



# JANUARY 2026

## Monthly Report

# SNAPSHOT JANUARY 2026/2025



HOW MANY ARRIVALS?

136,578

9.4%



HOW MANY CRUISE TOURISM?

138,059

11.8%

Compared to 2025



HOW LONG DID THEY STAY?

1,064,432

9.7%



WHAT DID THEY SPEND?\*

Central Bank Aruba  
(Q1 and Q2 2025)

Avg. 2,874.3 min

1.6%

Q1 and Q2 2024: 2,829.20

\*\*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?



199,327

NIGHTS

18.7%

% Share



117,536

NIGHTS

11.0%

% Share



274,739

NIGHTS

25.8%

% Share



472,830

NIGHTS

44.4%

% Share

# JANUARY RESULT 2026

NORTH AMERICA



**100,995**

73.9%

SOUTH AMERICA



**25,745**

18.9%

EUROPE



**6,377**

4.7%

OTHERS



**3,461**

2.5%

TOTAL ARRIVALS

**136,578**

100%



# ARRIVALS JANUARY 2026/2025

**136,578**  
ARRIVALS

**9.4%**  
GROWTH

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
USA	88,300	2,699	90,999	3.1%	70.8%	66.6%
Canada	8,951	1,045	9,996	11.7%	7.2%	7.3%
<b>NA</b>	<b>97,251</b>	<b>3,744</b>	<b>100,995</b>	<b>3.8%</b>	<b>77.9%</b>	<b>73.9%</b>
Venezuela	333	-83	250	-24.9%	0.3%	0.2%
Colombia	5,915	-218	5,697	-3.7%	4.7%	4.2%
Brazil	3,169	-684	2,485	-21.6%	2.5%	1.8%
Argentina	4,946	7,706	12,652	155.8%	4.0%	9.3%
Chile	1,297	-436	861	-33.6%	1.0%	0.6%
Ecuador	546	-11	535	-2.0%	0.4%	0.4%
Peru	1,484	-7	1,477	-0.5%	1.2%	1.1%
Paraguay	119	52	171	43.7%	0.1%	0.1%
Uruguay	319	32	351	10.0%	0.3%	0.3%
Mexico	193	42	235	21.8%	0.2%	0.2%
Others	1,001	30	1,031	3.0%	0.8%	0.8%
<b>SA</b>	<b>19,322</b>	<b>6,423</b>	<b>25,745</b>	<b>33.2%</b>	<b>15.5%</b>	<b>18.9%</b>
Netherlands	2,862	388	3,250	13.6%	2.3%	2.4%
UK	412	-58	354	-14.1%	0.3%	0.3%
Germany	350	71	421	20.3%	0.3%	0.3%
Italy	344	203	547	59.0%	0.3%	0.4%
Sweden	131	28	159	21.4%	0.1%	0.1%
Belgium	149	-5	144	-3.4%	0.1%	0.1%
Austria	74	5	79	6.8%	0.1%	0.1%
Switzerland	137	66	203	48.2%	0.1%	0.1%
Others	1,072	148	1,220	13.8%	0.9%	0.9%
<b>Europe</b>	<b>5,531</b>	<b>846</b>	<b>6,377</b>	<b>15.3%</b>	<b>4.4%</b>	<b>4.7%</b>
<b>ROW</b>	<b>2,683</b>	<b>778</b>	<b>3,461</b>	<b>29.0%</b>	<b>2.2%</b>	<b>2.5%</b>
<b>Total</b>	<b>124,787</b>	<b>11,791</b>	<b>136,578</b>	<b>9.4%</b>		
<b>W/O Ven.</b>	<b>124,454</b>	<b>11,874</b>	<b>136,328</b>	<b>9.5%</b>		



# ARRIVALS USA JANUARY 2026/2025

**90,999**  
ARRIVALS

**3.1%**  
GROWTH

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
New York	18,575	616	19,191	3.3%	21.0%	21.1%
Massachusetts	11,289	150	11,439	1.3%	12.8%	12.6%
New Jersey	8,791	434	9,225	4.9%	10.0%	10.1%
Pennsylvania	5,002	459	5,461	9.2%	5.7%	6.0%
Illinois	2,397	973	3,370	40.6%	2.7%	3.7%
Connecticut	2,655	376	3,031	14.2%	3.0%	3.3%
Florida	3,520	494	4,014	14.0%	4.0%	4.4%
Ohio	2,466	38	2,504	1.5%	2.8%	2.8%
Maryland	2,178	188	2,366	8.6%	2.5%	2.6%
Michigan	1,828	380	2,208	20.8%	2.1%	2.4%
Virginia	2,251	163	2,414	7.2%	2.5%	2.7%
Georgia	1,373	55	1,428	4.0%	1.6%	1.6%
North Carolina	2,132	213	2,345	10.0%	2.4%	2.6%
Texas	2,584	-151	2,433	-5.8%	2.9%	2.7%
California	1,516	-512	1,004	-33.8%	1.7%	1.1%
Other	19,743	-1,177	18,566	-6.0%	22.4%	20.4%
<b>Total</b>	<b>88,300</b>	<b>2,699</b>	<b>90,999</b>	<b>3.1%</b>		



# NIGHTS JANUARY 2026/2025

**1,064,432**  
NIGHTS

**9.7%**  
GROWTH

	2025	Growth	2026	% Growth	ALOS 2025	ALOS 2026
USA	641,241	23,464	664,705	3.7%	7.3	7.3
Canada	103,189	6,385	109,574	6.2%	11.5	11.0
<b>NA</b>	<b>744,430</b>	<b>29,849</b>	<b>774,279</b>	<b>4.0%</b>	7.7	7.7
Venezuela	2,958	-649	2,309	-21.9%	8.9	9.2
Colombia	35,095	-730	34,365	-2.1%	5.9	6.0
Brazil	19,568	-4,974	14,594	-25.4%	6.2	5.9
Argentina	46,924	65,943	112,867	140.5%	9.5	8.9
Chile	9,971	-3,107	6,864	-31.2%	7.7	8.0
Ecuador	2,482	-179	2,303	-7.2%	4.5	4.3
Peru	8,462	728	9,190	8.6%	5.7	6.2
Paraguay	801	430	1,231	53.7%	6.7	7.2
Uruguay	2,458	460	2,918	18.7%	7.7	8.3
Mexico	1,424	-101	1,323	-7.1%	7.4	5.6
Others	6,372	-113	6,259	-1.8%	6.4	6.1
<b>SA</b>	<b>136,515</b>	57,708	<b>194,223</b>	<b>42.3%</b>	7.1	7.5
Netherlands	47,797	4,027	51,824	8.4%	16.7	15.9
UK	3,798	-620	3,178	-16.3%	9.2	9.0
Germany	2,943	1,094	4,037	37.2%	8.4	9.6
Italy	3,091	1,000	4,091	32.4%	9.0	7.5
Sweden	1,852	-605	1,247	-32.7%	14.1	7.8
Belgium	3,058	-460	2,598	-15.0%	20.5	18.0
Austria	513	346	859	67.4%	6.9	10.9
Switzerland	1,536	-12	1,524	-0.8%	11.2	7.5
Others	10,068	1,106	11,174	11.0%	9.4	9.2
<b>Europe</b>	<b>74,656</b>	5,876	<b>80,532</b>	<b>7.9%</b>	13.5	12.6
<b>ROW</b>	<b>14,948</b>	450	<b>15,398</b>	<b>3.0%</b>	5.6	4.4
<b>Total</b>	<b>970,549</b>	93,883	<b>1,064,432</b>	<b>9.7%</b>	7.8	7.8



# ACCOMMODATIONS JANUARY 2026/2025

**136,578**  
ARRIVALS

**9.4%**  
GROWTH

## ARRIVALS BY ACCOMMODATION

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
EP	31,770	1,758	33,528	5.5%	25.5%	24.5%
All Inclusive	17,224	1,123	18,347	6.5%	13.8%	13.4%
Timeshare	27,604	1,620	29,224	5.9%	22.1%	21.4%
Others	48,189	7,290	55,479	15.1%	38.6%	40.6%
<b>Total</b>	<b>124,787</b>	<b>11,791</b>	<b>136,578</b>	<b>9.4%</b>		

## NIGHTS BY ACCOMMODATION

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
EP	188,790	10,537	199,327	5.6%	19.5%	18.7%
All Inclusive	110,969	6,567	117,536	5.9%	11.4%	11.0%
Timeshare	255,426	19,313	274,739	7.6%	26.3%	25.8%
Others	415,364	57,466	472,830	13.8%	42.8%	44.4%
<b>Total</b>	<b>970,549</b>	<b>93,883</b>	<b>1,064,432</b>	<b>9.7%</b>		



# VISITORS BY AGE JANUARY 2026/2025

**136,578**  
ARRIVALS

**9.4%**  
GROWTH

	2025	Growth	2026	% Growth
0 - 11	7,984	756	8,740	9.5%
12-19	6,579	1,178	7,757	17.9%
20 - 29	15,346	1,499	16,845	9.8%
30 - 39	18,245	922	19,167	5.1%
40 - 49	17,840	1,766	19,606	9.9%
50 - 59	22,527	1,941	24,468	8.6%
60 - 69	22,941	2,089	25,030	9.1%
70 +	13,324	1,640	14,964	12.3%
Not Stated	1		1	0.0%
<b>Total</b>	<b>124,787</b>	<b>11,791</b>	<b>136,578</b>	<b>9.4%</b>



# GENERATIONS JANUARY 2026/2025

**136,578**  
ARRIVALS

**9.4%**  
GROWTH

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
Gen A	6,605	570	7,175	8.6%	5.3%	5.3%
Gen Z	16,803	2,226	19,029	13.2%	13.5%	13.9%
Millennials	28,632	1,909	30,541	6.7%	22.9%	22.4%
Gen X	29,449	2,972	32,421	10.1%	23.6%	23.7%
Baby Boomers	38,200	3,354	41,554	8.8%	30.6%	30.4%
Silent Generations	5,097	760	5,857	14.9%	4.1%	4.3%
Age not specified	1		1	0.0%	0.0%	0.0%
<b>Total</b>	<b>124,787</b>	11,791	<b>136,578</b>	<b>9.4%</b>		



# CARRIERS JANUARY 2026/2025

**136,578**  
ARRIVALS

**9.4%**  
GROWTH

	2025	Growth	2026	% Growth	Marketshare 2025	Marketshare 2026
JETBLUE	21,671		24,783	14.4%	17.4%	18.1%
AMERICAN AIRLINES	21,496	-148	21,348	-0.7%	17.2%	15.6%
DELTA AIRLINES	18,477	544	19,021	2.9%	14.8%	13.9%
UNITED AIRLINES	16,378	2,618	18,996	16.0%	13.1%	13.9%
COPA AIRLINES	5,613	1,206	6,819	21.5%	4.5%	5.0%
AVIANCA	5,634	798	6,432	14.2%	4.5%	4.7%
WESTJET AIRLINES	4,268	1,939	6,207	45.4%	3.4%	4.5%
SOUTHWEST AIRLINES	4,264	-20	4,244	-0.5%	3.4%	3.1%
LATAM AIRLINES PERU	2,837	949	3,786	33.5%	2.3%	2.8%
KLM	3,120	426	3,546	13.7%	2.5%	2.6%
WINGO	3,285	-55	3,230	-1.7%	2.6%	2.4%
AIR CANADA	2,662	108	2,770	4.1%	2.1%	2.0%
AEROLINEAS ARGENTINAS	0	2,420	2,420	-	0.0%	1.8%
SPIRIT AIRLINES	1,766	439	2,205	24.9%	1.4%	1.6%
DIVI DIVI AIR	1,763	354	2,117	20.1%	1.4%	1.6%
GOL	1,792	-224	1,568	-12.5%	1.4%	1.1%
PRIVATE	1,249	234	1,483	18.7%	1.0%	1.1%
WINAIR	924	113	1,037	12.2%	0.7%	0.8%
EZ AIR	1,074	-50	1,024	-4.7%	0.9%	0.7%
CHARTER	2,904	-1,949	955	-67.1%	2.3%	0.7%
TUI FLY NL	827	127	954	15.4%	0.7%	0.7%
SUN COUNTRY AIRLINES	870	-169	701	-19.4%	0.7%	0.5%
SURINAM AIRWAYS	339	101	440	29.8%	0.3%	0.3%
ARAJET	137	121	258	88.3%	0.1%	0.2%
AIR CENTURY	47	51	98	108.5%	0.0%	0.1%
FRONTIER AIRLINES	0	68	68	-	0.0%	0.0%
OTHERS	1,390	-1,322	68	-95.1%	1.1%	0.0%
<b>Total</b>	<b>124,787</b>	<b>11,791</b>	<b>136,578</b>	<b>9.4%</b>		



# CARRIERS JANUARY 2026/2025

**136,578**  
ARRIVALS

**9.4%**  
GROWTH

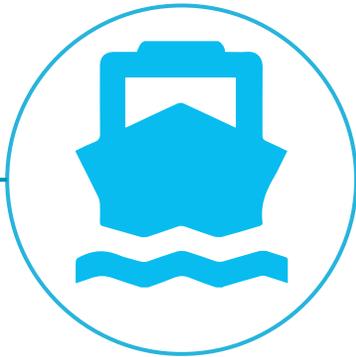
City	APO Code	January'26	Mkt Share	January'25	Mkt Share	26 vs 25
JFK NY	JFK	17,670	12.9%	17,275	13.8%	2.3%
Boston	BOS	15,440	11.3%	15,515	12.4%	-0.5%
Newark	EWR	11,708	8.6%	12,079	9.7%	-3.1%
Toronto	YYZ	8,982	6.6%	8,072	6.5%	11.3%
Bogota	BOG	8,616	6.3%	6,057	4.9%	42.2%
Miami	MIA	8,525	6.2%	8,738	7.0%	-2.4%
Atlanta	ATL	7,647	5.6%	7,741	6.2%	-1.2%
Panama City	PTY	6,825	5.0%	5,633	4.5%	21.2%
Charlotte	CLT	5,860	4.3%	6,970	5.6%	-15.9%
Chicago	ORD	5,638	4.1%	2,185	1.8%	158.0%
Philadelphia	PHL	4,568	3.3%	5,112	4.1%	-10.6%
Amsterdam	AMS	4,500	3.3%	3,948	3.2%	14.0%
Curacao	CUR	4,331	3.2%	3,012	2.4%	43.8%
G.Bush DC	IAD	4,208	3.1%	2,973	2.4%	41.5%
Orlando	MCO	3,402	2.5%	3,767	3.0%	-9.7%
Fort Lauderdale	FLL	3,047	2.2%	1,823	1.5%	67.1%
Lima, Peru	LIM	2,869	2.1%	2,837	2.3%	1.1%
B' Aires Ezeiza International Airport	EZE	2,506	1.8%	0	0.0%	—
Minneapolis St. Paul Inter Airp	MSP	2,146	1.6%	2,125	1.7%	1.0%
Sao Paolo	GRU	1,568	1.1%	1,792	1.4%	-12.5%
Medellin	MDE	1,030	0.8%	2,160	1.7%	-52.3%
Sint Maarten	SXM	1,024	0.7%	928	0.7%	10.3%
Cali, Alfonso Bonilla Aragon	CLO	940	0.7%	668	0.5%	40.7%
Houston International	IAH	851	0.6%	642	0.5%	32.6%
Baltimore	BWI	842	0.6%	497	0.4%	69.4%
	Others	1,835	1.3%	2,238	1.8%	-18.0%
<b>Total</b>		<b>136,578</b>	<b>100.0%</b>	<b>124,787</b>	<b>100.0%</b>	<b>9.4%</b>



# CRUISE JANUARY 2026/2025



2025



CRUISE PAX  
**123,507**

CRUISE CALLS  
**50**



2026



CRUISE PAX  
**138,059**

11.8%

CRUISE CALLS  
**61**

22.0%

ABSOLUTE GROWTH PAX JANUARY 2026

**14,552**  
11.8%

ABSOLUTE GROWTH CALLS JANUARY 2026

**11**  
22.0%



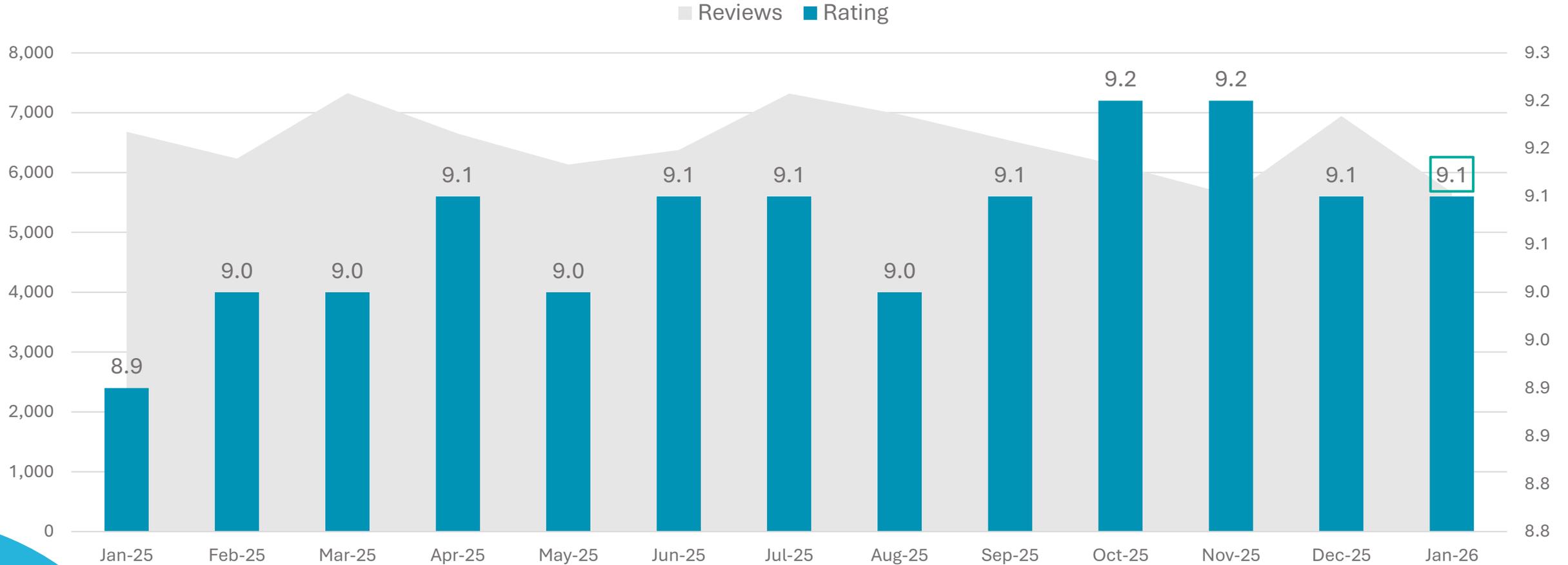
**ARUBA** Aruba Tourism Authority





# GUEST EXPERIENCE INDEX (GEI)

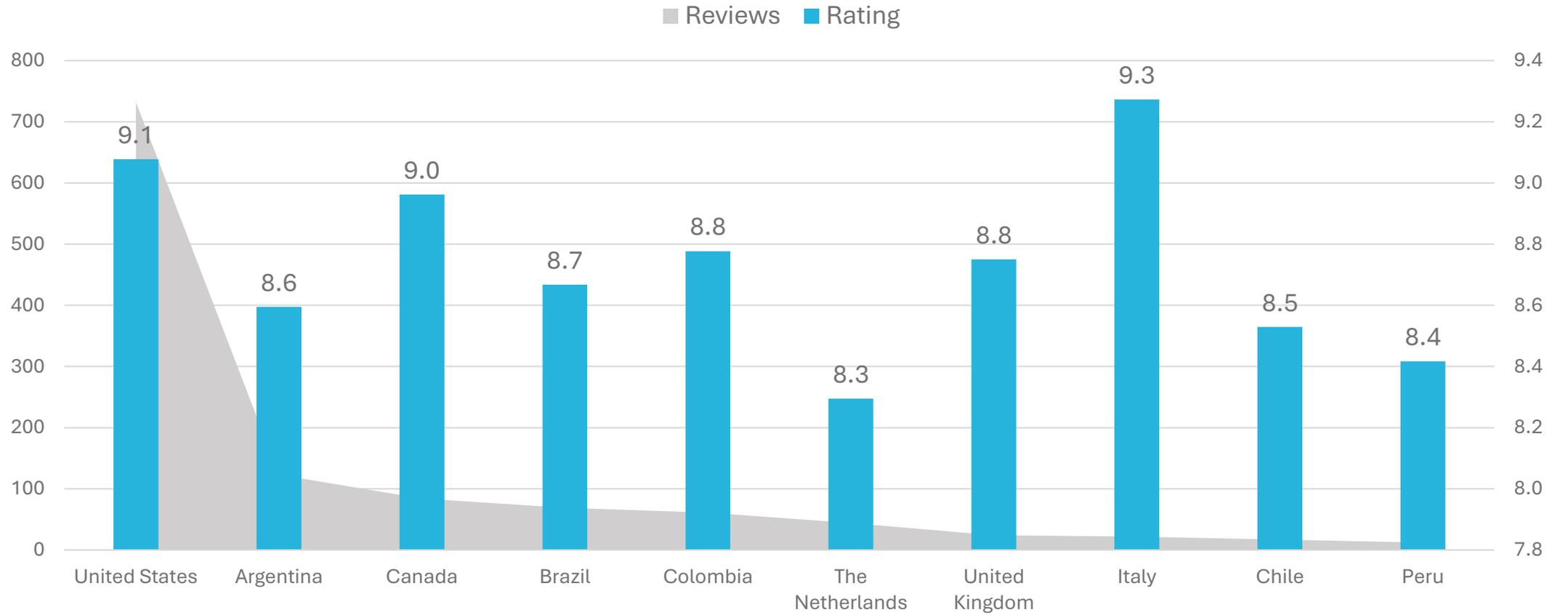
Monthly results





# GEI JANUARY 2026

Results by market





# GEI JANUARY 2026

Results by Category





# T I D B I T S

## Key Tourism Indicators and Visa Credit Card Spending 2025

# Key Tourism Indicators

Updated January 20, 2026

# Tourism Receipts

2024

Actual: +12%

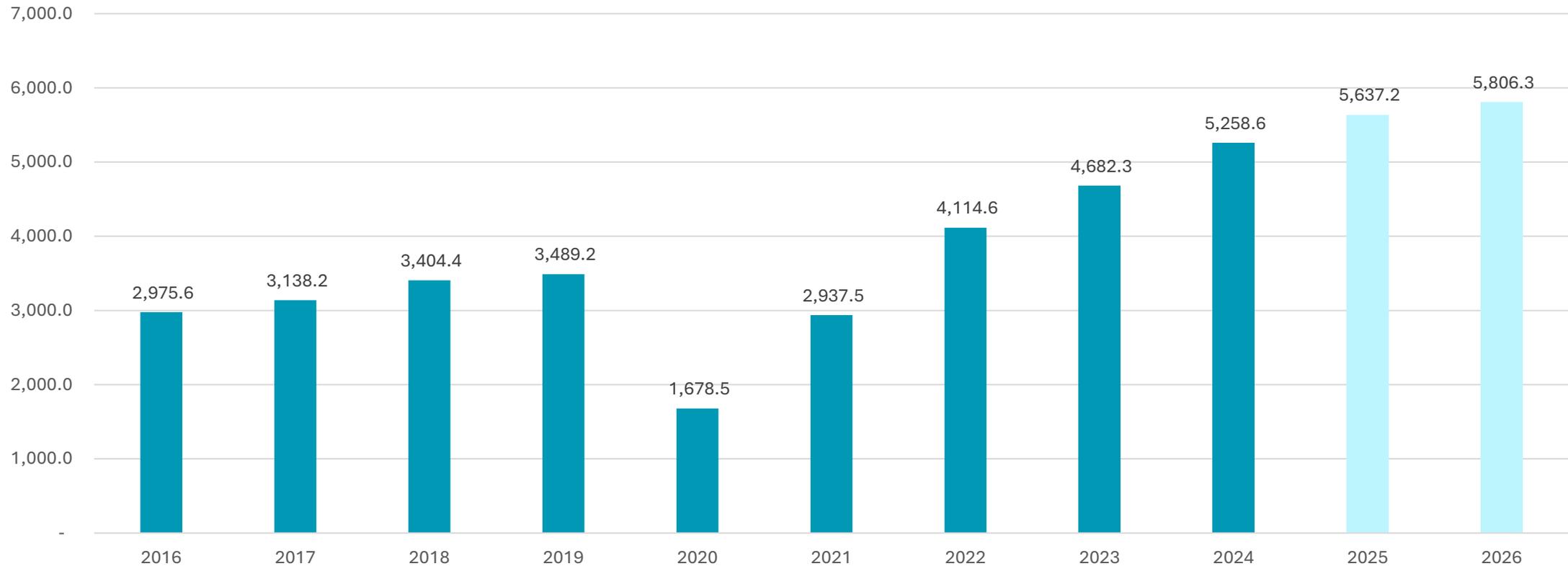
2025 vs 2024

Projection: +3%  
Forecast: +7%

2026 vs 2025

Projection: +3%

Tourism Receipts (in x Afl. Millions)



Source: Central Bank of Aruba/ Aruba Tourism Authority (Forecast 2025- Projection 2026)

# Stay-Over Guest Arrivals

2024

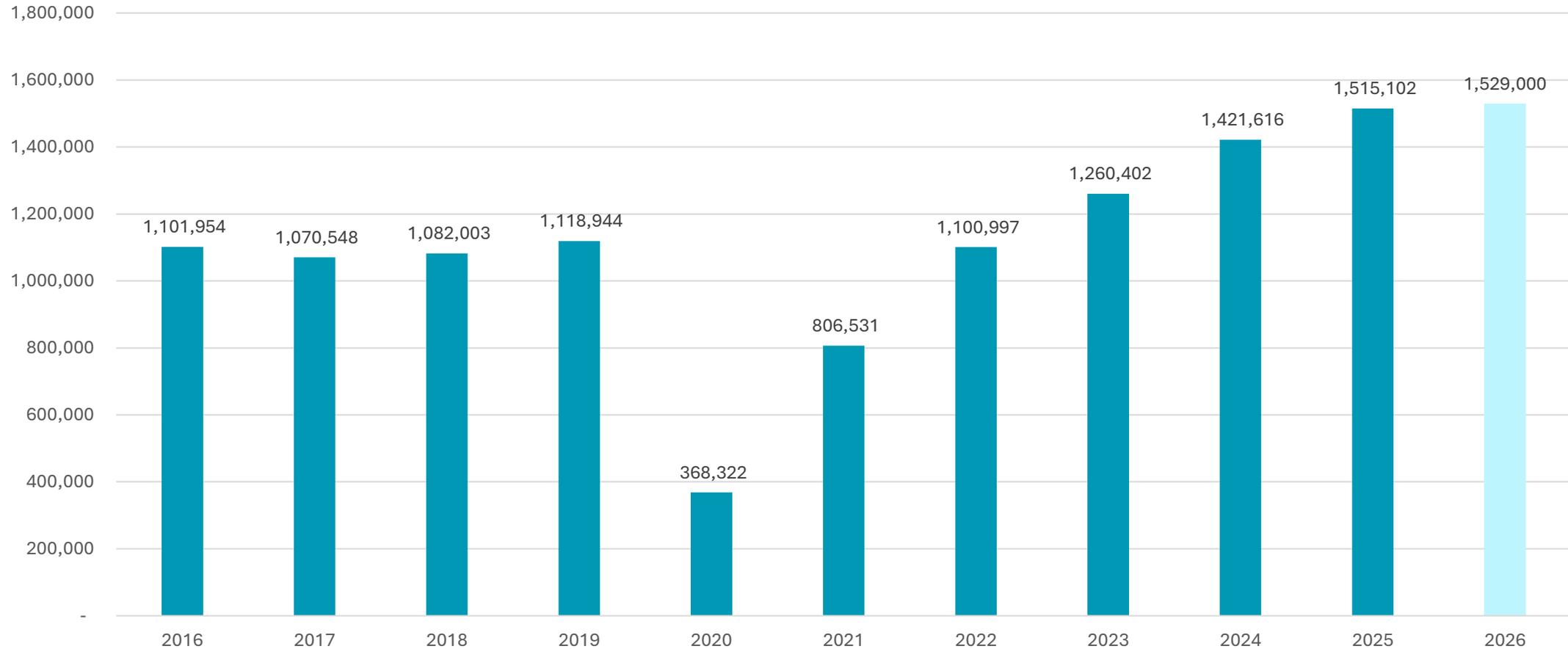
Actual: +13%

2025 vs 2024

Projection: +1%  
Actual: +6.6%

2026 vs 2025

Projection: +1% - 2%



Source: Aruba Tourism Authority

# Hotel Performance

## Revenue Per Available Room (RevPAR)

2024

Actual: +12%

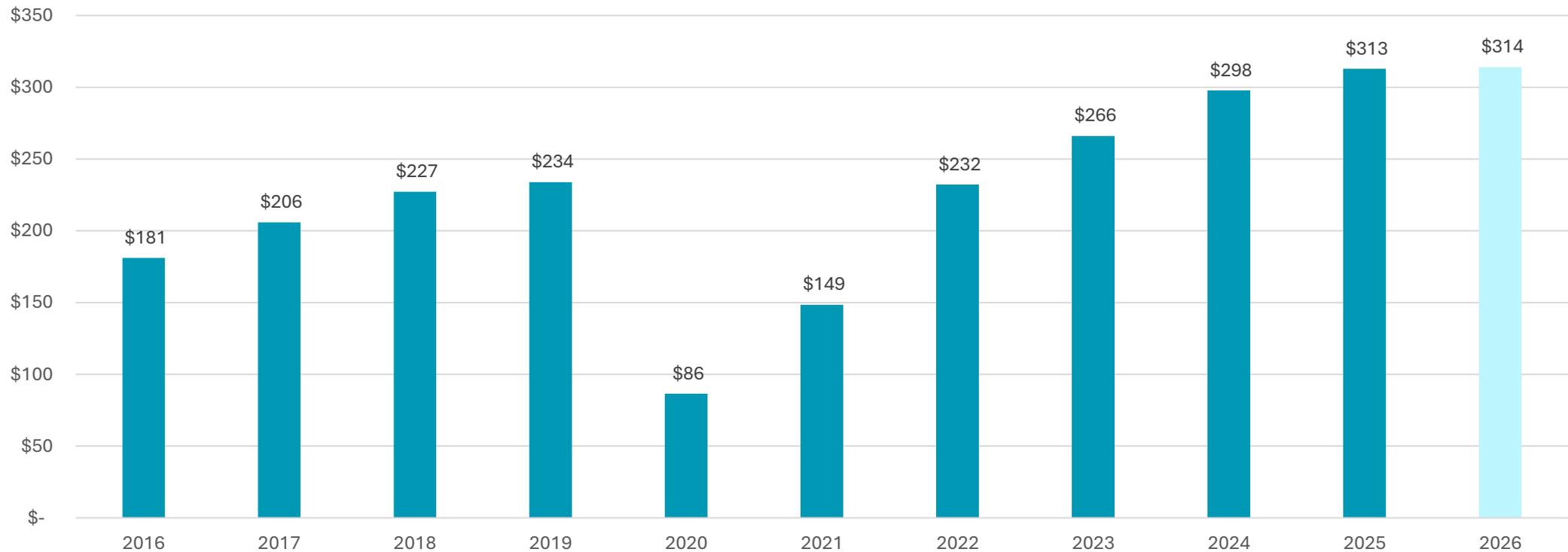
2025 vs 2024

Projection: +4%  
Actual: +5%

2026 vs 2025

Projection: +1%

RevPAR in US dollars



Source: Aruba Hotel and Tourism Association | Aruba Tourism Authority (2026 TIM)

# Cruise Guest Arrivals

2024

Actual: +20%

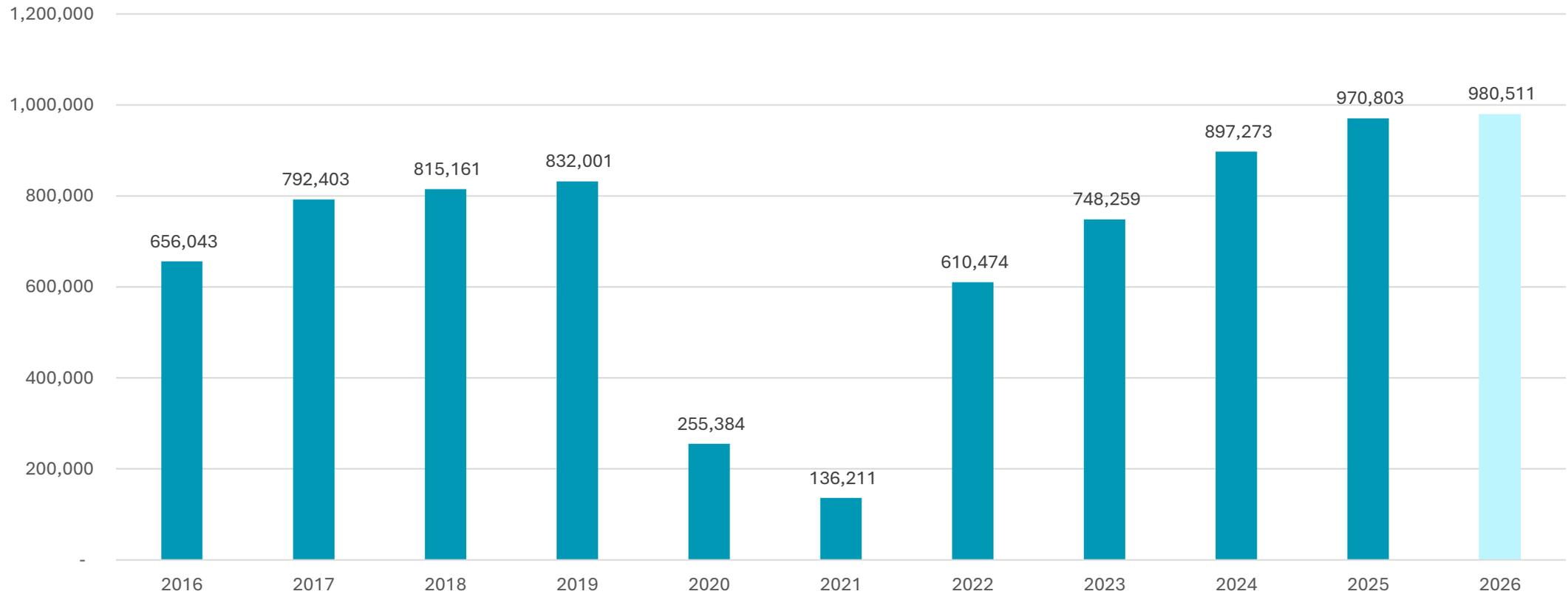
2025 vs 2024

Projection: +1%

Actual: +8.2%

2026 vs 2025

Projection: +1%



Source: Aruba Port Authority | Aruba Tourism Authority (2026)

# Visa Credit Card Spending

2025

# Metrics Definition & Scope

## METHODOLOGICAL OVERVIEW

---

### Data scope definition

- The Visa Destination Insights reports **sales volume for international Visa Cardholders visiting Aruba.**
- The data is sourced from VisaNet, which contains **all transactions conducted using Visa-branded cards and settled through Visa's network, “physically” present on Aruba.** Visa Destination Insights data is empirical, based on verified transaction data from VisaNet, includes all Visa credit, debit, prepaid, commercial and small business transactions, as well as ATM cash transactions processed through Visa’s PLUS ATM Network on Aruba.
- Data are selected with **the following criteria:**
  - ✓ The Visa card was issued by a **foreign bank.**
  - ✓ The transaction was conducted **in Aruba during Q3 2025.**
  - ✓ The transaction was **conducted face-to-face**, not through the Internet or as a telephone transaction. *Online booking of accommodations, Travel packages and attractions are not included in the data.*
  - ✓ The transaction **excluded the following merchant categories:** *Direct Marketing, Catalog Marketing, Telemarketing, Airlines, Schools, colleges and universities.*
- Any cardholder whose purchase history indicates that they are a **long-term resident** rather than a tourist will have all their transactions excluded (based on consecutive spending on the last 3 months and/or in specific categories such as electrical, phone, water, self-storage, or insurance...).
- No individual cardholder or merchant data is ever displayed or analyzed.

# Metrics Definition & Scope

## METHODOLOGICAL OVERVIEW

---



### Metrics Definition

- **Consumer / Commercial:** based on the type of Visa card used in the transaction. All business cards are aggregated as "Commercial"; all personal cards are aggregated as "Consumer".
- **Originating Country:** the home of the cardholder of the Visa card used in the transaction.
- **Quarter:** the calendar quarter, based on the date of the transaction.
- **Cardholder Count:** the number of distinct Visa cards used. Note that this is a **count of cards**, not persons. One person using multiple cards will be counted for each different card used. If there were fewer than 10 distinct cardholders from a given Country, the value for that Country is shown as "< 10".
- **Sales Amount / Total Spend Amount:** the value (\$US) of purchases at the point of sale.
- **Transaction Count:** the number of Visa transactions.
- **Avg Ticket:** the average dollar value of each transaction (Total Spend Amount / Transaction Count).
- **Cash withdrawal:** the total value (\$US) of cash withdrawn using a Visa card at an ATM or bank. Spend categories with cash are not tracked.

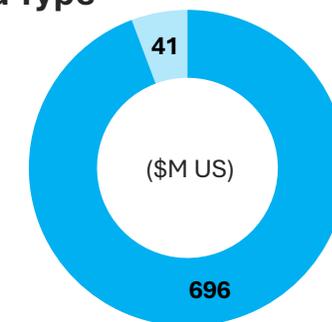
# Spending Trends

OVERALL SPENDING & Y/Y EVOLUTIONS

Sales transactions	# of Issuer Countries	Total Spend Amount	Y/Y Growth	Average Ticket / transaction	Spend / Cardholder
2025	152	\$695 675 915	↑ 9.8%	\$110	\$677

## Spend by Card Type

- Consumer (94%)
- Business (6%)



## 2025 – Card transactions

## Y/Y Growth

	Cardholder Count (Net)	Total Spend Amount	Spend per Cardholder	Trans Count	Avg Ticket	Cardholder Count (Net)	Total Spend Amount	Spend per Cardholder	Trans Count	Avg Ticket
<b>Consumer</b>	988 323	\$654 748 824	\$612	\$662	\$107	10.0%	9.8%	-0.2%	12.8%	-2.7%
<b>Business</b>	39 748	\$40 927 091	\$913	\$1 030	\$180	7.2%	9.6%	2.2%	10.3%	-0.7%
<b>Total</b>	<b>1 028 071</b>	<b>\$695 675 915</b>	<b>\$624</b>	<b>\$677</b>	<b>\$110</b>	<b>9.9%</b>	<b>9.8%</b>	<b>-0.1%</b>	<b>12.7%</b>	<b>-2.6%</b>

## Cash withdrawal

\$61 344 410

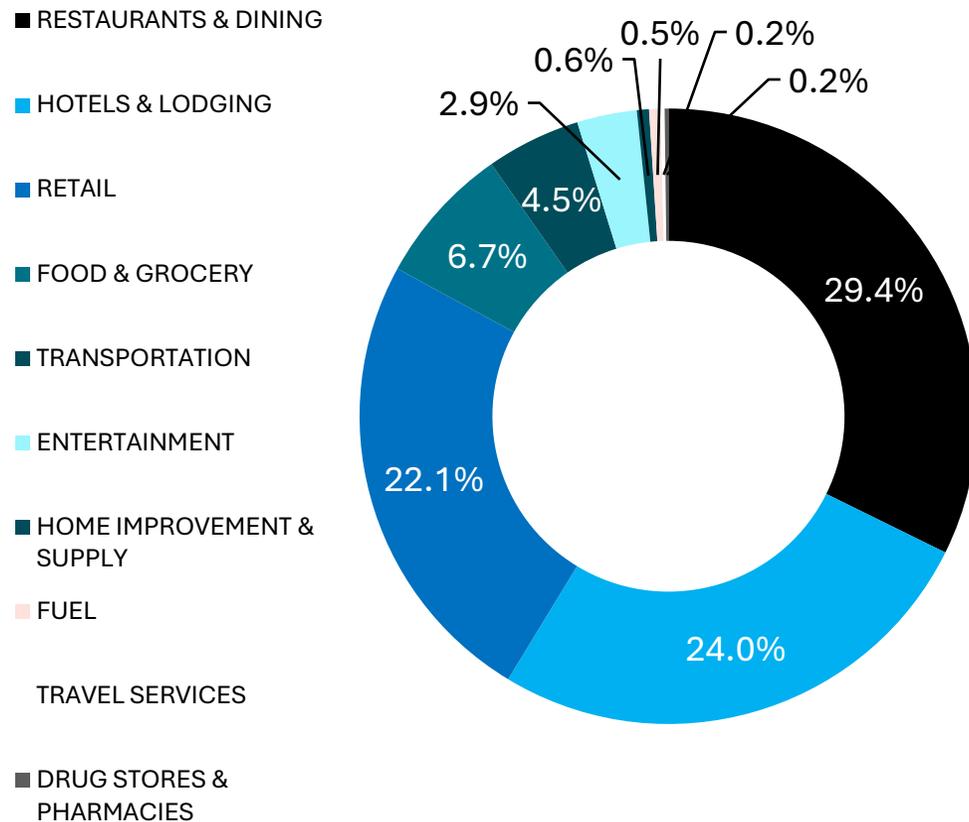


In 2025, Aruba welcomed 1,028,071 Visa cardholders from 152 issuing countries, generating total spending of US\$696 million, representing a 9.8% year-over-year increase. This growth was mainly driven by a 9.9% rise in the number of cardholders and a 12.7% increase in transaction volumes, while cash withdrawals reached US\$61 million. The average ticket declined by 2.6%. Spending per cardholder remained broadly stable, with a slight 0.1% decrease compared with 2024.

# Top Spend Categories

(% OF TOTAL SPEND AMOUNT)

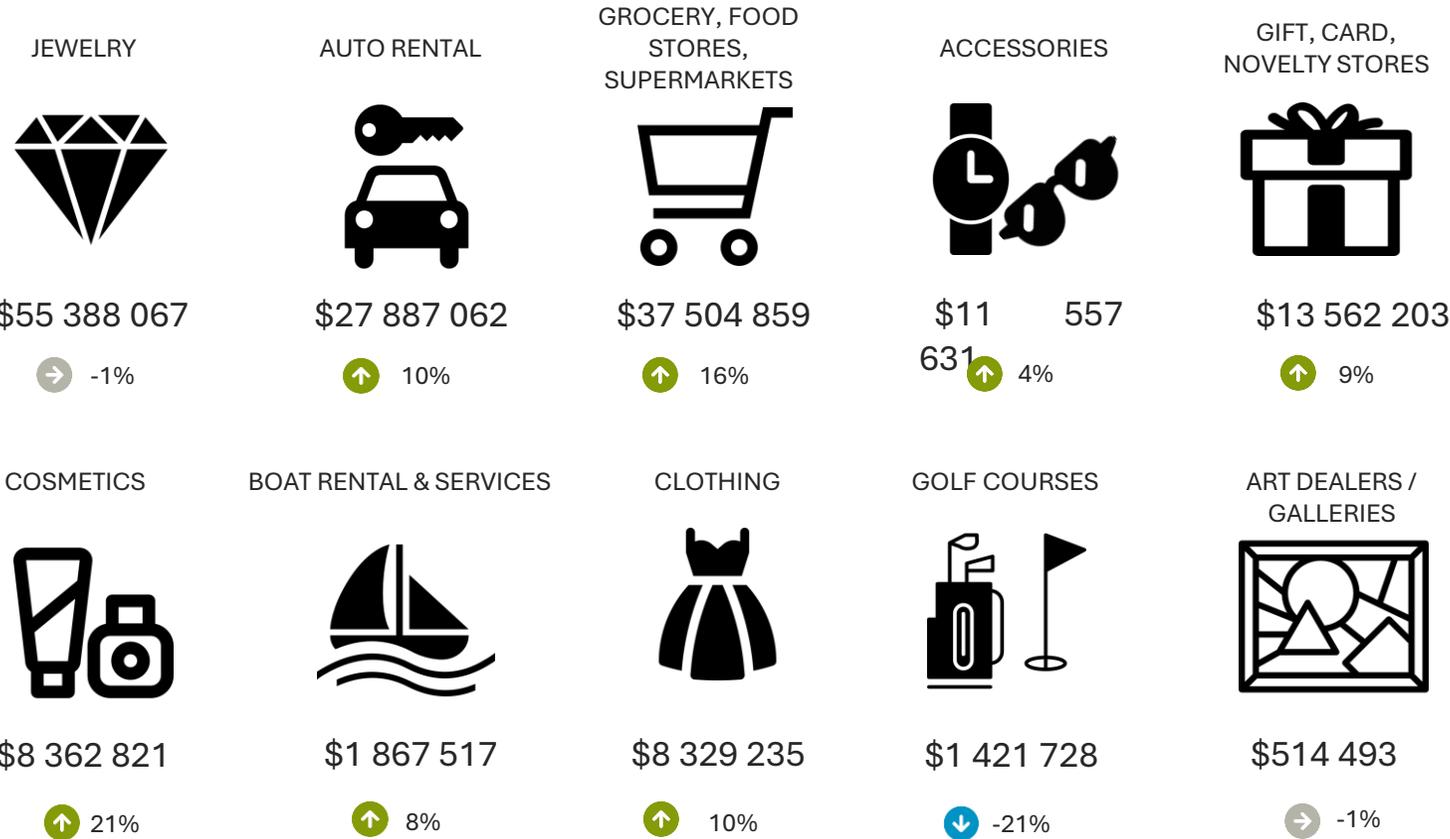
In 2025, **Restaurants & Dining** remained the top spending category in Aruba, recording a 13.1% year-over-year increase. Strong growth was also seen across several other categories, including **Drug Stores & Pharmacies** (+19.5%), **Food & Grocery** (+15.4%), **Hotels & Lodging** (+13%), **Transportation** (+10.4%), and **Fuel** (+9.6%). By contrast, spending on **Travel Services** fell sharply, declining by 33.1% compared with 2024.



TOP 10 Categories	Spend Amount (US \$)	\$ Y/Y Growth	Cardholder Count	Spend per Cardholder
RESTAURANTS & DINING	\$204 437 081	13.1%	688 317	\$297
HOTELS & LODGING	\$166 979 282	13.0%	161 382	\$1 035
RETAIL	\$153 620 736	5.4%	595 489	\$258
FOOD & GROCERY	\$46 358 239	15.4%	356 975	\$130
TRANSPORTATION	\$31 294 894	10.4%	118 186	\$265
ENTERTAINMENT	\$19 840 859	-1.9%	116 249	\$171
FUEL	\$3 694 188	9.6%	99 455	\$37
TRAVEL SERVICES	\$1 404 646	-33.1%	6 529	\$215
DRUG STORES & PHARMACIES	\$1 250 130	19.5%	41 446	\$30

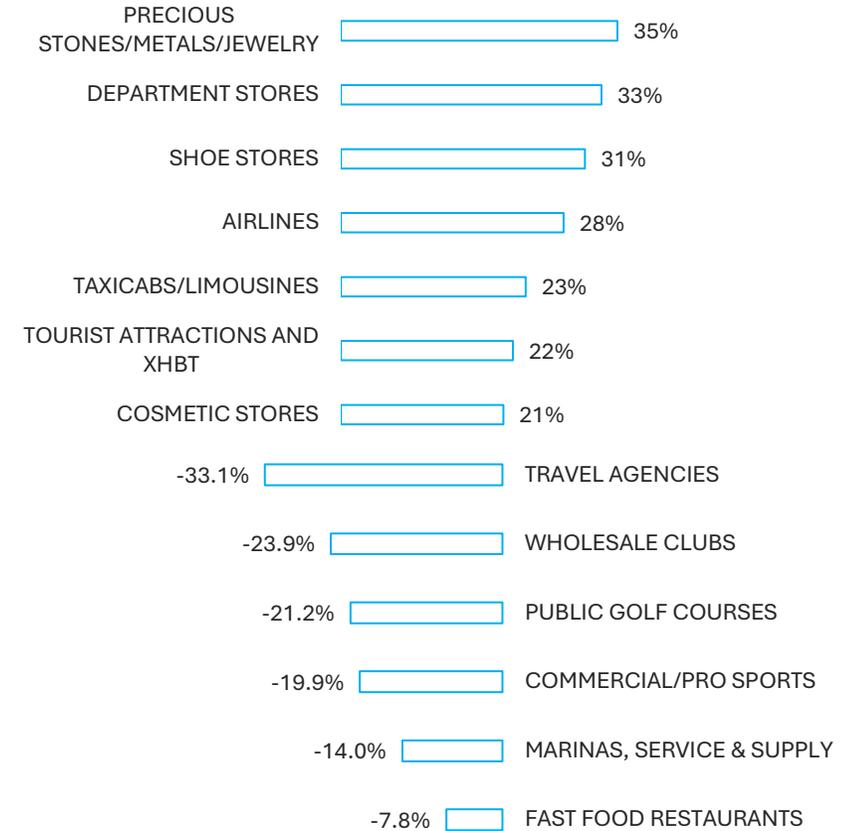
# Focus on Sub-Categories

SPECIFIC MERCHANT CATEGORIES - ZOOM AMONG KEY CATEGORIES SELECTED BY ARUBA



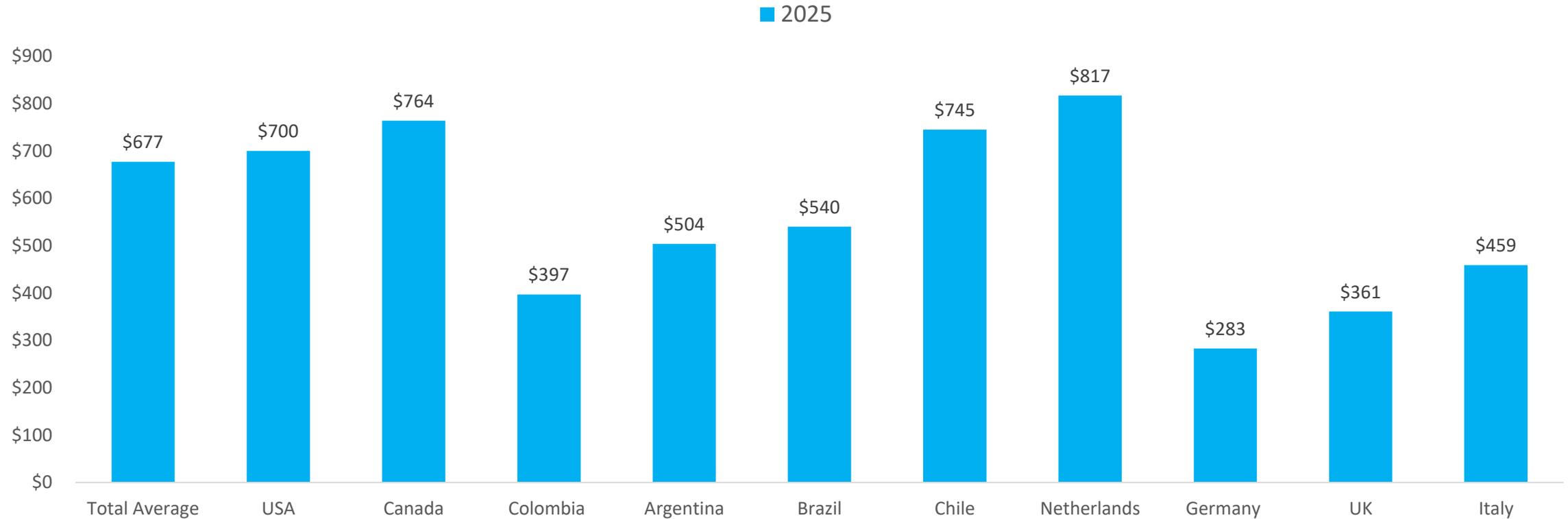
## Top Sub-Categories \$ Y/Y Growth

(based on all individual Visa Merchant Codes with min \$100k spend)



# Key Spending Highlights

Top spending categories



# Key Spending Highlights

## Top spending categories

Across the 10 markets examined (USA, Canada, Argentina, Netherlands, Brazil, Colombia, UK, Germany, Chile, and Italy), three clear patterns emerge.

1. *Restaurants & Dining, Retail, and Hotels & Lodging* consistently account for the largest share of spending. Although the order and intensity of these categories vary by country, they represent the primary areas where visitors rely on their Visa credit cards.
2. European visitors (Italy, Germany, the Netherlands, and the UK) tend to use Visa credit cards less frequently and generally spend less per cardholder on dining, while allocating a larger share of their spending to lodging.
3. Latin American visitors (Argentina, Brazil, Colombia, Chile) exhibit a more balanced distribution of spending across Retail, Dining, Lodging, and Groceries, suggesting more diverse usage patterns.

Top Spending Categories	USA	Canada	Argentina	Netherlands	Brazil	Colombia	UK	Germany	Chile	Italy	Average all cardholders
Restaurants & Dining	\$315	\$338	\$170	\$282	\$198	\$142	\$147	\$128	\$209	\$207	\$297
Hotels & Lodging	\$1086	\$1040	\$604	\$397	\$575	\$716	\$693	\$442	\$1075	\$541	\$1035
Retail	\$260	\$303	\$236	\$218	\$212	\$222	\$225	\$133	\$315	\$161	\$258
Food & Grocery	\$123	\$187	\$175	\$192	\$108	\$104	\$116	\$119	\$139	\$125	\$130

# Key Spending Highlights

## Top spending categories

---

- **Restaurants & Dining**

Nearly all markets place Restaurants & Dining in their top two categories, except Argentina, where Retail leads. North American markets (USA, Canada) allocate much more spending per cardholder to dining; European markets allocate less, indicating different consumption patterns.

- **Hotels & Lodging**

A major category across all markets, but with a large variation in spending per cardholder. The U.S. and Canadian visitors clearly spend the most on lodging. Chile also stands out, spending nearly as much per cardholder as North America. Lastly, European visitors show mixed but generally lower lodging spend.

- **Retail**

Retail is consistently a top 3 spending category across all markets. Retail appears particularly strong in Canada, Chile, the UK, Argentina, while Germany and Colombia spend the least per cardholder.

- **Food & Grocery**

A universal category, but with very different per-cardholder spend levels. European and Latin American travelers purchase groceries more frequently than U.S. visitors

### **Other Notable Spending Highlights**

- **Jewelry:** The USA overwhelmingly dominates Jewelry spending, far outpacing all other markets. Canada ranks a distant second, while Brazil and Chile lead Latin America in mid-range activity. European markets, especially Germany and Italy, show minimal spending in this category with Visa credit cards.
- **Clothing:** The USA and Argentina show strong engagement in the Clothing category.



# 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)



### Disclaimer:

The Aruba Tourism Authority ("A.T.A.") is committed to ensuring the accuracy and timeliness of the information contained in and accessed through this report at the time of publication. However, numerical data in this report is subject to change and may include a margin of error of up to 5%. The A.T.A. understands that third parties may use the information herein at their discretion and at their sole risk. A.T.A. assumes no responsibility for any errors, omissions, or consequences resulting from the use of this information.