

NOVEMBER 2023

Monthly Report

★ 2023 PERFORMANCE

Target 2023 in Corporate Plan

105%

Total Arrivals YTD Nov 2023 vs 2019

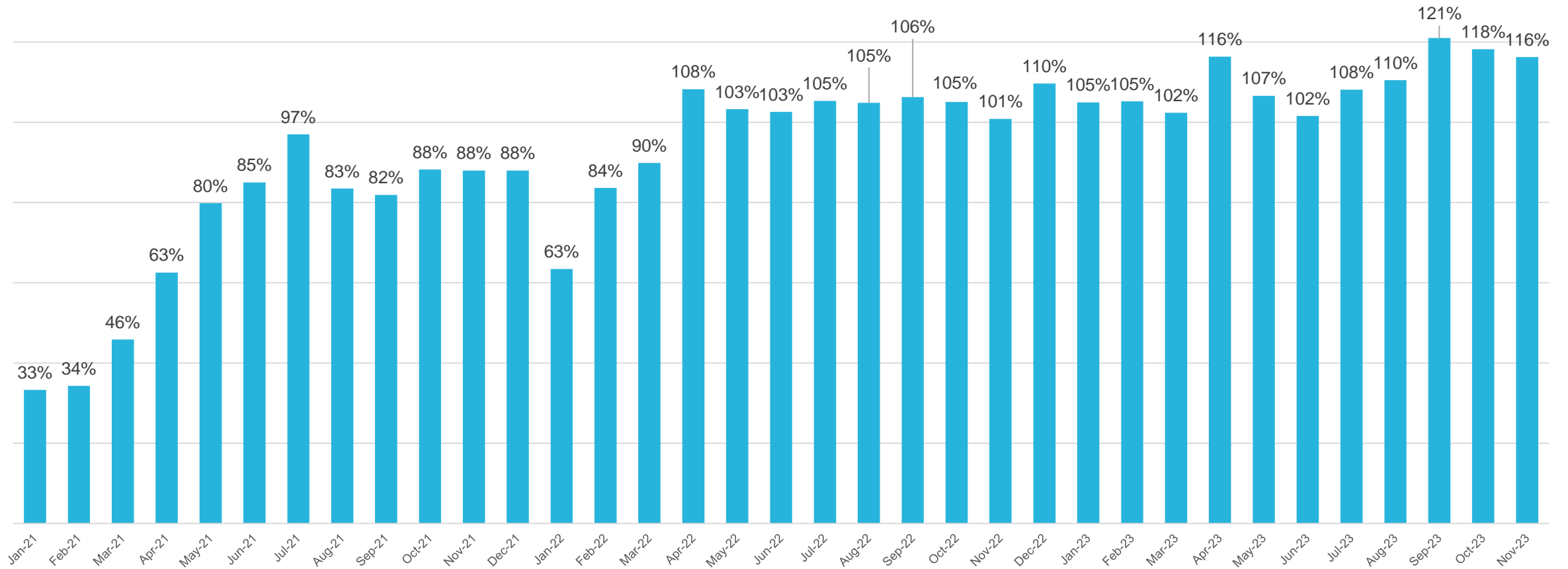
110%



★ STAY-OVER VISITOR ARRIVALS RECOVERY VS 2019

% MONTHLY RECOVERY TOTAL

% Recovery Total



★ STAY-OVER VISITOR ARRIVALS RECOVERY VS 2019

% MONTHLY RECOVERY USA

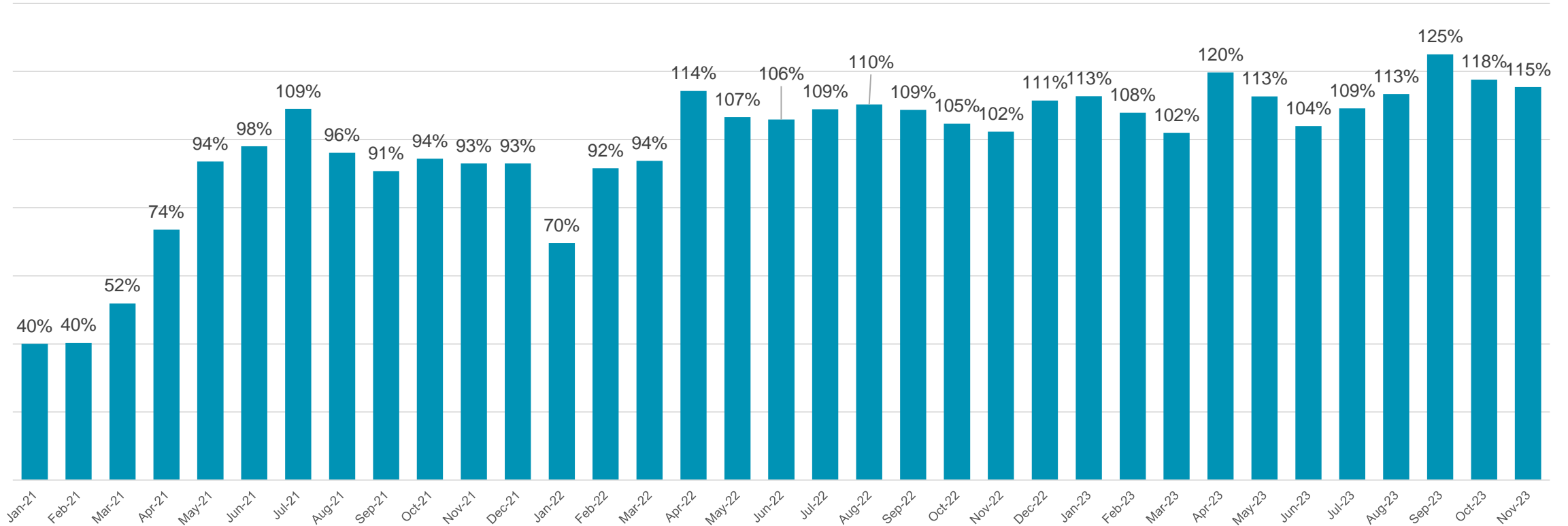
USA Target 2023 in Corporate Plan

107%

USA Arrivals YTD Nov 2023 vs 2019

112%

% Recovery USA



★ STAY-OVER VISITOR ARRIVALS RECOVERY VS 2019

% MONTHLY RECOVERY EUROPE

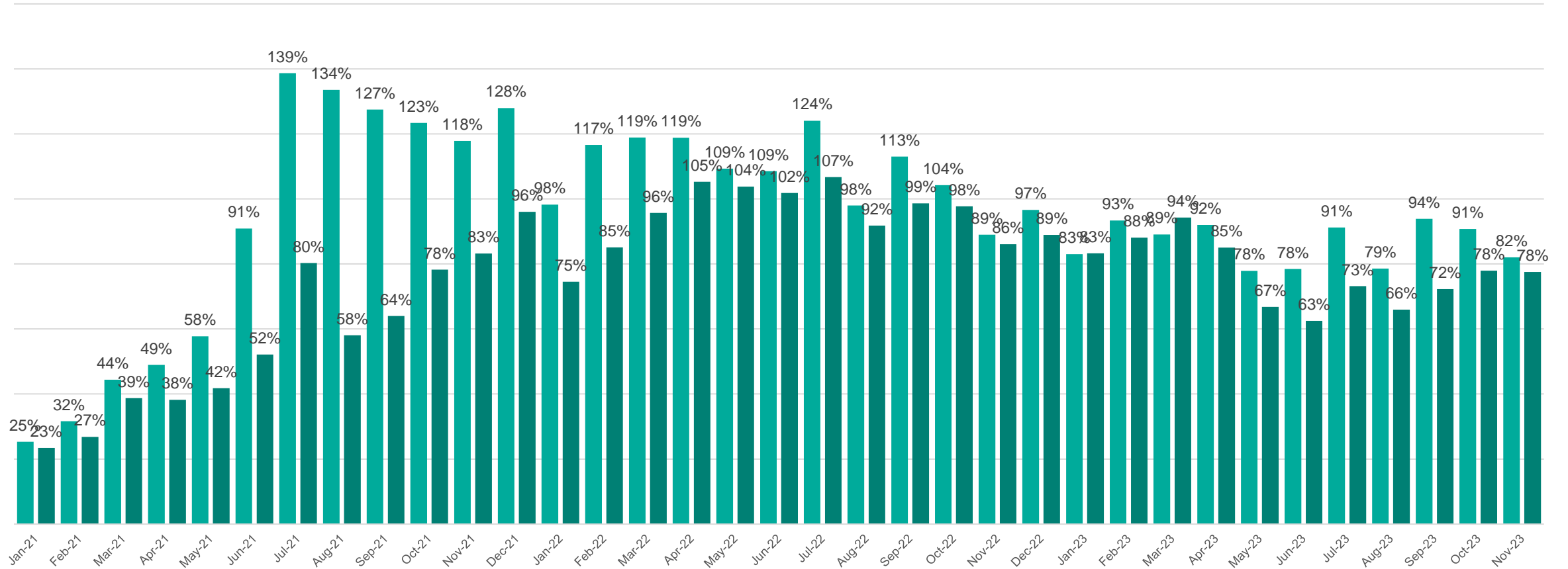
EUR Target 2023 in Corporate Plan

111%

EUR Arrivals YTD Nov 2023 vs 2019

76%

■ Holland ■ Europe



★ STAY-OVER VISITOR ARRIVALS RECOVERY VS 2019

% MONTHLY RECOVERY Latin America

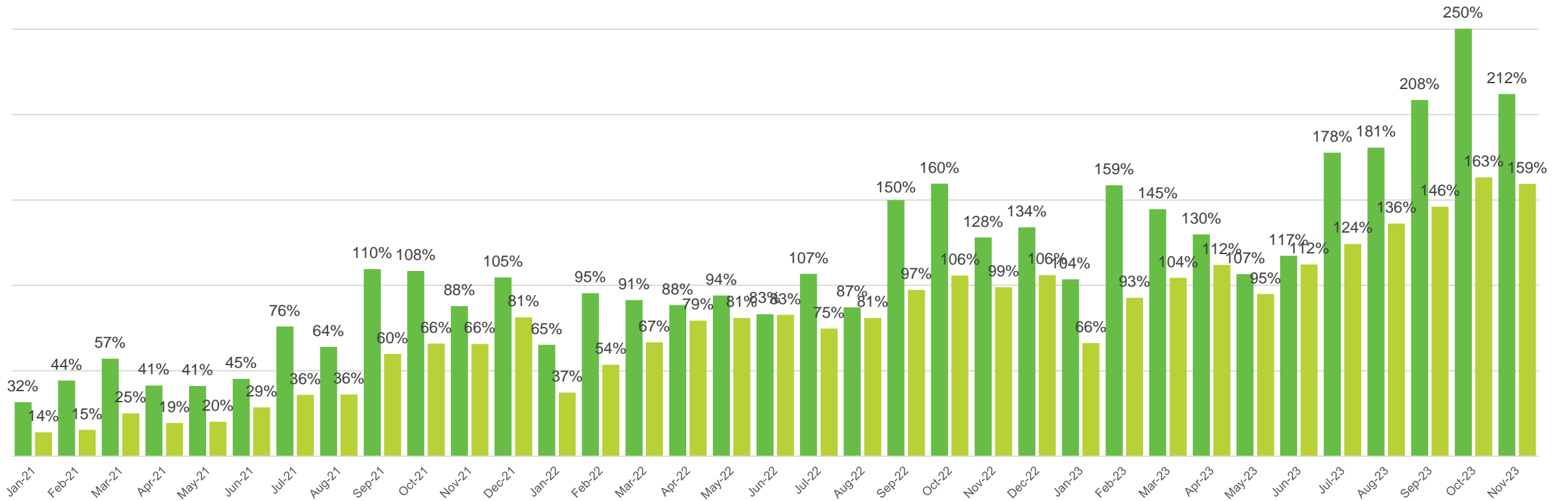
Latin America Target 2023 in Corporate Plan

Latin America Arrivals YTD Nov 2023 vs 2019

103%

116%

■ Colombia ■ LATAM





COMPARISON

2023 VERSUS 2022

SNAPSHOT YTD NOV 2023/2022



HOW MANY ARRIVALS?

1,116,223

23.9%



HOW MANY CRUISE TOURISM?

000,000

00.0%

Compared to 2019



HOW LONG DID THEY STAY?

7,807,895

9.7%



WHAT DID THEY SPEND?*

Central Bank Aruba
(Q1 and Q2 2023)

Avg. 2,411.11 min

21.3%

Q1 and Q2 2022: 1,987

**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 HOTEL



1,729,390

NIGHTS

11.1%

ALL INCLUSIVE



1,216,948

NIGHTS

4.7%

TIMESHARE



2,441,828

NIGHTS

3.4%

OTHERS



2,419,729

NIGHTS

18.7%



ARRIVALS YTD NOVEMBER 2023/2022

1,116,223
ARRIVALS

12.7%
GROWTH

| | 2022 | Growth | 2023 | % Growth | Marketshare 2022 | Marketshare 2023 |
|-----------------|----------------|----------------|------------------|---------------|------------------|------------------|
| USA | 775,378 | 80,024 | 855,402 | 10.3% | 78.3% | 76.6% |
| Canada | 32,770 | 18,815 | 51,585 | 57.4% | 3.3% | 4.6% |
| NA | 808,148 | 98,839 | 906,987 | 12.2% | 81.6% | 81.3% |
| Venezuela | 1,833 | 645 | 2,478 | 35.2% | 0.2% | 0.2% |
| Colombia | 28,725 | 15,825 | 44,550 | 55.1% | 2.9% | 4.0% |
| Brazil | 8,626 | 3,565 | 12,191 | 41.3% | 0.9% | 1.1% |
| Argentina | 11,855 | 5,547 | 17,402 | 46.8% | 1.2% | 1.6% |
| Chile | 5,889 | 1,654 | 7,543 | 28.1% | 0.6% | 0.7% |
| Ecuador | 2,604 | 4,376 | 6,980 | 168.0% | 0.3% | 0.6% |
| Peru | 3,096 | 2,608 | 5,704 | 84.2% | 0.3% | 0.5% |
| Paraguay | 1,109 | -28 | 1,081 | -2.5% | 0.1% | 0.1% |
| Uruguay | 1,727 | 112 | 1,839 | 6.5% | 0.2% | 0.2% |
| Mexico | 1,356 | 1,559 | 2,915 | 115.0% | 0.1% | 0.3% |
| Others | 7,817 | 3,792 | 11,609 | 48.5% | 0.8% | 1.0% |
| SA | 74,637 | 39,655 | 114,292 | 53.1% | 7.5% | 10.2% |
| Netherlands | 42,816 | -8,778 | 34,038 | -20.5% | 4.3% | 3.0% |
| UK | 10,804 | -4,461 | 6,343 | -41.3% | 1.1% | 0.6% |
| Germany | 5,191 | -254 | 4,937 | -4.9% | 0.5% | 0.4% |
| Italy | 7,809 | -1,738 | 6,071 | -22.3% | 0.8% | 0.5% |
| Sweden | 1,202 | 742 | 1,944 | 61.7% | 0.1% | 0.2% |
| Belgium | 2,403 | -667 | 1,736 | -27.8% | 0.2% | 0.2% |
| Austria | 617 | -5 | 612 | -0.8% | 0.1% | 0.1% |
| Switzerland | 1,844 | -210 | 1,634 | -11.4% | 0.2% | 0.1% |
| Others | 8,809 | -612 | 8,197 | -6.9% | 0.9% | 0.7% |
| Europe | 81,495 | -15,983 | 65,512 | -19.6% | 8.2% | 5.9% |
| ROW | 26,282 | 3,150 | 29,432 | 12.0% | 2.7% | 2.6% |
| Total | 990,562 | 125,661 | 1,116,223 | 12.7% | | |
| W/O Ven. | 988,729 | 125,661 | 1,113,745 | 12.6% | | |



ARRIVALS USA YTD NOVEMBER 2023/2022

855,402
ARRIVALS

10.3%
GROWTH

| | 2022 | Growth | 2023 | % Growth | Marketshare 2022 | Marketshare 2023 |
|----------------|----------------|---------------|----------------|--------------|------------------|------------------|
| New York | 169,379 | -378 | 169,001 | -0.2% | 21.8% | 19.8% |
| Massachusetts | 94,814 | 13,132 | 107,946 | 13.9% | 12.2% | 12.6% |
| New Jersey | 106,574 | -2,095 | 104,479 | -2.0% | 13.7% | 12.2% |
| Pennsylvania | 44,827 | 5,773 | 50,600 | 12.9% | 5.8% | 5.9% |
| Illinois | 18,073 | 3,864 | 21,937 | 21.4% | 2.3% | 2.6% |
| Connecticut | 29,472 | 2,587 | 32,059 | 8.8% | 3.8% | 3.7% |
| Florida | 43,155 | 3,111 | 46,266 | 7.2% | 5.6% | 5.4% |
| Ohio | 18,877 | 5,149 | 24,026 | 27.3% | 2.4% | 2.8% |
| Maryland | 24,464 | 2,291 | 26,755 | 9.4% | 3.2% | 3.1% |
| Michigan | 14,135 | 1,974 | 16,109 | 14.0% | 1.8% | 1.9% |
| Virginia | 18,449 | 5,014 | 23,463 | 27.2% | 2.4% | 2.7% |
| Georgia | 21,254 | -520 | 20,734 | -2.4% | 2.7% | 2.4% |
| North Carolina | 19,986 | 4,590 | 24,576 | 23.0% | 2.6% | 2.9% |
| Texas | 22,106 | 4,008 | 26,114 | 18.1% | 2.9% | 3.1% |
| California | 14,287 | 1,671 | 15,958 | 11.7% | 1.8% | 1.9% |
| Other | 115,526 | 29,853 | 145,379 | 25.8% | 14.9% | 17.0% |
| Total | 775,378 | 80,024 | 855,402 | 10.3% | | |



NIGHTS YTD NOVEMBER 2023/2022

7,807,895
ARRIVALS

9.7%
GROWTH

| | 2022 | | Growth | 2023 | % Growth | ALOS 2022 | ALOS 2023 |
|---------------|------------------|-----------------|----------------|------------------|---------------|-------------|-------------|
| USA | 5,204,885 | | 481,904 | 5,686,789 | 9.3% | 6.7 | 6.6 |
| Canada | 322,599 | | 160,723 | 483,322 | 49.8% | 9.8 | 9.4 |
| NA | 5,527,484 | | 642,627 | 6,170,111 | 11.6% | 6.8 | 6.8 |
| Venezuela | 22,749 | | 3,836 | 26,585 | 16.9% | 12.4 | 10.7 |
| Colombia | 204,903 | | 80,419 | 285,322 | 39.2% | 7.1 | 6.4 |
| Brazil | 53,315 | | 22,185 | 75,500 | 41.6% | 6.2 | 6.2 |
| Argentina | 107,473 | | 46,645 | 154,118 | 43.4% | 9.1 | 8.9 |
| Chile | 45,826 | | 12,718 | 58,544 | 27.8% | 7.8 | 7.8 |
| Ecuador | 15,608 | | 17,702 | 33,310 | 113.4% | 6.0 | 4.8 |
| Peru | 22,015 | | 13,702 | 35,717 | 62.2% | 7.1 | 6.3 |
| Paraguay | 7,577 | -553 | | 7,024 | -7.3% | 6.8 | 6.5 |
| Uruguay | 13,439 | | 866 | 14,305 | 6.4% | 7.8 | 7.8 |
| Mexico | 9,507 | | 7,700 | 17,207 | 81.0% | 7.0 | 5.9 |
| Others | 57,667 | | 19,548 | 77,215 | 33.9% | 7.4 | 6.7 |
| SA | 560,079 | | 224,768 | 784,847 | 40.1% | 7.5 | 6.9 |
| Netherlands | 504,616 | -98,674 | | 405,942 | -19.6% | 11.8 | 11.9 |
| UK | 115,629 | -56,342 | | 59,287 | -48.7% | 10.7 | 9.3 |
| Germany | 53,747 | -10,408 | | 43,339 | -19.4% | 10.4 | 8.8 |
| Italy | 59,468 | -14,041 | | 45,427 | -23.6% | 7.6 | 7.5 |
| Sweden | 14,259 | | 8,392 | 22,651 | 58.9% | 11.9 | 11.7 |
| Belgium | 26,540 | -6,492 | | 20,048 | -24.5% | 11.0 | 11.5 |
| Austria | 5,980 | -239 | | 5,741 | -4.0% | 9.7 | 9.4 |
| Switzerland | 18,406 | -3,535 | | 14,871 | -19.2% | 10.0 | 9.1 |
| Others | 91,097 | -10,698 | | 80,399 | -11.7% | 10.3 | 9.8 |
| Europe | 889,742 | -192,037 | | 697,705 | -21.6% | 10.9 | 10.7 |
| ROW | 142,931 | | 12,301 | 155,232 | 8.6% | 5.4 | 5.3 |
| Total | 7,120,236 | | 687,659 | 7,807,895 | 9.7% | 7.2 | 7.0 |



ACCOMMODATIONS YTD NOVEMBER 2023/2022

1,116,223
ARRIVALS

12.7%
GROWTH

ARRIVALS BY ACCOMMODATION

| | 2022 | Growth | 2023 | % Growth | Marketshare 2022 | Marketshare 2023 |
|---------------|----------------|----------------|------------------|--------------|------------------|------------------|
| EP | 270,306 | 35,670 | 305,976 | 13.2% | 27.3% | 27.4% |
| All Inclusive | 185,230 | 14,724 | 199,954 | 7.9% | 18.7% | 17.9% |
| Timeshare | 293,898 | 11,970 | 305,868 | 4.1% | 29.7% | 27.4% |
| Others | 241,128 | 63,297 | 304,425 | 26.3% | 24.3% | 27.3% |
| Total | 990,562 | 125,661 | 1,116,223 | 12.7% | | |

NIGHTS BY ACCOMMODATION

| | 2022 | Growth | 2023 | % Growth | Marketshare 2022 | Marketshare 2023 |
|---------------|------------------|----------------|------------------|-------------|------------------|------------------|
| EP | 1,556,842 | 172,548 | 1,729,390 | 11.1% | 21.9% | 22.1% |
| All Inclusive | 1,162,408 | 54,540 | 1,216,948 | 4.7% | 16.3% | 15.6% |
| Timeshare | 2,362,427 | 79,401 | 2,441,828 | 3.4% | 33.2% | 31.3% |
| Others | 2,038,559 | 381,170 | 2,419,729 | 18.7% | 28.6% | 31.0% |
| Total | 7,120,236 | 687,659 | 7,807,895 | 9.7% | | |



ACCOMMODATIONS YTD NOVEMBER 2023/2022

1,116,223
ARRIVALS

12.7%
GROWTH

ACCOMMODATION BY MAIN MARKET - ARRIVALS

| | EP Hotels | | | All Inclusive | | | Timeshare | | | Others | | |
|---------------------|----------------|----------------|--------------|----------------|----------------|-------------|----------------|----------------|-------------|----------------|----------------|--------------|
| | 2023 | 2022 | % Growth | 2023 | 2022 | % Growth | 2023 | 2022 | % Growth | 2023 | 2022 | % Growth |
| USA | 261,851 | 229,232 | 14.2% | 157,638 | 142,763 | 10.4% | 275,903 | 266,755 | 3.4% | 160,010 | 136,628 | 17.1% |
| Venezuela | 486 | 316 | 53.8% | 20 | 25 | -20.0% | 703 | 473 | 48.6% | 1,269 | 1,019 | 24.5% |
| Netherlands | 3,920 | 5,224 | -25.0% | 2,104 | 4,931 | -57.3% | 1,571 | 3,298 | -52.4% | 26,443 | 29,363 | -9.9% |
| Canada | 7,973 | 4,913 | 62.3% | 13,524 | 10,332 | 30.9% | 8,524 | 6,133 | 39.0% | 21,564 | 11,392 | 89.3% |
| Brazil | 3,848 | 4,392 | -12.4% | 1,686 | 1,154 | 46.1% | 1,660 | 1,225 | 35.5% | 4,997 | 1,855 | 169.4% |
| Colombia | 4,754 | 4,206 | 13.0% | 3,665 | 2,677 | 36.9% | 5,879 | 4,592 | 28.0% | 30,252 | 17,250 | 75.4% |
| Argentina | 2,425 | 1,751 | 38.5% | 7,880 | 5,932 | 32.8% | 2,521 | 1,911 | 31.9% | 4,576 | 2,261 | 102.4% |
| Chile | 1,018 | 1,050 | -3.0% | 3,080 | 2,449 | 25.8% | 1,097 | 1,144 | -4.1% | 2,348 | 1,246 | 88.4% |
| Peru | 925 | 563 | 64.3% | 1,688 | 1,123 | 50.3% | 677 | 511 | 32.5% | 2,414 | 899 | 168.5% |
| UK | 2,066 | 2,103 | -1.8% | 866 | 5,197 | -83.3% | 706 | 941 | -25.0% | 2,705 | 2,563 | 5.5% |
| Italy | 1,606 | 2,272 | -29.3% | 2,039 | 3,243 | -37.1% | 336 | 628 | -46.5% | 2,090 | 1,666 | 25.5% |
| Total main markets | 290,872 | 256,022 | 13.6% | 194,190 | 179,826 | 8.0% | 299,577 | 287,611 | 4.2% | 258,668 | 206,142 | 25.5% |
| All visitors | 305,976 | 270,306 | 13.2% | 199,954 | 185,230 | 7.9% | 305,868 | 293,898 | 4.1% | 304,425 | 241,128 | 26.3% |



ACCOMMODATIONS YTD NOVEMBER 2023/2022

1,116,223
ARRIVALS

12.7%
GROWTH

ACCOMMODATION BY MAIN MARKET - MARKETSHARE

| | EP Hotels | | | All Inclusive | | | Timeshare | | | Others | | |
|---------------------|---------------|---------------|-------------|---------------|---------------|-------------|---------------|---------------|-------------|---------------|---------------|-------------|
| | 2023 | 2022 | % Growth | 2023 | 2022 | % Growth | 2023 | 2022 | % Growth | 2023 | 2022 | % Growth |
| USA | 85.6% | 84.8% | 0.9% | 78.8% | 77.1% | 2.3% | 90.2% | 90.8% | -0.6% | 52.6% | 56.7% | -7.2% |
| Venezuela | 0.2% | 0.1% | 35.9% | 0.0% | 0.0% | -25.9% | 0.2% | 0.2% | 42.8% | 0.4% | 0.4% | -1.4% |
| Netherlands | 1.3% | 1.9% | -33.7% | 1.1% | 2.7% | -60.5% | 0.5% | 1.1% | -54.2% | 8.7% | 12.2% | -28.7% |
| Canada | 2.6% | 1.8% | 43.4% | 6.8% | 5.6% | 21.3% | 2.8% | 2.1% | 33.5% | 7.1% | 4.7% | 49.9% |
| Brazil | 1.3% | 1.6% | -22.6% | 0.8% | 0.6% | 35.3% | 0.5% | 0.4% | 30.2% | 1.6% | 0.8% | 113.4% |
| Colombia | 1.6% | 1.6% | -0.1% | 1.8% | 1.4% | 26.8% | 1.9% | 1.6% | 23.0% | 9.9% | 7.2% | 38.9% |
| Argentina | 0.8% | 0.6% | 22.3% | 3.9% | 3.2% | 23.1% | 0.8% | 0.7% | 26.8% | 1.5% | 0.9% | 60.3% |
| Chile | 0.3% | 0.4% | -14.4% | 1.5% | 1.3% | 16.5% | 0.4% | 0.4% | -7.9% | 0.8% | 0.5% | 49.3% |
| Peru | 0.3% | 0.2% | 45.1% | 0.8% | 0.6% | 39.2% | 0.2% | 0.2% | 27.3% | 0.8% | 0.4% | 112.7% |
| UK | 0.7% | 0.8% | -13.2% | 0.4% | 2.8% | -84.6% | 0.2% | 0.3% | -27.9% | 0.9% | 1.1% | -16.4% |
| Italy | 0.5% | 0.8% | -37.6% | 1.0% | 1.8% | -41.8% | 0.1% | 0.2% | -48.6% | 0.7% | 0.7% | -0.6% |
| Total main market | 95.1% | 94.7% | 0.4% | 97.1% | 97.1% | 0.0% | 97.9% | 97.9% | 0.1% | 85.0% | 85.5% | -0.6% |
| 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 YTD NOVEMBER 2023/2022

1,116,223
ARRIVALS

12.7%
GROWTH

| | 2022 | Growth | 2023 | % Growth |
|--------------|----------------|----------------|------------------|--------------|
| 0 - 11 | 67,098 | 6,700 | 73,798 | 10.0% |
| 12-19 | 68,951 | 4,099 | 73,050 | 5.9% |
| 20 - 29 | 129,910 | 1,313 | 131,223 | 1.0% |
| 30 - 39 | 168,542 | 9,318 | 177,860 | 5.5% |
| 40 - 49 | 164,430 | 19,714 | 184,144 | 12.0% |
| 50 - 59 | 187,799 | 27,666 | 215,465 | 14.7% |
| 60 - 69 | 136,765 | 35,215 | 171,980 | 25.7% |
| 70 + | 67,035 | 21,608 | 88,643 | 32.2% |
| Not Stated | 32 | 28 | 60 | 87.5% |
| Total | 990,562 | 125,661 | 1,116,223 | 12.7% |



GENERATIONS

YTD NOVEMBER 2023/2022

1,116,223
VISITORS

12.7%
GROWTH

| | 2022 | Growth | 2023 | % Growth | Marketshare 2022 | Marketshare 2023 |
|--------------------|----------------|----------------|------------------|--------------|------------------|------------------|
| Gen A | 52,543 | 5,694 | 58,237 | 10.8% | 5.3% | 5.2% |
| Gen Z | 150,230 | 6,587 | 156,817 | 4.4% | 15.2% | 14.0% |
| Millennials | 266,730 | 13,537 | 280,267 | 5.1% | 26.9% | 25.1% |
| Gen X | 263,895 | 33,537 | 297,432 | 12.7% | 26.6% | 26.6% |
| Baby Boomers | 235,255 | 57,077 | 292,332 | 24.3% | 23.7% | 26.2% |
| Silent Generations | 21,877 | 9,201 | 31,078 | 42.1% | 2.2% | 2.8% |
| Age not specified | 32 | 28 | 60 | 87.5% | 0.0% | 0.0% |
| Total | 990,562 | 125,661 | 1,116,223 | 12.7% | | |



PURPOSE OF VISIT YTD NOVEMBER 2023/2022

1,116,223
VISITORS

12.7%
GROWTH

| | 2023 | Mkt Share | 2022 | Mkt Share | % Growth |
|---------------|------------------|---------------|----------------|---------------|--------------|
| Sun,Sand,Sea | 919,327 | 82.4% | 824,951 | 83.3% | 11.4% |
| Business | 20,157 | 1.8% | 17,195 | 1.7% | 17.2% |
| Conference | 7,583 | 0.7% | 5,278 | 0.5% | 43.7% |
| Honeymoon | 35,795 | 3.2% | 39,633 | 4.0% | -9.7% |
| Diving | 3,774 | 0.3% | 3,302 | 0.3% | 14.3% |
| Incentive | 10,388 | 0.9% | 10,062 | 1.0% | 3.2% |
| Meeting | 7,546 | 0.7% | 5,516 | 0.6% | 36.8% |
| Not specified | 75,831 | 6.8% | 51,960 | 5.2% | 45.9% |
| Shopping | 7,512 | 0.7% | 5,481 | 0.6% | 37.1% |
| Wedding | 28,310 | 2.5% | 27,184 | 2.7% | 4.1% |
| Total | 1,116,223 | 100.0% | 990,562 | 100.0% | 12.7% |



CARRIERS YTD NOVEMBER 2023/2022

1,116,223
VISITORS

12.7%
GROWTH

| | 2022 | Growth | 2023 | % Growth | Marketshare 2022 | Marketshare 2023 |
|-----------------------|----------------|---------|------------------|--------------|------------------|------------------|
| JETBLUE | 295,151 | -26,089 | 269,062 | -8.8% | 29.8% | 24.1% |
| AMERICAN AIRLINES | 201,602 | 12,676 | 246,148 | 22.1% | 20.4% | 22.1% |
| UNITED AIRLINES | 133,651 | 18,243 | 146,327 | 9.5% | 13.5% | 13.1% |
| DELTA AIRLINE | 108,818 | 8,794 | 127,061 | 16.8% | 11.0% | 11.4% |
| SOUTHWEST AIRLINES | 44,956 | 21,137 | 53,750 | 19.6% | 4.5% | 4.8% |
| AVIANCA | 30,284 | 12,612 | 51,421 | 69.8% | 3.1% | 4.6% |
| COPA AIRLINE | 29,777 | -10,506 | 42,389 | 42.4% | 3.0% | 3.8% |
| KLM ROYAL DUTCH | 40,558 | 8,425 | 30,052 | -25.9% | 4.1% | 2.7% |
| AERO REPUBLICA/ WINGO | 11,050 | 10,998 | 19,475 | 76.2% | 1.1% | 1.7% |
| SPIRIT AIRLINES | 7,188 | 7,570 | 18,186 | 153.0% | 0.7% | 1.6% |
| WESTJET AIRLINES | 10,434 | 2,112 | 18,004 | 72.6% | 1.1% | 1.6% |
| DIVI DIVI AIR | 13,786 | -3,238 | 15,898 | 15.3% | 1.4% | 1.4% |
| TUI NL | 17,069 | 8,916 | 13,831 | -19.0% | 1.7% | 1.2% |
| AIR CANADA | 3,872 | 3,924 | 12,788 | 230.3% | 0.4% | 1.1% |
| SUNWING AIRLINES | 8,854 | 1,930 | 12,778 | 44.3% | 0.9% | 1.1% |
| EZ AIR | 7,878 | 2,605 | 9,808 | 24.5% | 0.8% | 0.9% |
| PRIVATE | 3,331 | 1,451 | 5,936 | 78.2% | 0.3% | 0.5% |
| SURINAM AIRWAYS | 4,025 | 4,472 | 5,476 | 36.0% | 0.4% | 0.5% |
| BRITISH AIRWAYS | 0 | 1,281 | 4,472 | - | 0.0% | 0.4% |
| CHARTER | 1,763 | 131 | 3,044 | 72.7% | 0.2% | 0.3% |
| SUN COUNTRY | 2,124 | 642 | 2,255 | 6.2% | 0.2% | 0.2% |
| WINAIR | 1,413 | -345 | 2,055 | 45.4% | 0.1% | 0.2% |
| JETAIR CARIBBEAN | 2,014 | 835 | 1,669 | -17.1% | 0.2% | 0.1% |
| SUNCLASS AIRLINES | 323 | 857 | 1,158 | 258.5% | 0.0% | 0.1% |
| ARAJET | 182 | 209 | 1,039 | 470.9% | 0.0% | 0.1% |
| SKY HIGH AVIATION | 618 | -8,527 | 827 | 33.8% | 0.1% | 0.1% |
| Others | 9,841 | 125,661 | 1,314 | -86.6% | 1.0% | 0.1% |
| Total | 990,562 | | 1,116,223 | 12.7% | | |



CARRIERS YTD NOVEMBER 2023/2022

1,116,223
VISITORS

12.7%
GROWTH

| City | APO Code | Jan-Nov 2023 | Mkt Share | Jan-Nov 22 | Mkt Share | 23 vs 22 |
|-----------------------|----------|------------------|----------------|----------------|----------------|--------------|
| JFK NY | JFK | 199,563 | 190.7% | 179,217 | 197.4% | 11.4% |
| Boston | BOS | 133,083 | 127.2% | 104,367 | 114.9% | 27.5% |
| Newark | EWR | 109,115 | 104.3% | 140,566 | 154.8% | -22.4% |
| Charlotte | CLT | 95,286 | 91.1% | 73,491 | 80.9% | 29.7% |
| Miami | MIA | 90,815 | 86.8% | 75,933 | 83.6% | 19.6% |
| Bogota | BOG | 62,208 | 59.5% | 40,159 | 44.2% | 54.9% |
| Atlanta | ATL | 55,924 | 53.5% | 53,262 | 58.7% | 5.0% |
| Philadelphia | PHL | 48,731 | 46.6% | 42,580 | 46.9% | 14.4% |
| Toronto | YYZ | 43,608 | 41.7% | 23,179 | 25.5% | 88.1% |
| Amsterdam | AMS | 43,314 | 41.4% | 57,234 | 63.0% | -24.3% |
| Orlando | MCO | 43,254 | 41.3% | 20,830 | 22.9% | 107.7% |
| Panama City | PTY | 42,414 | 40.5% | 29,805 | 32.8% | 42.3% |
| Curacao | CUR | 30,855 | 29.5% | 25,552 | 28.1% | 20.8% |
| G.Bush DC | IAD | 26,056 | 24.9% | 19,292 | 21.2% | 35.1% |
| Fort Lauderdale | FLL | 18,690 | 17.9% | 33,534 | 36.9% | -44.3% |
| Chicago | ORD | 13,016 | 12.4% | 9,217 | 10.2% | 41.2% |
| Baltimore | BWI | 10,548 | 10.1% | 24,156 | 26.6% | -56.3% |
| Houston International | IAH | 8,700 | 8.3% | 8,195 | 9.0% | 6.2% |
| Medellin | MDE | 7,184 | 6.9% | 2,152 | 2.4% | 233.8% |
| Dallas Forth Worth | DFW | 4,880 | 4.7% | 3,769 | 4.2% | 29.5% |
| Paramaribo | PBM | 4,879 | 4.7% | 4,044 | 4.5% | 20.6% |
| La Guardi, NY | LGA | 4,446 | 4.2% | 3,677 | 4.0% | 20.9% |
| Gatwick, UK | LGW | 4,364 | 4.2% | 7,098 | 7.8% | -38.5% |
| St Paul, Minneappolis | MSP | 2,255 | 2.2% | 1,800 | 2.0% | 25.3% |
| Bonaire | BON | 2,109 | 2.0% | 1,208 | 1.3% | 74.6% |
| | Others | 10,926 | 10.4% | 6,245 | 6.9% | 75.0% |
| Total | | 1,116,223 | 1066.9% | 990,562 | 1091.0% | 12.7% |

NOVEMBER RESULT 2023

NORTH AMERICA



83,799

80.1%

SOUTH AMERICA



11,651

11.1%

EUROPE



6,210

5.9%

OTHERS



2,967

2.8%

TOTAL ARRIVALS

104,627

100%



ARRIVALS NOVEMBER 2023/2022

104,627
ARRIVALS

15.2%
GROWTH

| | 2022 | Growth | 2023 | % Growth | Marketshare 2022 | Marketshare 2023 |
|-----------------|---------------|---------------|----------------|--------------|------------------|------------------|
| USA | 68,314 | 8,727 | 77,041 | 12.8% | 75.2% | 73.6% |
| Canada | 5,609 | 1,149 | 6,758 | 20.5% | 6.2% | 6.5% |
| NA | 73,923 | 9,876 | 83,799 | 13.4% | 81.4% | 80.1% |
| Venezuela | 91 | 96 | 187 | 105.5% | 0.1% | 0.2% |
| Colombia | 2,913 | 1,910 | 4,823 | 65.6% | 3.2% | 4.6% |
| Brazil | 867 | 329 | 1,196 | 37.9% | 1.0% | 1.1% |
| Argentina | 1,092 | 377 | 1,469 | 34.5% | 1.2% | 1.4% |
| Chile | 529 | 64 | 593 | 12.1% | 0.6% | 0.6% |
| Ecuador | 352 | 640 | 992 | 181.8% | 0.4% | 0.9% |
| Peru | 261 | 453 | 714 | 173.6% | 0.3% | 0.7% |
| Paraguay | 61 | 55 | 116 | 90.2% | 0.1% | 0.1% |
| Uruguay | 134 | 10 | 144 | 7.5% | 0.1% | 0.1% |
| Mexico | 135 | 136 | 271 | 100.7% | 0.1% | 0.3% |
| Others | 798 | 348 | 1,146 | 43.6% | 0.9% | 1.1% |
| SA | 7,233 | 4,418 | 11,651 | 61.1% | 8.0% | 11.1% |
| Netherlands | 3,593 | -282 | 3,311 | -7.8% | 4.0% | 3.2% |
| UK | 365 | 188 | 553 | 51.5% | 0.4% | 0.5% |
| Germany | 550 | -45 | 505 | -8.2% | 0.6% | 0.5% |
| Italy | 341 | 72 | 413 | 21.1% | 0.4% | 0.4% |
| Sweden | 446 | -321 | 125 | -72.0% | 0.5% | 0.1% |
| Belgium | 189 | -50 | 139 | -26.5% | 0.2% | 0.1% |
| Austria | 56 | 16 | 72 | 28.6% | 0.1% | 0.1% |
| Switzerland | 213 | -40 | 173 | -18.8% | 0.2% | 0.2% |
| Others | 1,142 | -223 | 919 | -19.5% | 1.3% | 0.9% |
| Europe | 6,895 | -685 | 6,210 | -9.9% | 7.6% | 5.9% |
| ROW | 2,745 | 222 | 2,967 | 8.1% | 3.0% | 2.8% |
| Total | 90,796 | 13,831 | 104,627 | 15.2% | | |
| W/O Ven. | 90,705 | 13,735 | 104,440 | 15.1% | | |



ARRIVALS USA NOVEMBER 2023/2022

77,041
ARRIVALS

12.8%
GROWTH

| | 2022 | Growth | 2023 | % Growth | Marketshare 2022 | Marketshare 2023 |
|----------------|---------------|--------------|---------------|--------------|------------------|------------------|
| New York | 13,080 | 2,109 | 15,189 | 16.1% | 19.1% | 19.7% |
| Massachusetts | 8,543 | 502 | 9,045 | 5.9% | 12.5% | 11.7% |
| New Jersey | 10,409 | 1,376 | 11,785 | 13.2% | 15.2% | 15.3% |
| Pennsylvania | 4,221 | 375 | 4,596 | 8.9% | 6.2% | 6.0% |
| Illinois | 2,025 | 299 | 2,324 | 14.8% | 3.0% | 3.0% |
| Connecticut | 2,384 | 289 | 2,673 | 12.1% | 3.5% | 3.5% |
| Florida | 3,992 | 345 | 4,337 | 8.6% | 5.8% | 5.6% |
| Ohio | 1,925 | 65 | 1,990 | 3.4% | 2.8% | 2.6% |
| Maryland | 1,962 | 362 | 2,324 | 18.5% | 2.9% | 3.0% |
| Michigan | 1,504 | -16 | 1,488 | -1.1% | 2.2% | 1.9% |
| Virginia | 1,742 | 268 | 2,010 | 15.4% | 2.5% | 2.6% |
| Georgia | 1,592 | 34 | 1,626 | 2.1% | 2.3% | 2.1% |
| North Carolina | 1,602 | 311 | 1,913 | 19.4% | 2.3% | 2.5% |
| Texas | 1,693 | 231 | 1,924 | 13.6% | 2.5% | 2.5% |
| California | 1,127 | 157 | 1,284 | 13.9% | 1.6% | 1.7% |
| Other | 10,513 | 2,020 | 12,533 | 19.2% | 15.4% | 16.3% |
| Total | 68,314 | 8,727 | 77,041 | 12.8% | | |



NIGHTS NOVEMBER 2023/2022

716,751
NIGHTS

9.6%
GROWTH

| | 2022 | | Growth | 2023 | % Growth | ALOS 2022 | ALOS 2023 |
|---------------|----------------|----------------|---------------|----------------|---------------|-------------|-------------|
| USA | 459,742 | | 40,970 | 500,712 | 8.9% | 6.7 | 6.5 |
| Canada | 53,066 | | 7,811 | 60,877 | 14.7% | 9.5 | 9.0 |
| NA | 512,808 | | 48,781 | 561,589 | 9.5% | 6.9 | 6.7 |
| Venezuela | 1,073 | | 929 | 2,002 | 86.6% | 11.8 | 10.7 |
| Colombia | 20,031 | | 9,100 | 29,131 | 45.4% | 6.9 | 6.0 |
| Brazil | 5,596 | | 1,637 | 7,233 | 29.3% | 6.5 | 6.0 |
| Argentina | 9,393 | | 3,013 | 12,406 | 32.1% | 8.6 | 8.4 |
| Chile | 3,953 | | 463 | 4,416 | 11.7% | 7.5 | 7.4 |
| Ecuador | 1,750 | | 2,568 | 4,318 | 146.7% | 5.0 | 4.4 |
| Peru | 1,669 | | 2,188 | 3,857 | 131.1% | 6.4 | 5.4 |
| Paraguay | 394 | | 291 | 685 | 73.9% | 6.5 | 5.9 |
| Uruguay | 955 | | 115 | 1,070 | 12.0% | 7.1 | 7.4 |
| Mexico | 903 | | 568 | 1,471 | 62.9% | 6.7 | 5.4 |
| Others | 5,047 | | 2,290 | 7,337 | 45.4% | 6.3 | 6.4 |
| SA | 50,764 | | 23,162 | 73,926 | 45.6% | 7.0 | 6.3 |
| Netherlands | 42,891 | -3,004 | | 39,887 | -7.0% | 11.9 | 12.0 |
| UK | 3,659 | | 882 | 4,541 | 24.1% | 10.0 | 8.2 |
| Germany | 5,318 | -577 | | 4,741 | -10.8% | 9.7 | 9.4 |
| Italy | 3,205 | -396 | | 2,809 | -12.4% | 9.4 | 6.8 |
| Sweden | 5,712 | -4,454 | | 1,258 | -78.0% | 12.8 | 10.1 |
| Belgium | 1,911 | -264 | | 1,647 | -13.8% | 10.1 | 11.8 |
| Austria | 565 | | 45 | 610 | 8.0% | 10.1 | 8.5 |
| Switzerland | 2,041 | -485 | | 1,556 | -23.8% | 9.6 | 9.0 |
| Others | 10,985 | -2,698 | | 8,287 | -24.6% | 9.6 | 9.0 |
| Europe | 76,287 | -10,951 | | 65,336 | -14.4% | 11.1 | 10.5 |
| ROW | 13,888 | | 2,012 | 15,900 | 14.5% | 5.1 | 5.4 |
| Total | 653,747 | | 63,004 | 716,751 | 9.6% | 7.2 | 6.9 |



ACCOMMODATIONS NOVEMBER 2023/2022

104,627
ARRIVALS

15.2%
GROWTH

ARRIVALS BY ACCOMMODATION

| | 2022 | Growth | 2023 | % Growth | Marketshare 2022 | Marketshare 2023 |
|---------------|---------------|---------------|----------------|--------------|------------------|------------------|
| EP | 25,328 | 3,678 | 29,006 | 14.5% | 27.9% | 27.7% |
| All Inclusive | 16,856 | 914 | 17,770 | 5.4% | 18.6% | 17.0% |
| Timeshare | 26,042 | 2,220 | 28,262 | 8.5% | 28.7% | 27.0% |
| Others | 22,570 | 7,019 | 29,589 | 31.1% | 24.9% | 28.3% |
| Total | 90,796 | 13,831 | 104,627 | 15.2% | | |

NIGHTS BY ACCOMMODATION

| | 2022 | Growth | 2023 | % Growth | Marketshare 2022 | Marketshare 2023 |
|---------------|----------------|---------------|----------------|-------------|------------------|------------------|
| EP | 145,216 | 15,395 | 160,611 | 10.6% | 22.2% | 22.4% |
| All Inclusive | 107,569 | -185 | 107,384 | -0.2% | 16.5% | 15.0% |
| Timeshare | 212,144 | 12,014 | 224,158 | 5.7% | 32.5% | 31.3% |
| Others | 188,818 | 35,780 | 224,598 | 18.9% | 28.9% | 31.3% |
| Total | 653,747 | 63,004 | 716,751 | 9.6% | | |



ACCOMMODATIONS NOVEMBER 2023/2022

104,627
ARRIVALS

15.2%
GROWTH

ACCOMMODATION BY MAIN MARKET - ARRIVALS

| | EP Hotels | | | All Inclusive | | | Timeshare | | | Others | | |
|---------------------|---------------|---------------|--------------|---------------|---------------|-------------|---------------|---------------|-------------|---------------|---------------|--------------|
| | 2023 | 2022 | % Growth | 2023 | 2022 | % Growth | 2023 | 2022 | % Growth | 2023 | 2022 | % Growth |
| USA | 23,985 | 21,246 | 12.9% | 13,558 | 12,554 | 8.0% | 25,091 | 23,501 | 6.8% | 14,407 | 11,013 | 30.8% |
| Venezuela | 41 | 25 | 64.0% | 0 | 4 | -100.0% | 13 | 4 | 225.0% | 133 | 58 | 129.3% |
| Netherlands | 453 | 452 | 0.2% | 203 | 246 | -17.5% | 130 | 143 | -9.1% | 2,525 | 2,752 | -8.2% |
| Canada | 977 | 848 | 15.2% | 1,658 | 1,740 | -4.7% | 1,461 | 1,155 | 26.5% | 2,662 | 1,866 | 42.7% |
| Brazil | 300 | 346 | -13.3% | 153 | 125 | 22.4% | 245 | 138 | 77.5% | 498 | 258 | 93.0% |
| Colombia | 601 | 373 | 61.1% | 453 | 272 | 66.5% | 389 | 283 | 37.5% | 3,380 | 1,985 | 70.3% |
| Argentina | 189 | 132 | 43.2% | 664 | 619 | 7.3% | 194 | 112 | 73.2% | 422 | 229 | 84.3% |
| Chile | 64 | 78 | -17.9% | 180 | 220 | -18.2% | 106 | 127 | -16.5% | 243 | 104 | 133.7% |
| Peru | 121 | 35 | 245.7% | 231 | 109 | 111.9% | 44 | 17 | 158.8% | 318 | 100 | 218.0% |
| UK | 163 | 106 | 53.8% | 34 | 18 | 88.9% | 49 | 45 | 8.9% | 307 | 196 | 56.6% |
| Italy | 94 | 64 | 46.9% | 49 | 78 | -37.2% | 32 | 48 | -33.3% | 238 | 151 | 57.6% |
| Total main market | 26,988 | 23,705 | 13.8% | 17,183 | 15,985 | 7.5% | 27,754 | 25,573 | 8.5% | 25,133 | 18,712 | 34.3% |
| All visitors | 29,006 | 25,328 | 14.5% | 17,770 | 16,856 | 5.4% | 28,262 | 26,042 | 8.5% | 29,589 | 22,570 | 31.1% |



ACCOMMODATIONS NOVEMBER 2023/2022

104,627
ARRIVALS

15.2%
GROWTH

ACCOMMODATION BY MAIN MARKET - ARRIVALS










| | EP Hotels | | | All Inclusive | | | Timeshare | | | Others | | |
|--------------------------|--------------|--------------|--------------|---------------|--------------|-------------|--------------|--------------|-------------|--------------|--------------|-------------|
| | 2023 | 2022 | % Growth | 2023 | 2022 | % Growth | 2023 | 2022 | % Growth | 2023 | 2022 | % Growth |
| USA | 82.7% | 83.9% | -1.4% | 76.3% | 74.5% | 2.4% | 88.8% | 90.2% | -1.6% | 48.7% | 48.8% | -0.2% |
| Venezuela | 0.1% | 0.1% | 43.2% | 0.0% | 0.0% | -100.0% | 0.0% | 0.0% | 199.5% | 0.4% | 0.3% | 74.9% |
| Netherlands | 1.6% | 1.8% | -12.5% | 1.1% | 1.5% | -21.7% | 0.5% | 0.5% | -16.2% | 8.5% | 12.2% | -30.0% |
| Canada | 3.4% | 3.3% | 0.6% | 9.3% | 10.3% | -9.6% | 5.2% | 4.4% | 16.6% | 9.0% | 8.3% | 8.8% |
| Brazil | 1.0% | 1.4% | -24.3% | 0.9% | 0.7% | 16.1% | 0.9% | 0.5% | 63.6% | 1.7% | 1.1% | 47.2% |
| Colombia | 2.1% | 1.5% | 40.7% | 2.5% | 1.6% | 58.0% | 1.4% | 1.1% | 26.7% | 11.4% | 8.8% | 29.9% |
| Argentina | 0.7% | 0.5% | 25.0% | 3.7% | 3.7% | 1.8% | 0.7% | 0.4% | 59.6% | 1.4% | 1.0% | 40.6% |
| Chile | 0.2% | 0.3% | -28.4% | 1.0% | 1.3% | -22.4% | 0.4% | 0.5% | -23.1% | 0.8% | 0.5% | 78.2% |
| Peru | 0.4% | 0.1% | 201.9% | 1.3% | 0.6% | 101.0% | 0.2% | 0.1% | 138.5% | 1.1% | 0.4% | 142.6% |
| UK | 0.6% | 0.4% | 34.3% | 0.2% | 0.1% | 79.2% | 0.2% | 0.2% | 0.3% | 1.0% | 0.9% | 19.5% |
| Italy | 0.3% | 0.3% | 28.3% | 0.3% | 0.5% | -40.4% | 0.1% | 0.2% | -38.6% | 0.8% | 0.7% | 20.2% |
| Total main market | 93.0% | 93.6% | -0.6% | 96.7% | 94.8% | 2.0% | 98.2% | 98.2% | 0.0% | 84.9% | 82.9% | 2.5% |



VISITORS BY AGE NOVEMBER 2023/2022

104,627
ARRIVALS

15.2%
GROWTH

| | 2022 | Growth | 2023 | % Growth |
|--------------|---------------|---------------------------------------------------------------------------------------------|----------------|--------------|
| 0 - 11 | 5,853 |  1,229 | 7,082 | 21.0% |
| 12-19 | 4,142 |  760 | 4,902 | 18.3% |
| 20 - 29 | 9,371 |  1,502 | 10,873 | 16.0% |
| 30 - 39 | 14,865 |  3,077 | 17,942 | 20.7% |
| 40 - 49 | 15,079 |  2,361 | 17,440 | 15.7% |
| 50 - 59 | 17,962 |  1,694 | 19,656 | 9.4% |
| 60 - 69 | 15,461 |  1,936 | 17,397 | 12.5% |
| 70 + | 8,058 |  1,273 | 9,331 | 15.8% |
| Not Stated | 5 | -1 | 4 | -20.0% |
| Total | 90,796 |  13,831 | 104,627 | 15.2% |



GENERATIONS NOVEMBER 2023/2022

104,627
ARRIVALS

15.2%
GROWTH

| | 2022 | Growth | 2023 | % Growth | Marketshare 2022 | Marketshare 2023 |
|--------------------|---------------|--------|----------------|--------------|------------------|------------------|
| Gen A | 4,623 | 1,117 | 5,740 | 24.2% | 5.1% | 5.5% |
| Gen Z | 9,494 | 1,760 | 11,254 | 18.5% | 10.5% | 10.8% |
| Millennials | 23,398 | 4,332 | 27,730 | 18.5% | 25.8% | 26.5% |
| Gen X | 24,296 | 2,868 | 27,164 | 11.8% | 26.8% | 26.0% |
| Baby Boomers | 26,257 | 3,232 | 29,489 | 12.3% | 28.9% | 28.2% |
| Silent Generations | 2,723 | 523 | 3,246 | 19.2% | 3.0% | 3.1% |
| Age not specified | 5 | -1 | 4 | -20.0% | 0.0% | 0.0% |
| Total | 90,796 | 13,831 | 104,627 | 15.2% | | |



PURPOSE OF VISIT NOVEMBER 2023/2022

104,627
VISITORS

15.2%
GROWTH

| | 2023 | Mkt Share | 2022 | Mkt Share | % Growth |
|---------------|----------------|---------------|---------------|---------------|---------------|
| Sun,Sand,Sea | 86,917 | 83.1% | 73,492 | 80.9% | 18.3% |
| Business | 2,102 | 2.0% | 2,079 | 2.3% | 1.1% |
| Conference | 882 | 0.8% | 541 | 0.6% | 63.0% |
| Honeymoon | 3,400 | 3.2% | 3,323 | 3.7% | 2.3% |
| Diving | 365 | 0.3% | 349 | 0.4% | 4.6% |
| Incentive | 610 | 0.6% | 1,034 | 1.1% | -41.0% |
| Meeting | 861 | 0.8% | 756 | 0.8% | 13.9% |
| Not specified | 5,885 | 5.6% | 5,817 | 6.4% | 1.2% |
| Shopping | 684 | 0.7% | 635 | 0.7% | 7.7% |
| Wedding | 2,921 | 2.8% | 2,770 | 3.1% | 5.5% |
| Total | 104,627 | 100.0% | 90,796 | 100.0% | 15.2% |



CARRIERS NOVEMBER 2023/2022

104,627
ARRIVALS

15.2%
GROWTH

| | 2022 | Growth | 2023 | % Growth | Marketshare 2022 | Marketshare 2023 |
|-----------------------|---------------|---------------|----------------|--------------|------------------|------------------|
| JETBLUE | 25,792 | 500 | 26,292 | 1.9% | 28.4% | 25.1% |
| AMERICAN AIRLINES | 20,552 | 166 | 20,718 | 0.8% | 22.6% | 19.8% |
| UNITED AIRLINES | 9,559 | 3,960 | 13,519 | 41.4% | 10.5% | 12.9% |
| DELTA AIRLINE | 8,629 | 1,307 | 9,936 | 15.1% | 9.5% | 9.5% |
| AVIANCA | 2,828 | 2,461 | 5,289 | 87.0% | 3.1% | 5.1% |
| COPA AIRLINE | 2,939 | 1,877 | 4,816 | 63.9% | 3.2% | 4.6% |
| SOUTHWEST AIRLINES | 4,119 | 63 | 4,182 | 1.5% | 4.5% | 4.0% |
| SPIRIT AIRLINES | 509 | 2,761 | 3,270 | 542.4% | 0.6% | 3.1% |
| KLM ROYAL DUTCH | 3,934 | -935 | 2,999 | -23.8% | 4.3% | 2.9% |
| WESTJET AIRLINES | 1,447 | 854 | 2,301 | 59.0% | 1.6% | 2.2% |
| AIR CANADA | 2,144 | 89 | 2,233 | 4.2% | 2.4% | 2.1% |
| AERO REPUBLICA/ WINGO | 1,349 | 246 | 1,595 | 18.2% | 1.5% | 1.5% |
| DIVI DIVI AIR | 1,407 | 175 | 1,582 | 12.4% | 1.5% | 1.5% |
| SUNWING AIRLINES | 1,280 | 25 | 1,305 | 2.0% | 1.4% | 1.2% |
| TUI NL | 1,312 | -20 | 1,292 | -1.5% | 1.4% | 1.2% |
| EZ AIR | 826 | 124 | 950 | 15.0% | 0.9% | 0.9% |
| PRIVATE | 454 | 177 | 631 | 39.0% | 0.5% | 0.6% |
| SURINAM AIRWAYS | 328 | 130 | 458 | 39.6% | 0.4% | 0.4% |
| WINAIR | 57 | 302 | 359 | 529.8% | 0.1% | 0.3% |
| BRITISH AIRWAYS | 0 | 357 | 357 | - | 0.0% | 0.3% |
| CHARTER | 298 | -46 | 252 | -15.4% | 0.3% | 0.2% |
| ARAJET | 111 | 35 | 146 | 31.5% | 0.1% | 0.1% |
| SKY HIGH AVIATION | 52 | 17 | 69 | 32.7% | 0.1% | 0.1% |
| AIR CENTURY | 41 | 11 | 52 | 26.8% | 0.0% | 0.0% |
| CHARTER | 0 | 22 | 22 | - | 0.0% | 0.0% |
| AMERIFLIGHT | 0 | 2 | 2 | - | 0.0% | 0.0% |
| OTHERS | 829 | -829 | 0 | -100.0% | 0.9% | 0.0% |
| Total | 90,796 | 13,831 | 104,627 | 15.2% | | |



CARRIERS NOVEMBER 2023/2022

104,627
ARRIVALS

15.2%
GROWTH

| City | APO Code | NOV 2023 | Mkt Share | NOV 2022 | Mkt Share | 23 vs 22 |
|-------------------------------|----------|----------------|---------------|---------------|---------------|--------------|
| JFK NY | JFK | 17,518 | 16.7% | 16,327 | 18.0% | 7.3% |
| Newark | EWR | 13,765 | 13.2% | 11,308 | 12.5% | 21.7% |
| Boston | BOS | 9,615 | 9.2% | 7,939 | 8.7% | 21.1% |
| Charlotte | CLT | 8,581 | 8.2% | 9,018 | 9.9% | -4.8% |
| Miami | MIA | 7,952 | 7.6% | 7,296 | 8.0% | 9.0% |
| Bogota | BOG | 6,173 | 5.9% | 3,607 | 4.0% | 71.1% |
| Toronto | YYZ | 5,849 | 5.6% | 4,875 | 5.4% | 20.0% |
| Atlanta | ATL | 4,938 | 4.7% | 4,830 | 5.3% | 2.2% |
| Panama City | PTY | 4,825 | 4.6% | 2,943 | 3.2% | 63.9% |
| Amsterdam | AMS | 4,277 | 4.1% | 5,246 | 5.8% | -18.5% |
| Orlando | MCO | 3,656 | 3.5% | 3,327 | 3.7% | 9.9% |
| Fort Lauderdale | FLL | 3,319 | 3.2% | 1,604 | 1.8% | 106.9% |
| Curacao | CUR | 3,304 | 3.2% | 2,786 | 3.1% | 18.6% |
| Philadelphia | PHL | 3,225 | 3.1% | 2,936 | 3.2% | 9.8% |
| G.Bush DC | IAD | 2,392 | 2.3% | 1,335 | 1.5% | 79.2% |
| Chicago | ORD | 1,541 | 1.5% | 1,291 | 1.4% | 19.4% |
| Medellin | MDE | 783 | 0.7% | 623 | 0.7% | 25.7% |
| Baltimore | BWI | 527 | 0.5% | 794 | 0.9% | -33.6% |
| Houston International | IAH | 487 | 0.5% | 587 | 0.6% | -17.0% |
| Sint Maarten | SXM | 360 | 0.3% | 37 | 0.0% | 873.0% |
| Gatwick, UK | LGW | 357 | 0.3% | — | — | — |
| Dallas Fort Worth Int Airport | DFW | 289 | 0.3% | 242 | 0.3% | 19.4% |
| Santo Domingo | SDQ | 227 | 0.2% | 178 | 0.2% | 27.5% |
| LaGuardia Airport, NY | LGA | 223 | 0.2% | 434 | 0.5% | -48.6% |
| Bonaire | BON | 194 | 0.2% | 167 | 0.2% | 16.2% |
| | Others | 250 | 0.2% | 1,066 | 1.2% | -76.5% |
| Total | | 104,627 | 100.0% | 90,796 | 100.0% | 15.2% |



CRUISE COMPARISON



One happy island ✦ ARUBA.COM



CRUISE YTD NOVEMBER 2023 / 2022



2022



CRUISE PAX

509,869

CRUISE CALLS

260



2023



CRUISE PAX

697,877

36.9%

CRUISE CALLS

264

1.54%

ABSOLUTE GROWTH PAX YTD NOVEMBER

188,008

36.9%

ABSOLUTE GROWTH CALLS YTD NOVEMBER

4

1.54%



CRUISE NOVEMBER 2023/2022



2022



CRUISE PAX
104,843

CRUISE CALLS
47



2023



CRUISE PAX
87,628

-16.42%

CRUISE CALLS
36

-23.4%

ABSOLUTE GROWTH PAX NOVEMBER

-17,215
-16.42%

ABSOLUTE GROWTH CALLS NOVEMBER

-11
-23.4%

A man wearing a white long-sleeved shirt, a straw hat with a black band, and sunglasses is smiling and looking towards the camera. He is leaning over a wooden box or counter, with his hands on it. In the background, there is a wooden structure with a thatched roof, and other people, including a woman in a yellow dress, are visible. The scene is outdoors and appears to be a festival or event.

COMPARISON

2023 VERSUS 2019

SNAPSHOT YTD NOV 2023/2019



HOW MANY ARRIVALS?

1,116,223

9.6%



HOW MANY CRUISE TOURISM?

000,000

00.0%

Compared to 2019



HOW LONG DID THEY STAY?

7,807,895

5.1%



WHAT DID THEY SPEND?*

Central Bank Aruba
(Q1 and Q2 2023)

Avg. 2,411.11 min

21.3%

Q1 and Q2 2022: 1,987

**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



1,729,390

NIGHTS

-14.7%

ALL INCLUSIVE



1,216,948

NIGHTS

3.4%

TIMESHARE



2,441,828

NIGHTS

10.9%

OTHERS



2,419,729

NIGHTS

19.7%



ARRIVALS YTD NOVEMBER 2023/2019

1,116,223
ARRIVALS

9.6%
GROWTH

| | 2019 | | Growth | 2023 | % Growth | Marketshare 2019 | Marketshare 2023 |
|-----------------|------------------|----------------|-----------------|------------------|---------------|------------------|------------------|
| USA | 763,658 | | 91,744 | 855,402 | 12.0% | 75.0% | 76.6% |
| Canada | 44,700 | | 6,885 | 51,585 | 15.4% | 4.4% | 4.6% |
| NA | 808,358 | | 98,629 | 906,987 | 12.2% | 79.4% | 81.3% |
| Venezuela | 13,448 | -10,970 | | 2,478 | -81.6% | 1.3% | 0.2% |
| Colombia | 28,788 | | 15,762 | 44,550 | 54.8% | 2.8% | 4.0% |
| Brazil | 10,417 | | 1,774 | 12,191 | 17.0% | 1.0% | 1.1% |
| Argentina | 14,883 | | 2,519 | 17,402 | 16.9% | 1.5% | 1.6% |
| Chile | 9,288 | -1,745 | | 7,543 | -18.8% | 0.9% | 0.7% |
| Ecuador | 1,528 | | 5,452 | 6,980 | 356.8% | 0.2% | 0.6% |
| Peru | 5,017 | | 687 | 5,704 | 13.7% | 0.5% | 0.5% |
| Paraguay | 2,055 | -974 | | 1,081 | -47.4% | 0.2% | 0.1% |
| Uruguay | 1,988 | -149 | | 1,839 | -7.5% | 0.2% | 0.2% |
| Mexico | 1,536 | | 1,379 | 2,915 | 89.8% | 0.2% | 0.3% |
| Others | 9,285 | | 2,324 | 11,609 | 25.0% | 0.9% | 1.0% |
| SA | 98,233 | | 16,059 | 114,292 | 16.3% | 9.6% | 10.2% |
| Netherlands | 39,386 | -5,348 | | 34,038 | -13.6% | 3.9% | 3.0% |
| UK | 10,622 | -4,279 | | 6,343 | -40.3% | 1.0% | 0.6% |
| Germany | 6,480 | -1,543 | | 4,937 | -23.8% | 0.6% | 0.4% |
| Italy | 10,584 | -4,513 | | 6,071 | -42.6% | 1.0% | 0.5% |
| Sweden | 3,976 | -2,032 | | 1,944 | -51.1% | 0.4% | 0.2% |
| Belgium | 2,195 | -459 | | 1,736 | -20.9% | 0.2% | 0.2% |
| Austria | 745 | -133 | | 612 | -17.9% | 0.1% | 0.1% |
| Switzerland | 1,989 | -355 | | 1,634 | -17.8% | 0.2% | 0.1% |
| Others | 9,850 | -1,653 | | 8,197 | -16.8% | 1.0% | 0.7% |
| Europe | 85,827 | -20,315 | | 65,512 | -23.7% | 8.4% | 5.9% |
| ROW | 25,813 | | 3,619 | 29,432 | 14.0% | 2.5% | 2.6% |
| Total | 1,018,231 | | 97,992 | 1,116,223 | 9.6% | | |
| W/O Ven. | 1,004,783 | | 108,.... | 1,113,745 | 10.8% | | |



ARRIVALS USA YTD NOVEMBER 2023/2019

855,402
ARRIVALS

12.0%
GROWTH

| | 2019 | Growth | 2023 | % Growth | Marketshare 2019 | Marketshare 2023 |
|----------------|----------------|---------------|----------------|--------------|------------------|------------------|
| New York | 151,117 | 17,884 | 169,001 | 11.8% | 19.8% | 19.8% |
| Massachusetts | 86,480 | 21,466 | 107,946 | 24.8% | 11.3% | 12.6% |
| New Jersey | 90,730 | 13,749 | 104,479 | 15.2% | 11.9% | 12.2% |
| Pennsylvania | 44,363 | 6,237 | 50,600 | 14.1% | 5.8% | 5.9% |
| Illinois | 19,897 | 2,040 | 21,937 | 10.3% | 2.6% | 2.6% |
| Connecticut | 25,781 | 6,278 | 32,059 | 24.4% | 3.4% | 3.7% |
| Florida | 44,864 | 1,402 | 46,266 | 3.1% | 5.9% | 5.4% |
| Ohio | 21,680 | 2,346 | 24,026 | 10.8% | 2.8% | 2.8% |
| Maryland | 24,475 | 2,280 | 26,755 | 9.3% | 3.2% | 3.1% |
| Michigan | 14,478 | 1,631 | 16,109 | 11.3% | 1.9% | 1.9% |
| Virginia | 18,003 | 5,460 | 23,463 | 30.3% | 2.4% | 2.7% |
| Georgia | 19,044 | 1,690 | 20,734 | 8.9% | 2.5% | 2.4% |
| North Carolina | 17,528 | 7,048 | 24,576 | 40.2% | 2.3% | 2.9% |
| Texas | 22,862 | 3,252 | 26,114 | 14.2% | 3.0% | 3.1% |
| California | 16,543 | -585 | 15,958 | -3.5% | 2.2% | 1.9% |
| Other | 145,813 | -434 | 145,379 | -0.3% | 19.1% | 17.0% |
| Total | 763,658 | 91,744 | 855,402 | 12.0% | | |



NIGHTS YTD NOVEMBER 2023/2019

7,807,895
ARRIVALS

5.1%
GROWTH

| | 2019 | | Growth | 2023 | % Growth | ALOS 2019 | ALOS 2023 |
|---------------|------------------|-----------------|----------------|------------------|---------------|-----------|-----------|
| USA | 5,087,474 | | 599,315 | 5,686,789 | 11.8% | 6.7 | 6.6 |
| Canada | 388,439 | | 94,883 | 483,322 | 24.4% | 8.7 | 9.4 |
| NA | 5,475,913 | | 694,198 | 6,170,111 | 12.7% | 6.8 | 6.8 |
| Venezuela | 181,955 | -155,370 | | 26,585 | -85.4% | 13.5 | 10.7 |
| Colombia | 241,472 | | 43,850 | 285,322 | 18.2% | 8.4 | 6.4 |
| Brazil | 68,594 | | 6,906 | 75,500 | 10.1% | 6.6 | 6.2 |
| Argentina | 132,846 | | 21,272 | 154,118 | 16.0% | 8.9 | 8.9 |
| Chile | 69,397 | -10,853 | | 58,544 | -15.6% | 7.5 | 7.8 |
| Ecuador | 11,530 | | 21,780 | 33,310 | 188.9% | 7.5 | 4.8 |
| Peru | 33,707 | | 2,010 | 35,717 | 6.0% | 6.7 | 6.3 |
| Paraguay | 13,274 | -6,250 | | 7,024 | -47.1% | 6.5 | 6.5 |
| Uruguay | 15,548 | -1,243 | | 14,305 | -8.0% | 7.8 | 7.8 |
| Mexico | 11,259 | | 5,948 | 17,207 | 52.8% | 7.3 | 5.9 |
| Others | 65,288 | | 11,927 | 77,215 | 18.3% | 7.0 | 6.7 |
| SA | 844,870 | -60,023 | | 784,847 | -7.1% | 8.6 | 6.9 |
| Netherlands | 507,476 | -101,534 | | 405,942 | -20.0% | 12.9 | 11.9 |
| UK | 113,993 | -54,706 | | 59,287 | -48.0% | 10.7 | 9.3 |
| Germany | 60,255 | -16,916 | | 43,339 | -28.1% | 9.3 | 8.8 |
| Italy | 79,249 | -33,822 | | 45,427 | -42.7% | 7.5 | 7.5 |
| Sweden | 46,695 | -24,044 | | 22,651 | -51.5% | 11.7 | 11.7 |
| Belgium | 22,924 | -2,876 | | 20,048 | -12.5% | 10.4 | 11.5 |
| Austria | 6,499 | -758 | | 5,741 | -11.7% | 8.7 | 9.4 |
| Switzerland | 17,101 | -2,230 | | 14,871 | -13.0% | 8.6 | 9.1 |
| Others | 91,339 | -10,940 | | 80,399 | -12.0% | 9.3 | 9.8 |
| Europe | 945,531 | -247,826 | | 697,705 | -26.2% | 11.0 | 10.7 |
| ROW | 159,724 | -4,492 | | 155,232 | -2.8% | 6.2 | 5.3 |
| Total | 7,426,038 | | 381,857 | 7,807,895 | 5.1% | 7.3 | 7.0 |



ACCOMMODATIONS YTD NOVEMBER 2023/2019

1,116,223
ARRIVALS

9.6%
GROWTH

ARRIVALS BY ACCOMMODATION

| | 2019 | Growth | 2023 | % Growth | Marketshare 2019 | Marketshare 2023 |
|---------------|------------------|---------------|------------------|-------------|------------------|------------------|
| EP | 344,027 | -38,051 | 305,976 | -11.1% | 33.8% | 27.4% |
| All Inclusive | 182,261 | 17,693 | 199,954 | 9.7% | 17.9% | 17.9% |
| Timeshare | 273,886 | 31,982 | 305,868 | 11.7% | 26.9% | 27.4% |
| Others | 218,057 | 86,368 | 304,425 | 39.6% | 21.4% | 27.3% |
| Total | 1,018,231 | 97,992 | 1,116,223 | 9.6% | | |

NIGHTS BY ACCOMMODATION

| | 2019 | Growth | 2023 | % Growth | Marketshare 2019 | Marketshare 2023 |
|---------------|------------------|----------------|------------------|-------------|------------------|------------------|
| EP | 2,026,764 | -297,374 | 1,729,390 | -14.7% | 27.3% | 22.1% |
| All Inclusive | 1,176,369 | 40,579 | 1,216,948 | 3.4% | 15.8% | 15.6% |
| Timeshare | 2,201,808 | 240,020 | 2,441,828 | 10.9% | 29.6% | 31.3% |
| Others | 2,021,097 | 398,632 | 2,419,729 | 19.7% | 27.2% | 31.0% |
| Total | 7,426,038 | 381,857 | 7,807,895 | 5.1% | | |



ACCOMMODATIONS YTD NOVEMBER 2023/2019

1,116,223
ARRIVALS

9.6%
GROWTH

ACCOMMODATION BY MAIN MARKET - ARRIVALS

| | EP Hotels | | | All Inclusive | | | Timeshare | | | Others | | |
|---------------------|----------------|----------------|---------------|----------------|----------------|-------------|----------------|----------------|--------------|----------------|----------------|--------------|
| | 2023 | 2019 | % Growth | 2023 | 2019 | % Growth | 2023 | 2019 | % Growth | 2023 | 2019 | % Growth |
| USA | 261,851 | 286,313 | -8.5% | 157,638 | 128,054 | 23.1% | 275,903 | 241,697 | 14.2% | 160,010 | 107,594 | 48.7% |
| Venezuela | 486 | 2,491 | -80.5% | 20 | 134 | -85.1% | 703 | 1,939 | -63.7% | 1,269 | 8,884 | -85.7% |
| Netherlands | 3,920 | 5,209 | -24.7% | 2,104 | 3,812 | -44.8% | 1,571 | 2,206 | -28.8% | 26,443 | 28,159 | -6.1% |
| Canada | 7,973 | 8,237 | -3.2% | 13,524 | 14,785 | -8.5% | 8,524 | 7,992 | 6.7% | 21,564 | 13,686 | 57.6% |
| Brazil | 3,848 | 4,960 | -22.4% | 1,686 | 1,708 | -1.3% | 1,660 | 1,229 | 35.1% | 4,997 | 2,520 | 98.3% |
| Colombia | 4,754 | 6,484 | -26.7% | 3,665 | 4,228 | -13.3% | 5,879 | 4,860 | 21.0% | 30,252 | 13,216 | 128.9% |
| Argentina | 2,425 | 2,947 | -17.7% | 7,880 | 6,129 | 28.6% | 2,521 | 2,754 | -8.5% | 4,576 | 3,053 | 49.9% |
| Chile | 1,018 | 1,891 | -46.2% | 3,080 | 4,550 | -32.3% | 1,097 | 987 | 11.1% | 2,348 | 1,860 | 26.2% |
| Peru | 925 | 1,152 | -19.7% | 1,688 | 2,186 | -22.8% | 677 | 594 | 14.0% | 2,414 | 1,085 | 122.5% |
| UK | 2,066 | 2,284 | -9.5% | 866 | 5,286 | -83.6% | 706 | 1,144 | -38.3% | 2,705 | 1,908 | 41.8% |
| Italy | 1,606 | 3,014 | -46.7% | 2,039 | 3,749 | -45.6% | 336 | 967 | -65.3% | 2,090 | 2,854 | -26.8% |
| Total main market | 290,872 | 324,982 | -10.5% | 194,190 | 174,621 | 11.2% | 299,577 | 266,369 | 12.5% | 258,668 | 184,819 | 40.0% |
| All visitors | 305,976 | 344,027 | -11.1% | 199,954 | 182,261 | 9.7% | 305,868 | 273,886 | 11.7% | 304,425 | 218,057 | 39.6% |



ACCOMMODATIONS YTD NOVEMBER 2023/2019

1,116,223
ARRIVALS

9.6%
GROWTH

ACCOMMODATION BY MAIN MARKET - MARKETSHARE

| | EP Hotels | | | All Inclusive | | | Timeshare | | | Others | | |
|--------------------------|--------------|--------------|-------------|---------------|--------------|-------------|--------------|--------------|-------------|--------------|--------------|-------------|
| | 2023 | 2019 | % Growth | 2023 | 2019 | % Growth | 2023 | 2019 | % Growth | 2023 | 2019 | % Growth |
| USA | 85.6% | 83.2% | 2.8% | 78.8% | 70.3% | 12.2% | 90.2% | 88.2% | 2.2% | 52.6% | 49.3% | 6.5% |
| Venezuela | 0.2% | 0.7% | -78.1% | 0.0% | 0.1% | -86.4% | 0.2% | 0.7% | -67.5% | 0.4% | 4.1% | -89.8% |
| Netherlands | 1.3% | 1.5% | -15.4% | 1.1% | 2.1% | -49.7% | 0.5% | 0.8% | -36.2% | 8.7% | 12.9% | -32.7% |
| Canada | 2.6% | 2.4% | 8.8% | 6.8% | 8.1% | -16.6% | 2.8% | 2.9% | -4.5% | 7.1% | 6.3% | 12.9% |
| Brazil | 1.3% | 1.4% | -12.8% | 0.8% | 0.9% | -10.0% | 0.5% | 0.4% | 20.9% | 1.6% | 1.2% | 42.0% |
| Colombia | 1.6% | 1.9% | -17.6% | 1.8% | 2.3% | -21.0% | 1.9% | 1.8% | 8.3% | 9.9% | 6.1% | 64.0% |
| Argentina | 0.8% | 0.9% | -7.5% | 3.9% | 3.4% | 17.2% | 0.8% | 1.0% | -18.0% | 1.5% | 1.4% | 7.4% |
| Chile | 0.3% | 0.5% | -39.5% | 1.5% | 2.5% | -38.3% | 0.4% | 0.4% | -0.5% | 0.8% | 0.9% | -9.6% |
| Peru | 0.3% | 0.3% | -9.7% | 0.8% | 1.2% | -29.6% | 0.2% | 0.2% | 2.1% | 0.8% | 0.5% | 59.4% |
| UK | 0.7% | 0.7% | 1.7% | 0.4% | 2.9% | -85.1% | 0.2% | 0.4% | -44.7% | 0.9% | 0.9% | 1.5% |
| Italy | 0.5% | 0.9% | -40.1% | 1.0% | 2.1% | -50.4% | 0.1% | 0.4% | -68.9% | 0.7% | 1.3% | -47.5% |
| Total main market | 95.1% | 94.5% | 0.6% | 97.1% | 95.8% | 1.4% | 97.9% | 97.3% | 0.7% | 85.0% | 84.8% | 0.3% |



VISITORS BY AGE YTD NOVEMBER 2023/2019

1,116,223
ARRIVALS

9.6%
GROWTH

| | 2019 | | Growth | 2023 | % Growth |
|--------------|------------------|------|---------------|------------------|-------------|
| 0 - 11 | 69,228 | | 4,570 | 73,798 | 6.6% |
| 12-19 | 67,433 | | 5,617 | 73,050 | 8.3% |
| 20 - 29 | 125,619 | | 5,604 | 131,223 | 4.5% |
| 30 - 39 | 161,943 | | 15,917 | 177,860 | 9.8% |
| 40 - 49 | 172,736 | | 11,408 | 184,144 | 6.6% |
| 50 - 59 | 202,844 | | 12,621 | 215,465 | 6.2% |
| 60 - 69 | 146,534 | | 25,446 | 171,980 | 17.4% |
| 70 + | 71,728 | | 16,915 | 88,643 | 23.6% |
| Not Stated | 166 | -106 | | 60 | -63.9% |
| Total | 1,018,231 | | 97,992 | 1,116,223 | 9.6% |



GENERATIONS

YTD NOVEMBER 2023/2019

1,116,223
VISITORS

9.6%
GROWTH

| | 2019 | Growth | 2023 | % Growth | Marketshare 2019 | Marketshare 2023 |
|--------------------|------------------|---------------|------------------|-------------|------------------|------------------|
| Gen A | — | | 58,237 | #VALUE! | 0.0% | 5.2% |
| Gen Z | 199,148 | -42,331 | 156,817 | -21.3% | 19.6% | 14.0% |
| Millennials | 259,350 | 20,917 | 280,267 | 8.1% | 25.5% | 25.1% |
| Gen X | 283,840 | 13,592 | 297,432 | 4.8% | 27.9% | 26.6% |
| Baby Boomers | 252,201 | 40,131 | 292,332 | 15.9% | 24.8% | 26.2% |
| Silent Generations | 23,526 | 7,552 | 31,078 | 32.1% | 2.3% | 2.8% |
| Age not specified | 166 | -106 | 60 | -63.9% | 0.0% | 0.0% |
| Total | 1,018,231 | 97,992 | 1,116,223 | 9.6% | | |



PURPOSE OF VISIT YTD NOVEMBER 2023/2019

1,116,223
VISITORS

9.6%
GROWTH

| | 2023 | Mkt Share | 2022 | Mkt Share | % Growth |
|---------------|------------------|---------------|------------------|---------------|---------------|
| Sun,Sand,Sea | 919,327 | 82.4% | 666,537 | 65.5% | 37.9% |
| Business | 20,157 | 1.8% | 20,480 | 2.0% | -1.6% |
| Conference | 7,583 | 0.7% | 5,590 | 0.5% | 35.7% |
| Honeymoon | 35,795 | 3.2% | 29,447 | 2.9% | 21.6% |
| Diving | 3,774 | 0.3% | 6,146 | 0.6% | -38.6% |
| Incentive | 10,388 | 0.9% | 8,144 | 0.8% | 27.6% |
| Meeting | 7,546 | 0.7% | 1,211 | 0.1% | 523.1% |
| Not specified | 75,831 | 6.8% | 218,462 | 21.5% | -65.3% |
| Shopping | 7,512 | 0.7% | 42,603 | 4.2% | -82.4% |
| Wedding | 28,310 | 2.5% | 19,611 | 1.9% | 44.4% |
| Total | 1,116,223 | 100.0% | 1,018,231 | 100.0% | 9.6% |



CARRIERS YTD NOVEMBER 2023/2019

1,116,223
VISITORS

9.6%
GROWTH

| | 2019 | Growth | 2023 | % Growth | Marketshare 2019 | Marketshare 2023 |
|-----------------------|------------------|---------------|------------------|-------------|------------------|------------------|
| JETBLUE | 233,275 | 35,787 | 269,062 | 15.3% | 22.9% | 24.1% |
| AMERICAN AIRLINES | 189,420 | 56,728 | 246,148 | 29.9% | 18.6% | 22.1% |
| UNITED AIRLINES | 140,442 | 5,885 | 146,327 | 4.2% | 13.8% | 13.1% |
| DELTA AIRLINE | 127,661 | -600 | 127,061 | -0.5% | 12.5% | 11.4% |
| SOUTHWEST AIRLINES | 70,356 | -16,606 | 53,750 | -23.6% | 6.9% | 4.8% |
| AVIANCA | 45,457 | 5,964 | 51,421 | 13.1% | 4.5% | 4.6% |
| COPA AIRLINE | 34,761 | 7,628 | 42,389 | 21.9% | 3.4% | 3.8% |
| KLM ROYAL DUTCH | 30,186 | -134 | 30,052 | -0.4% | 3.0% | 2.7% |
| AERO REPUBLICA/ WINGO | 3,081 | 16,394 | 19,475 | 532.1% | 0.3% | 1.7% |
| SPIRIT AIRLINES | 10,027 | 8,159 | 18,186 | 81.4% | 1.0% | 1.6% |
| WESTJET AIRLINES | 9,260 | 8,744 | 18,004 | 94.4% | 0.9% | 1.6% |
| DIVI DIVI AIR | 8,848 | 7,050 | 15,898 | 79.7% | 0.9% | 1.4% |
| TUI NL / ARKEFLIGHT | 14,971 | -1,140 | 13,831 | -7.6% | 1.5% | 1.2% |
| AIR CANADA | 14,592 | -1,804 | 12,788 | -12.4% | 1.4% | 1.1% |
| SUNWING AIRLINES | 13,441 | -663 | 12,778 | -4.9% | 1.3% | 1.1% |
| EZ AIR | 3,193 | 6,615 | 9,808 | 207.2% | 0.3% | 0.9% |
| PRIVATE | 3,515 | 2,421 | 5,936 | 68.9% | 0.3% | 0.5% |
| SURINAM AIRWAYS | 5,104 | 372 | 5,476 | 7.3% | 0.5% | 0.5% |
| BRITISH AIRWAYS | 6,630 | -2,158 | 4,472 | -32.5% | 0.7% | 0.4% |
| CHARTER | 18,601 | -15,557 | 3,044 | -83.6% | 1.8% | 0.3% |
| SUN COUNTRY | 2,579 | -324 | 2,255 | -12.6% | 0.3% | 0.2% |
| WINAIR | 6,137 | -4,082 | 2,055 | -66.5% | 0.6% | 0.2% |
| JETAIR CARIBBEAN | 0 | 1,669 | 2,055 | -66.5% | 0.0% | 0.1% |
| SUNCLASS AIRLINES | 0 | 1,158 | 1,669 | - | 0.0% | 0.1% |
| ARAJET | 0 | 1,039 | 1,158 | - | 0.0% | 0.1% |
| SKY HIGH AVIATION | 443 | 384 | 1,039 | - | 0.0% | 0.1% |
| Others | 26,251 | -24,937 | 827 | 86.7% | 2.6% | 0.1% |
| Total | 1,018,231 | 97,992 | 1,116,223 | 9.6% | | |



CARRIERS YTD NOVEMBER 2023/2019

1,116,223
VISITORS

9.6%
GROWTH

| City | APO Code | YTD NOV 2023 | Mkt Share | YTD NOV 2019 | Mkt Share | 23 vs 22 |
|-----------------------|----------|------------------|----------------|------------------|----------------|-------------|
| JFK NY | JFK | 199,563 | 190.7% | 156,609 | 174.0% | 27.4% |
| Boston | BOS | 133,083 | 127.2% | 99,580 | 110.6% | 33.6% |
| Newark | EWR | 109,115 | 104.3% | 114,250 | 126.9% | -4.5% |
| Charlotte | CLT | 95,286 | 91.1% | 69,358 | 77.1% | 37.4% |
| Miami | MIA | 90,815 | 86.8% | 82,781 | 92.0% | 9.7% |
| Bogota | BOG | 62,208 | 59.5% | 52,327 | 58.1% | 18.9% |
| Atlanta | ATL | 55,924 | 53.5% | 66,479 | 73.9% | -15.9% |
| Philadelphia | PHL | 48,731 | 46.6% | 29,587 | 32.9% | 64.7% |
| Toronto | YYZ | 43,608 | 41.7% | 36,409 | 40.5% | 19.8% |
| Amsterdam | AMS | 43,314 | 41.4% | 44,667 | 49.6% | -3.0% |
| Orlando | MCO | 43,254 | 41.3% | 71 | 0.1% | 60821.1% |
| Panama City | PTY | 42,414 | 40.5% | 34,890 | 38.8% | 21.6% |
| Curacao | CUR | 30,855 | 29.5% | 24,527 | 27.3% | 25.8% |
| G.Bush DC | IAD | 26,056 | 24.9% | 7,722 | 8.6% | 237.4% |
| Fort Lauderdale | FLL | 18,690 | 17.9% | 79,445 | 88.3% | -76.5% |
| Chicago | ORD | 13,016 | 12.4% | 12,466 | 13.9% | 4.4% |
| Baltimore | BWI | 10,548 | 10.1% | 35,886 | 39.9% | -70.6% |
| Houston International | IAH | 8,700 | 8.3% | 7,832 | 8.7% | 11.1% |
| Medellin | MDE | 7,184 | 6.9% | 5 | 0.0% | 143580.0% |
| Dallas Forth Worth | DFW | 4,880 | 4.7% | 5,489 | 6.1% | -11.1% |
| Paramaribo | PBM | 4,879 | 4.7% | 4,631 | 5.1% | 5.4% |
| La Guardi, NY | LGA | 4,446 | 4.2% | 2,026 | 2.3% | 119.4% |
| Gatwick, UK | LGW | 4,364 | 4.2% | 6,631 | 7.4% | -34.2% |
| St Paul, Minneappolis | MSP | 2,255 | 2.2% | 5,048 | 5.6% | -55.3% |
| Bonaire | BON | 2,109 | 2.0% | 5,349 | 5.9% | -60.6% |
| | Others | 10,926 | 10.4% | 34,166 | 38.0% | -68.0% |
| Total | | 1,116,223 | 1066.9% | 1,018,231 | 1131.4% | 9.6% |



ARRIVALS NOVEMBER 2023/2019

104,627
ARRIVALS

16.3%
GROWTH


















































| | 2019 | Growth | 2023 | % Growth | Marketshare 2019 | Marketshare 2023 |
|-----------------|---------------|---------------|----------------|---------------|------------------|------------------|
| USA | 66,767 | 10,274 | 77,041 | 15.4% | 74.2% | 73.6% |
| Canada | 4,965 | 1,793 | 6,758 | 36.1% | 5.5% | 6.5% |
| NA | 71,732 | 12,067 | 83,799 | 16.8% | 79.7% | 80.1% |
| Venezuela | 843 | -656 | 187 | -77.8% | 0.9% | 0.2% |
| Colombia | 2,275 | 2,548 | 4,823 | 112.0% | 2.5% | 4.6% |
| Brazil | 1,066 | 130 | 1,196 | 12.2% | 1.2% | 1.1% |
| Argentina | 1,139 | 330 | 1,469 | 29.0% | 1.3% | 1.4% |
| Chile | 355 | 238 | 593 | 67.0% | 0.4% | 0.6% |
| Ecuador | 161 | 831 | 992 | 516.1% | 0.2% | 0.9% |
| Peru | 288 | 426 | 714 | 147.9% | 0.3% | 0.7% |
| Paraguay | 64 | 52 | 116 | 81.3% | 0.1% | 0.1% |
| Uruguay | 83 | 61 | 144 | 73.5% | 0.1% | 0.1% |
| Mexico | 132 | 139 | 271 | 105.3% | 0.1% | 0.3% |
| Others | 901 | 245 | 1,146 | 27.2% | 1.0% | 1.1% |
| SA | 7,307 | 4,344 | 11,651 | 59.4% | 8.1% | 11.1% |
| Netherlands | 4,037 | -726 | 3,311 | -18.0% | 4.5% | 3.2% |
| UK | 291 | 262 | 553 | 90.0% | 0.3% | 0.5% |
| Germany | 730 | -225 | 505 | -30.8% | 0.8% | 0.5% |
| Italy | 686 | -273 | 413 | -39.8% | 0.8% | 0.4% |
| Sweden | 758 | -633 | 125 | -83.5% | 0.8% | 0.1% |
| Belgium | 203 | -64 | 139 | -31.5% | 0.2% | 0.1% |
| Austria | 58 | 14 | 72 | 24.1% | 0.1% | 0.1% |
| Switzerland | 217 | -44 | 173 | -20.3% | 0.2% | 0.2% |
| Others | 1,028 | -109 | 919 | -10.6% | 1.1% | 0.9% |
| Europe | 8,008 | -1,798 | 6,210 | -22.5% | 8.9% | 5.9% |
| ROW | 2,954 | 13 | 2,967 | 0.4% | 3.3% | 2.8% |
| Total | 90,001 | 14,626 | 104,627 | 16.3% | | |
| W/O Ven. | 89,158 | 15,282 | 104,440 | 17.1% | | |



ARRIVALS USA NOVEMBER 2023/2019

77,041
ARRIVALS

15.4%
GROWTH

| | 2019 | Growth | 2023 | % Growth | Marketshare 2019 | Marketshare 2023 |
|----------------|---------------|---------------------------------------------------------------------------------------------------|---------------|--------------|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| New York | 12,523 |  2,666 | 15,189 | 21.3% |  18.8% |  19.7% |
| Massachusetts | 7,298 |  1,747 | 9,045 | 23.9% |  10.9% |  11.7% |
| New Jersey | 9,691 |  2,094 | 11,785 | 21.6% |  14.5% |  15.3% |
| Pennsylvania | 3,913 |  683 | 4,596 | 17.5% |  5.9% |  6.0% |
| Illinois | 2,058 |  266 | 2,324 | 12.9% |  3.1% |  3.0% |
| Connecticut | 2,227 |  446 | 2,673 | 20.0% |  3.3% |  3.5% |
| Florida | 4,016 |  321 | 4,337 | 8.0% |  6.0% |  5.6% |
| Ohio | 1,866 |  124 | 1,990 | 6.6% |  2.8% |  2.6% |
| Maryland | 2,321 |  3 | 2,324 | 0.1% |  3.5% |  3.0% |
| Michigan | 1,372 |  116 | 1,488 | 8.5% |  2.1% |  1.9% |
| Virginia | 1,610 |  400 | 2,010 | 24.8% |  2.4% |  2.6% |
| Georgia | 1,554 |  72 | 1,626 | 4.6% |  2.3% |  2.1% |
| North Carolina | 1,435 |  478 | 1,913 | 33.3% |  2.1% |  2.5% |
| Texas | 1,741 |  183 | 1,924 | 10.5% |  2.6% |  2.5% |
| California | 1,277 |  7 | 1,284 | 0.5% |  1.9% |  1.7% |
| Other | 11,865 |  668 | 12,533 | 5.6% |  17.8% |  16.3% |
| Total | 66,767 |  10,274 | 77,041 | 15.4% | | |



NIGHTS NOVEMBER 2023/2019

716,751
NIGHTS

8.7%
GROWTH

| | 2019 | | Growth | 2023 | % Growth | ALOS 2019 | ALOS 2023 |
|---------------|----------------|----------------|---------------|----------------|---------------|-----------|-----------|
| USA | 447,550 | | 53,162 | 500,712 | 11.9% | 6.7 | 6.5 |
| Canada | 43,495 | | 17,382 | 60,877 | 40.0% | 8.8 | 9.0 |
| NA | 491,045 | | 70,544 | 561,589 | 14.4% | 6.8 | 6.7 |
| Venezuela | 13,961 | -11,959 | | 2,002 | -85.7% | 16.6 | 10.7 |
| Colombia | 21,042 | | 8,089 | 29,131 | 38.4% | 9.2 | 6.0 |
| Brazil | 7,803 | -570 | | 7,233 | -7.3% | 7.3 | 6.0 |
| Argentina | 9,602 | | 2,804 | 12,406 | 29.2% | 8.4 | 8.4 |
| Chile | 2,705 | | 1,711 | 4,416 | 63.3% | 7.6 | 7.4 |
| Ecuador | 1,160 | | 3,158 | 4,318 | 272.2% | 7.2 | 4.4 |
| Peru | 1,972 | | 1,885 | 3,857 | 95.6% | 6.8 | 5.4 |
| Paraguay | 383 | | 302 | 685 | 78.9% | 6.0 | 5.9 |
| Uruguay | 664 | | 406 | 1,070 | 61.1% | 8.0 | 7.4 |
| Mexico | 823 | | 648 | 1,471 | 78.7% | 6.2 | 5.4 |
| Others | 5,550 | | 1,787 | 7,337 | 32.2% | 6.2 | 6.4 |
| SA | 65,665 | | 8,261 | 73,926 | 12.6% | 9.0 | 6.3 |
| Netherlands | 49,408 | -9,521 | | 39,887 | -19.3% | 12.2 | 12.0 |
| UK | 2,616 | | 1,925 | 4,541 | 73.6% | 9.0 | 8.2 |
| Germany | 6,796 | -2,055 | | 4,741 | -30.2% | 9.3 | 9.4 |
| Italy | 4,833 | -2,024 | | 2,809 | -41.9% | 7.0 | 6.8 |
| Sweden | 9,675 | -8,417 | | 1,258 | -87.0% | 12.8 | 10.1 |
| Belgium | 2,164 | -517 | | 1,647 | -23.9% | 10.7 | 11.8 |
| Austria | 493 | | 117 | 610 | 23.7% | 8.5 | 8.5 |
| Switzerland | 1,930 | -374 | | 1,556 | -19.4% | 8.9 | 9.0 |
| Others | 9,271 | -984 | | 8,287 | -10.6% | 9.0 | 9.0 |
| Europe | 87,186 | -21,850 | | 65,336 | -25.1% | 10.9 | 10.5 |
| ROW | 15,660 | | 240 | 15,900 | 1.5% | 5.3 | 5.4 |
| Total | 659,556 | | 57,195 | 716,751 | 8.7% | 7.3 | 6.9 |



ACCOMMODATIONS NOVEMBER 2023/2019

104,627
ARRIVALS

16.3%
GROWTH

ARRIVALS BY ACCOMMODATION

| | 2019 | Growth | 2023 | % Growth | Marketshare 2019 | Marketshare 2023 |
|---------------|---------------|--------|----------------|--------------|------------------|------------------|
| EP | 30,154 | -1,148 | 29,006 | -3.8% | 33.5% | 27.7% |
| All Inclusive | 15,895 | 1,875 | 17,770 | 11.8% | 17.7% | 17.0% |
| Timeshare | 25,714 | 2,548 | 28,262 | 9.9% | 28.6% | 27.0% |
| Others | 18,238 | 11,351 | 29,589 | 62.2% | 20.3% | 28.3% |
| Total | 90,001 | 14,626 | 104,627 | 16.3% | | |

NIGHTS BY ACCOMMODATION

| | 2019 | Growth | 2023 | % Growth | Marketshare 2019 | Marketshare 2023 |
|---------------|----------------|---------|----------------|-------------|------------------|------------------|
| EP | 177,692 | -17,081 | 160,611 | -9.6% | 26.9% | 22.4% |
| All Inclusive | 102,582 | 4,802 | 107,384 | 4.7% | 15.6% | 15.0% |
| Timeshare | 210,398 | 13,760 | 224,158 | 6.5% | 31.9% | 31.3% |
| Others | 168,884 | 55,714 | 224,598 | 33.0% | 25.6% | 31.3% |
| Total | 659,556 | 57,195 | 716,751 | 8.7% | | |



ACCOMMODATIONS NOVEMBER 2023/2019

104,627
ARRIVALS

16.3%
GROWTH

ACCOMMODATION BY MAIN MARKET - ARRIVALS

| | EP Hotels | | | All Inclusive | | | Timeshare | | | Others | | |
|---------------------|---------------|---------------|--------------|---------------|---------------|--------------|---------------|---------------|-------------|---------------|---------------|--------------|
| | 2023 | 2019 | % Growth | 2023 | 2019 | % Growth | 2023 | 2019 | % Growth | 2023 | 2019 | % Growth |
| USA | 23,985 | 25,196 | -4.8% | 13,558 | 11,490 | 18.0% | 25,091 | 22,287 | 12.6% | 14,407 | 7,794 | 84.8% |
| Venezuela | 41 | 133 | -69.2% | 0 | 13 | -100.0% | 13 | 66 | -80.3% | 133 | 631 | -78.9% |
| Netherlands | 453 | 568 | -20.2% | 203 | 378 | -46.3% | 130 | 275 | -52.7% | 2,525 | 2,816 | -10.3% |
| Canada | 977 | 858 | 13.9% | 1,658 | 1,604 | 3.4% | 1,461 | 1,223 | 19.5% | 2,662 | 1,280 | 108.0% |
| Brazil | 300 | 376 | -20.2% | 153 | 157 | -2.5% | 245 | 179 | 36.9% | 498 | 354 | 40.7% |
| Colombia | 601 | 388 | 54.9% | 453 | 371 | 22.1% | 389 | 297 | 31.0% | 3,380 | 1,219 | 177.3% |
| Argentina | 189 | 239 | -20.9% | 664 | 453 | 46.6% | 194 | 217 | -10.6% | 422 | 230 | 83.5% |
| Chile | 64 | 72 | -11.1% | 180 | 177 | 1.7% | 106 | 27 | 292.6% | 243 | 79 | 207.6% |
| Peru | 121 | 41 | 195.1% | 231 | 157 | 47.1% | 44 | 32 | 37.5% | 318 | 58 | 448.3% |
| UK | 163 | 114 | 43.0% | 34 | 12 | 183.3% | 49 | 62 | -21.0% | 307 | 103 | 198.1% |
| Italy | 94 | 169 | -44.4% | 49 | 188 | -73.9% | 32 | 80 | -60.0% | 238 | 249 | -4.4% |
| Total main market | 26,988 | 28,154 | -4.1% | 17,183 | 15,000 | 14.6% | 27,754 | 24,745 | 12.2% | 25,133 | 14,813 | 69.7% |
| All visitors | 29,006 | 30,154 | -3.8% | 17,770 | 15,895 | 11.8% | 28,262 | 25,714 | 9.9% | 29,589 | 18,238 | 62.2% |



ACCOMMODATIONS NOVEMBER 2023/2019

104,627
ARRIVALS

18.2%
GROWTH

ACCOMMODATION BY MAIN MARKET - MARKETSHARE










| | EP Hotels | | | All Inclusive | | | Timeshare | | | Others | | |
|--------------------------|--------------|--------------|--------------|---------------|--------------|-------------|--------------|--------------|-------------|--------------|--------------|-------------|
| | 2023 | 2019 | % Growth | 2023 | 2019 | % Growth | 2023 | 2019 | % Growth | 2023 | 2019 | % Growth |
| USA | 82.7% | 83.6% | -1.0% | 76.3% | 72.3% | 5.5% | 88.8% | 86.7% | 2.4% | 48.7% | 42.7% | 13.9% |
| Venezuela | 0.1% | 0.4% | -68.0% | 0.0% | 0.1% | -100.0% | 0.0% | 0.3% | -82.1% | 0.4% | 3.5% | -87.0% |
| Netherlands | 1.6% | 1.9% | -17.1% | 1.1% | 2.4% | -52.0% | 0.5% | 1.1% | -57.0% | 8.5% | 15.4% | -44.7% |
| Canada | 3.4% | 2.8% | 18.4% | 9.3% | 10.1% | -7.5% | 5.2% | 4.8% | 8.7% | 9.0% | 7.0% | 28.2% |
| Brazil | 1.0% | 1.2% | -17.1% | 0.9% | 1.0% | -12.8% | 0.9% | 0.7% | 24.5% | 1.7% | 1.9% | -13.3% |
| Colombia | 2.1% | 1.3% | 61.0% | 2.5% | 2.3% | 9.2% | 1.4% | 1.2% | 19.2% | 11.4% | 6.7% | 70.9% |
| Argentina | 0.7% | 0.8% | -17.8% | 3.7% | 2.8% | 31.1% | 0.7% | 0.8% | -18.7% | 1.4% | 1.3% | 13.1% |
| Chile | 0.2% | 0.2% | -7.6% | 1.0% | 1.1% | -9.0% | 0.4% | 0.1% | 257.2% | 0.8% | 0.4% | 89.6% |
| Peru | 0.4% | 0.1% | 206.8% | 1.3% | 1.0% | 31.6% | 0.2% | 0.1% | 25.1% | 1.1% | 0.3% | 237.9% |
| UK | 0.6% | 0.4% | 48.6% | 0.2% | 0.1% | 153.4% | 0.2% | 0.2% | -28.1% | 1.0% | 0.6% | 83.7% |
| Italy | 0.3% | 0.6% | -42.2% | 0.3% | 1.2% | -76.7% | 0.1% | 0.3% | -63.6% | 0.8% | 1.4% | -41.1% |
| Total main market | 93.0% | 93.4% | -0.3% | 96.7% | 94.4% | 2.5% | 98.2% | 96.2% | 2.0% | 84.9% | 81.2% | 4.6% |



VISITORS BY AGE NOVEMBER 2023/2019

104,627
ARRIVALS

16.3%
GROWTH

| | 2019 | Growth | 2023 | % Growth |
|--------------|---------------|--------------------------------------------------------------------------------------------|----------------|--------------|
| 0 - 11 | 5,805 |  1,277 | 7,082 | 22.0% |
| 12-19 | 3,753 |  1,149 | 4,902 | 30.6% |
| 20 - 29 | 9,257 |  1,616 | 10,873 | 17.5% |
| 30 - 39 | 14,635 |  3,307 | 17,942 | 22.6% |
| 40 - 49 | 15,356 |  2,084 | 17,440 | 13.6% |
| 50 - 59 | 18,345 |  1,311 | 19,656 | 7.1% |
| 60 - 69 | 15,020 |  2,377 | 17,397 | 15.8% |
| 70 + | 7,820 |  1,511 | 9,331 | 19.3% |
| Not Stated | 10 | -6 | 4 | -60.0% |
| Total | 90,001 |  14,626 | 104,627 | 16.3% |



GENERATIONS

NOVEMBER 2023/2019

104,627
ARRIVALS

16.3%
GROWTH

| | 2019 | Growth | 2023 | % Growth | Marketshare 2019 | Marketshare 2023 |
|--------------------|---------------|---------------|----------------|--------------|------------------|------------------|
| Gen A | — | | 5,740 | #VALUE! | 0.0% | 5.5% |
| Gen Z | 13,629 | -2,375 | 11,254 | -17.4% | 15.1% | 10.8% |
| Millennials | 23,062 | 4,668 | 27,730 | 20.2% | 25.6% | 26.5% |
| Gen X | 24,967 | 2,197 | 27,164 | 8.8% | 27.7% | 26.0% |
| Baby Boomers | 25,766 | 3,723 | 29,489 | 14.4% | 28.6% | 28.2% |
| Silent Generations | 2,567 | 679 | 3,246 | 26.5% | 2.9% | 3.1% |
| Age not specified | 10 | -6 | 4 | -60.0% | 0.0% | 0.0% |
| Total | 90,001 | 14,626 | 104,627 | 16.3% | | |



PURPOSE OF VISIT NOVEMBER 2023/2019

104,627
VISITORS

16.3%
GROWTH

| | 2023 | Mkt Share | 2022 | Mkt Share | % Growth |
|---------------|----------------|---------------|---------------|---------------|---------------|
| Sun,Sand,Sea | 86,917 | 83.1% | 68,779 | 76.4% | 26.4% |
| Business | 2,102 | 2.0% | 2,245 | 2.5% | -6.4% |
| Conference | 882 | 0.8% | 504 | 0.6% | 75.0% |
| Honeymoon | 3,400 | 3.2% | 2,680 | 3.0% | 26.9% |
| Diving | 365 | 0.3% | 677 | 0.8% | -46.1% |
| Incentive | 610 | 0.6% | 585 | 0.6% | 4.3% |
| Meeting | 861 | 0.8% | 1,211 | 1.3% | -28.9% |
| Not specified | 5,885 | 5.6% | 8,474 | 9.4% | -30.6% |
| Shopping | 684 | 0.7% | 3,239 | 3.6% | -78.9% |
| Wedding | 2,921 | 2.8% | 1,607 | 1.8% | 81.8% |
| Total | 104,627 | 100.0% | 90,001 | 100.0% | 16.3% |



CARRIERS NOVEMBER 2023/2019

104,627
ARRIVALS

16.3%
GROWTH

| | 2019 | Growth | 2023 | % Growth | Marketshare 2019 | Marketshare 2023 |
|-----------------------|---------------|---------------|----------------|--------------|------------------|------------------|
| JETBLUE | 20,654 | 5,638 | 26,292 | 27.3% | 22.9% | 25.1% |
| AMERICAN AIRLINES | 14,593 | 6,125 | 20,718 | 42.0% | 16.2% | 19.8% |
| UNITED AIRLINES | 13,566 | -47 | 13,519 | -0.3% | 15.1% | 12.9% |
| DELTA AIRLINE | 10,699 | -763 | 9,936 | -7.1% | 11.9% | 9.5% |
| AVIANCA | 3,154 | 2,135 | 5,289 | 67.7% | 3.5% | 5.1% |
| COPA AIRLINE | 2,935 | 1,881 | 4,816 | 64.1% | 3.3% | 4.6% |
| SOUTHWEST AIRLINES | 7,484 | -3,302 | 4,182 | -44.1% | 8.3% | 4.0% |
| SPIRIT AIRLINES | 663 | 2,607 | 3,270 | 393.2% | 0.7% | 3.1% |
| KLM ROYAL DUTCH | 3,418 | -419 | 2,999 | -12.3% | 3.8% | 2.9% |
| WESTJET AIRLINES | 1,311 | 990 | 2,301 | 75.5% | 1.5% | 2.2% |
| AIR CANADA | 1,832 | 401 | 2,301 | 21.9% | 2.0% | 2.1% |
| AERO REPUBLICA/ WINGO | 663 | 932 | 2,233 | 140.6% | 0.7% | 1.5% |
| DIVI DIVI AIR | 1,048 | 534 | 1,595 | 51.0% | 1.2% | 1.5% |
| SUNWING AIRLINES | 1,272 | 33 | 1,582 | 2.6% | 1.4% | 1.2% |
| TUI NL / ARKEFLIGHT | 1,699 | -407 | 1,305 | -24.0% | 1.9% | 1.2% |
| EZ AIR | 457 | 493 | 1,292 | 107.9% | 0.5% | 0.9% |
| PRIVATE | 347 | 284 | 950 | 81.8% | 0.4% | 0.6% |
| SURINAM AIRWAYS | 506 | -48 | 631 | 9.5% | 0.6% | 0.4% |
| WINAIR | 701 | -342 | 458 | -48.8% | 0.8% | 0.3% |
| BRITISH AIRWAYS | 0 | 357 | 359 | - | 0.0% | 0.3% |
| CHARTER | 586 | -312 | 357 | -53.2% | 0.7% | 0.3% |
| ARAJET | 0 | 146 | 274 | - | 0.0% | 0.1% |
| SKY HIGH AVIATION | 41 | 28 | 146 | 68.3% | 0.0% | 0.1% |
| AIR CENTURY | 65 | -13 | 69 | -20.0% | 0.1% | 0.0% |
| AMERIFLIGHT | 4 | -2 | 52 | -50.0% | 0.0% | 0.0% |
| ARUBA AIRLINES | 1,522 | -1,522 | 2 | -100.0% | 1.7% | 0.0% |
| OTHER | 781 | -781 | 0 | -100.0% | 0.9% | 0.0% |
| Total | 90,001 | 14,626 | 104,627 | 16.3% | | |



CARRIERS NOVEMBER 2023/2019

104,627
ARRIVALS

16.3%
GROWTH

| City | APO Code | Nov 2023 | Mkt Share | Nov 2019 | Mkt Share | 23 vs 19 |
|-------------------------------|----------|----------------|---------------|---------------|---------------|--------------|
| JFK NY | JFK | 17,518 | 16.7% | 14,642 | 16.3% | 19.6% |
| Newark | EWR | 13,765 | 13.2% | 11,186 | 12.4% | 23.1% |
| Boston | BOS | 9,615 | 9.2% | 7,598 | 8.4% | 26.5% |
| Charlotte | CLT | 8,581 | 8.2% | 5,061 | 5.6% | 69.6% |
| Miami | MIA | 7,952 | 7.6% | 7,181 | 8.0% | 10.7% |
| Bogota | BOG | 6,173 | 5.9% | 3,827 | 4.3% | 61.3% |
| Toronto | YYZ | 5,849 | 5.6% | 4,413 | 4.9% | 32.5% |
| Atlanta | ATL | 4,938 | 4.7% | 5,806 | 6.5% | -15.0% |
| Panama City | PTY | 4,825 | 4.6% | 2,938 | 3.3% | 64.2% |
| Amsterdam | AMS | 4,277 | 4.1% | 5,017 | 5.6% | -14.7% |
| Orlando | MCO | 3,656 | 3.5% | 7 | 0.0% | 52128.6% |
| Fort Lauderdale | FLL | 3,319 | 3.2% | 7,034 | 7.8% | -52.8% |
| Curacao | CUR | 3,304 | 3.2% | 2,689 | 3.0% | 22.9% |
| Philadelphia | PHL | 3,225 | 3.1% | 1,772 | 2.0% | 82.0% |
| G.Bush DC | IAD | 2,392 | 2.3% | 827 | 0.9% | 189.2% |
| Chicago | ORD | 1,541 | 1.5% | 854 | 0.9% | 80.4% |
| Medellin | MDE | 783 | 0.7% | 3 | 0.0% | 26000.0% |
| Baltimore | BWI | 527 | 0.5% | 4,216 | 4.7% | -87.5% |
| Houston International | IAH | 487 | 0.5% | 705 | 0.8% | -30.9% |
| Sint Maarten | SXM | 360 | 0.3% | 706 | 0.8% | -49.0% |
| Gatwick, UK | LGW | 357 | 0.3% | — | — | — |
| Dallas Fort Worth Int Airport | DFW | 289 | 0.3% | 388 | 0.4% | -25.5% |
| Santo Domingo | SDQ | 227 | 0.2% | 140 | 0.2% | 62.1% |
| LaGuardia Airport, NY | LGA | 223 | 0.2% | 253 | 0.3% | -11.9% |
| Bonaire | BON | 194 | 0.2% | 535 | 0.6% | -63.7% |
| | Others | 250 | 0.2% | 2,203 | 2.4% | -88.7% |
| Grand Total | | 104,627 | 100.0% | 90,001 | 100.0% | 16.3% |



CRUISE COMPARISON



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



CRUISE YTD NOVEMBER 2023 / 2019



2019



CRUISE PAX
704,947

CRUISE CALLS
274



2023



CRUISE PAX
697,877

-1.0%

CRUISE CALLS
264

-3.65%

ABSOLUTE GROWTH PAX YTD NOVEMBER

-7,070
-1.0%

ABSOLUTE GROWTH CALLS YTD NOVEMBER

-10
-3.65%



CRUISE NOVEMBER 2023/2019



2019



CRUISE PAX
96,766

CRUISE CALLS
42



2023



CRUISE PAX
87,628

-9.4%

CRUISE CALLS
36

-14.29%

ABSOLUTE GROWTH PAX NOVEMBER

-9,138
-9.4%

ABSOLUTE GROWTH CALLS NOVEMBER

-6
-14.29%

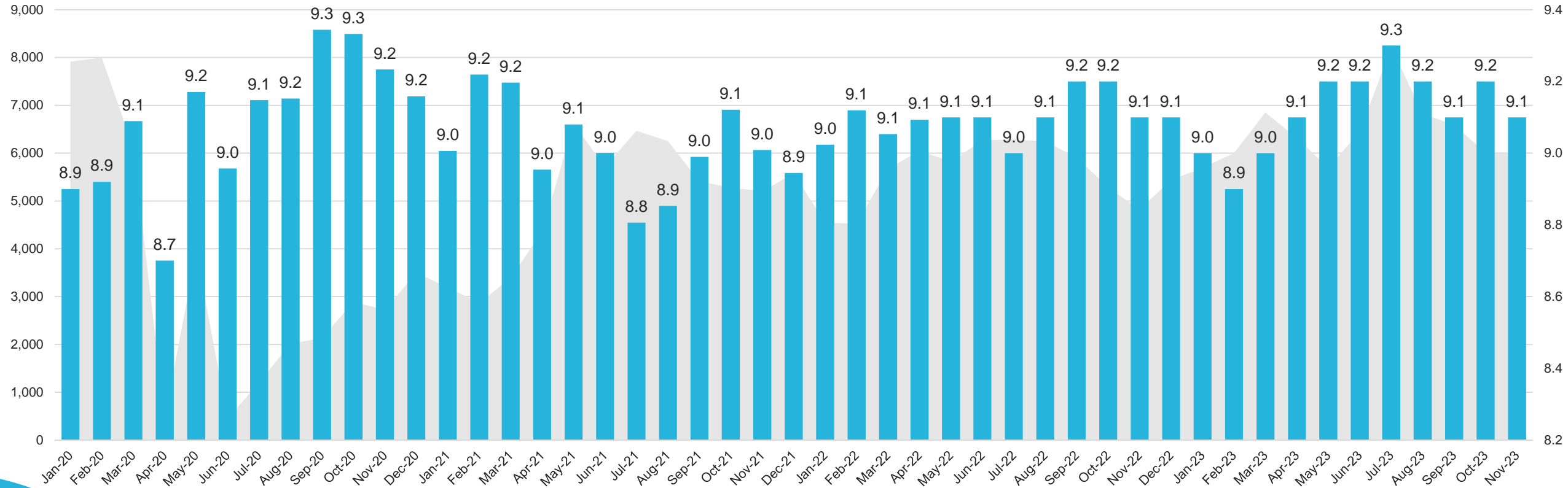




GUEST EXPERIENCE INDEX (GEI)

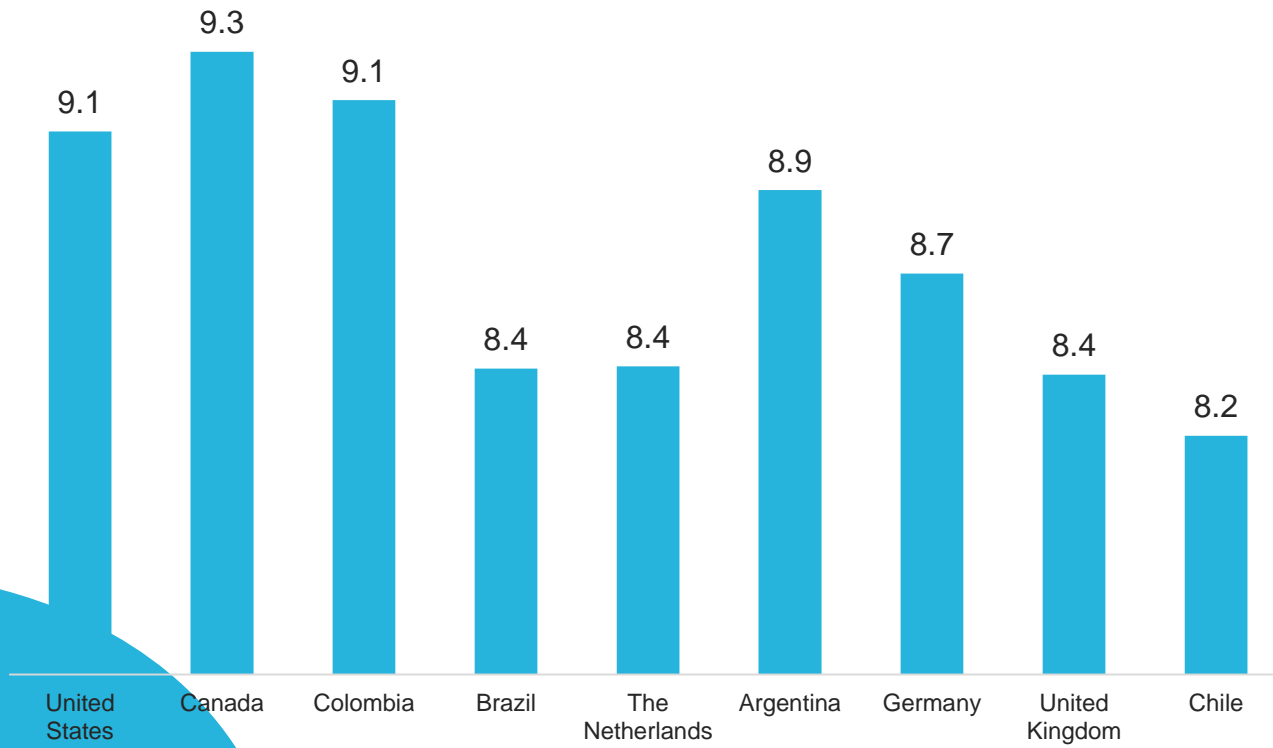
Reviews and Ratings

■ Reviews ■ Rating

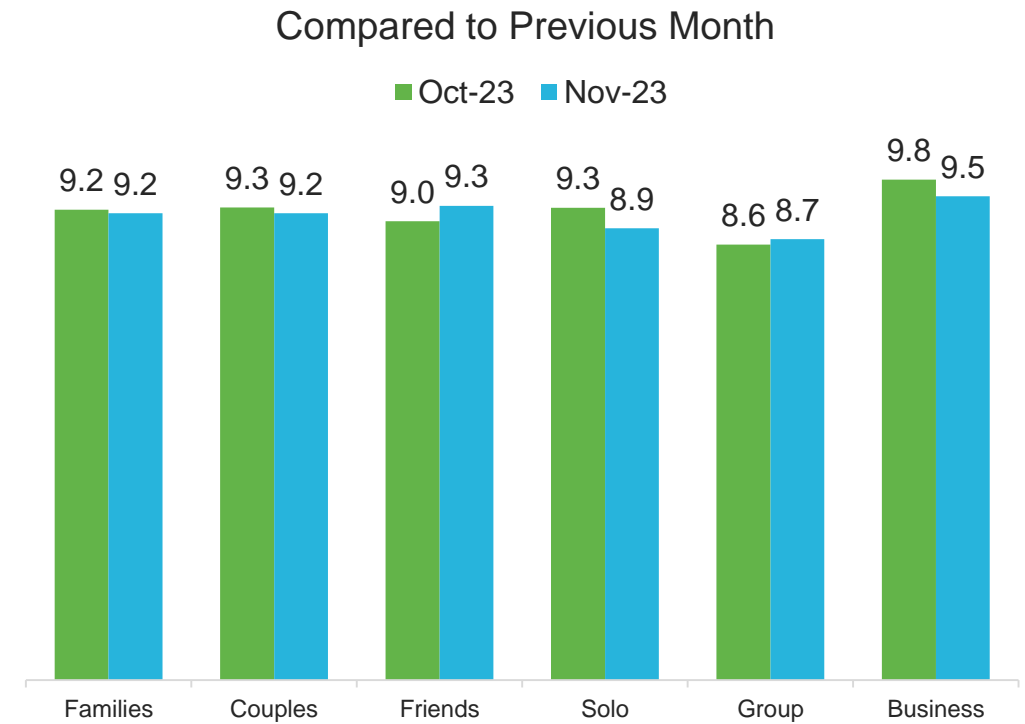




Markets



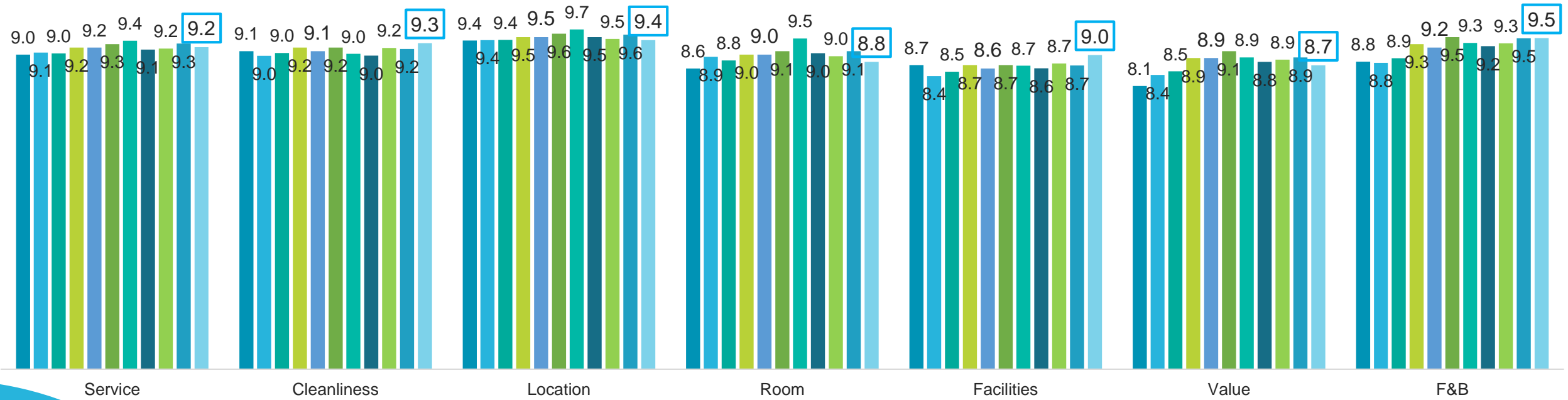
Travel Party





GEI NOV 2023

■ Jan-23 ■ Feb-23 ■ Mar-23 ■ Apr-23 ■ May-23 ■ Jun-23 ■ Jul-23 ■ Aug-23 ■ Sep-23 ■ Oct-23 ■ Nov-23





VACATIONS RENTALS

 **Transparent**

an OTA INSIGHT company

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 analyze 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.

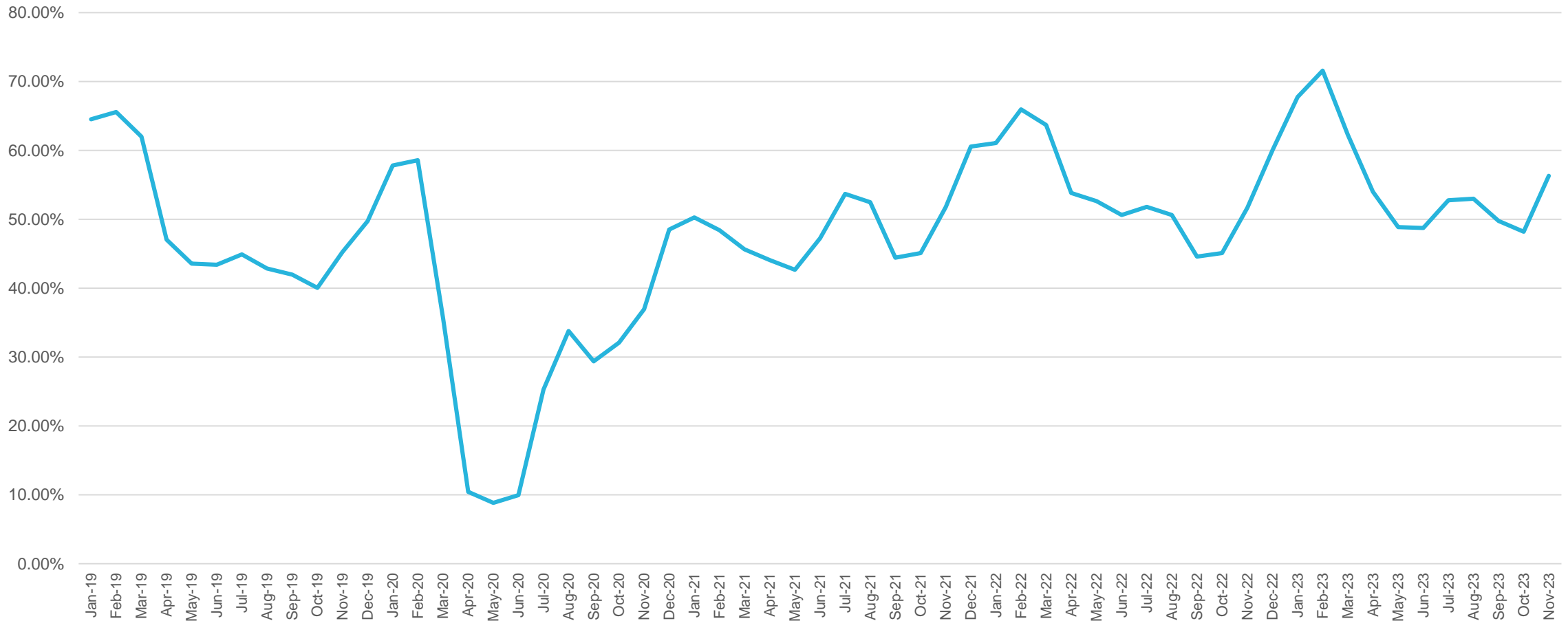
Amount of properties reported by Transparent November 2023: 5,116. The amount might include offline listings.

In November, ADR is not included. We are fine-tuning the ADR numbers because of recent changes in Airbnb's calendar structure, which prompted a temporary fluctuation in ADR accuracy.



OCCUPANCY

Nov 2023 Occupancy: 56.3% | Nov 2022 Occupancy: 51.7% | Nov 2019 Occupancy: 45%



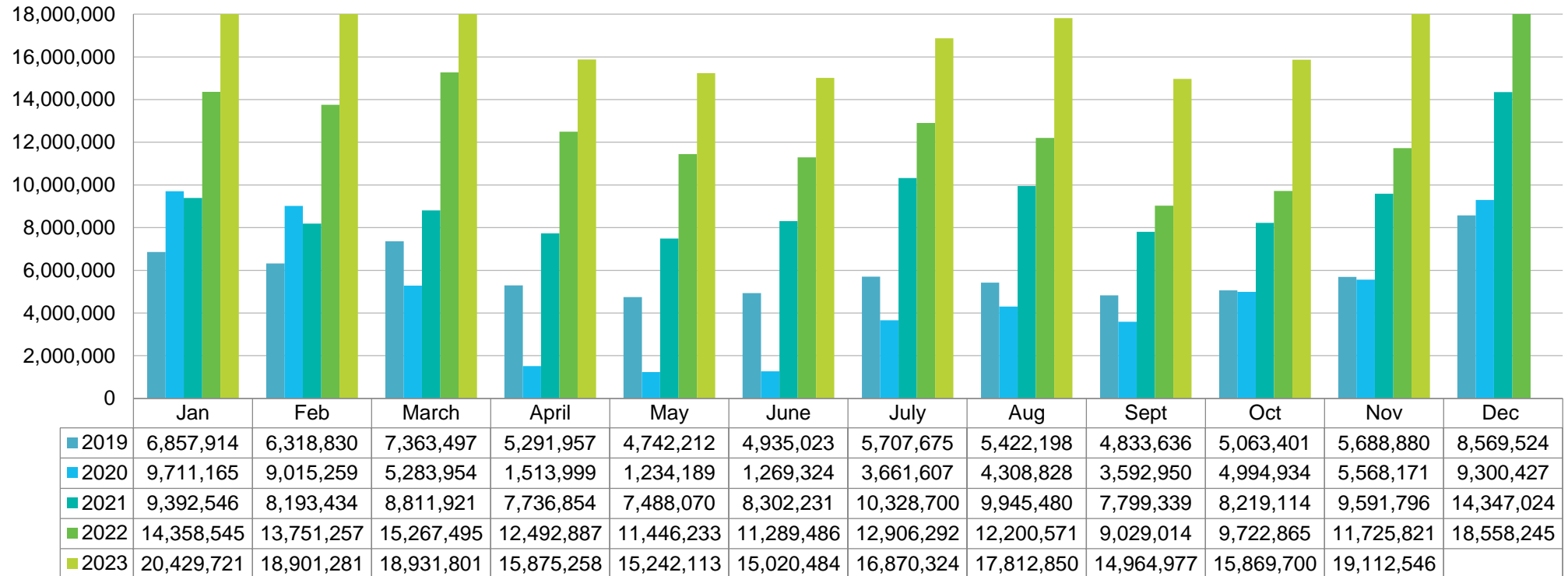
Note: Amount of properties reported by Transparent November 2023: 5,116. The amount might include offline listings

REVENUE

Total Revenue Jan – Nov 2023: USD\$189,031,055

Total Revenue Jan – Nov 2022: USD\$134,190,466

■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023



Note: Amount of properties reported by Transparent November 2023: 5,116. The amount might include offline listings

T I D B I T S

Dutch Segmentation

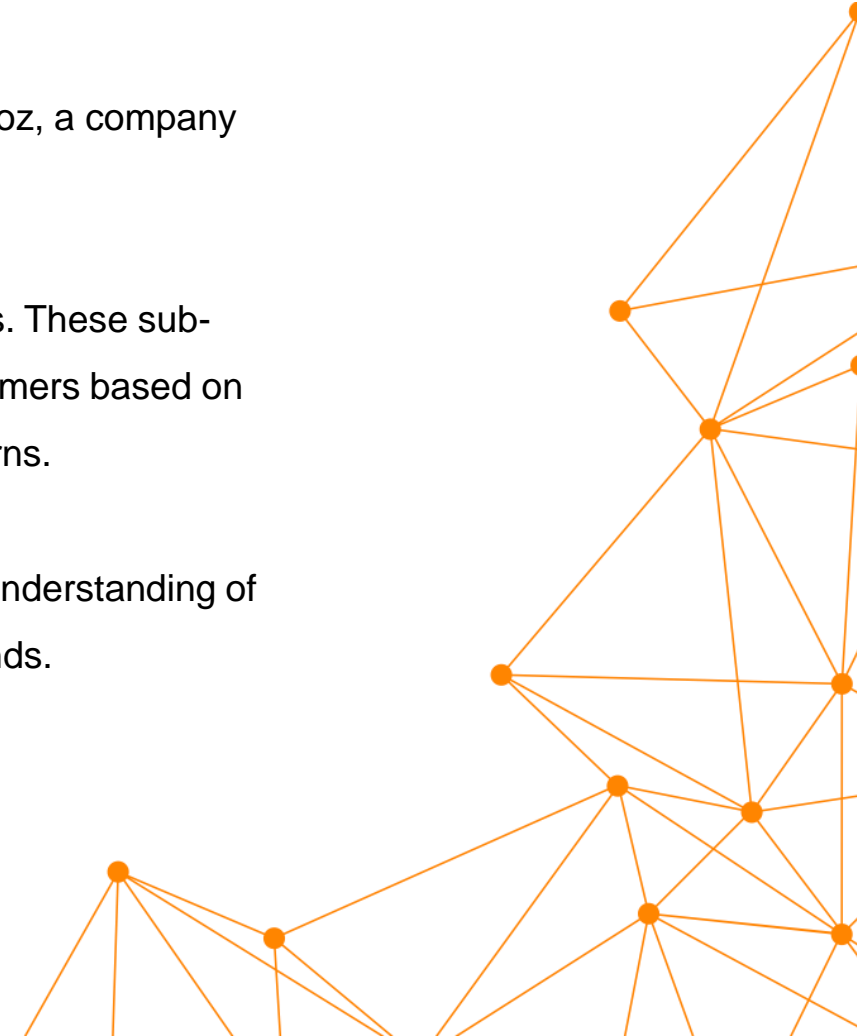
Dutch Segmentation

by *Whooz*

The report is based on Dutch arrivals in 2022. It is written in Dutch and published by Whooz, a company based in the Netherlands.

The country has a total of 8 million households, which are classified into 59 sub-segments. These sub-segments are further grouped into 11 Whooz segments, clearly representing Dutch consumers based on their sociodemographic, lifestyle, and behavioral attributes, including their spending patterns.

The Whooz database consists of over 2,000 unique features that offer a comprehensive understanding of the socio-economic characteristics and lifestyle choices of all households in the Netherlands.



Percentage Klanten:
De verdeling van je klanten over de Whize Segmenten. Deze indicator kan worden gebruikt om vast te stellen tot welk Whize Segment het grootste deel van jouw klanten behoort.

Klanten:
Het aantal
klanten per
Whize Segment

Nederland:
Het totaal
aantal
huishoudens
van het
Whize
Segment in
Nederland.

Percentage NL:
Het relatieve
aandeel van de
verschillende
Whize
Segmenten in
Nederland

Percentage penetratie:
Deze indicator geeft de
klant penetratie weer
binnen de diverse Whize
Segmenten. Het is het
aantal klanten gedeeld op
het aantal huishoudens in
het Whize Segment.

Index:
Dit geeft de verhouding weer
tussen het aandeel dat een Whize
Segment heeft in jouw
klantenbestand ten opzichte van
het aandeel in Nederland.

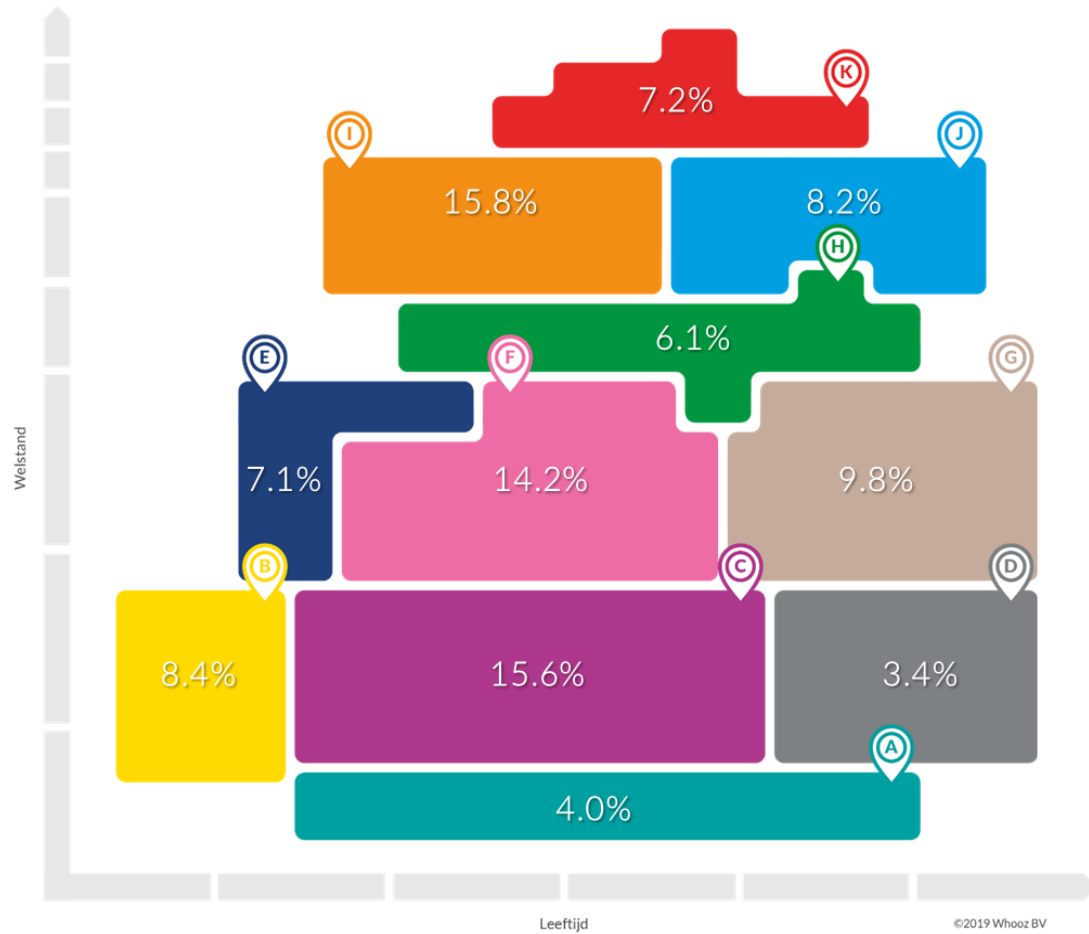
Een index van 100 geeft aan dat
een Whize Segment even vaak
voorkomt binnen jouw
klantenbestand als in Nederland.

Minder dan 100: Dit Whize
Segment komt minder vaak voor
binnen jouw klantenbestand dan in
Nederland.

Meer dan 100: Dit Whize Segment
komt vaker voor binnen jouw
klantenbestand dan in Nederland.

| Whize Segment | Klanten | % | Nederland | % | Klanten | Nederland | Penetratie | Index |
|----------------------------|---------------|-------------|------------------|-------------|---------|-----------|-------------|------------|
| A - Dromen en Rondkomen | 780 | 7.6% | 419,963 | 5.5% | | | 0.2% | 140 |
| B - Jong en Hoopvol | 909 | 8.9% | 554,022 | 7.2% | | | 0.2% | 124 |
| C - Volks en Uitgesproken | 2,487 | 24.3% | 1,357,502 | 17.6% | | | 0.2% | 138 |
| D - Bescheiden Ouderen | 1,834 | 17.9% | 787,172 | 10.2% | | | 0.2% | 175 |
| E - Stedelijke Dynamiek | 692 | 6.8% | 426,962 | 5.5% | | | 0.2% | 122 |
| F - Gewoon Gemiddeld | 1,457 | 14.2% | 1,004,381 | 13.0% | | | 0.1% | 109 |
| G - Gezellige Emptynesters | 1,003 | 9.8% | 910,731 | 11.8% | | | 0.1% | 83 |
| H - Landelijke Vrijheid | 1 | 0.0% | 607,280 | 7.9% | | | 0.0% | 0 |
| I - Plannen en Rennen | 496 | 4.8% | 737,156 | 9.6% | | | 0.1% | 51 |
| J - Zorgeloos en Actief | 568 | 5.6% | 667,509 | 8.7% | | | 0.1% | 64 |
| K - Luxe Leven | 6 | 0.1% | 231,416 | 3.0% | | | 0.0% | 2 |
| Totaal | 10,233 | 100% | 7,704,094 | 100% | | | 0.1% | 100 |

Whiz Segmenten



- A - Dromen en Rondkomen
- B - Jong en Hoopvol
- C - Volks en Uitgesproken
- D - Bescheiden Ouderen
- E - Stedelijke Dynamiek
- F - Gewoon Gemiddeld
- G - Gezellige Emptynesters
- H - Landelijke Vrijheid
- I - Plannen en Rennen
- J - Zorgeloos en Actief
- K - Luxe Leven

Top 3 Segmenten voor Aruba:

- Plannen en Rennen
- Volks en Uitgesproken
- Gewoon gemiddeld

Whiz Segmenten



| Whize Segment | Klanten | % | Nederland | % | Klanten | Nederland | Penetratie | Index |
|----------------------------|---------------|-------------|------------------|-------------|---------|-----------|-------------|------------|
| A - Dromen en Rondkomen | 1,371 | 4.0% | 448,396 | 5.5% | | | 0.3% | 72 |
| B - Jong en Hoopvol | 2,924 | 8.4% | 642,935 | 7.9% | | | 0.5% | 107 |
| C - Volks en Uitgesproken | 5,404 | 15.6% | 1,405,359 | 17.3% | | | 0.4% | 90 |
| D - Bescheiden Ouderen | 1,186 | 3.4% | 891,234 | 11.0% | | | 0.1% | 31 |
| E - Stedelijke Dynamiek | 2,464 | 7.1% | 397,919 | 4.9% | | | 0.6% | 145 |
| F - Gewoon Gemiddeld | 4,923 | 14.2% | 984,096 | 12.1% | | | 0.5% | 117 |
| G - Gezellige Emptynesters | 3,408 | 9.8% | 1,025,171 | 12.6% | | | 0.3% | 78 |
| H - Landelijke Vrijheid | 2,114 | 6.1% | 570,606 | 7.0% | | | 0.4% | 87 |
| I - Plannen en Rennen | 5,478 | 15.8% | 794,291 | 9.8% | | | 0.7% | 162 |
| J - Zorgeloos en Actief | 2,843 | 8.2% | 697,003 | 8.6% | | | 0.4% | 96 |
| K - Luxe Leven | 2,510 | 7.2% | 263,839 | 3.2% | | | 1.0% | 223 |
| Totaal | 34,625 | 100% | 8,120,849 | 100% | | | 0.4% | 100 |

Top 3 Segmenten van Whiz op Aruba



PLANNEN EN RENNEN

15.8%

"We hebben een volle agenda ja. We zijn gewend in de hoogste versnelling te leven met ons werk, de kinderen, onze sporten en de vele sociale activiteiten."

Kenmerken

- 30 - 50 jaar
- Samen
- Kinderen in alle leeftijdsgroepen
- Loondienst, ondernemer
- Hoger of universitair opgeleid
- 2 keer modaal of meer
- Koopwoning
- Twee auto's
- Verhuizingen
Voetbal, hockey, tennis
Zomervakantie naar Frankrijk
Windersport
Pretpark, dierentuin
Beleggen
Qmusic, radio 538
WIJ, Ouders van Nu

VOLKS EN UITGESPROKEN

15.6%

"Het leven is gewoon goed; niks te klagen toch? Hoewel het in Den Haag natuurlijk wel anders kan als wij het voor zeggen hadden."

Kenmerken

- Jonder dan 60 jaar
- Alleenstaand of Samen
- Huishoudens met en zonderen kinderen
- Werkloos of zoekend, arbeidsongeschikt, loondienst
- Praktijkgerichte of middelbare opleiding
- Benedenmodaal of modaal
- Huurwoning
- Brommer, scooter
- Dagjes weg
Gaming
Attractiepark
Darts, snooker
Huisdieren
TLC Slam!, FunX
Roddelbladen (Privé, Story)

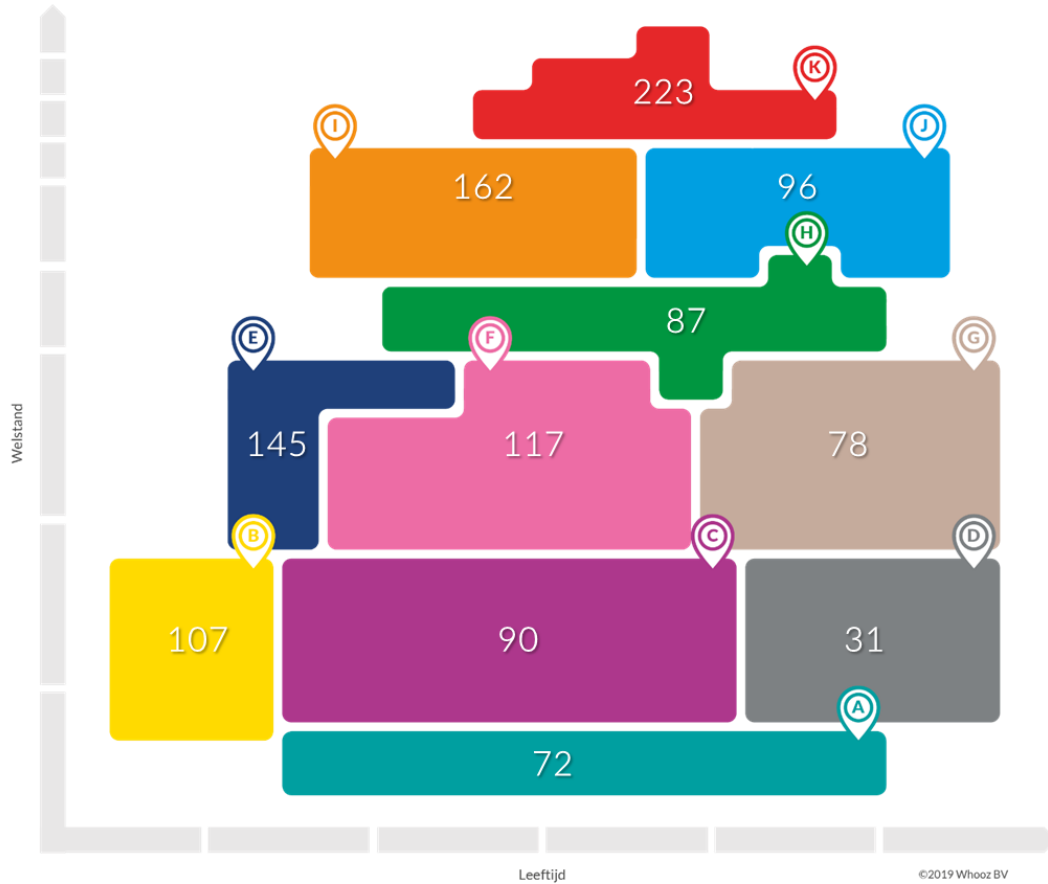
GEWOON EN GEMIDDELD

14.2%

"We hebben een fijne koopwoning, een leuke tuin en aan de voorzijde een speelterrein. In het weekend doen we leuke dingen en proberen we in huis te klussen."

Kenmerken

- 30 - 60 jaar
- Samen
- Kinderen in alle leeftijdsgroepen
- Loondienst
- Middelbaar Opgeleid
- 1 tot 2 keer modaal
- Koopwoning
- 1 of meer auto's
- Verhuizingen
Sport
Doe-het-zelven
Caravan, bungalowpark
Bezoek pretpark
Gezelschappensspellen
Nickelodeon
Qmusic, radio 538
WIJ, Ouders van Nu



Top 3 segmenten die komen vaker voor op Aruba dan in Nederland

- Luxe Leven
- Plannen en Rennen
- Stedelijk Dynamiek

Top 3 Segmenten die komen vaker voor op Aruba dan in Nederland



LUXE LEVEN

"We hebben het bijzonder goed samen in onze prachtige villa in Blaricum, daarvan zijn we ons zeer bewust. We hebben recent in de tuin een zwembad en jacuzzi laten aanleggen".

Kenmerken

- 45- 75jaar
- Samen
- Huishoudens met en zonder kinderen
- Loondienst, ondernemer, vrij beroep, (pre)pensioen
- Hoger of universitair opgeleid
- Meer dan 2 keer modaal
- Koopwoning
- Twee auto's
- Golf, snowboarding , paardrijden
- Verre reizen
- Wintersport
- Opera, theater, museum, casino
- Beleggen
- Delicatessenwinkel
- VPRO
- BNR nieuwsradio
- Residence, Eigen huis & Interieur
- NRC Handelsblad

PLANNEN EN RENNEN

"We hebben een volle agenda ja. We zijn gewend in de hoogste versnelling te leven met ons werk, de kinderen, onze sporten en de vele sociale activiteiten."

Kenmerken

- 30 - 50 jaar
- Samen
- Kinderen in alle leeftijdsgroepen
- Loondienst, ondernemer
- Hoger of universitair opgeleid
- 2 keer modaal of meer
- Koopwoning
- Twee auto's
- Verhuizingen
- Voetbal, hockey, tennis
- Zomervakantie naar Frankrijk
- Wintersport
- Pretpark, dierentuin
- Beleggen
- Qmusic, radio 538
- WIJ, Ouders van Nu

STEDELIJK DYNAMIEK

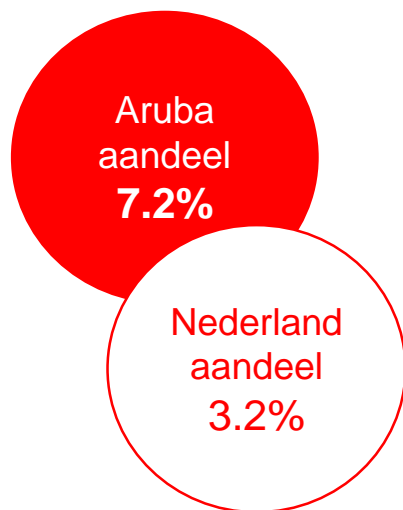
"Ik ben erg gehecht aan alle voorzieningen op loopafstand van mijn huis. Ik ga graag in het weekend naar musea, restaurantjes en festivals."

Kenmerken

- Jonger dan 50 jaar
- Alleenstaand of samen
- Voornamelijk zonder kinderen
- Studerend, werkloos of zoekend, loondienst, vrij beroep, ondernemer
- Hoger of universitair opgeleid
- Modaal of 1 tot 2 keer modaal
- Koop- of huurappartement
- Trein, tram, bus
- Verhuizingen
- Hockey, surfen, zwemmen, fitness
- Discotheek, café
- Citytrips
- Concert, opera, museum
- Comedy Central
- Slam!, FunX Cosmopolitan,
- Grazia,
- Elle, Vogue
- Parool

Luxe Leven

Index 223



Kenmerken



- 45- 75jaar
- Samen
- Huishoudens met en zonder kinderen
- Loondienst, ondernemer, vrij beroep, (pre)pensioen
- Hoger of universitair opgeleid
- Meer dan 2 keer modaal
- Koopwoning
- Twee auto's
- Golf, snowboarding , paardrijden
- Verre reizen
- Wintersport
- Opera, theater, museum, casino
- Beleggen
- Delicatessenwinkel
- VPRO
- BNR nieuwsradio
- Residence, Eigen huis & Interieur
- NRC Handelsblad

Demografische kenmerken

Luxe Leven heeft een gemiddelde leeftijd van 45 tot 75 jaar en bestaat vaak uit stellen. Als er kinderen zijn, dan zijn die vaak al iets ouder, minimaal 12 jaar. De kostwinner is hooggeschoold en heeft een hbo- of universitair diploma aan de muur hangen. De groep die nog werkt, is ondernemer of functioneert op het hoogste managementniveau. Bijvoorbeeld in de financiële sector of juist in de ICT- of zakelijke dienstverlening; de sectoren zijn zeer uiteenlopend. De andere groep heeft het pak al in de kast opgeborgen en is met (pre)pensioen of rentenierend.

Woonomgeving

De happy few van Luxe Leven wonen in huizen waar anderen alleen van kunnen dromen. Het gaat om prachtige historische panden en luxe moderne woningen. De woningwaarde ligt hoog: minimaal 7,5 ton, maar ook vaak boven het miljoen. De veelal vrijstaande villa's staan in woonplaatsen als Wassenaar, Naarden en Vught en hebben ruime oppervlakten. De gemiddelde woonoppervlakte ligt op 250m²; de percelen zijn nog veel ruimer. Geen wonder ook dat deze mensen de leefbaarheid van de omgeving als ongekend goed beoordelen.

Lifestyle

Bij een Luxe Leven hoort een exclusieve levensstijl die de elite ook uitdraagt. Op de lange oprijlaan of in de garage staan minimaal twee auto's van de luxe merken, zoals Audi of BMW. Ook op de kleding is het logo of de signatuur duidelijk zichtbaar: van Marc O'Pollo, Van Bommel en Hugo Boss tot Ralph Lauren en bijvoorbeeld Tommy Hilfiger. Dit segment shopt zowel in de betere winkelstraten zoals de P.C. Hoofdstraat als online. In hun vrije tijd is Luxe Leven vooral geïnteresseerd in hun (duurzame) beleggingen en in activiteiten ondernemen. Ze gaan graag naar een klassiek concert of een opera in de schouwburg, houden van een bezoek aan een museum of casino en drinken regelmatig met vrienden een borrel (met sigaar erbij). De sporten mogen wat kosten: de één haalt zijn golfvaardigheidsbewijs of gaat paardrijden op het eigen paard, de ander heeft snowboardles als voorbereiding op de luxe skivakantie. Naast de wintersportvakantie maakt Luxe Leven net zo makkelijk verre reizen naar bijvoorbeeld Zuidoost-Azië of Zuid-Amerika. Ook een bezoek aan een fijn oord in Frankrijk valt in de smaak. Dit segment heeft qua energievoorzieningen oog voor duurzaamheid en verzekert gezien hun rijkdom relatief vaak kostbaarheden en hun pleziervaartuig.

Media

Voor deze mensen geen nonsens: de tvprogramma's zijn intellectueel van karakter (VPRO) en als radiozender staat BNR Nieuwsradio op. Even luisteren naar het laatste businessnieuws en de beursstanden. Als printmedia kiezen ze voor bladen als Residence, Eigen Huis & Interieur of NRC Handelsblad. Ook digitaal zijn de mensen van Luxe Leven actief. Ze hebben een iPad en iPhone, waarop ze hun LinkedIn checken, online aankopen doen of videobellen voor een snel zakelijk overleg. Vaak is in huis nog een vaste telefoonlijn aanwezig, al is het maar voor de alarminstallatie.

Mentaliteit

Luxe Leven staat zelfverzekerd in het leven; ze hebben zich inmiddels bewezen en genieten behoorlijk wat aanzien. Ze ervaren een bepaalde mate van verantwoordelijkheid voor hun omgeving, maar zijn daarnaast vooral ook bezig met hun eigen levensgeluk en een aangename leefomgeving. Als tegenhanger van alle verantwoordelijkheden zijn ze vaak aangetrokken tot spanning en kicks. Ze zoeken graag risico's op; een instelling die ongetwijfeld heeft bijgedragen aan hun succes

Luxe Leven

De 5 exclusieve subsegmenten verschillen vooral qua levensfase. 1 subsegment bevat de meest welgestelde huishoudens van Nederland. 1 subsegment woont op toplocaties in de stad

2.6%

|  K55 - Jong en exclusief |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  40 - 55 jaar |
|  Alleenstaand of samen |
|  Geen kinderen |
|  Loondienst, ondernemer |
|  Hoger of universitair opgeleid |
|  Meer dan 2 keer modaal |
|  Koopwoning (vrijstaand) |
|  Auto, fiets |
|  Squash Ondernemen Culturele vakantie, verre reizen Beleggen Cabaret VPRO NPO Radio 4 Quote Financieele Dagblad |

Nederland aandeel:
0.5%

2.6%

|  K56 - Exclusief gezinsleven |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  40 - 60 jaar |
|  Samen |
|  Oudste kind 6 - 24 jaar |
|  Vrij beroep, ondernemer |
|  Hoger of universitair opgeleid |
|  Meer dan 2 keer modaal |
|  Koopwoning (vrijstaand) |
|  Auto, scooter |
|  Tennis Gadgets Verre reizen, wintersport Tuinieren Delicatessenwinkel WNL BNR Nieuwsradio EW Magazine (voorheen Elsevier) Financieele Dagblad |

Nederland aandeel:
1.0%

2.1%

|  K57 - Exclusief stadsleven |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  Alle leeftijden |
|  Alleenstaand of samen |
|  Geen kinderen of oudste 18+ jaar |
|  Vrij beroep, ondernemer |
|  Hoger of universitair opgeleid |
|  Meer dan 2 keer modaal |
|  Koop- of huurappartement |
|  Tram, trein, fiets, scooter, auto |
|  Golf Ondernemen Culturele vakantie, verre reizen Delicatessenwinkel Electronica VPRO NPO Radio 4 Vrij Nederland Parool |

Nederland aandeel:
0.4%

2.6%

|  K58 - Exclusieve elite |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  45 - 80 jaar |
|  Alleenstaand of samen |
|  Geen kinderen of oudste 18 + jaar |
|  Vrij beroep, ondernemer |
|  Hoger of universitair opgeleid |
|  Meer dan 2 keer modaal |
|  Koopwoning (vrijstaand) |
|  Auto, fiets |
|  Golf Beleggen Culturele vakantie, wintersport Delicatessenwinkel Electronica Online gokken VPRO BNR Nieuwsradio Golf.nl Financieele Dagblad |

Nederland aandeel:
0.3%

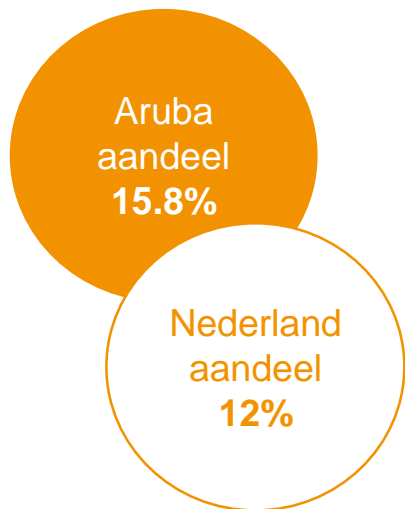
2.1%

|  K59 - Exclusieve senioren |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  Ouder dan 60 jaar |
|  Samen |
|  Geen kinderen |
|  Vrij beroep, ondernemer, (pre)pensioen, vrijwilliger |
|  Hoger of universitair opgeleid |
|  Meer dan 2 keer modaal |
|  Koopwoning (vrijstaand) |
|  Auto, fiets |
|  Golf Literatuur Culturele vakantie, wintersport Delicatessenwinkel Beleggen VPRO NPO Radio 4 EW Magazine (voorheen Elsevier) NRC Handelsblad |

Nederland aandeel:
1.0%

Plannen en Rennen

Index 162



Kenmerken

- 30 – 50 jaar
- Samen
- Kinderen in alle leeftijdsgroepen
- Loondienst, ondernemer
- Hoger of universitair opgeleid
- 2 keer modaal of meer
- Koopwoning
- Twee auto's
- Verhuizingen
- Voetbal, hockey, tennis
- Zomervakantie naar Frankrijk
- Wintersport
- Pretpark, dierentuin
- Beleggen
- Qmusic, radio 538
- WIJ, Ouders van Nu

Demografische kenmerken

Deze stellen (gemiddeld 30 tot 55 jaar) met kinderen in alle leeftijden hebben een druk leven. Deze veelal tweeverdieners hebben meestal minimaal een hbo- of universitair diploma behaald en zijn een mooie carrière aan het maken. Met het oog op de kinderen werkt één van beiden vaak deeltijd. Plannen en Rennen werkt bijvoorbeeld in de financiële sector, als verloskundige of arts of als beleids-medewerker voor de gemeente. Het inkomen is dan ook ruim bovenmodaal.

Woonomgeving

Plannen en Rennen is al best vaak verhuisd: bij iedere levensfase komt weer een nieuwe, meer bijpassende woning in zicht. Nu vertoeven deze gezinnen vooral in een relatief nieuwe, gekochte rijtjeswoning, twee-onder-een-kapper of een vrijstaande woning van gemiddeld net iets meer dan 5 ton. Ze kiezen daarbij voor een dorp of kleine stad, zodat alle voorzieningen wel in de buurt zijn. Te denken valt aan Vleuten, Pinacker-Nootdorp en Nieuw-Vennep. De groep is bijzonder tevreden over de leefbaarheid.

Lifestyle

Hollen of stilstaan? Bij dit segment is de lifestyle vooral te typeren door hollen. Het gezin voert allerlei sporten uit: voetballen, hockeyen en tennissen. Minstens één keer in de week trainen en dan ook nog de wedstrijden in het weekend. Als ze even geen werk, school of sport hebben, gaan ze vaak leuke dingen doen met elkaar of met vrienden. Van een bezoek aan de bioscoop, restaurant of een sportwedstrijd tot spelletjes doen aan de keukentafel of samen koekjes bakken. Ook gaan de gezinnen vaak op pad voor uitstapjes en vakanties. In de zomervakantie is een luxe vakantiehuisje in een Europees land ideaal en ook de wintersport wordt liever niet overgeslagen. Tussendoor staan nog leuke uitstapjes op de agenda naar bijvoorbeeld Avonturenpark Hellendoorn of Safaripark Beekse Bergen. Voor de deur staan minimaal twee auto's, waaronder vaak een zakelijke leaseauto. Het merk Volkswagen is populair: ruim, praktisch en toch met status. In huis liggen meerdere smartphones en tablets: ideaal voor mailen, bellen, appen, de gezinsagenda en online kleding shoppen bij bijvoorbeeld Wehkamp, Zalando en Kleertjes.com.

Media

Bij deze gezinnen staat de radio vaak aan op de achtergrond; veelal gaat het om de commerciële muziek van Qmusic en Radio 538. Als de ouders een momentje voor zichzelf hebben kijken ze een serie op Netflix of slaan ze soms een tijdschrift open zoals WIJ of lezen ze artikelen van Ouders van Nu. Want hoe doen andere ouders dat toch: werken, leven en tegelijk hun kinderen goed opvoeden? Verder zitten ze veel op hun smartphone: even LinkedIn checken of online wat bestellingen plaatsen: van boodschappen tot schoenen, van games tot pizza. Ook houden ze graag hun beleggingen bij één van de grote banken in de gaten. In alle hectiek van het dagelijks bestaan biedt internet een hoop gemak waar Plannen en Rennen veel gebruik van maakt. Online aankopen, Netflix streamen, wat te eten bestellen ze doen het vaak.

Mentaliteit

Plannen en Rennen ervaart een continue tijds-druk door alle verplichtingen in het dagelijks leven. Ze weten soms niet beter en zien ook geen uitweg: wat moeten ze skippen om meer tijd te hebben? Alles is belangrijk en ze lijden aan de fear of missing out. Ondanks de drukte maken ze echter wel tijd vrij om gave aankopen te doen: ze vinden het fijn om de nieuwste smartphone te hebben of die kekke laarsjes op social media. Iets wat ze vervolgens ook graag uitdragen: zowel op het schoolplein als online.

Plannen en Rennen

De 7 subsegmenten betreffen carrièremakende gezinnen. Ze variëren op aanwezigheid en leeftijd van kinderen. 2 subsegmenten zitten op een beduidend hoger welstandsniveau.

2.6%

2.1%

1.9%

1.6%

2.2%

1.6%

3.8%

I43 - Carrièremakers met peuters

| |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 25 - 40 jaar |
| Alleenstaand of samen |
| Oudste kind 0 - 5 jaar |
| Loondienst |
| Hoger of universitair opgeleid |
| 1 tot 2 keer modaal |
| Koopwoning (rijtjeshuis of 2-onder-1-kap) |
| Trein, fiets, auto |
| Hardlopen Pretpark, dierentuin, bungalowpark Kinderfeestjes Babywinkel Relatie BNNVARA Radio 538 Ouders van Nu AD (Algemeen Dagblad) |

Nederland aandeel:
1.7%

I44 - Carrièremakers met kids

| |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 35 - 45 jaar |
| Alleenstaand of samen |
| Oudste kind 6 - 11 jaar |
| Loondienst |
| Hoger of universitair opgeleid |
| 2 keer modaal |
| Koopwoning (rijtjeshuis of 2-onder-1-kap) |
| Fiets, auto |
| (Zaal)voetbal Pretpark, dierentuin, bungalowpark Activiteiten met de kinderen Speelgoedwinkel Opvoeding Nickelodeon Radio 538 Ouders van Nu Telegraaf |

Nederland aandeel:
1.8%

I45 - Carrièremakers zonder kids

| |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Jonger dan 50 jaar |
| Alleenstaand of samen |
| Geen kinderen |
| Loondienst, ondernemer |
| Hoger of universitair opgeleid |
| 2 keer modaal |
| Koopwoning (vrijstaand, 2-onder-1-kap of rijtjeshuis) |
| Trein, fiets, auto |
| Hardlopen Stedentrip Nederland en buitenland Verre reis, wintersport Tuinieren Boekenwinkel 24Kitchen Radio 538 Eigen Huis & Interieur Volkskrant |

Nederland aandeel:
1.1%

I46 - Jonge succesgezinnen

| |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 30 - 45 jaar |
| Alleenstaand of samen |
| Oudste kind 0 - 11 jaar |
| Loondienst, ondernemer |
| Hoger of universitair opgeleid |
| Meer dan 2 keer modaal |
| Koopwoning (rijtjeshuis, 2-onder-1-kap of vrijstaand) |
| Trein, fiets, auto |
| Squash Pretpark, bungalowpark Activiteiten met de kinderen Delicatessenwinkel Formule 1 Nickelodeon Radio 538 Ouders van Nu Financieele Dagblad |

Nederland aandeel:
1.0%

I47 - Carrièremakers met pubers

| |
|----------------------------------------------------------------------------------------------------------------|
| 45 - 55 jaar |
| Samen |
| Oudste kind 12 - 17 jaar |
| Loondienst, ondernemer |
| Middelbaar, hoger of universitair opgeleid |
| 2 keer modaal |
| Koopwoning (rijtjeshuis of 2-onder-1-kap) |
| Trein, fiets, auto |
| Hardlopen Auto's Wintersport Bouwmarkt Educatie Nickelodeon Radio 538 LINDA. Telegraaf |

Nederland aandeel:
1.7%

I48 - Carrièremakers met schoolverlaters

| |
|----------------------------------------------------------------------------------------------------------------------------------------------|
| 45 - 60 jaar |
| Samen |
| Oudste kind 12 - 24 jaar |
| Loondienst, ondernemer |
| Hoger of universitair opgeleid |
| 2 keer modaal |
| Koopwoning (rijtjeshuis, 2-onder-1-kap of vrijstaand) |
| Trein, auto |
| Paardensport Gadgets Sportieve, actieve vakantie Bouwmarkt Tuinieren Powned Radio 538 HP/De Tijd Financieele Dagblad |

Nederland aandeel:
0.9%

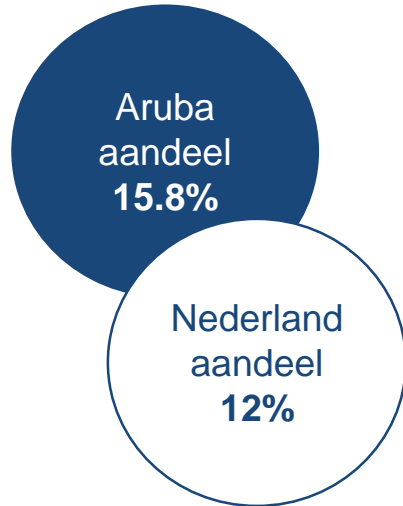
I49 - Gevorderde succesgezinnen

| |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 45 - 65 jaar |
| Samen |
| Oudste kind 12+ jaar |
| Loondienst, vrij beroep, ondernemer |
| Hoger of universitair opgeleid |
| Meer dan 2 keer modaal |
| Koopwoning (2-onder-1-kap of vrijstaand) |
| Auto |
| Golf Beleggen Verre reizen, wintersport Delicatessenwinkel Wetenschap, techniek VPRO NPO Radio 1 EW Magazine (voorheen Elsevier) NRC Handelsblad |

Nederland aandeel:
1.5%

Stedelijk Dynamiek

Index 145



Kenmerken

Jonger dan 50 jaar



Alleenstaand of samen



Voornamelijk zonder kinderen



Studerend, werkloos of zoekend, loondienst, vrij beroep, ondernemer



Hoger of universitair opgeleid



Modaal of 1 tot 2 keer modaal



Koop- of huurappartement



Trein, tram, bus



Verhuizingen



Hockey, surfen, zwemmen, fitness

Discotheek, café

Citytrips

Concert, opera, museum

Comedy Central

Slam!, FunX Cosmopolitan,

Grazia,

Elle, Vogue

Parool

Demografische kenmerken

Stedelijke Dynamiek bestaat veelal uit hoger opgeleide 20'ers, 30'ers en 40'ers. Een groot deel is alleenstaand, maar er zijn ook een- en tweeoudergezinnen met vaak jonge kinderen tot en met 11 jaar. De groep is druk aan het studeren aan de universiteit of al aan het werk met een bachelor of master op zak. Bijvoorbeeld als arts, bij een bank, in de geestelijke gezondheidszorg of in de IT-sector. Een deel werkt als zzp'er; bij de coffee corner op de hoek de laptop openklappen en aan de slag!

Woonomgeving

Je vindt ze in de grotere steden, de mensen van Stedelijke Dynamiek. Bijvoorbeeld in Amsterdam, Rotterdam en Den Haag, maar zeker ook in naastgelegen sterk stedelijke plaatsen als Rijswijk en Schiedam. Daar wonen ze vaak in een vooroorlogs appartement van minder dan 100m² in de prijsklasse tot 2,5 ton. In de betere stadswijken loopt de woningwaarde op tot wel meer dan 5 ton. Deze groep verhuist meer dan gemiddeld; op een gegeven moment is het tijd voor de volgende stap. Of vanwege een hoger inkomen of vanwege (zicht op) gezinsuitbreiding. Omdat ze van de reuring en vele voorzieningen houden, blijven ze echter graag in de stad.

Lifestyle

Deze groep zit vaak in het openbaar vervoer en heeft hiervoor een abonnement. Trein, bus en/of tram stoppen immers op een steenworp afstand van hun huis. Boodschappen doen kan meestal wel lopend, bij Dirk bijvoorbeeld. Of Ekoplaza, want ze houden van biologische producten. Ze laten hun boodschappen ook regelmatig tot de voordeur bezorgen; ideaal in hun drukke bestaan. Ze sporten namelijk ook graag (van hockey en surfen tot zwemmen en fitness) en hebben een rijk sociaal leven. Ze gaan graag naar het café of de discotheek, bezoeken met plezier een concert of museum en hebben allerlei hobby's zoals koken. Winkelen doen ze bij de betere winkelketens, zoals Hunkemöller, Zara, Esprit en WE. Ook de Bijenkorf en vintage boetieks worden vaak bezocht. Verder gaan ze graag op een culturele vakantie. Het liefst een paar keer per jaar op citytrip in Europa en dan overnachten in een Airbnb-accommodatie. Goedkoop, handig en met lekker veel vrijheid! De mensen van Stedelijke Dynamiek zijn vaak klant bij een duurzame energieleverancier en beleggen ook af en toe bij een duurzame bank zoals Triodos. Ze zijn begaan met het milieu. Tegelijkertijd spelen ze soms graag een spelletje online poker; even de spanning opzoeken. MEDIA Stedelijke Dynamiek heeft een druk leven met volop aandacht voor media. Als de tv aanstaat, is meestal een luchtige zender te zien à la Comedy Central. De radio staat afgestemd op SLAM! of Radio 538. Tijdschriften zijn veelal geënt op mode, zoals de Cosmopolitan en Grazia. Als krant wordt het Parool graag gelezen. Online zijn ze het meest actieve segment van heel Nederland en hebben dus veel tijd en aandacht voor hun mobiele telefoon. Ze gebruiken deze voor allerlei sociale en ook praktische zaken, zoals snapchatten, foto's van hun belevenissen plaatsen op Instagram, werkoproepen doen op LinkedIn en eten bestellen via Thuisbezorgd.nl. Ook zoeken ze naar nieuwe woningen, banen en streamen veel muziek, films en series.

Mentaliteit

De mensen van Stedelijke Dynamiek denken niet zo in hokjes; veel kan en mag. Ook als het gaat om samen of apart leven van je partner. Rolpatronen zijn hen vreemd; als iedereen maar gelukkig is. Deze groep zoekt veel de spanning, sensatie en kicks – op welke manier dan ook. In uitgaan, sport of bijvoorbeeld vakantie. Oftewel: een open minded segment.

De 5 subsegmenten wonen bewust in een stedelijke omgeving met veel reuring en variëren qua woningeigendom, welvaart en huishoudensamenstelling.

1.2%

| E20 - Beginnende stadskopers |
|-----------------------------------------------------------------------------------------------------------------------|
| Jonger dan 45 jaar |
| Alleenstaand |
| Geen kinderen |
| Studerend, werkloos of zoekend, loondienst |
| Middelbaar, hoger of universitair opgeleid |
| Modaal |
| Koopappartement |
| Bus, tram, trein |
| Watersport Pretpark, dierentuin Festivals Woninginrichting Videogames Comedy Central Slam! Quest |

Nederland aandeel:
0.9%

2.3%

| E21 - Hip en stads |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| Jonger dan 45 jaar |
| Alleenstaand |
| Geen kinderen |
| Studerend, vrij beroep, ondernemer |
| Hoger of universitair opgeleid |
| Modaal |
| Huurappartement |
| Bus, tram, trein |
| Squash Stedentrip buitenland Online poker Biologische producten Discotheek, café VPRO BNR Nieuwsradio Vrij Nederland Parool |

Nederland aandeel:
1.5%

0.8%

| E22 - Stadse koopgezinnen |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 25 - 45 jaar |
| Alleenstaand of samen |
| Oudste kind 0 - 11 jaar |
| Loondienst |
| Middelbaar, hoger of universitair opgeleid |
| Modaal of 1 tot 2 keer modaal |
| Koopappartement |
| Tram, trein |
| Aerobics, steps, spinning Stedentrip buitenland Activiteiten met kinderen Sportwinkel Opvoeden MTV Radio 538 Ouders van Nu AD (Algemeen Dagblad) |

Nederland aandeel:
0.6%

0.9%

| E23 - Grootstedelijke gezinsdrukte |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 30 - 50 jaar |
| Alleenstaand of samen |
| Oudste kind 0 - 17 jaar |
| Loondienst, vrij beroep, ondernemer |
| Hoger of universitair opgeleid |
| 1 tot 2 keer modaal |
| Huurappartement |
| Bus, tram, trein |
| Hardlopen Activiteiten met de kinderen Avontuurlijke of culturele vakantie, verre reizen Boekenwinkel Biologische producten VPRO Ouders van Nu Parool |

Nederland aandeel:
0.5%

1.9%

| E24 - Gevestigde stedelingen |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 40 - 60 jaar |
| Alleenstaand of samen |
| Geen kinderen |
| Loondienst, vrij beroep |
| Middelbaar, hoger of universitair opgeleid |
| Modaal of 1 tot 2 keer modaal |
| Koopappartement |
| Tram, trein |
| Fitness Culturele vakantie, verre reizen Festivals Delicatessenwinkel Wetenschap, techniek 24Kitchen NPO 3FM Grazia NRC Handelsblad |

Nederland aandeel:
1.4%

03

Socio-
demografische
kenmerken

Socio-Demografische Kenmerken



Het aantal (nog inwonende) personen van het huishouden.

| Huishoudgrootte | Klanten | % | Nederland | % | Klanten | Nederland | Penetratie | Index |
|-----------------------|---------------|-------------|------------------|-------------|---------|-----------|-------------|------------|
| Eén persoon | 10,003 | 28.9% | 3,137,122 | 38.6% | | | 0.3% | 75 |
| Twee personen | 11,251 | 32.5% | 2,718,313 | 33.5% | | | 0.4% | 97 |
| Drie personen | 5,984 | 17.3% | 927,079 | 11.4% | | | 0.6% | 151 |
| Vier personen | 5,659 | 16.3% | 972,390 | 12.0% | | | 0.6% | 136 |
| Vijf of meer personen | 1,728 | 5.0% | 365,945 | 4.5% | | | 0.5% | 111 |
| Totaal | 34,625 | 100% | 8,120,849 | 100% | | | 0.4% | 100 |

Het aantal nog inwonende kinderen van het huishouden.

| Aantal kinderen in huishouden | Klanten | % | Nederland | % | Klanten | Nederland | Penetratie | Index |
|-------------------------------|---------------|-------------|------------------|-------------|---------|-----------|-------------|------------|
| Eén kind | 7,159 | 20.7% | 1,100,666 | 13.6% | | | 0.7% | 153 |
| Twee kinderen | 6,265 | 18.1% | 1,083,346 | 13.3% | | | 0.6% | 136 |
| Drie of meer kinderen | 2,164 | 6.2% | 441,284 | 5.4% | | | 0.5% | 115 |
| Geen kinderen | 19,037 | 55.0% | 5,495,553 | 67.7% | | | 0.3% | 81 |
| Totaal | 34,625 | 100% | 8,120,849 | 100% | | | 0.4% | 100 |

De leeftijd van het oudste nog inwonende kind.

| Leeftijd oudste kind in huishouden | Klanten | % | Nederland | % | Klanten | Nederland | Penetratie | Index |
|----------------------------------------------|---------------|-------------|------------------|-------------|---------|-----------|-------------|------------|
| Jonge kinderen (oudste 0-5) | 2,439 | 7.0% | 460,352 | 5.7% | | | 0.5% | 124 |
| Basisschool kinderen (oudste 6-11) | 2,258 | 6.5% | 510,417 | 6.3% | | | 0.4% | 104 |
| Tieners (oudste 12-17) | 2,801 | 8.1% | 586,830 | 7.2% | | | 0.5% | 112 |
| Jongvolwassen kinderen (oudste 18-24) | 5,099 | 14.7% | 713,969 | 8.8% | | | 0.7% | 168 |
| Volwassen kinderen (oudste 25 jaar of ouder) | 2,991 | 8.6% | 353,728 | 4.4% | | | 0.8% | 198 |
| Geen kinderen | 19,037 | 55.0% | 5,495,553 | 67.7% | | | 0.3% | 81 |
| Totaal | 34,625 | 100% | 8,120,849 | 100% | | | 0.4% | 100 |











Een indeling van het totale bruto gezinsinkomen van het huishouden in relatie tot het modale bruto persoonsinkomen (ongeveer € 35.000). In geval van tweeverdieners dragen beide bruto persoonsinkomens bij aan het bruto gezinsinkomen.

| Bruto gezinsinkomen | Klanten | % | Nederland | % | Klanten | Nederland | Penetratie | Index |
|------------------------|---------------|-------------|------------------|-------------|---------|-----------|-------------|------------|
| Beneden modaal | 4,793 | 13.8% | 1,973,081 | 24.3% | | | 0.2% | 57 |
| (Bijna) modaal | 4,064 | 11.7% | 1,263,169 | 15.6% | | | 0.3% | 75 |
| Boven modaal | 7,315 | 21.1% | 1,883,679 | 23.2% | | | 0.4% | 91 |
| 2 keer modaal | 3,272 | 9.4% | 716,967 | 8.8% | | | 0.5% | 107 |
| Meer dan 2 keer modaal | 15,181 | 43.8% | 2,283,953 | 28.1% | | | 0.7% | 156 |
| Totaal | 34,625 | 100% | 8,120,849 | 100% | | | 0.4% | 100 |

Het aantal personen in het huishouden dat een inkomen uit arbeid ontvangt. Hiermee kunnen éénverdieners en tweeverdieners onderscheiden worden.

| Aantal personen die een inkomen uit arbeid ontvangen | Klanten | % | Nederland | % | Klanten | Nederland | Penetratie | Index |
|------------------------------------------------------|---------------|-------------|------------------|-------------|---------|-----------|-------------|------------|
| Geen inkomen uit arbeid | 7,988 | 23.1% | 3,161,989 | 38.9% | | | 0.3% | 59 |
| Eén inkomen uit arbeid | 12,096 | 34.9% | 2,587,075 | 31.9% | | | 0.5% | 110 |
| Twee inkomens of meer uit arbeid | 14,541 | 42.0% | 2,371,785 | 29.2% | | | 0.6% | 144 |
| Totaal | 34,625 | 100% | 8,120,849 | 100% | | | 0.4% | 100 |

Rangschikking van alle Nederlandse huishoudens op basis van de koopkracht (het totaal vrij besteedbaar inkomen na aftrek vaste lasten), waarbij de huishoudens in 10 gelijke klassen (decielen) worden verdeeld.. Het eerste koopkrachtdeciël betreft derhalve de groep 10% van de huishoudens met de laagste koopkracht en het tiende koopkrachtdeciël de 10% van de huishoudens met de hoogste koopkracht.

| Koopkrachtdeciël | Klanten | % | Nederland | % | Klanten | Nederland | Penetratie | Index |
|----------------------------|---------|-------|-----------|-------|-------------------------------------------------------------------------------------|-----------|------------|-------|
| Koopkrachtdeciël 1 - laag | 2,146 | 6.2% | 812,102 | 10.0% |  | | 0.3% | 62 |
| Koopkrachtdeciël 2 | 1,671 | 4.8% | 812,102 | 10.0% |  | | 0.2% | 48 |
| Koopkrachtdeciël 3 | 2,552 | 7.4% | 812,099 | 10.0% |  | | 0.3% | 74 |
| Koopkrachtdeciël 4 | 3,646 | 10.5% | 812,095 | 10.0% |  | | 0.4% | 105 |
| Koopkrachtdeciël 5 | 3,386 | 9.8% | 812,085 | 10.0% |  | | 0.4% | 98 |
| Koopkrachtdeciël 6 | 2,985 | 8.6% | 812,092 | 10.0% |  | | 0.4% | 86 |
| Koopkrachtdeciël 7 | 3,245 | 9.4% | 812,082 | 10.0% |  | | 0.4% | 94 |
| Koopkrachtdeciël 8 | 3,881 | 11.2% | 812,077 | 10.0% |  | | 0.5% | 112 |
| Koopkrachtdeciël 9 | 4,813 | 13.9% | 812,074 | 10.0% |  | | 0.6% | 139 |
| Koopkrachtdeciël 10 - hoog | 6,300 | 18.2% | 812,041 | 10.0% |  | | 0.8% | 182 |
| Totaal | 34,625 | 100% | 8,120,849 | 100% | | | 0.4% | 100 |

Provincies



| Provincie | Klanten | % | Nederland | % | Klanten | Nederland | Penetratie | Index |
|---------------|---------------|-------------|------------------|-------------|---------|-----------|-------------|------------|
| Groningen | 1,012 | 2.9% | 290,625 | 3.6% | | | 0.3% | 82 |
| Friesland | 887 | 2.6% | 306,861 | 3.8% | | | 0.3% | 68 |
| Drenthe | 646 | 1.9% | 226,027 | 2.8% | | | 0.3% | 67 |
| Overijssel | 1,670 | 4.8% | 520,430 | 6.4% | | | 0.3% | 75 |
| Flevoland | 908 | 2.6% | 181,778 | 2.2% | | | 0.5% | 117 |
| Gelderland | 3,780 | 10.9% | 939,476 | 11.6% | | | 0.4% | 94 |
| Utrecht | 3,036 | 8.8% | 608,586 | 7.5% | | | 0.5% | 117 |
| Noord-Holland | 7,321 | 21.1% | 1,399,383 | 17.2% | | | 0.5% | 123 |
| Zuid-Holland | 8,856 | 25.6% | 1,740,419 | 21.4% | | | 0.5% | 119 |
| Zeeland | 521 | 1.5% | 189,371 | 2.3% | | | 0.3% | 65 |
| Noord-Brabant | 4,492 | 13.0% | 1,174,287 | 14.5% | | | 0.4% | 90 |
| Limburg | 1,496 | 4.3% | 543,606 | 6.7% | | | 0.3% | 65 |
| Totaal | 34,625 | 100% | 8,120,849 | 100% | | | 0.4% | 100 |

| Stedelijkheid | Klanten | % | Nederland | % | Klanten | Nederland | Penetratie | Index |
|----------------------|---------------|-------------|------------------|-------------|---------|-----------|-------------|------------|
| Zeer sterk stedelijk | 8,702 | 25.1% | 1,823,545 | 22.5% | | | 0.5% | 112 |
| Sterk stedelijk | 8,898 | 25.7% | 2,055,360 | 25.3% | | | 0.4% | 102 |
| Matig stedelijk | 6,209 | 17.9% | 1,519,743 | 18.7% | | | 0.4% | 96 |
| Weinig stedelijk | 4,585 | 13.2% | 1,231,807 | 15.2% | | | 0.4% | 87 |
| Niet stedelijk | 6,231 | 18.0% | 1,490,394 | 18.4% | | | 0.4% | 98 |
| Totaal | 34,625 | 100% | 8,120,849 | 100% | | | 0.4% | 100 |



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Thank You

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Or

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