germany	4,717	-1,599	3,118	-33.9%	11.5	9.4
Italy	3,709	-899	2,810	-24.2%	9.2	8.0
Sweden	8,518	-7,337	1,181	-86.1%	12.5	10.5
Belgium	2,813	-993	1,820	-35.3%	15.5	13.2
Austria	540	310	850	57.4%	12.3	10.0
Switzerland	1,558	-191	1,367	-12.3%	12.4	9.2
Others	11,547	-1,584	9,963	-13.7%	11.5	9.4
Europe	81,030	-11,878	69,152	-14.7%	12.3	11.8
ROW	10,834	860	11,694	7.9%	5.1	5.1
Total	830,440	85,991	916,431	10.4%	8.4	7.8



ACCOMMODATIONS

JANUARY 2024 / 2023

117,172
ARRIVALS

18.4%
GROWTH

ARRIVALS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	26,090	5,809	31,899	22.3%	26.4%	27.2%
All Inclusive	17,592	187	17,779	1.1%	17.8%	15.2%
Timeshare	25,814	1,627	27,441	6.3%	26.1%	23.4%
Others	29,446	10,607	40,053	36.0%	29.8%	34.2%
Total	98,942	18,230	117,172	18.4%		

NIGHTS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	158,967	29,058	188,025	18.3%	19.1%	20.5%
All Inclusive	117,579	-2,282	115,297	-1.9%	14.2%	12.6%
Timeshare	255,045	6,066	261,111	2.4%	30.7%	28.5%
Others	298,849	53,149	351,998	17.8%	36.0%	38.4%
Total	830,440	85,991	916,431	10.4%		



ACCOMMODATIONS JANUARY 2024/2023

117,172
ARRIVALS

18.4%
GROWTH

Visitors	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	26,157	22,019	18.8%	13,711	13,129	4.4%	24,513	23,184	5.7%	20,620	15,452	33.4%
Venezuela	79	34	132.4%	2	1	100.0%	54	14	285.7%	177	107	65.4%
Netherlands	302	414	-27.1%	124	159	-22.0%	67	109	-38.5%	2,575	2,765	-6.9%
Canada	1,474	1,156	27.5%	1,892	2,258	-16.2%	1,202	1,222	-1.6%	4,683	3,486	34.3%
Brazil	581	344	68.9%	186	111	67.6%	150	134	11.9%	693	401	72.8%
Colombia	805	383	110.2%	209	241	-13.3%	418	320	30.6%	4,513	2,504	80.2%
Argentina	374	256	46.1%	952	725	31.3%	429	285	50.5%	921	401	129.7%
Chile	257	76	238.2%	259	198	30.8%	168	100	68.0%	637	235	171.1%
Peru	176	17	935.3%	112	69	62.3%	87	14	521.4%	702	158	344.3%
UK	163	98	66.3%	22	22	0.0%	44	22	100.0%	331	130	154.6%
Italy	100	64	56.3%	54	60	-10.0%	29	18	61.1%	167	260	-35.8%
Total mainmkt	30,468	24,861	22.6%	17,523	16,973	3.2%	27,161	25,422	6.8%	36,019	25,899	39.1%
All visitors	31,899	26,090	22.3%	17,779	17,592	1.1%	27,441	25,814	6.3%	40,053	29,446	36.0%



ACCOMMODATIONS

JANUARY 2024 / 2023

117,172
ARRIVALS

18.4%
GROWTH

Market Share	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	82.0%	84.4%	-2.8%	77.1%	74.6%	3.3%	89.3%	89.8%	-0.5%	51.5%	52.5%	-1.9%
Venezuela	0.2%	0.1%	90.0%	0.0%	0.0%	97.9%	0.2%	0.1%	262.8%	0.4%	0.4%	21.6%
Netherlands	0.9%	1.6%	-40.3%	0.7%	0.9%	-22.8%	0.2%	0.4%	-42.2%	6.4%	9.4%	-31.5%
Canada	4.6%	4.4%	4.3%	10.6%	12.8%	-17.1%	4.4%	4.7%	-7.5%	11.7%	11.8%	-1.2%
Brazil	1.8%	1.3%	38.1%	1.0%	0.6%	65.8%	0.5%	0.5%	5.3%	1.7%	1.4%	27.1%
Colombia	2.5%	1.5%	71.9%	1.2%	1.4%	-14.2%	1.5%	1.2%	22.9%	11.3%	8.5%	32.5%
Argentina	1.2%	1.0%	19.5%	5.4%	4.1%	29.9%	1.6%	1.1%	41.6%	2.3%	1.4%	68.9%
Chile	0.8%	0.3%	176.6%	1.5%	1.1%	29.4%	0.6%	0.4%	58.0%	1.6%	0.8%	99.3%
Peru	0.6%	0.1%	746.8%	0.6%	0.4%	60.6%	0.3%	0.1%	484.6%	1.8%	0.5%	226.6%
UK	0.5%	0.4%	36.0%	0.1%	0.1%	-1.1%	0.2%	0.1%	88.1%	0.8%	0.4%	87.2%
Italy	0.3%	0.2%	27.8%	0.3%	0.3%	-10.9%	0.1%	0.1%	51.6%	0.4%	0.9%	-52.8%
Total mainmkt	95.5%	95.3%	0.2%	98.6%	96.5%	2.2%	99.0%	98.5%	0.5%	89.9%	88.0%	2.2%
All visitors	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%



VISITORS BY AGE

JANUARY 2024 / 2023

117,172
ARRIVALS

18.4%
GROWTH

	2023	Growth	2024	% Growth
0 - 11	5,555	1,554	7,109	28.0%
12-19	4,522	1,312	5,834	29.0%
20 - 29	11,788	2,866	14,654	24.3%
30 - 39	14,061	3,812	17,873	27.1%
40 - 49	13,703	2,743	16,446	20.0%
50 - 59	19,752	1,918	21,670	9.7%
60 - 69	18,866	2,427	21,293	12.9%
70 +	10,684	1,606	12,290	15.0%
Not Stated	11	-8	3	-72.7%
Total	98,942	18,230	117,172	18.4%



GENERATIONS JANUARY 2024 / 2023

117,172
ARRIVALS

18.2%
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
Gen A	4,639	1,297	5,936	28.0%	4.7%	5.1%
Gen Z	12,179	2,953	15,132	24.2%	12.3%	12.9%
Millennials	22,179	5,819	27,998	26.2%	22.4%	23.9%
Gen X	23,935	3,873	27,808	16.2%	24.2%	23.7%
Baby Boomers	32,143	3,656	35,799	11.4%	32.5%	30.6%
Silent Generations	3,856	640	4,496	16.6%	3.9%	3.8%
Age not specified	11	-8	3	-72.7%	0.0%	0.0%
Total	98,942	18,230	117,172	18.4%		



PURPOSE OF VISIT

JANUARY 2024 / 2023

117,172
ARRIVALS

18.2%
GROWTH

	2024	Market Share	2023	Market Share	% Growth
Sun, Sand, Sea	100,913	86.1%	84,225	85.1%	19.8%
Business	2,122	1.8%	2,076	2.1%	2.2%
Conference	1,606	1.4%	1,626	1.6%	-1.2%
Honeymoon	2,295	2.0%	2,140	2.2%	7.2%
Diving	387	0.3%	335	0.3%	15.5%
Incentive	763	0.7%	771	0.8%	-1.0%
Meeting	758	0.6%	785	0.8%	-3.4%
Not specified	5,942	5.1%	5,388	5.4%	10.3%
Shopping	794	0.7%	581	0.6%	36.7%
Wedding	1,592	1.4%	1,015	1.0%	56.8%
Total	117,172	100.0%	98,942	100.0%	18.4%



CARRIERS JANUARY 2024 / 2023

117,172
ARRIVALS

18.4%
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
JETBLUE	20,450	3,977	24,427	19.4%	20.7%	20.8%
AMERICAN AIRLINES	22,417	-870	21,547	-3.9%	22.7%	18.4%
DELTA AIRLINE	14,950	2,365	17,315	15.8%	15.1%	14.8%
UNITED AIRLINES	11,274	3,056	14,330	27.1%	11.4%	12.2%
AVIANCA	3,582	1,580	5,162	44.1%	3.6%	4.4%
SOUTHWEST AIRLINES	4,318	706	5,024	16.4%	4.4%	4.3%
COPA AIRLINES	2,966	1,737	4,703	58.6%	3.0%	4.0%
WESTJET AIRLINES	2,285	1,254	3,539	54.9%	2.3%	3.0%
SPIRIT AIRLINES	577	2,701	3,278	468.1%	0.6%	2.8%
WINGO	1,601	1,276	2,877	79.7%	1.6%	2.5%
KLM ROYAL DUTCH	3,591	-1,045	2,546	-29.1%	3.6%	2.2%
AIR CANADA	2,699	-174	2,525	-6.4%	2.7%	2.2%
LATAM AIRLINES	0	1,644	1,644	-	0.0%	1.4%
SUNWING AIRLINES	2,182	-571	1,611	-26.2%	2.2%	1.4%
DIVI DIVI AIR	1,344	-58	1,286	-4.3%	1.4%	1.1%
TUI FLY NL	1,058	-39	1,019	-3.7%	1.1%	0.9%
PRIVATE	512	387	899	75.6%	0.5%	0.8%
EZ AIR	735	84	819	11.4%	0.7%	0.7%
SUN COUNTRY AIRLINES	0	688	688	-	0.0%	0.6%
WINAIR	71	408	479	574.6%	0.1%	0.4%
BRITISH AIRWAYS	0	405	405	-	0.0%	0.3%
SURINAM AIRWAYS	281	121	402	43.1%	0.3%	0.3%
CHARTER	276	-16	260	-5.8%	0.3%	0.2%
ARAJET	152	-22	130	-14.5%	0.2%	0.1%
SKY HIGH AVIATION	35	85	120	242.9%	0.0%	0.1%
AIR CENTURY	23	51	74	221.7%	0.0%	0.1%
OTHERS	1,563	-1,500	63	-96.0%	1.6%	0.1%
Total	98,942	18,230	117,172	18.4%		



CARRIERS JANUARY 2024 / 2023

117,172
ARRIVALS

18.4%
GROWTH

City	APO Code	Jan 2024	Mkt Share	Jan 2023	Mkt Share	23 vs 22
JFK NY	JFK	17,217	14.7%	17,698	17.9%	-2.7%
Boston	BOS	13,518	11.5%	12,487	12.6%	8.3%
Newark	EWR	13,496	11.5%	6,856	6.9%	96.8%
Miami	MIA	8,594	7.3%	8,486	8.6%	1.3%
Toronto	YYZ	7,688	6.6%	7,172	7.2%	7.2%
Atlanta	ATL	7,234	6.2%	4,918	5.0%	47.1%
Charlotte	CLT	7,126	6.1%	6,949	7.0%	2.5%
Bogota	BOG	6,138	5.2%	4,534	4.6%	35.4%
Philadelphia	PHL	5,045	4.3%	6,077	6.1%	-17.0%
Panama City	PTY	4,705	4.0%	2,970	3.0%	58.4%
Orlando	MCO	3,927	3.4%	3,774	3.8%	4.1%
Amsterdam	AMS	3,567	3.0%	4,634	4.7%	-23.0%
Fort Lauderdale	FLL	3,362	2.9%	729	0.7%	361.2%
Chicago	ORD	2,621	2.2%	1,862	1.9%	40.8%
Curacao	CUR	2,533	2.2%	2,445	2.5%	3.6%
G.Bush DC	IAD	2,293	2.0%	2,941	3.0%	-22.0%
Lima, Peru	LIM	1,644	1.4%	0	0.0%	—
Medellin	MDE	1,203	1.0%	705	0.7%	70.6%
Baltimore	BWI	1,100	0.9%	548	0.6%	100.7%
Cali, Alfonso Bonilla Aragon	CLO	791	0.7%	4	0.0%	19675.0%
Minneapolis St. Paul Inter Airp	MSP	688	0.6%	673	0.7%	2.2%
Sint Maarten	SXM	481	0.4%	77	0.1%	524.7%
Gatwick Airport , UK	LGW	405	0.3%	0	0.0%	—
Johan A. Pengel Int Airport, Suriname	PBM	383	0.3%	281	0.3%	36.3%
Houston International	IAH	368	0.3%	528	0.5%	-30.3%
Others		1,045	0.9%	1,594	1.6%	-34.4%
Total		117,172	100.0%	98,942	100.0%	18.4%



CRUISE COMPARISON



One happy island ✦ ARUBA.COM



CRUISE JANUARY 2024



2023



CRUISE PAX

122,943

CRUISE CALLS

48



2024



CRUISE PAX

123,374

0.35%

CRUISE CALLS

48

0%

ABSOLUTE GROWTH PAX JANUARY

431

0.35%

ABSOLUTE GROWTH CALLS JANUARY

0

0.0%

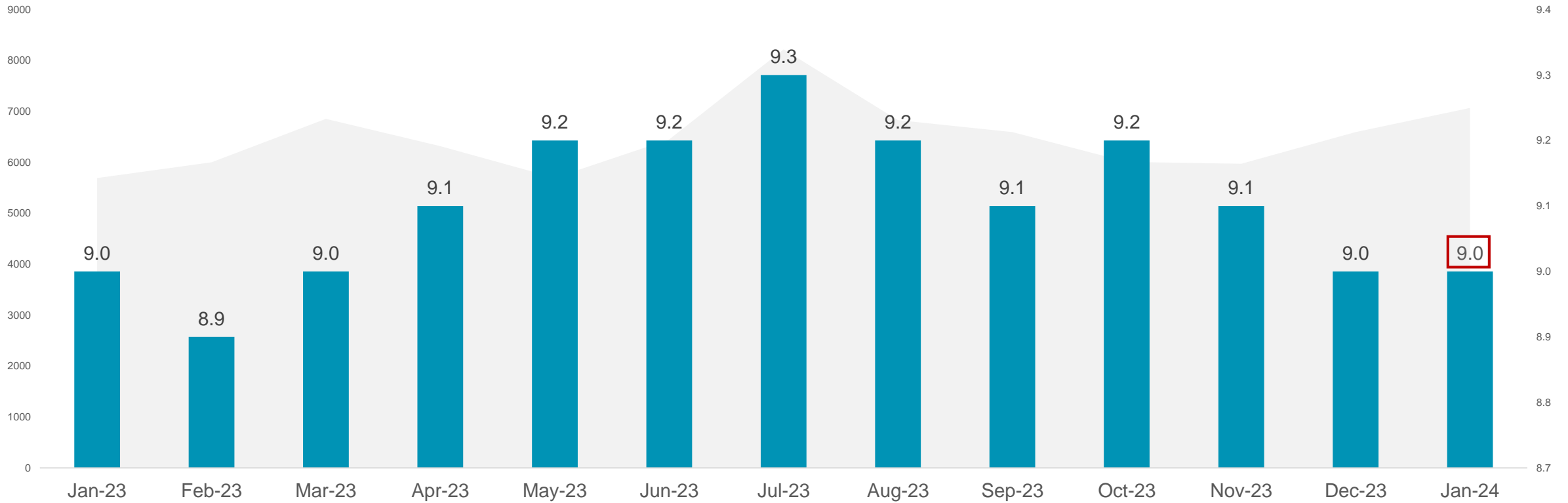




GUEST EXPERIENCE INDEX (GEI)

Reviews and Ratings

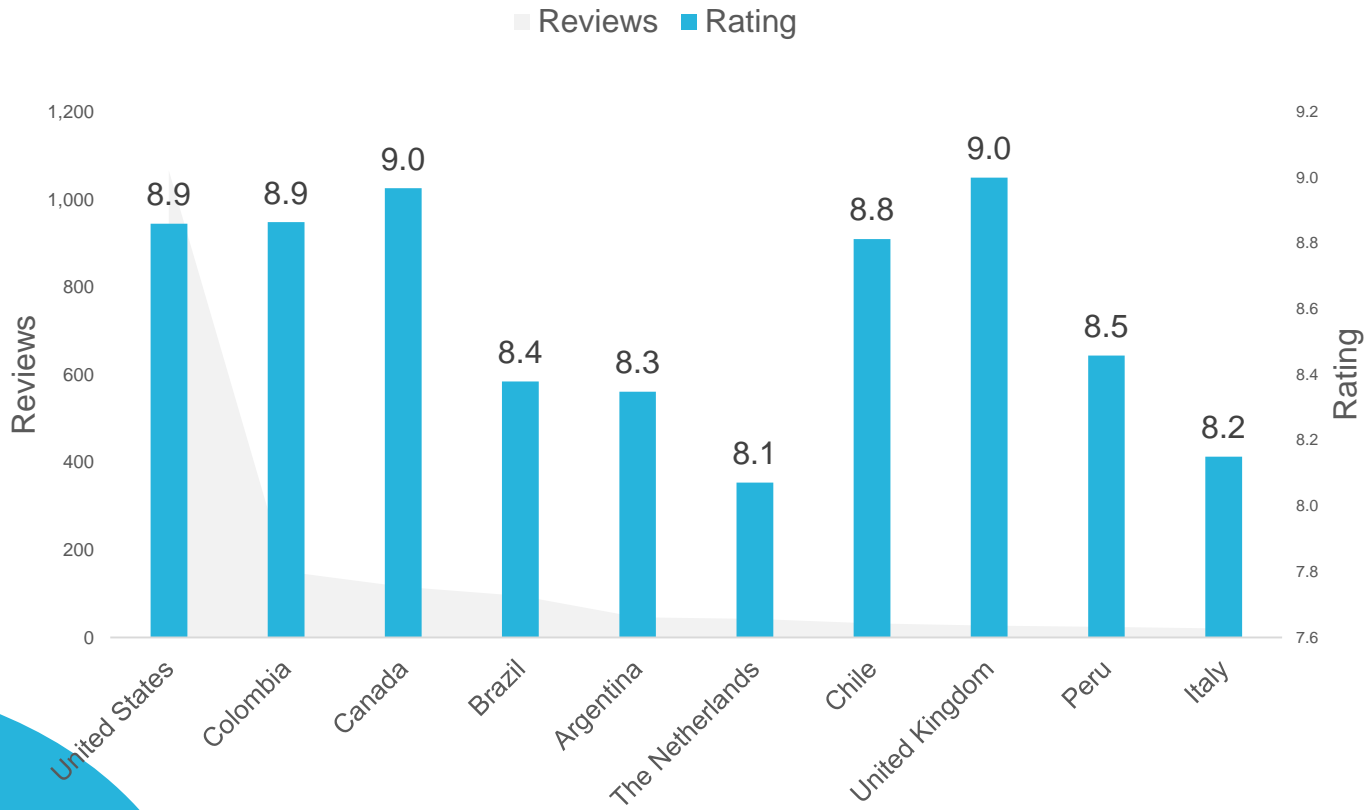
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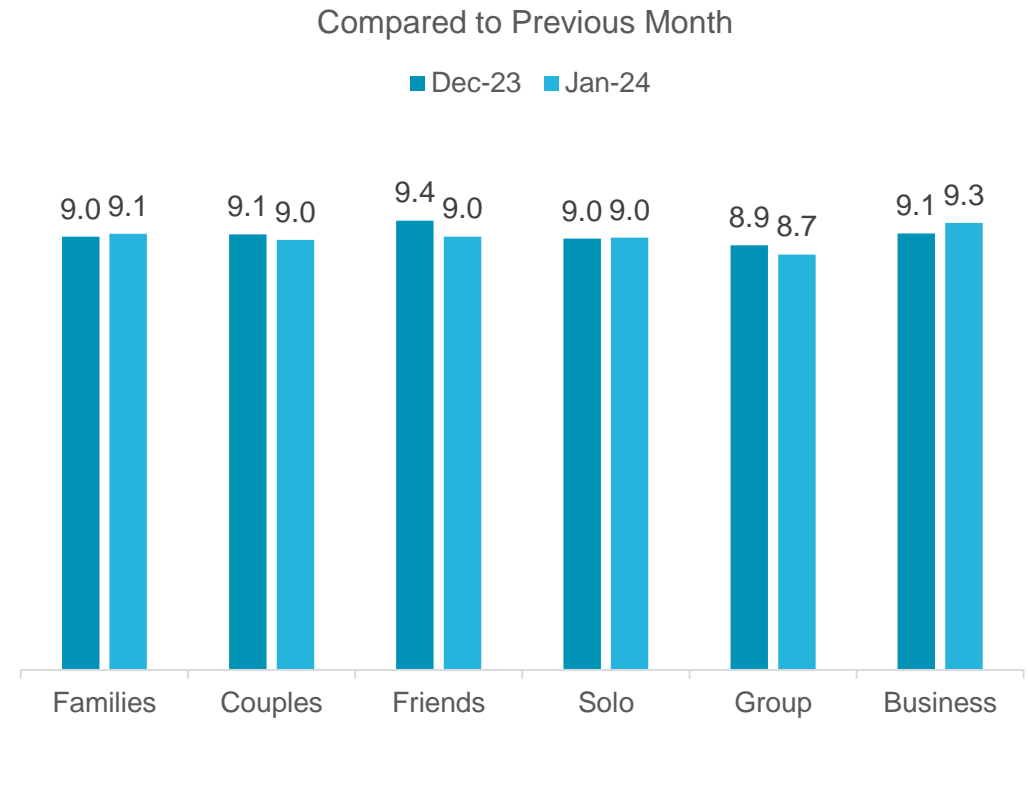


GEI JAN 2024

MARKETS

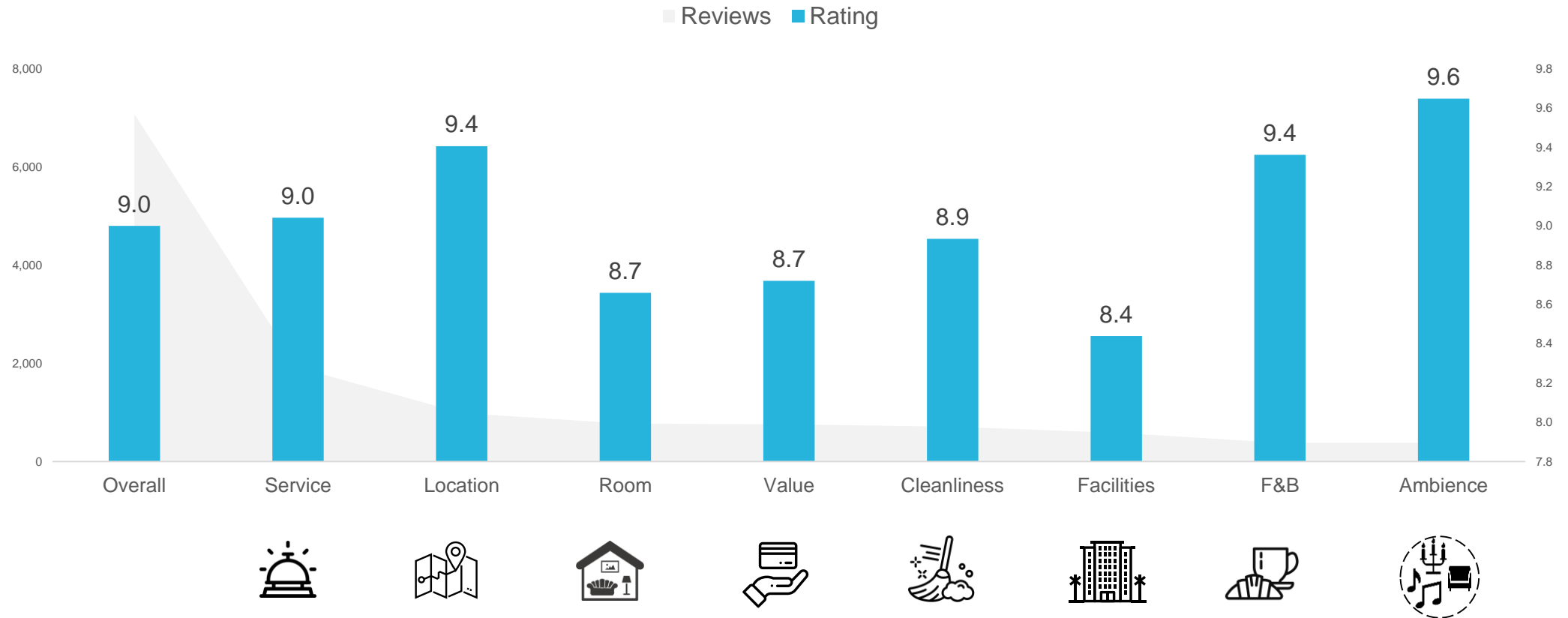


TRAVEL PARTY





GEI JAN 2024

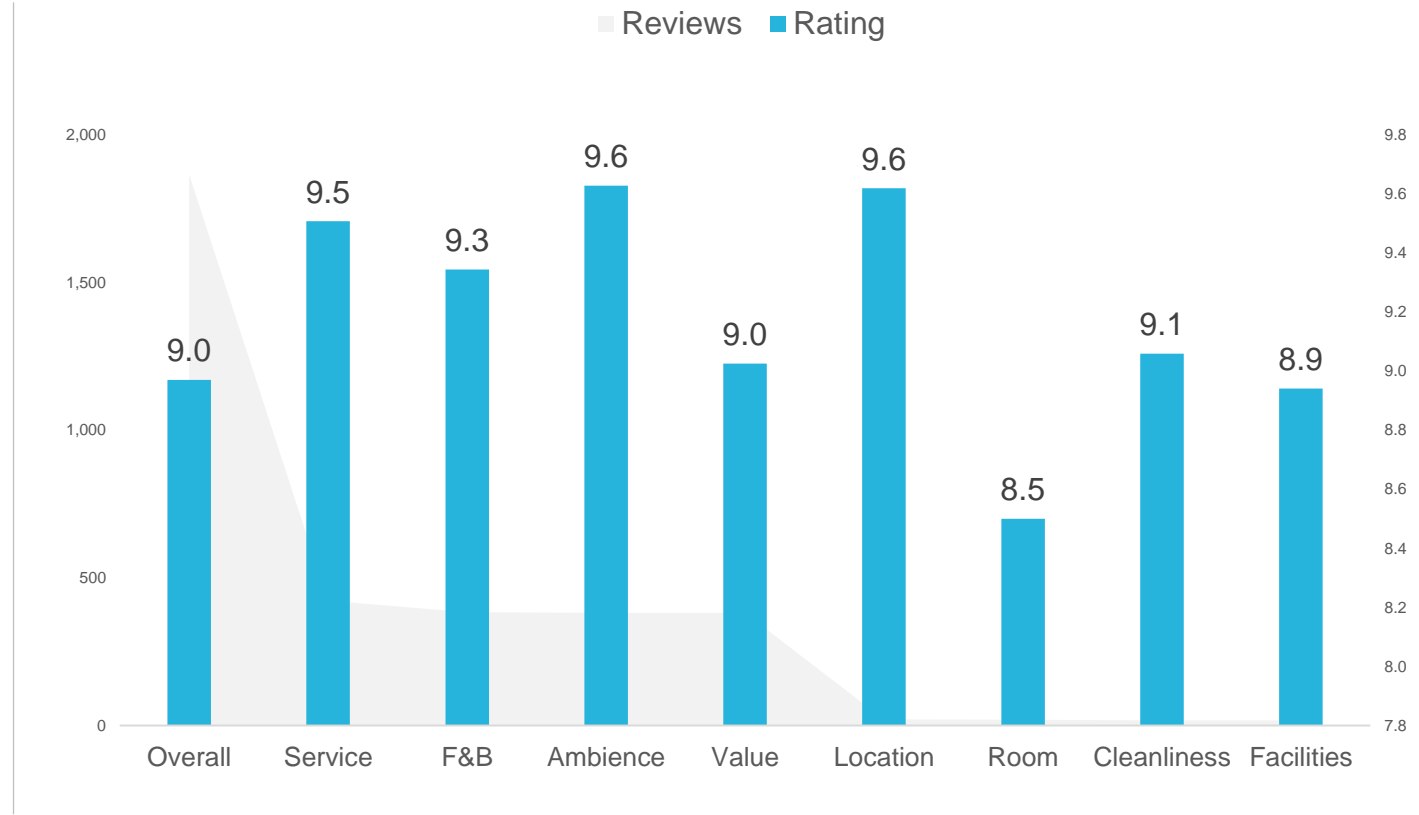
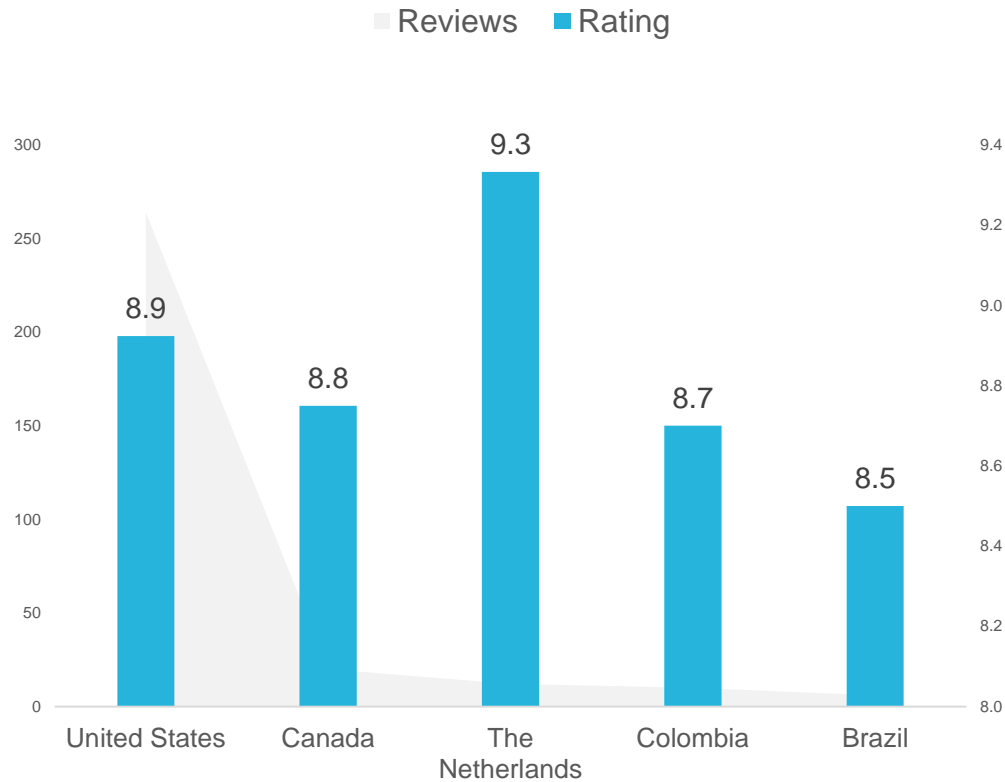




RESTAURANT GEI JAN 2024



MARKETS





VACATIONS RENTALS

LIGHTHOUSE formerly OTA insights

 **Transparent**
— OTA INSIGHT —

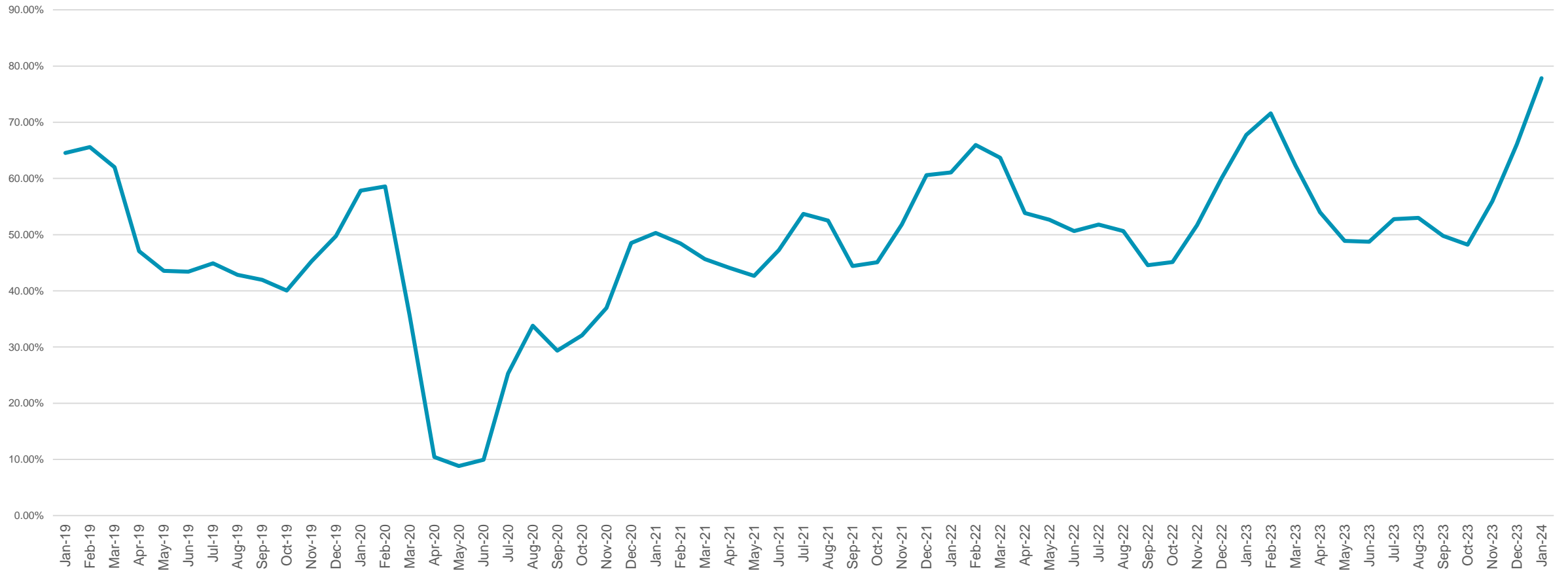
INTRODUCTION

- ▶ In 2023, A.T.A. started working with Transparent Insights. Transparent tracks short-term rentals at the property level through their dashboard.
- ▶ With Transparent, A.T.A. can 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 allows direct comparison with similar, contrasting, or competing markets to compare data on occupancy rates, ADR, and booking windows.

At the moment, Transparent has not provided information on the number of properties reported.

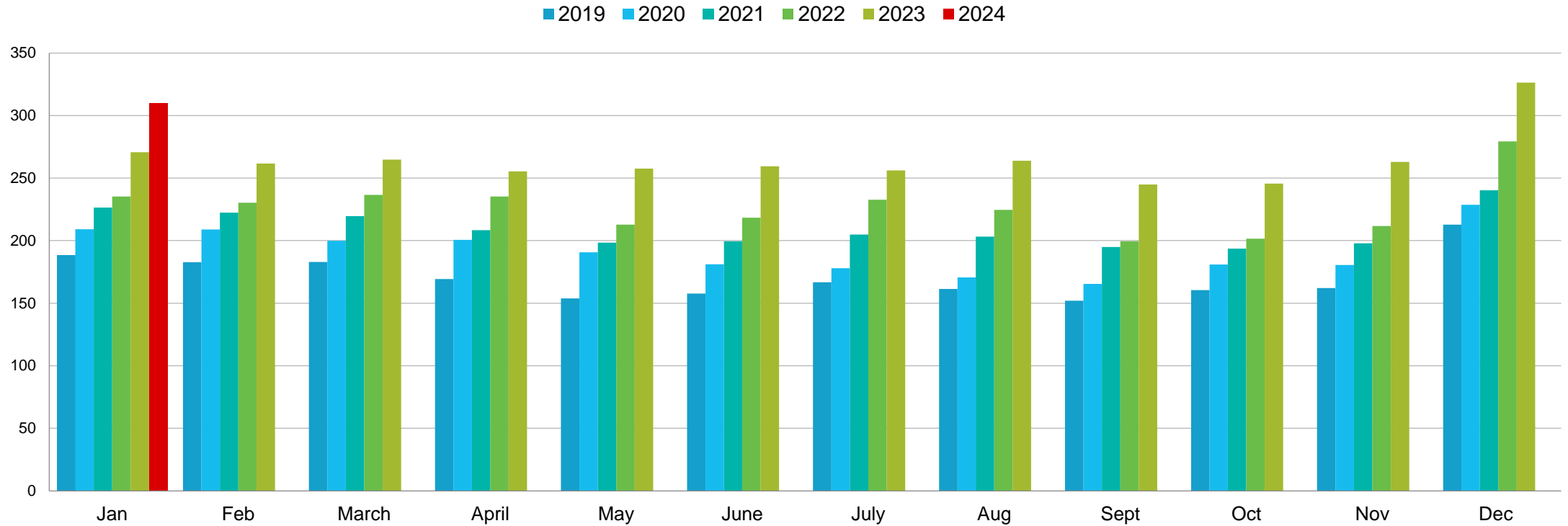
OCCUPANCY

January 2023 Occupancy: 67.7% | January 2024 Occupancy: 77.9%



ADR

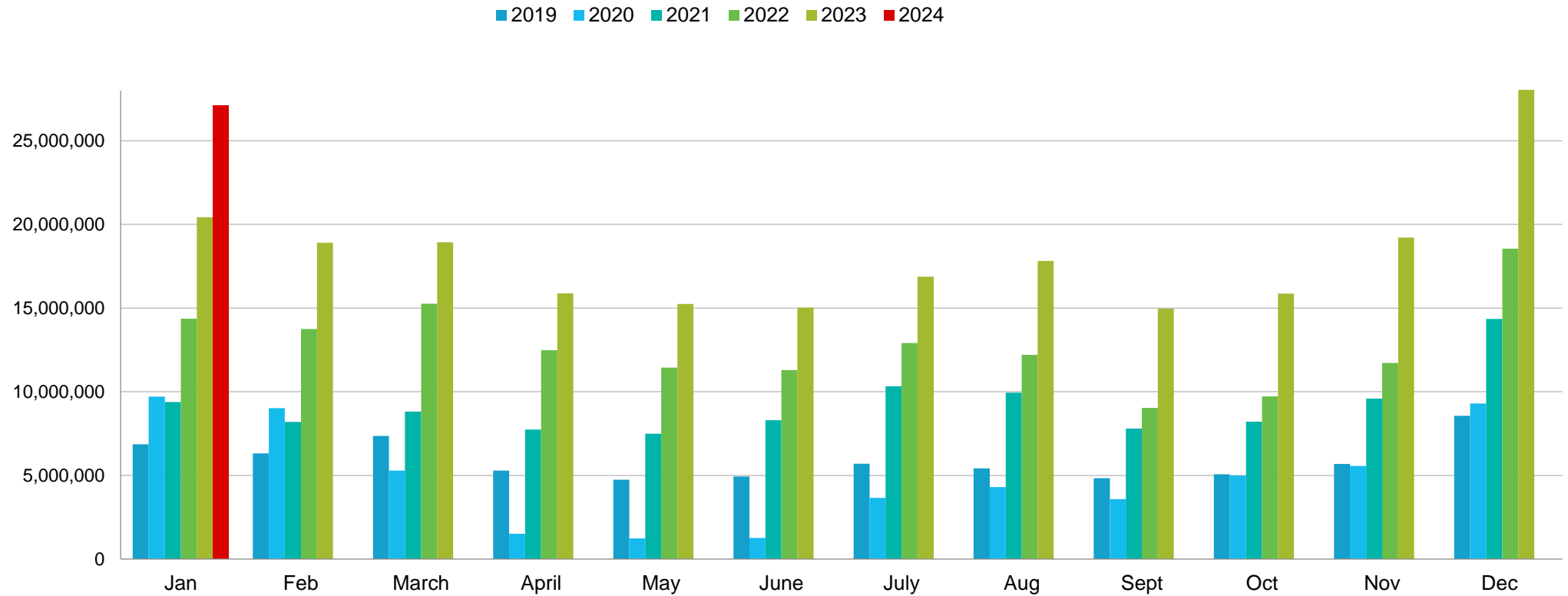
January 2023 ADR: \$271 | January 2024 ADR: \$310



REVENUE

Total Revenue Jan 2023: USD\$20,429,721

Total Revenue Jan 2024: USD\$27,076,500



T I D B I T S

Travel Trends Travel 2024

by



Top Trends for Travel in 2024



Travel is poised to reach record highs in 2024.

Global tourism spending is expected to hit USD2 trillion, exceeding its peak fuelled by leisure demand'

However, the sector will be shaped by a complex interplay of converging factors, including rising demand from emerging markets, weak economic growth, geopolitical instability, and escalating sustainability challenges.

Insatiable rise of experience seekers.

Travel and tourism continue to outperform the global economy, the latter set for sluggish growth of 2.7%, showing the importance bestowed upon travel by consumers despite the persistent cost-of-living crisis. Yet growth is forecast to slow to 16% in 2024, as the heady days of “revenge travel” fade and rising prices gradually eat into consumer appetite for taking a trip. In Euromonitor’s Voice of the Industry Travel Survey, travel business executives cited inflation (56%) and travel disruptions (53%) along with consumers’ desire for value for money (46%) as the biggest trends impacting the sector. 59% expect a slight improvement on financial performance over 2023-2024 as rising costs are being passed on to consumers.

The return of business travel is more complex as employees embrace blended travel for a stronger work/life balance. Blended travel is expected to reach USD300 billion in 2024. Businesses are also pushed on by their investors to deliver on their carbon emissions targets by cutting non-essential business travel, where first and business class air travel are four times more harmful than economy class, according to the Aviation Environment Federation.

Rail leads the transition to climate-friendly travel – but still a long way to go

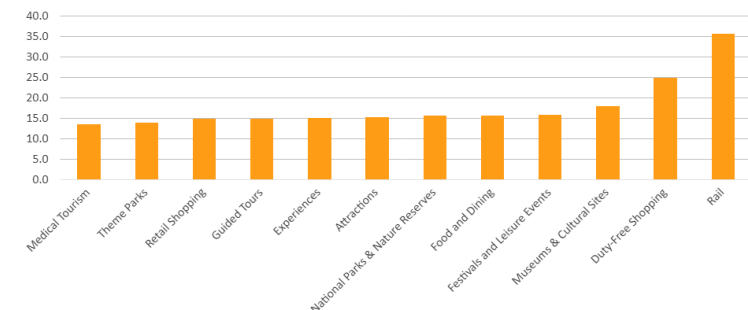
In 2024, the fastest growing travel category worldwide is rail transport at 35.6% over 2023-2024

One third (33%) of Eco-Adventurers in 2023 prefer alternatives to air travel such as rail for their trips, according to Euromonitor’s Voice of the Consumer: Travel Survey. However, as the recent Tourism Panel on Climate Change reported, tourism is falling far short of its targets and “a paradigm shift” is required to scale up the necessary action to meet tourism’s climate emissions goals in line with the 1.5C pathway and meet net zero targets by 2050.

Duty-free shopping and museums and cultural sites are expected to be the second and third highest growth categories, with 24.9% and 17.9%, respectively, with Luxury Seekers among the most frequent fliers rediscovering the joys of airport shopping, whilst the return of Cultural Explorers in France and Italy are rediscovering places closer to home.

28% of Luxury Seekers even pick their holiday destinations based on the quality of shopping available there in 2023, as reported in Euromonitor’s Voice of the Consumer: Travel Survey.

Fastest Growing Travel Categories in the World - Value 2023-2024
% growth 2023-2024



Source: Euromonitor International - Passport Travel
Note: Fixed 2023 exchange rates at constant prices



Power of personalization – travel brands tap into consumers’ passions

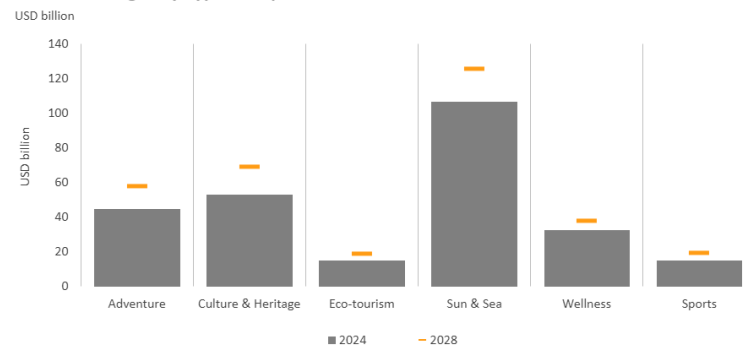
Niche tourism segments such as wellness, luxury, eco-tourism, sports and adventure are expected to be major growth areas in the year ahead, as consumers increasingly prioritise personalised experiences aligned with their lifestyles and values, driving a willingness to pay more for what matters most to them.

Sales of sports tourism packages sold through travel intermediaries forecast to grow by 15% over 2023-2024, benefiting from mega events such as the Paris Olympics and UEFA EURO 2024 in Germany, whilst eco-tourism will be the second highest growth category, at 14.8%

Finding and experiencing the perfect trip is ever more achievable, thanks to personalisation delivered through digitalisation, including recent leaps forward with generative AI in travel planning. Yet the jury is still out on the accuracy of such AI tools.

Travel brands and destinations are also developing innovative products aligned with consumers’ needs whilst leveraging consumer segmentation, traditional marketing and social media for engagement. This consumer-centric mindset is helping to drive quality tourism over quantity to ensure sustainable and resilient growth.

Leisure Packages by Type 2024/2028



Source: Euromonitor International



Changing face of the traveller: Younger, diverse and empowered

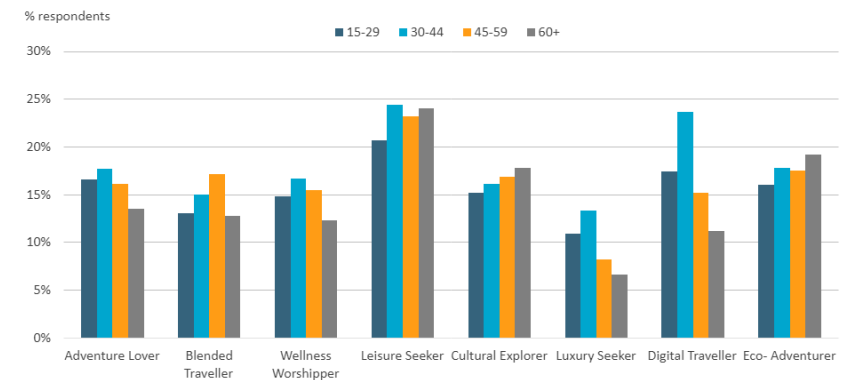
What is also striking about the post-pandemic traveller is that they are getting younger, where millennials (aged 30-44) make up the largest share of Wellness Worshippers, Leisure Seekers, Luxury Seekers and Digital Travellers, according to Euromonitor’s Voice of the Consumer: Travel Survey.

Luxury Seekers see the highest representation in Middle Eastern and Asia Pacific countries, and Eco-Adventurers in Asia Pacific and Europe, whilst Cultural Explorers are most prevalent in Europe.

Travel is highly digitalised, with 67% of consumers expected to book online in 2024 – and even more so for 76% of Wellness Worshippers and 75% of Digital Travellers in 2023

Travel brands and destinations would be wise to ensure that diversity and inclusion are central to their brand values and products/services to welcome the traveller of tomorrow in a high-tech, high-touch way that respects their beliefs and values.

Traveller Segmentation by Age 2023



Source: Euromonitor International - Voice of the Consumer: Travel Survey (n=40,324)



The Travel Trends That Will Define 2024

Acting on Sustainability

The term sustainability is hardly new for the travel industry. It's been a hot topic for years, particularly post-pandemic. But 2024 may be the year that travelers far and wide really begin to focus on the issue, says Travelzoo Senior Editor Gabe Saglie. "They'll begin to define and adopt deliberate personal actions, however small, that tangibly showcase mindfulness and respect for the destination they visit and its people – and ultimately, reduce their carbon footprint," says Saglie.



Think of it as small personal actions for a big collective impact including carrying reusable water bottles and shopping bags, using public transportation more frequently, and making a point of shopping at local businesses in destination.

You can also expect to see more travelers opting for lesser-known destinations to help decrease overtourism in the coming year and traveling off-season. "Turning these small things into conscious decisions when planning and executing travel will gain momentum and more and more of us will use things like social media to share our actions to inspire others," says Saglie. To help facilitate such meaningful action, Travelzoo recently announced its latest global initiative. Dubbed #travelfortomorrow, the initiative is designed to inspire travelers to pledge to take concrete actions toward sustainable travel in 2024 and beyond.

Immersing in Culinary Travel

The coming year will also find travelers increasingly focused on culinary-related globetrotting experiences. A growing number of travelers are seeking culinary and wine experiences that connect them to the local culture and traditions of destinations in 2024, says Sam Seward, managing director of Exodus Adventure Travels. "There is more focus on experiences that enliven the senses when visiting a destination," Seward explained to TravelPulse. "Culinary travel has evolved as people want to learn and absorb the culture of a destination through their food and beverage experiences."

This growing trend includes travelers taking part in private hosted dinners, exploring open-air food markets and other intimate interactions with local guides and residents. "Dining, culture, and connections are inspiring leisure travel decisions as people increasingly prioritize the purchase of experiences over things," says the Hilton report. "Next year, foodies will reign supreme, with culinary experiences prioritized globally and across generations. In tandem, people will travel to learn about other cultures, learn about their own culture and connect with others."

The Travel Trends That Will Define 2024

Wellness Travel Prioritized

A development that began surging on the heels of the COVID-19 pandemic, wellness travel grew even more popular in 2023 and is expected to continue to skyrocket in the year ahead. “2024 will likely be the year when more Americans deliberately fold self-care into their travels,” says Saglie. “More and more Americans are realizing that to maximize a vacation, conscious strides have to be made to relax and recharge, to disconnect, to prioritize personal well-being.”

The industry will respond in kind, focusing on, and promoting, curated experiences such as a re-invented spa culture, outdoor experiences, and farm-to-table eating.

Active Travel Shaping Choices

Demand for active travel experiences will reach an all-time high in 2024, predicts Seward. “Popular options include cycling, hiking, wildlife, and cultural small group tours where people can have an enhanced sense of accomplishment, engagement and fulfillment,” says Seward. “North Americans are seeking extraordinary experiences with memories that last a lifetime, and travel is becoming the new social currency.”

Matt Berna, president of the Americas for Intrepid Travel, echoes this prediction, pointing out that when the global pandemic forced us all indoors, it drove a huge boom in outdoor adventures as people looked for ways to stay active. This interest has continued long after the pandemic has subsided and it's increasingly shaping travel choices.

In Intrepid's case, that has translated to a significant uptick in travelers booking walking and trekking tours. “Globally, Intrepid saw a whopping 445 percent increase in sales year-over-year in its walking and trekking range,” says Berna. “With more people continuing to want to get outside and enjoy nature, we are introducing more walking and trekking itineraries for 2024 that will allow travelers to do this, while exploring incredible landscapes all over the world.”

The Travel Trends That Will Define 2024

More Shoulder Season Getaways

Spring and fall are known in the travel industry as the “shoulder seasons” — meaning they are windows in time when travel crowds have lightened, flights and hotels are more affordable, and temperatures are milder.

But with the COVID-19 pandemic driving an increase in remote workers, more and more people have been freed to travel year-round, including during the historically slower and more budget-friendly shoulder season.

Add into the mix the brutal heatwaves that swept across much of Europe and beyond this past summer, and it becomes clear that shoulder season travel will continue to be a popular choice.

“After a summer of extreme heat and overcrowded destinations in 2023, travel will increasingly move to the shoulder seasons in 2024,” says Berna. “Intrepid has seen consistent growth in fall and spring bookings in Europe since 2018— increasing by 56 percent and 70 percent in 2023 compared to pre-pandemic levels and we expect this to continue.”

Longer Itineraries

Yet another development that may have something to do with being cooped up for years, travelers are planning far lengthier vacation itineraries these days and that trend is expected to gain even more momentum in 2024.

“A real trend we’ve been seeing is people interested in traveling for longer and choosing multi-country trips,” Wilderness Travel’s Director of Product, Scott Abbott, tells TravelPulse. “That has meant either adding time on their own before, or after, planned tours, booking two to four trips back-to-back-to-back, or a preference for our longer and more in-depth trips.”

Wilderness Travels has seen a particular spike in trip offerings that are 26 days or longer and the company expects that to accelerate in 2024 as travelers seek to experience destinations in greater depth and continue to prioritize travel experiences in their lives.

The Travel Trends That Will Define 2024

Passion First, Destination Second

More than ever, travelers are letting their passions lead when deciding on where to go next and how to travel, choosing the destinations that best allow them to undertake and participate in activities that interest them. “A good example of this is the explosion in eclipse-related travel for 2024 and beyond or viewing wildlife, especially if you’re interested in a particular species, such as snow leopards, jaguars, or whale sharks,” says Abbott. “These are things you can’t do everywhere, so increasingly we see people choosing travel to places where they can pursue their passions.”

Set-Jetting

Call it silver screen sightseeing or set-jetting (as Expedia has dubbed this development) consumers will continue to book travel in 2024 based on the backdrops from their favorite television shows and movies. Whether you choose to believe it or not, travelers say TV shows influence their travel decisions more than Instagram, TikTok, and podcasts, according to Expedia.

Dry Tripping

Think Dry January and Sober October as the inspiration driving this trend, says Expedia. “In 2024 zero-proof holidays are expected to take over our travel feeds,” says the travel platform’s 2024 trends report. “More than 40 percent of respondents say they’re likely to book a detox trip in the next year.” Additionally, half of travelers say they would be interested in staying at a hotel that offers easily accessible alcohol-free options.

Slow-Life Travel

And one last trends report to dig into for 2024—this one from Pinterest, says slow life travels will be all the rage next year. The report, based on the planning activities of 482 million Pinterest users, says people are planning trips that “take it extra slow” and allow for catching up on rest. Interest in these types of trips is up 60 percent, according to the report.

“Gen Z and Millennials will retreat to laid-back locales that offer the opposite of a jam-packed itinerary,” says Sydney Stanback, Pinterest’s global trends and insights lead. The experts at Lonely Planet foresee a similar development, which they’ve labeled “Slow Sojourns.”

“More travelers are looking to immerse themselves in the destinations they visit rather than ticking off activities from a packed itinerary,” says the Lonely Planet rundown on what to expect in 2024.

Familiar Places in Unfamiliar Ways

Lastly, in 2024, travelers will continue to plan visits to bucket list destinations, but will do so with a slightly different spin. “Travelers want to experience these destinations in new and unique ways that aren’t ‘on the radar’ for that destination,” says Abbott.

“We’ve seen a growth in demand for customization and private journeys in familiar places and we’ve even developed group experiences that facilitate this like our Hiker Journey to Machu Pichu and Treasures of Mont Blanc, which take guests to well-loved places but provide a completely different experience using alternative trails, cultural encounters, and destinations to see a new side of these places.”



MASHA DANKI

Thank You

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

Visit our website www.arubainsight.com

