

# MAY 2025

## Monthly Report



# SNAPSHOT YTD MAY 2025/2024



HOW MANY  
ARRIVALS?

635,965

3.4%



HOW MANY  
CRUISE TOURISM?

471,213

-5.8%

Compared to 2024



HOW LONG  
DID THEY STAY?

4,344,874

0.7%



WHAT DID THEY SPEND?\*\*  
Central Bank Aruba (Q1 2023)

Avg. 4,030.9 min

16%

YTD Q3 2023: 3,470.1

\*\*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



937,497

NIGHTS

21.6%

% Share

ALL INCLUSIVE



541,672

NIGHTS

12.5%

TIMESHARE



1,164,375

NIGHTS

26.8%

OTHERS



1,701,330

NIGHTS

39.2%



# ARRIVALS

## YTD MAY 2025/2024

635,965  
ARRIVALS

3.4%  
GROWTH

	2024		Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
USA	467,884		3,946	471,830	0.8%	76.1%	74.2%
Canada	36,290		2,047	38,337	5.6%	5.9%	6.0%
<b>NA</b>	<b>504,174</b>		<b>5,993</b>	<b>510,167</b>	<b>1.2%</b>	<b>82.0%</b>	<b>80.2%</b>
Venezuela	1,239		78	1,317	6.3%	0.2%	0.2%
Colombia	23,294	-1,910		21,384	-8.2%	3.8%	3.4%
Brazil	6,357		5,769	12,126	90.8%	1.0%	1.9%
Argentina	10,501		9,572	20,073	91.2%	1.7%	3.2%
Chile	5,786	-183		5,603	-3.2%	0.9%	0.9%
Ecuador	4,828	-293		4,535	-6.1%	0.8%	0.7%
Peru	7,583		1,167	8,750	15.4%	1.2%	1.4%
Paraguay	462		248	710	53.7%	0.1%	0.1%
Uruguay	1,042		587	1,629	56.3%	0.2%	0.3%
Mexico	1,435	-170		1,265	-11.8%	0.2%	0.2%
Others	5,490		575	6,065	10.5%	0.9%	1.0%
<b>SA</b>	<b>68,017</b>		<b>15,440</b>	<b>83,457</b>	<b>22.7%</b>	<b>11.1%</b>	<b>13.1%</b>
Netherlands	15,651	-370		15,281	-2.4%	2.5%	2.4%
UK	3,256	-1,083		2,173	-33.3%	0.5%	0.3%
Germany	1,915		19	1,934	1.0%	0.3%	0.3%
Italy	1,308		184	1,492	14.1%	0.2%	0.2%
Sweden	433	-7		426	-1.6%	0.1%	0.1%
Belgium	775		8	783	1.0%	0.1%	0.1%
Austria	289	-11		278	-3.8%	0.0%	0.0%
Switzerland	872	-112		760	-12.8%	0.1%	0.1%
Others	4,162		718	4,880	17.3%	0.7%	0.8%
<b>Europe</b>	<b>28,661</b>	<b>-654</b>		<b>28,007</b>	<b>-2.3%</b>	<b>4.7%</b>	<b>4.4%</b>
<b>ROW</b>	<b>14,266</b>		<b>68</b>	<b>14,334</b>	<b>0.5%</b>	<b>2.3%</b>	<b>2.3%</b>
<b>Total</b>	<b>615,118</b>		<b>20,847</b>	<b>635,965</b>	<b>3.4%</b>		
<b>W/O Ven.</b>	<b>613,879</b>		<b>20,769</b>	<b>634,648</b>	<b>3.4%</b>		

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






































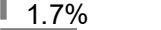




# ARRIVALS USA

## YTD MAY 2025/2024

471,830  
ARRIVALS

0.8%  
GROWTH

	2024		Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
New York	91,826	-4,654		87,172	-5.1%	 19.6%	 18.5%
Massachusetts	62,931		589	63,520	0.9%	 13.5%	 13.5%
New Jersey	53,951	-3,004		50,947	-5.6%	 11.5%	 10.8%
Pennsylvania	26,853	-956		25,897	-3.6%	 5.7%	 5.5%
Illinois	11,769		446	12,215	3.8%	 2.5%	 2.6%
Connecticut	18,365	-776		17,589	-4.2%	 3.9%	 3.7%
Florida	23,369	-759		22,610	-3.2%	 5.0%	 4.8%
Ohio	13,801	-39		13,762	-0.3%	 2.9%	 2.9%
Maryland	13,878	-1,241		12,637	-8.9%	 3.0%	 2.7%
Michigan	10,108	-96		10,012	-0.9%	 2.2%	 2.1%
Virginia	12,466		133	12,599	1.1%	 2.7%	 2.7%
Georgia	9,744		110	9,854	1.1%	 2.1%	 2.1%
North Carolina	12,924	-515		12,409	-4.0%	 2.8%	 2.6%
Texas	11,054		 3,358	14,412	30.4%	 2.4%	 3.1%
California	7,952	-577		7,375	-7.3%	 1.7%	 1.6%
Other	86,893		 11,927	98,820	13.7%	 18.6%	 20.9%
<b>Total</b>	<b>467,884</b>		 <b>3,946</b>	<b>471,830</b>	<b>0.8%</b>		

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



# NIGHTS YTD MAY 2025/2024

4,344,874  
ARRIVALS

0.7%  
GROWTH

	2024		Growth	2025	% Growth	ALOS 2024	ALOS 2025
USA	3,092,891	-53,950		3,038,941	-1.7%	6.6	6.4
Canada	344,771		3,443	348,214	1.0%	9.5	9.1
<b>NA</b>	<b>3,437,662</b>	<b>-50,507</b>		<b>3,387,155</b>	<b>-1.5%</b>	6.8	6.6
Venezuela	13,497	-248		13,249	-1.8%	10.9	10.1
Colombia	149,503	-17,469		132,034	-11.7%	6.4	6.2
Brazil	37,187		35,448	72,635	95.3%	5.8	6.0
Argentina	94,357		79,953	174,310	84.7%	9.0	8.7
Chile	43,613	-1,751		41,862	-4.0%	7.5	7.5
Ecuador	20,451	-931		19,520	-4.6%	4.2	4.3
Peru	42,069		5,150	47,219	12.2%	5.5	5.4
Paraguay	2,915		1,568	4,483	53.8%	6.3	6.3
Uruguay	7,896		4,240	12,136	53.7%	7.6	7.4
Mexico	17,080	-8,424		8,656	-49.3%	11.9	6.8
Others	35,993		365	36,358	1.0%	6.6	6.0
<b>SA</b>	<b>464,561</b>		97,901	<b>562,462</b>	<b>21.1%</b>	6.8	6.7
Netherlands	218,256	-16,619		201,637	-7.6%	13.9	13.2
UK	28,634	-8,741		19,893	-30.5%	8.8	9.2
Germany	19,025	-1,255		17,770	-6.6%	9.9	9.2
Italy	11,007		1,270	12,277	11.5%	8.4	8.2
Sweden	4,313		349	4,662	8.1%	10.0	10.9
Belgium	10,692		58	10,750	0.5%	13.8	13.7
Austria	3,050	-773		2,277	-25.3%	10.6	8.2
Switzerland	7,565	-1,045		6,520	-13.8%	8.7	8.6
Others	35,674		5,127	40,801	14.4%	8.6	8.4
<b>Europe</b>	<b>338,216</b>	<b>-21,629</b>		<b>316,587</b>	<b>-6.4%</b>	11.8	11.3
<b>ROW</b>	<b>75,499</b>		3,171	<b>78,670</b>	<b>4.2%</b>	5.3	5.5
<b>Total</b>	<b>4,315,938</b>		28,936	<b>4,344,874</b>	<b>0.7%</b>	7.0	6.8

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
















# ACCOMMODATIONS

## YTD MAY 2025/2024














635,965  
ARRIVALS

3.4%  
GROWTH

### ARRIVALS BY ACCOMMODATION

	2024		Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	166,396		 5,276	171,672	3.2%	 27.1%	 27.0%
All Inclusive	95,527	-5,453		90,074	-5.7%	 15.5%	 14.2%
Timeshare	148,061	-1,780		146,281	-1.2%	 24.1%	 23.0%
Others	205,134		 22,804	227,938	11.1%	 33.3%	 35.8%
<b>Total</b>	<b>615,118</b>		 20,847	<b>635,965</b>	<b>3.4%</b>		

### NIGHTS BY ACCOMMODATION

	2024		Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	932,513		 4,984	937,497	0.5%	 21.6%	 21.6%
All Inclusive	582,139	-40,467		541,672	-7.0%	 13.5%	 12.5%
Timeshare	1,209,182	-44,807		1,164,375	-3.7%	 28.0%	 26.8%
Others	1,592,104		 109,226	1,701,330	6.9%	 36.9%	 39.2%
<b>Total</b>	<b>4,315,938</b>		 28,936	<b>4,344,874</b>	<b>0.7%</b>		

Note: The European Plan, sometimes abbreviated as EP in hotel listings, indicates that the quoted rate is strictly for lodging and does not include any meals.

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# VISITORS BY AGE

## YTD MAY 2025/2024

**635,965**  
ARRIVALS

**3.4%**  
GROWTH

	2024		Growth	2025	% Growth
0 - 11	41,826		2,351	44,177	5.6%
12-19	38,277		3,505	41,782	9.2%
20 - 29	71,731		1,119	72,850	1.6%
30 - 39	96,545	-420		96,125	-0.4%
40 - 49	98,751		2,835	101,586	2.9%
50 - 59	115,220		1,262	116,482	1.1%
60 - 69	100,756		5,544	106,300	5.5%
70 +	51,988		4,664	56,652	9.0%
Not Stated	24	-13		11	-54.2%
<b>Total</b>	<b>615,118</b>		20,847	<b>635,965</b>	<b>3.4%</b>

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# GENERATIONS

## YTD MAY 2025/2024

**635,965**  
VISITORS

**3.4%**  
GROWTH

	2024		Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
Gen A	33,215		1,912	35,127	5.8%	5.4%	5.5%
Gen Z	84,981		5,610	90,591	6.6%	13.8%	14.2%
Millennials	150,960	-513		150,447	-0.3%	24.5%	23.7%
Gen X	159,096		2,843	161,939	1.8%	25.9%	25.5%
Baby Boomers	168,260		8,787	177,047	5.2%	27.4%	27.8%
Silent Generations	18,582		2,221	20,803	12.0%	3.0%	3.3%
Age not specified	24	-13		11	-54.2%	0.0%	0.0%
<b>Total</b>	<b>615,118</b>		20,847	<b>635,965</b>	<b>3.4%</b>		

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# CARRIERS

## YTD MAY 2025/2024

635,965  
VISITORS

3.4%  
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
JETBLUE	142,428	-6,858	135,570	-4.8%	23.2%	21.3%
AMERICAN AIRLINES	117,956	-2,650	115,306	-2.2%	19.2%	18.1%
DELTA AIRLINES	84,416	1,481	85,897	1.8%	13.7%	13.5%
UNITED AIRLINES	78,149	7,059	85,208	9.0%	12.7%	13.4%
SOUTHWEST AIRLINES	28,155	-838	27,317	-3.0%	4.6%	4.3%
COPA AIRLINES	26,006	925	26,931	3.6%	4.2%	4.2%
AVIANCA	23,213	1,404	24,617	6.0%	3.8%	3.9%
WESTJET AIRLINES	14,734	4,657	19,391	31.6%	2.4%	3.0%
KLM ROYAL DUTCH	12,568	2,782	15,350	22.1%	2.0%	2.4%
LATAM AIRLINES PERU	7,856	7,448	15,304	94.8%	1.3%	2.4%
AIR CANADA	9,885	396	10,281	4.0%	1.6%	1.6%
WINGO	11,529	-1,712	9,817	-14.8%	1.9%	1.5%
SPIRIT AIRLINES	15,695	-6,319	9,376	-40.3%	2.6%	1.5%
DIVI DIVI AIR	7,472	910	8,382	12.2%	1.2%	1.3%
CHARTER	1,301	5,997	7,298	461.0%	0.2%	1.1%
PRIVATE	4,066	1,963	6,029	48.3%	0.7%	0.9%
GOL	0	5,701	5,701	-	0.0%	0.9%
EZ AIR	4,547	741	5,288	16.3%	0.7%	0.8%
SUNWING AIRLINES	6,905	-1,678	5,227	-24.3%	1.1%	0.8%
TUI FLY NL	5,802	-1,412	4,390	-24.3%	0.9%	0.7%
SUN COUNTRY AIRLINES	2,888	1,475	4,363	51.1%	0.5%	0.7%
WINAIR	2,309	1,873	4,182	81.1%	0.4%	0.7%
SURINAM AIRWAYS	2,381	14	2,395	0.6%	0.4%	0.4%
ARAJET	796	-43	753	-5.4%	0.1%	0.1%
BRITISH AIRWAYS	2,206	-1,494	712	-67.7%	0.4%	0.1%
AIR CENTURY	327	-18	309	-5.5%	0.1%	0.0%
Others	1,528	-957	571	-62.6%	0.2%	0.1%
<b>Total</b>	<b>615,118</b>	<b>20,847</b>	<b>635,965</b>	<b>3.4%</b>		

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# CARRIERS YTD MAY 2025/2024

635,965  
VISITORS

3.4%  
GROWTH

City	APO Code	2025	Mkt Share	2024	Mkt Share	25 vs 24
Boston	BOS	88,843	14.0%	79,676	13.0%	11.5%
JFK NY	JFK	87,312	13.7%	91,834	14.9%	-4.9%
Newark	EWR	62,853	9.9%	68,061	11.1%	-7.7%
Miami	MIA	42,451	6.7%	43,388	7.1%	-2.2%
Charlotte	CLT	39,415	6.2%	41,483	6.7%	-5.0%
Atlanta	ATL	38,103	6.0%	38,696	6.3%	-1.5%
Toronto	YYZ	34,906	5.5%	31,559	5.1%	10.6%
Bogota	BOG	28,398	4.5%	27,406	4.5%	3.6%
Philadelphia	PHL	27,751	4.4%	26,924	4.4%	3.1%
Panama City	PTY	26,980	4.2%	26,077	4.2%	3.5%
Orlando	MCO	21,181	3.3%	21,693	3.5%	-2.4%
Amsterdam	AMS	19,674	3.1%	18,375	3.0%	7.1%
G.Bush DC	IAD	17,811	2.8%	16,504	2.7%	7.9%
Curacao	CUR	16,128	2.5%	13,706	2.2%	17.7%
Lima, Peru	LIM	15,305	2.4%	7,856	1.3%	94.8%
Chicago	ORD	11,004	1.7%	9,885	1.6%	11.3%
Fort Lauderdale	FLL	9,583	1.5%	16,056	2.6%	-40.3%
Minneapolis St. Paul Inter Airp	MSP	8,857	1.4%	2,544	0.4%	248.2%
Baltimore	BWI	6,154	1.0%	6,480	1.1%	-5.0%
Sao Paolo	GRU	5,701	0.9%	9	0.0%	63244.4%
Medellin	MDE	5,455	0.9%	4,726	0.8%	15.4%
Houston International	IAH	4795	0.8%	2,587	0.4%	85.3%
Sint Maarten	SXM	4,194	0.7%	2,306	0.4%	81.9%
Dallas Fort Worth Int Airport	DFW	2,719	0.4%	2,332	0.4%	16.6%
Johan A. Pengel Int Airport, Suriname	PBM	2,291	0.4%	2,208	0.4%	3.8%
	Others	8,101	1.3%	12,747	2.1%	-36.4%
<b>Total</b>		<b>635,965</b>	<b>100.0%</b>	<b>615,118</b>	<b>100.0%</b>	<b>3.4%</b>

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





# CRUISE COMPARISON



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# CRUISE YTD MAY 2025/2024



2024



CRUISE PAX  
**500,184**

CRUISE CALLS  
**182**



2025



CRUISE PAX  
**471,213**

**-5.79%**

CRUISE CALLS  
**186**

**2.2%**

ABSOLUTE GROWTH PAX YTD MAY 2025

**-28,971**  
**-5.79%**

ABSOLUTE GROWTH YTD CALLS MAY 2025

**4**  
**2.2%**



# MAY RESULT 2025

## NORTH AMERICA



91,855

78.4%

## SOUTH AMERICA



16,601

14.2%

## EUROPE



5,335

4.6%

## OTHERS



3,334

2.8%

## TOTAL ARRIVALS

117,125

100%



# ARRIVALS

## MAY 2025/2024

117,125  
ARRIVALS

5.3%  
GROWTH

	2024		Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
USA	86,335		1,475	87,810	1.7%	77.7%	75.0%
Canada	2,862		1,183	4,045	41.3%	2.6%	3.5%
<b>NA</b>	<b>89,197</b>		<b>2,658</b>	<b>91,855</b>	<b>3.0%</b>	<b>80.2%</b>	<b>78.4%</b>
Venezuela	201		74	275	36.8%	0.2%	0.2%
Colombia	5,154	-871		4,283	-16.9%	4.6%	3.7%
Brazil	1,209		626	1,835	51.8%	1.1%	1.6%
Argentina	1,557		2,422	3,979	155.6%	1.4%	3.4%
Chile	964	-6		958	-0.6%	0.9%	0.8%
Ecuador	1,258	-164		1,094	-13.0%	1.1%	0.9%
Peru	1,559		333	1,892	21.4%	1.4%	1.6%
Paraguay	119		77	196	64.7%	0.1%	0.2%
Uruguay	257		104	361	40.5%	0.2%	0.3%
Mexico	373		28	401	7.5%	0.3%	0.3%
Others	1,176		151	1,327	12.8%	1.1%	1.1%
<b>SA</b>	<b>13,827</b>		<b>2,774</b>	<b>16,601</b>	<b>20.1%</b>	<b>12.4%</b>	<b>14.2%</b>
Netherlands	2,823		69	2,892	2.4%	2.5%	2.5%
UK	668	-254		414	-38.0%	0.6%	0.4%
Germany	351	-26		325	-7.4%	0.3%	0.3%
Italy	217		110	327	50.7%	0.2%	0.3%
Sweden	35		23	58	65.7%	0.0%	0.0%
Belgium	120		18	138	15.0%	0.1%	0.1%
Austria	43		4	47	9.3%	0.0%	0.0%
Switzerland	131		19	150	14.5%	0.1%	0.1%
Others	568		416	984	73.2%	0.5%	0.8%
<b>Europe</b>	<b>4,956</b>		<b>379</b>	<b>5,335</b>	<b>7.6%</b>	<b>4.5%</b>	<b>4.6%</b>
<b>ROW</b>	<b>3,200</b>		<b>134</b>	<b>3,334</b>	<b>4.2%</b>	<b>2.9%</b>	<b>2.8%</b>
<b>Total</b>	<b>111,180</b>		<b>5,945</b>	<b>117,125</b>	<b>5.3%</b>		
<b>W/O Ven.</b>	<b>110,979</b>		<b>5,871</b>	<b>116,850</b>	<b>5.3%</b>		

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



# ARRIVALS USA

## MAY 2025/2024

87,810  
ARRIVALS

1.7%  
GROWTH

	2024	Growth		2025	% Growth	Marketshare 2024		Marketshare 2025	
New York	15,184	-562		14,622	-3.7%		17.6%		16.7%
Massachusetts	9,051		413	9,464	4.6%		10.5%		10.8%
New Jersey	10,039		123	10,162	1.2%		11.6%		11.6%
Pennsylvania	4,906	-96		4,810	-2.0%		5.7%		5.5%
Illinois	2,088	-185		1,903	-8.9%		2.4%		2.2%
Connecticut	3,026	-80		2,946	-2.6%		3.5%		3.4%
Florida	5,497		803	6,300	14.6%		6.4%		7.2%
Ohio	2,391		116	2,507	4.9%		2.8%		2.9%
Maryland	3,523	-673		2,850	-19.1%		4.1%		3.2%
Michigan	1,311	-84		1,227	-6.4%		1.5%		1.4%
Virginia	2,825	-210		2,615	-7.4%		3.3%		3.0%
Georgia	2,803	-266		2,537	-9.5%		3.2%		2.9%
North Carolina	3,145	-283		2,862	-9.0%		3.6%		3.3%
Texas	3,219		776	3,995	24.1%		3.7%		4.5%
California	2,265	-527		1,738	-23.3%		2.6%		2.0%
Other	15,062		2,210	17,272	14.7%		17.4%		19.7%
<b>Total</b>	<b>86,335</b>		<b>1,475</b>	<b>87,810</b>	<b>1.7%</b>				

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





# NIGHTS MAY 2025/2024

730,405  
NIGHTS

2.5%  
GROWTH

	2024		Growth	2025	% Growth	ALOS 2024	ALOS 2025
USA	526,917	-5,737		521,180	-1.1%	6.1	5.9
Canada	22,864		7,087	29,951	31.0%	8.0	7.4
<b>NA</b>	<b>549,781</b>		<b>1,350</b>	<b>551,131</b>	<b>0.2%</b>	6.2	6.0
Venezuela	2,525		402	2,927	15.9%	12.6	10.6
Colombia	31,556	-4,913		26,643	-15.6%	6.1	6.2
Brazil	6,884		4,241	11,125	61.6%	5.7	6.1
Argentina	13,436		20,427	33,863	152.0%	8.6	8.5
Chile	6,825		315	7,140	4.6%	7.1	7.5
Ecuador	4,948	-558		4,390	-11.3%	3.9	4.0
Peru	8,474		1,550	10,024	18.3%	5.4	5.3
Paraguay	730		413	1,143	56.6%	6.1	5.8
Uruguay	1,876		754	2,630	40.2%	7.3	7.3
Mexico	6,179	-3,925		2,254	-63.5%	16.6	5.6
Others	6,755		809	7,564	12.0%	5.7	5.7
<b>SA</b>	<b>90,188</b>		<b>19,515</b>	<b>109,703</b>	<b>21.6%</b>	6.5	6.6
Netherlands	36,122	-2,956		33,166	-8.2%	12.8	11.5
UK	5,785	-2,096		3,689	-36.2%	8.7	8.9
Germany	3,476	-690		2,786	-19.9%	9.9	8.6
Italy	1,549		641	2,190	41.4%	7.1	6.7
Sweden	282		358	640	127.0%	8.1	11.0
Belgium	1,507		4	1,511	0.3%	12.6	10.9
Austria	462	-71		391	-15.4%	10.7	8.3
Switzerland	1,041		153	1,194	14.7%	7.9	8.0
Others	5,167		1,820	6,987	35.2%	9.1	7.1
<b>Europe</b>	<b>55,391</b>	<b>-2,837</b>		<b>52,554</b>	<b>-5.1%</b>	11.2	9.9
<b>ROW</b>	<b>17,121</b>	<b>-104</b>		<b>17,017</b>	<b>-0.6%</b>	5.4	5.1
<b>Total</b>	<b>712,481</b>		<b>17,924</b>	<b>730,405</b>	<b>2.5%</b>	6.4	6.2

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


















# ACCOMMODATIONS

## MAY 2025/2024














117,125  
ARRIVALS

5.3%  
GROWTH

### ARRIVALS BY ACCOMMODATION

	2024		Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	28,735		 1,652	30,387	5.7%	 25.8%	 25.9%
All Inclusive	19,381	-2,242		17,139	-11.6%	 17.4%	 14.6%
Timeshare	28,530		 396	28,926	1.4%	 25.7%	 24.7%
Others	34,534		 6,139	40,673	17.8%	 31.1%	 34.7%
<b>Total</b>	<b>111,180</b>		 5,945	<b>117,125</b>	<b>5.3%</b>		

### NIGHTS BY ACCOMMODATION

	2024		Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	150,748		 3,461	154,209	2.3%	 21.2%	 21.1%
All Inclusive	109,559	-13,079		96,480	-11.9%	 15.4%	 13.2%
Timeshare	208,746		 616	209,362	0.3%	 29.3%	 28.7%
Others	243,428		 26,926	270,354	11.1%	 34.2%	 37.0%
<b>Total</b>	<b>712,481</b>		 17,924	<b>730,405</b>	<b>2.5%</b>		

Note: The European Plan, sometimes abbreviated as EP in hotel listings, indicates that the quoted rate is strictly for lodging and does not include any meals.

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



# VISITORS BY AGE

## MAY 2025/2024

117,125  
ARRIVALS

5.3%  
GROWTH

	2024		Growth	2025	% Growth
0 - 11	5,026		842	5,868	16.8%
12-19	4,109		726	4,835	17.7%
20 - 29	16,392		1,234	17,626	7.5%
30 - 39	19,503		685	20,188	3.5%
40 - 49	17,423		412	17,835	2.4%
50 - 59	22,559	-546		22,013	-2.4%
60 - 69	17,991		1,284	19,275	7.1%
70 +	8,174		1,310	9,484	16.0%
Not Stated	3	-2		1	-66.7%
<b>Total</b>	<b>111,180</b>		5,945	<b>117,125</b>	<b>5.3%</b>

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# GENERATIONS

## MAY 2025/2024

117,125  
ARRIVALS

5.3%  
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
Gen A	4,287	<div><div></div>730</div>	5,017	17.0%	<div><div></div>3.9%</div>	<div><div></div>4.3%</div>
Gen Z	13,771	<div><div></div>1,816</div>	15,587	13.2%	<div><div></div>12.4%</div>	<div><div></div>13.3%</div>
Millennials	30,712	<div><div></div>1,125</div>	31,837	3.7%	<div><div></div>27.6%</div>	<div><div></div>27.2%</div>
Gen X	29,575		29,254	-1.1%	<div><div></div>26.6%</div>	<div><div></div>25.0%</div>
Baby Boomers	29,990	<div><div></div>2,096</div>	32,086	7.0%	<div><div></div>27.0%</div>	<div><div></div>27.4%</div>
Silent Generations	2,842	<div><div></div>501</div>	3,343	17.6%	<div><div></div>2.6%</div>	<div><div></div>2.9%</div>
Age not specified	3	<div><div></div>-2</div>	1	-66.7%	<div><div></div>0.0%</div>	<div><div></div>0.0%</div>
<b>Total</b>	<b>111,180</b>	<div><div></div>5,945</div>	<b>117,125</b>	<b>5.3%</b>		

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



# CARRIERS MAY 2025/2024

117,125  
ARRIVALS

5.3%  
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
JETBLUE	24,105		26,559	10.2%	21.7%	22.7%
AMERICAN AIRLINES	24,794	-348	24,446	-1.4%	22.3%	20.9%
UNITED AIRLINES	16,928	-39	16,889	-0.2%	15.2%	14.4%
DELTA AIRLINES	12,113	-801	11,312	-6.6%	10.9%	9.7%
SOUTHWEST AIRLINES	5,732	224	5,956	3.9%	5.2%	5.1%
COPA AIRLINES	5,704	-96	5,608	-1.7%	5.1%	4.8%
AVIANCA	4,827	185	5,012	3.8%	4.3%	4.3%
LATAM AIRLINES PERU	1,388	1,822	3,210	131.3%	1.2%	2.7%
KLM ROYAL DUTCH	2,419	435	2,854	18.0%	2.2%	2.4%
WESTJET AIRLINES	1,431	930	2,361	65.0%	1.3%	2.0%
SPIRIT AIRLINES	2,549	-605	1,944	-23.7%	2.3%	1.7%
WINGO	2,534	-592	1,942	-23.4%	2.3%	1.7%
DIVI DIVI AIR	1,472	263	1,735	17.9%	1.3%	1.5%
PRIVATE	290	1,271	1,561	438.3%	0.3%	1.3%
EZ AIR	1,006	85	1,091	8.4%	0.9%	0.9%
TUI FLY NL	972	-23	949	-2.4%	0.9%	0.8%
WINAIR	433	327	760	75.5%	0.4%	0.6%
GOL	0	754	754	-	0.0%	0.6%
SUNWING AIRLINES	715	14	729	2.0%	0.6%	0.6%
SURINAM AIRWAYS	575	-143	432	-24.9%	0.5%	0.4%
CHARTER	238	163	401	68.5%	0.2%	0.3%
NATIONAL AIRLINES	0	183	183	-	0.0%	0.2%
FRONTIER AIRLINES	0	163	163	-	0.0%	0.1%
ARAJET	100	28	128	28.0%	0.1%	0.1%
AIR CENTURY	50	42	92	84.0%	0.0%	0.1%
SKY HIGH AVIATION	109	-55	54	-50.5%	0.1%	0.0%
OTHERS	696	-696	0	-100.0%	0.6%	0.0%
<b>Total</b>	<b>111,180</b>	<b>5,945</b>	<b>117,125</b>	<b>5.3%</b>		

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# CARRIERS

## MAY 2025/2024

117,125  
ARRIVALS

5.3%  
GROWTH

City	APO Code	2025	Mkt Share	2024	Mkt Share	25 vs 24
JFK NY	JFK	16,596	14.2%	18,529	16.7%	-10.4%
Boston	BOS	12,488	10.7%	10,576	9.5%	18.1%
Newark	EWR	12,023	10.3%	11,120	10.0%	8.1%
Miami	MIA	9,098	7.8%	9,243	8.3%	-1.6%
Charlotte	CLT	8,902	7.6%	9,061	8.1%	-1.8%
Atlanta	ATL	6,322	5.4%	6,545	5.9%	-3.4%
Bogota	BOG	5,982	5.1%	5,734	5.2%	4.3%
Panama City	PTY	5,608	4.8%	5,707	5.1%	-1.7%
Philadelphia	PHL	5,539	4.7%	5,346	4.8%	3.6%
G.Bush DC	IAD	4,714	4.0%	4,793	4.3%	-1.6%
Orlando	MCO	4,697	4.0%	4,685	4.2%	0.3%
Curacao	CUR	4,129	3.5%	2,811	2.5%	46.9%
Amsterdam	AMS	3,733	3.2%	3,391	3.1%	10.1%
Lima, Peru	LIM	3,211	2.7%	1,388	1.2%	131.3%
Toronto	YYZ	3,096	2.6%	2,148	1.9%	44.1%
Houston International	IAH	2,042	1.7%	727	0.7%	180.9%
Fort Lauderdale	FLL	1,984	1.7%	2,592	2.3%	-23.5%
Baltimore	BWI	1,259	1.1%	1,049	0.9%	20.0%
Medellin	MDE	1,019	0.9%	956	0.9%	6.6%
Chicago	ORD	950	0.8%	873	0.8%	8.8%
Dallas Fort Worth Int Airport	DFW	854	0.7%	676	0.6%	26.3%
Sint Maarten	SXM	764	0.7%	433	0.4%	76.4%
Sao Paolo	GRU	754	0.6%	0	0.0%	—
Johan A. Pengel Int Airport, Suriname	PBM	428	0.4%	517	0.5%	-17.2%
Las Americas Int. Airport, Sto Dgo	SDQ	219	0.2%	220	0.2%	-0.5%
	Others	714	0.6%	2,060	1.9%	-65.3%
<b>Total</b>		<b>117,125</b>	<b>100.0%</b>	<b>111,180</b>	<b>100.0%</b>	<b>5.3%</b>

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# CRUISE COMPARISON



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





# CRUISE MAY 2025/2024



2024



CRUISE PAX  
**34,663**

CRUISE CALLS  
**9**



2025



CRUISE PAX  
**47,361**

36.63%

CRUISE CALLS  
**16**

77.78%

ABSOLUTE GROWTH PAX MAY 2025

**12,698**  
36.63%

ABSOLUTE GROWTH CALLS MAY 2025

**7**  
77.78%



# GUEST SATISFACTION

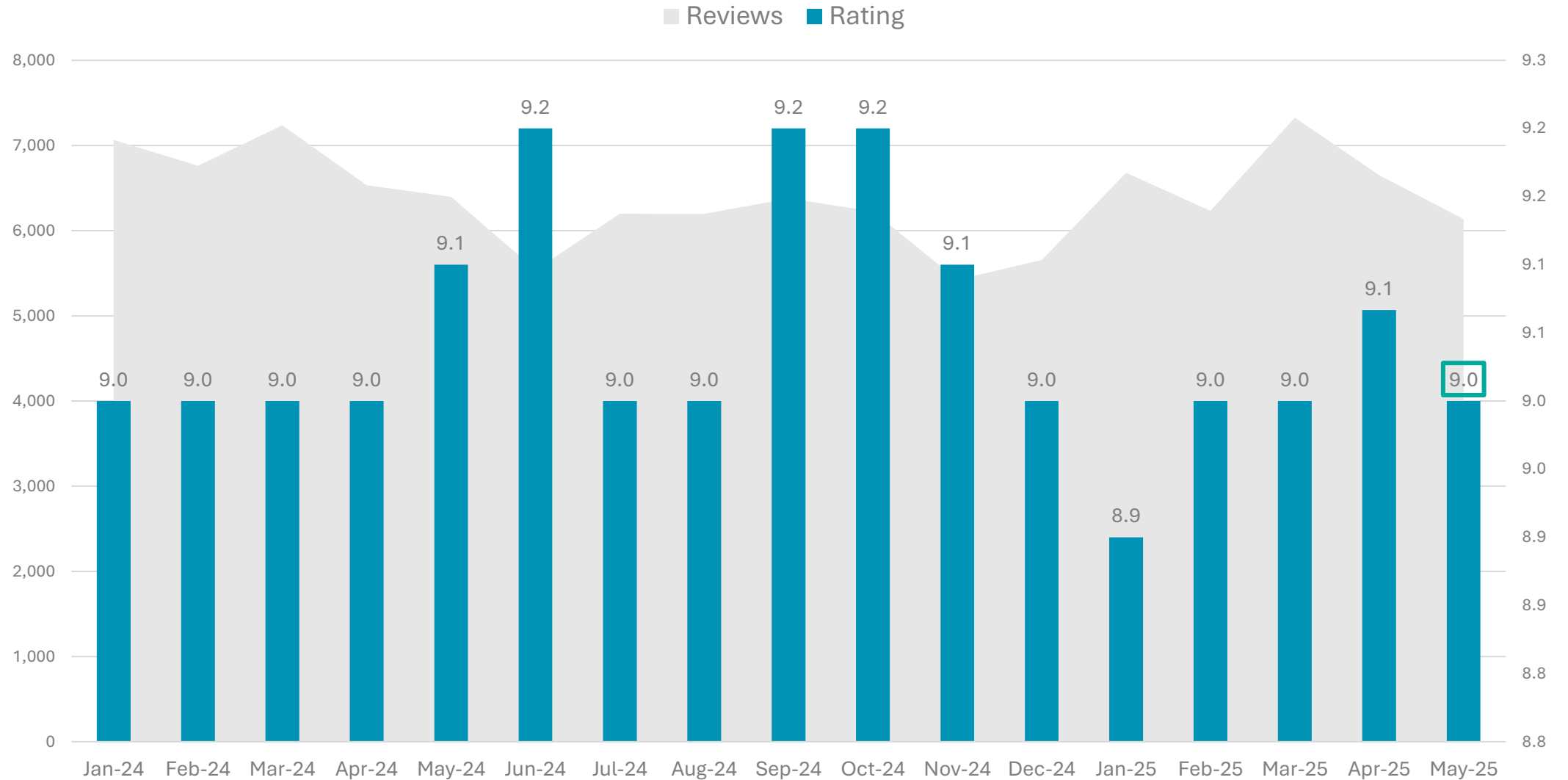






# GUEST EXPERIENCE INDEX (GEI)

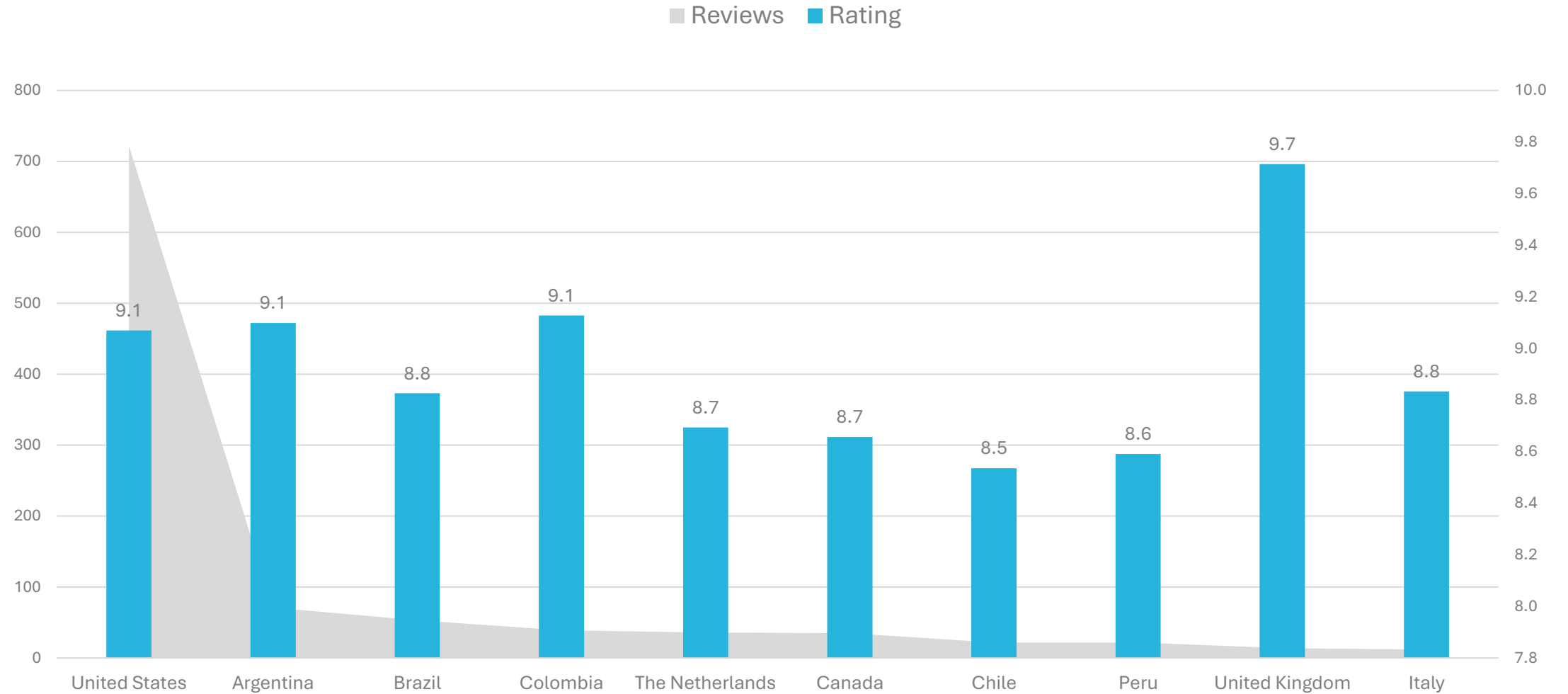
*Monthly results*





# GEI MAY 2025

Results by market

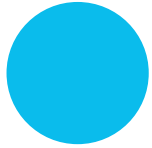




# GEI MAY 2025

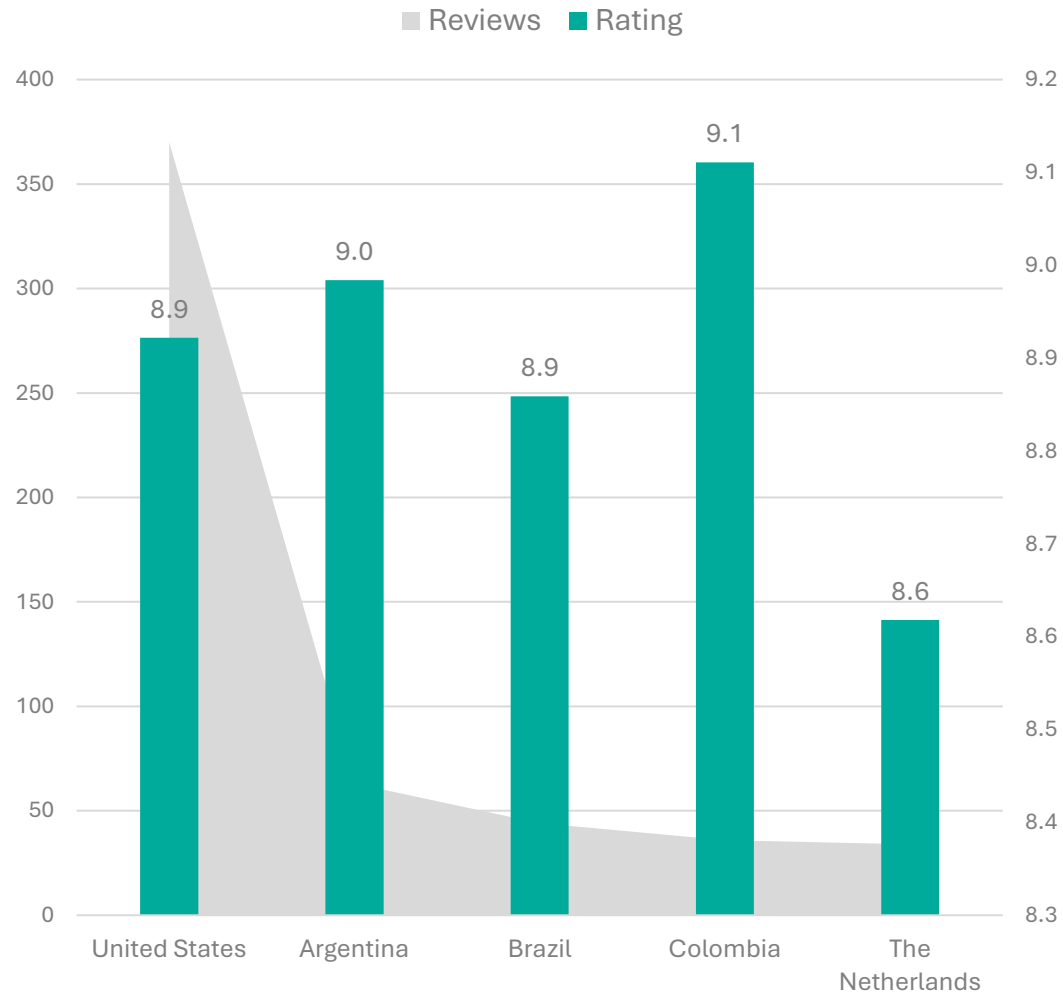
Results by Category





# ACCOMMODATION GEI MAY 2025

*Results by market*

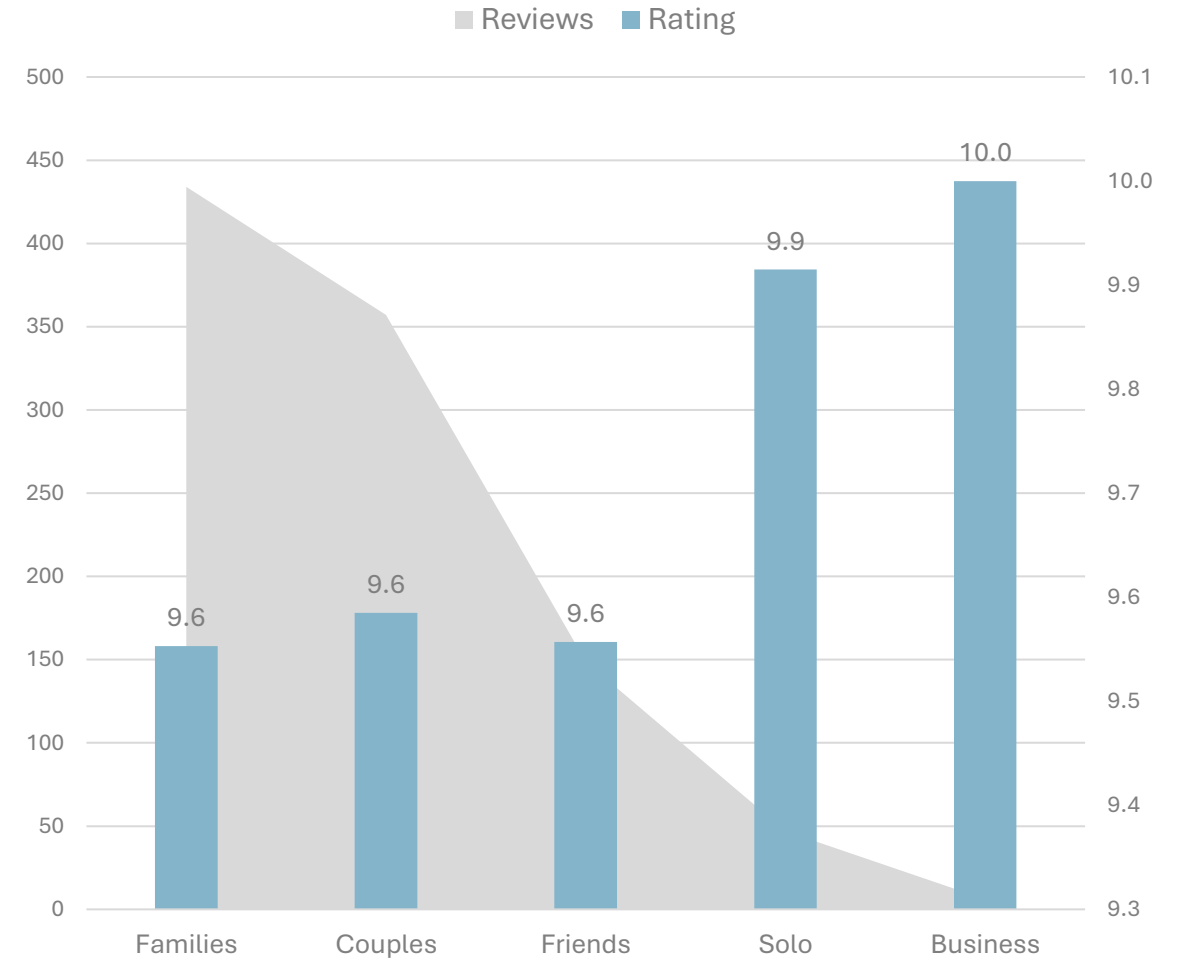
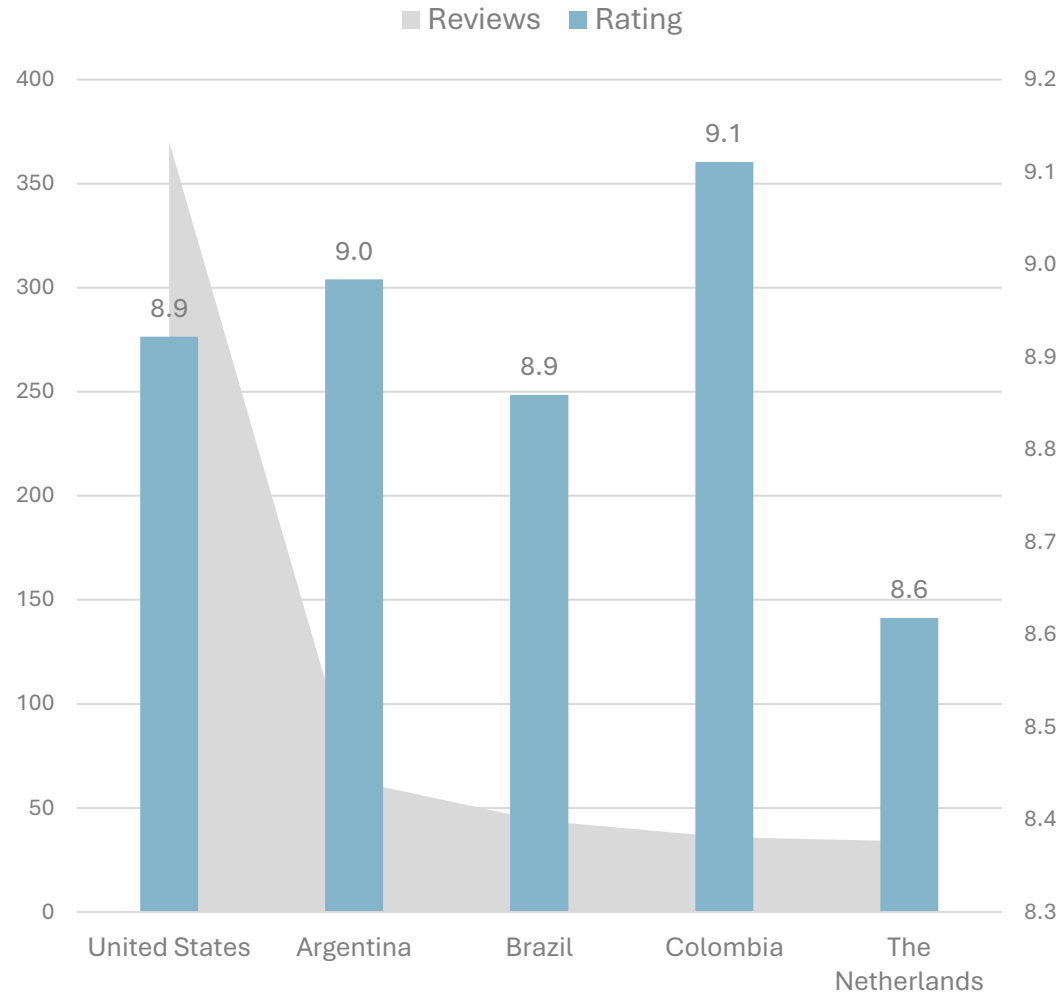






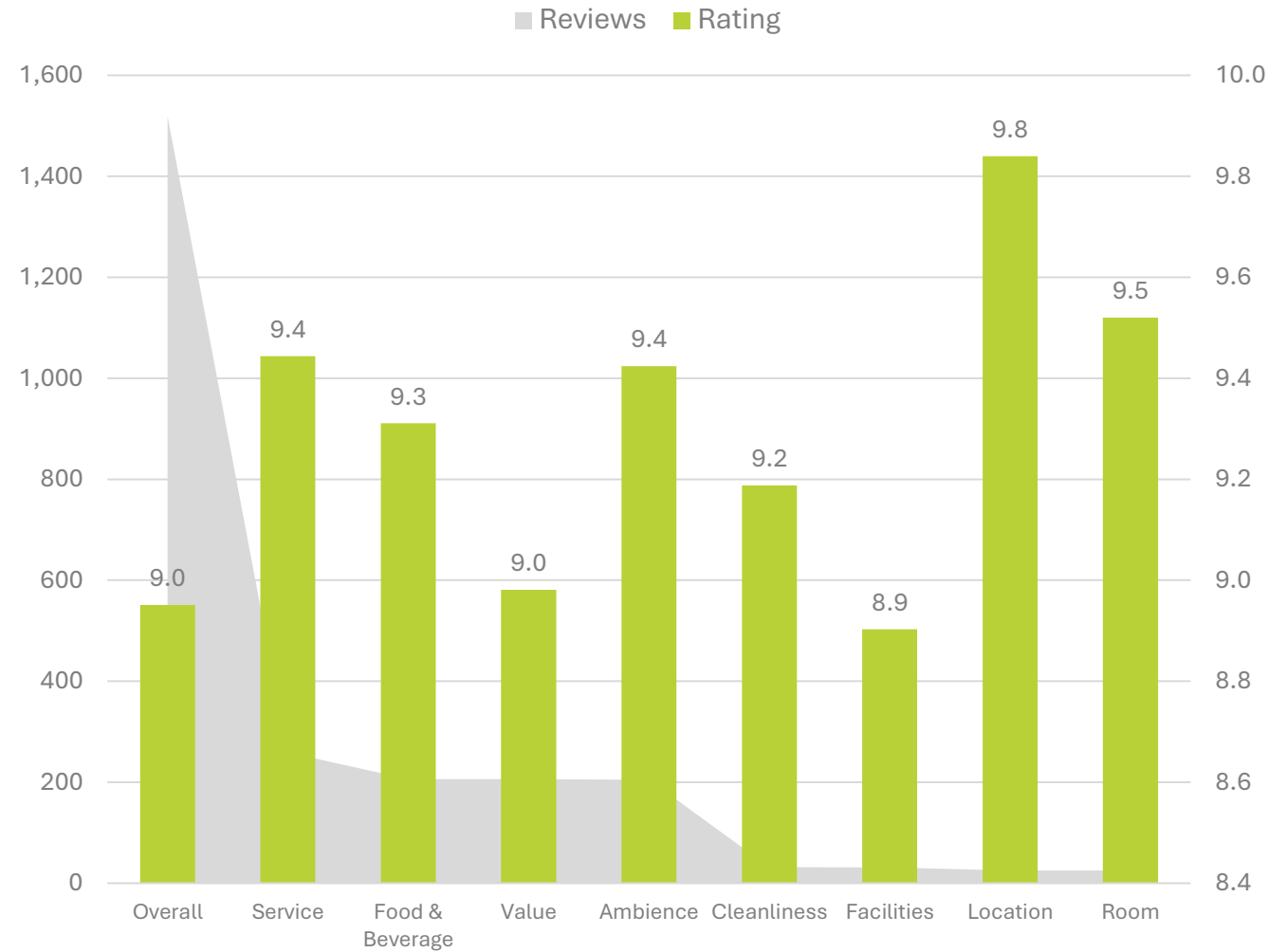
# ATTRACTIONS GEI MAY 2025

*Results by market*





# RESTAURANT GEI MAY 2025



# VACATIONS RENTALS

 **Transparent**  
an OTA INSIGHT company



# INTRODUCTION

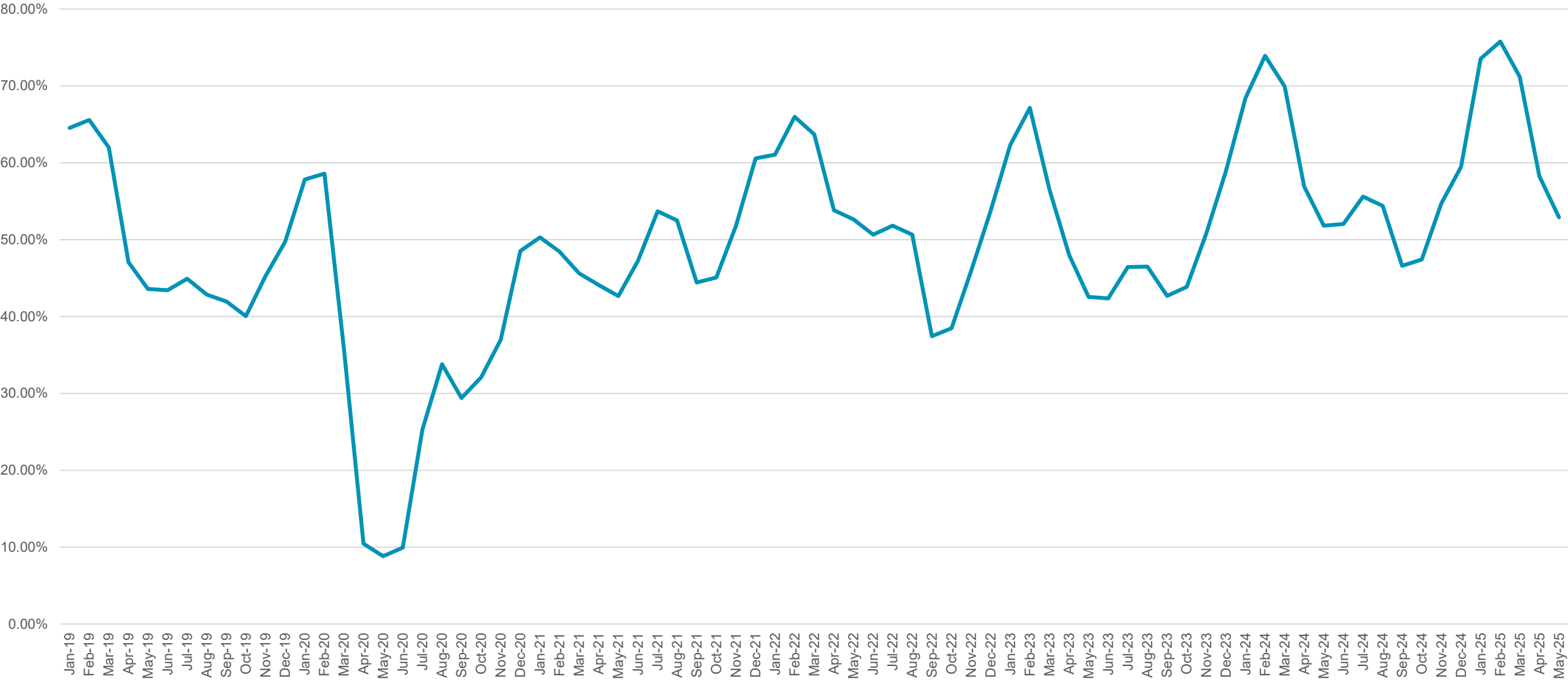
- ▶ In 2023, A.T.A. started working with Lighthouse, formerly Transparent Insights. Lighthouse tracks short-term rentals at the property level through their dashboard.
- ▶ With Lighthouse, A.T.A. is able to do the following:
  - Measure the economic impact of short-term rental, track (ADR) and occupancy and analyse the booking window.
  - The above data points are also forward-looking making it possible to make demand and revenue predictions based on the current status of property calendars and advertised rates.
  - Track visitors' origin and accommodation size.
  - The dashboard also provides the ability to make a direct comparison with similar, contrasting, or competing markets to compare data on occupancy rates, ADR, and booking window.





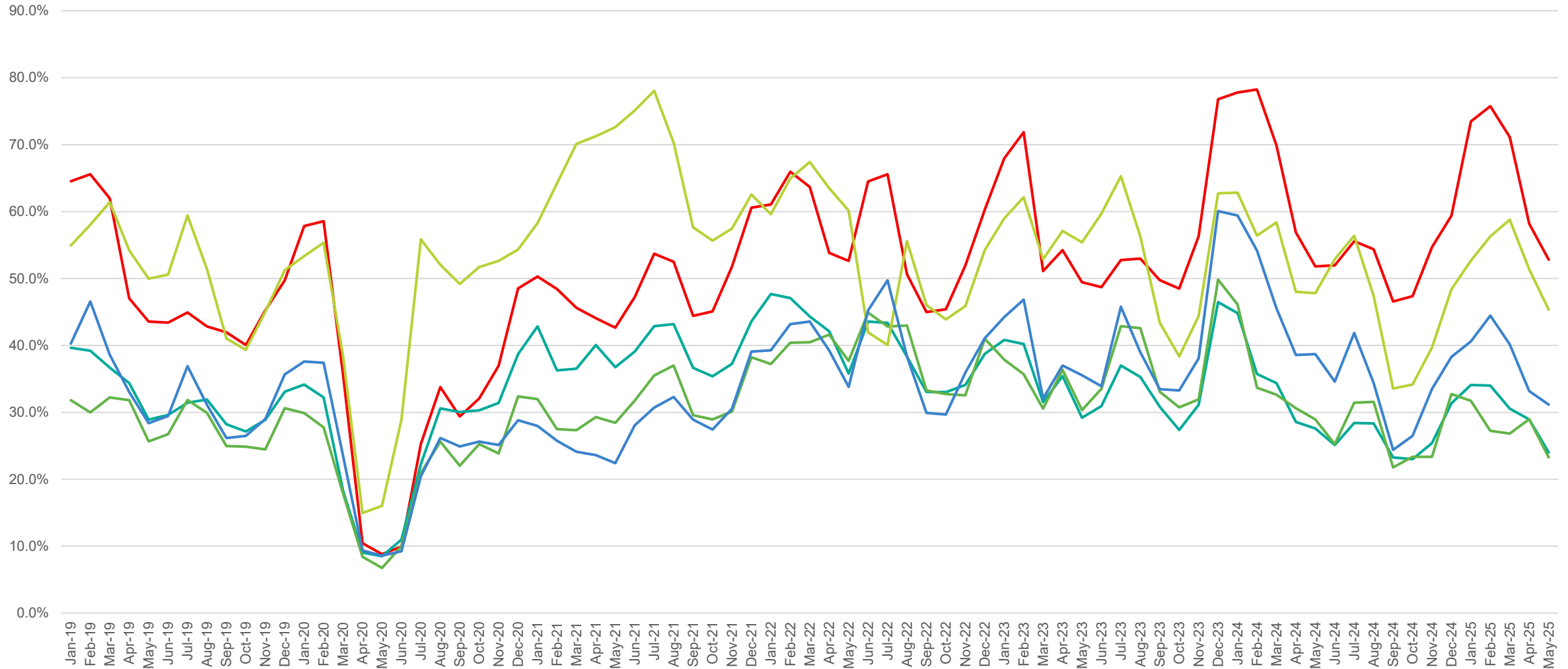
# OCCUPANCY

MAY 2024 Occupancy: 51.8% | MAY 2025 Occupancy: 52.9%



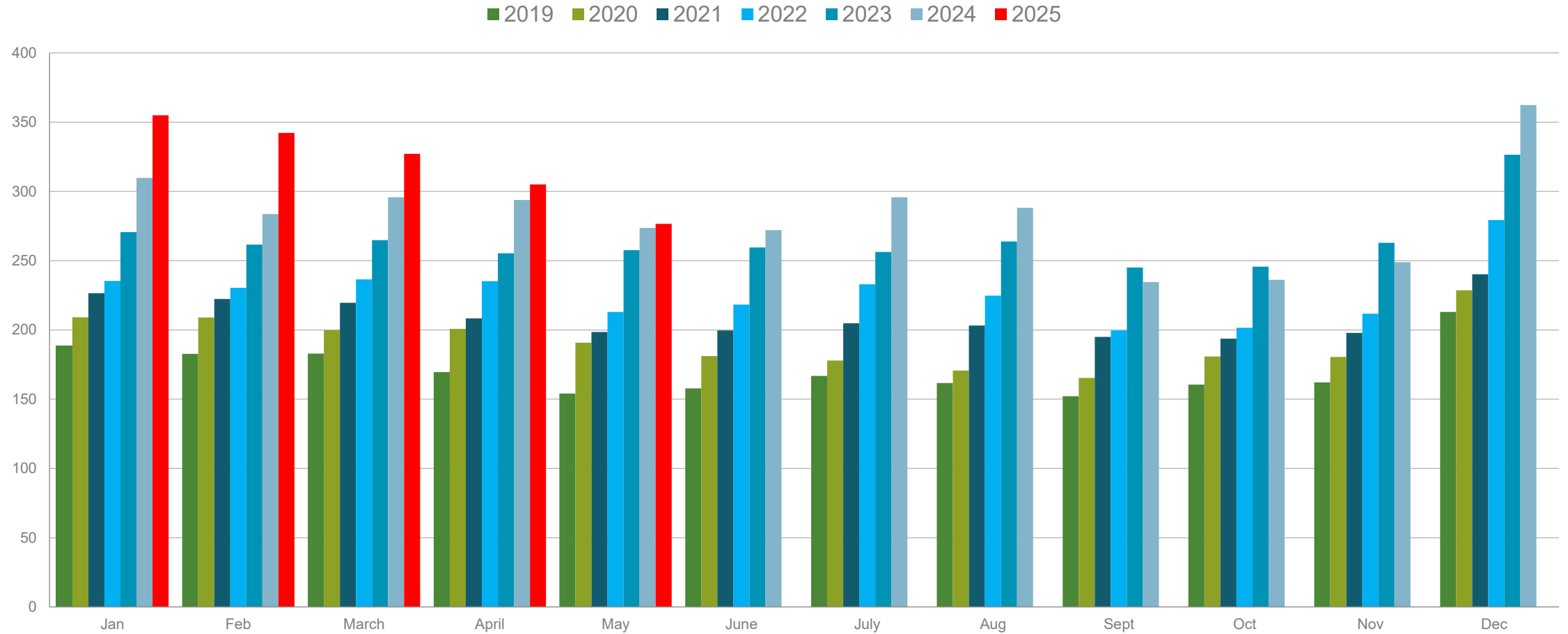
# OCCUPANCY BENCHMARK

Aruba DR Jamaica Puerto Rico Saint Lucia

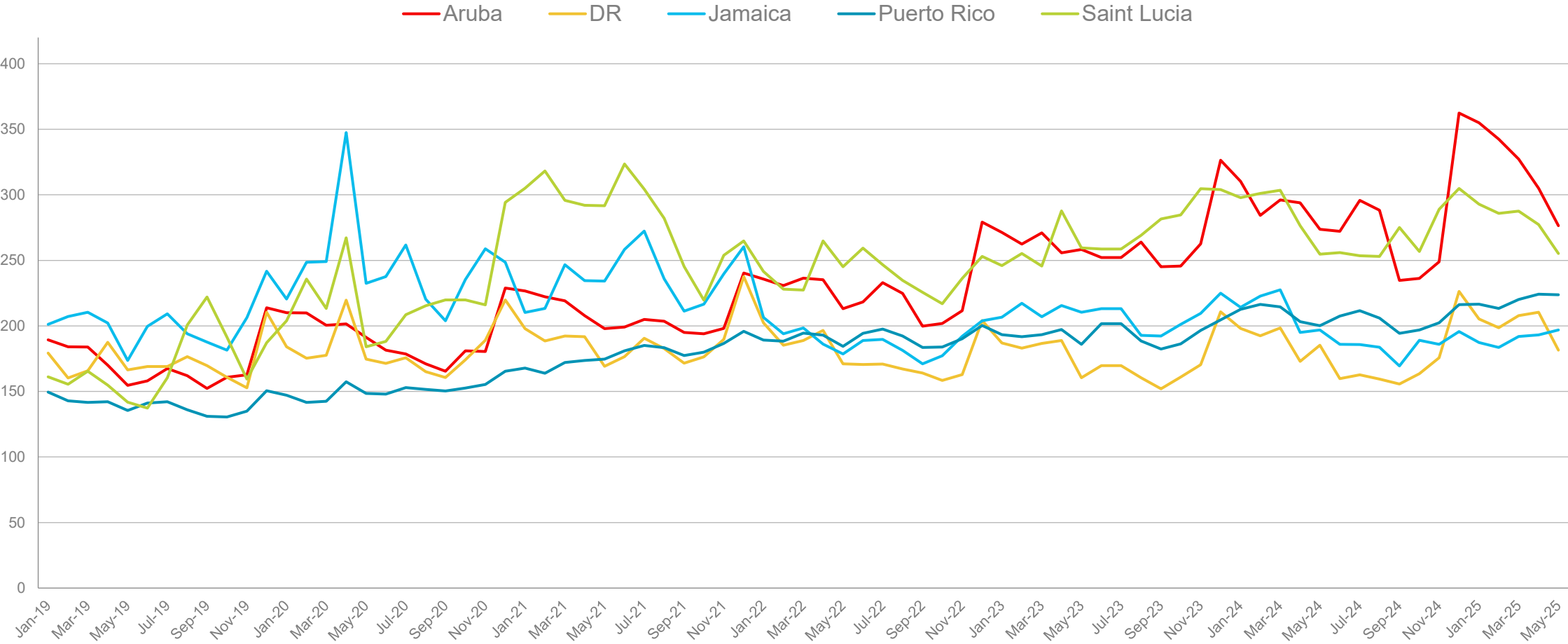


# ADR

MAY 2024 ADR: \$274 | MAY 2025 ADR: \$277



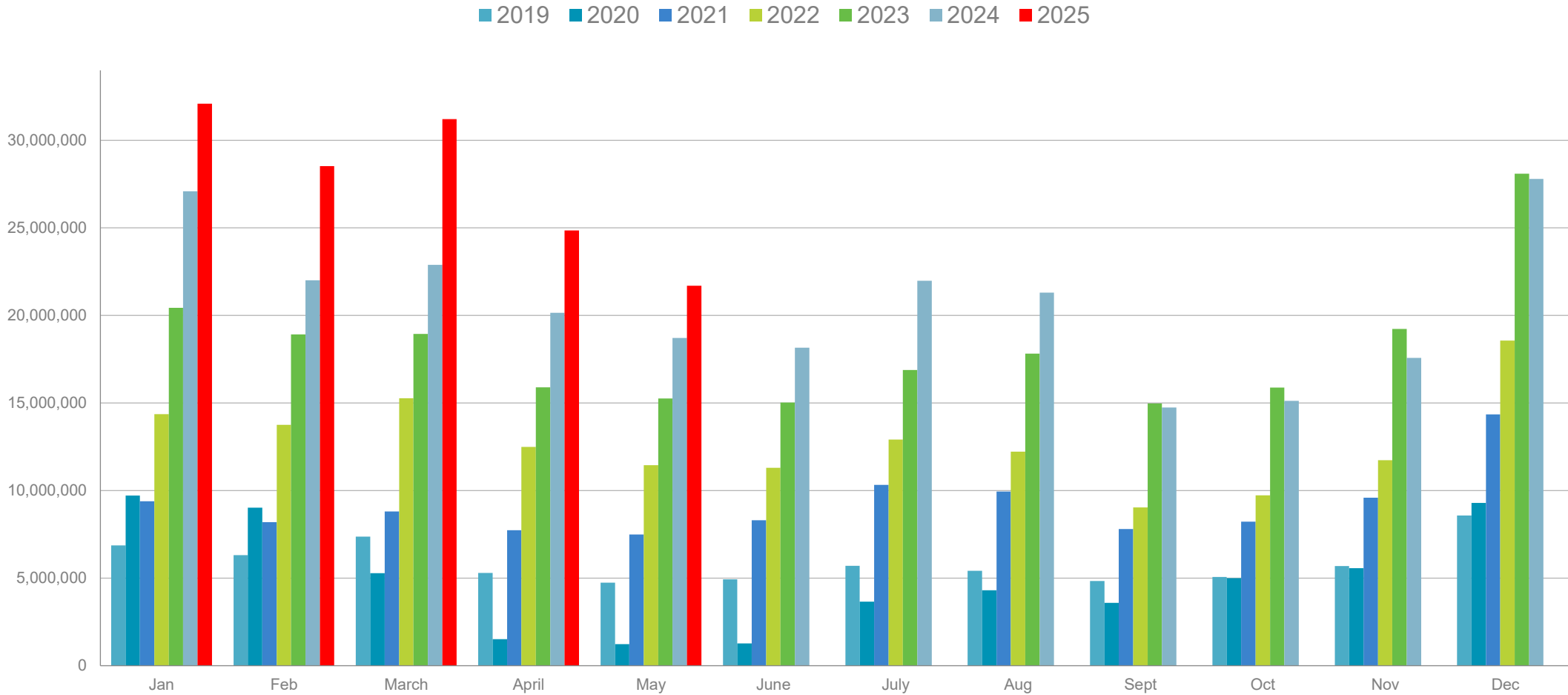
# ADR BENCHMARK





# REVENUE

Total Revenue YTD May 2024: USD\$ 110,866,221 | Total Revenue YTD May 2025: USD\$ 138,394,634



2025

# T I D B I T S

## Visa Cardholders' Spending in Aruba

2025 – Q1 REPORT

# Metrics Definition & Scope

## METHODOLOGICAL OVERVIEW

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### Data scope definition

- The Visa Destination Insights reports **sales volume for international Visa Cardholders visiting Aruba**.
- The data is sourced from VisaNet, which contains **all transactions conducted using Visa-branded cards and settled through Visa's network “physically” present on Aruba**. Visa Destination Insights data is empirical, based on verified transaction data from VisaNet, includes all Visa credit, debit, prepaid, commercial and small business transactions, as well as ATM cash transactions processed through Visa’s PLUS ATM Network on Aruba.
- Data are selected with **the following criteria**:
  - ✓ The Visa card was issued by a **foreign bank**.
  - ✓ The transaction was conducted **in Aruba during Q1 2025**.
  - ✓ The transaction was **conducted face-to-face**, not through the Internet or as a telephone transaction. *Online booking* of accommodations, travel packages and attractions are not included in the data.
  - ✓ The transaction **excluded the following merchant categories**: *Direct Marketing, Catalog Marketing, Telemarketing, Airlines, Schools, colleges and universities*.
- Any cardholder whose purchase history indicates that they are a **long-term resident** rather than a tourist will have all their transactions excluded (based on consecutive spending on the last 3 months and/or in specific categories such as electrical, phone, water, self storage or insurance...).
- No individual cardholder or merchant data is ever displayed or analyzed.

# Glossary

## METRICS DEFINITION & SCOPE

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### Merchant and Category Definition

**Spend areas** are reported at two levels:

- Spend Categories
- Spend Sub-Categories (MCC, Merchant Category Codes, 100+)

**NB** : For detailed information about categories definition, please refer to the ***Visa Merchant Data Standards Manual***.

SPEND CATEGORIES	TYPES OF MERCHANTS / SUB-CATEGORIES INCLUDED
AUTOMOTIVE	Auto service/repair shops, Car & Truck dealers, Motorcycle dealers, Carwash...
DRUG STORES & PHARMACIES	Drugstores & Pharmacies, Drugs/Druggists Sundries
ENTERTAINMENT	Amusement parks, Tourist Attractions, Golf, Sporting activities, Theater, Recreation, Casino...
FOOD & GROCERY	Supermarket, Grocery stores, Food stores, Bakeries, Wine/liquors, Meat lockers...
FUEL	Service Stations, fuel dealers
HOTELS & LODGING	Lodging
CASH WITHDRAWAL	Financial Inst/Auto Cash
RESTAURANTS & DINING	Restaurants, Fast Food, Taverns, Bars, Disco...
RETAIL	Clothing and Wear stores, Sport apparels, Jewelry stores
TRANSPORTATION	Bus lines, Parking, Airport/Fields/Terminals, Taxi/Limousines
TRAVEL SERVICES	Travel Agencies



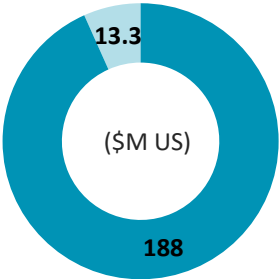
# Spending Trends

OVERALL SPENDING & Y/Y EVOLUTIONS

<i>Sales transactions</i>	# of Issuer Countries	Total Spend Amount	Y/Y Growth	Average Ticket / transaction	Spend / Cardholder
Q1 2025	134	\$ 201 344 421	⬆ 8.8%	\$ 117	\$ 679

Spend by Card Type

- Consumer (93%)
- Business (7%)



Q1 2025 – Card transactions						Y/Y Growth				
	Cardholder Count (Net)	Total Spend Amount	Spend per Cardholder	Trans Count	Avg Ticket	Cardholder Count (Net)	Total Spend Amount	Spend per Cardholder	Trans Count	Avg Ticket
Consumer	283 786	\$188 044 991	\$663	1 658 171	\$113	6.9%	8.9%	1.8%	10.5%	-1.5%
Business	12 815	\$13 299 430	\$1 038	69 591	\$191	2.8%	7.6%	4.6%	8.8%	-1.1%
Total	296 601	\$201 344 421	\$679	1 727 762	\$117	6.7%	8.8%	1.9%	10.4%	-1.5%

Cash withdrawal

\$ 16 957 126



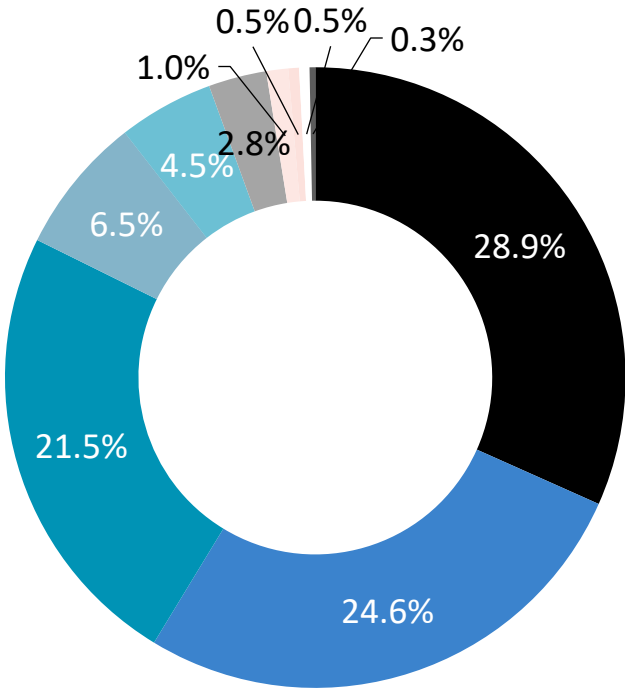
During Q1 2025, **296 601 VISA cardholders** from **134 issuer countries** have spent **US\$ 201 millions** in Aruba, generating a **Y/Y growth of 8.8%** in total sales, supported by an **increase in cardholder count** (6.7%) and **transactions count** (10.4%). **US\$ 17 Million cash was withdrawn**. However, the average ticket has decreased in comparison with Q1 2024 (-1.5%).

# Top Spend Categories

(% OF TOTAL SPEND AMOUNT)

In Q1, **Restaurants & Dining** remained the **top spending category** in Aruba, with an 11.2% year-over-year increase. The largest spending growth was seen in **Professional Services** (+129%), followed by **Fuel** (+14.5%), **Hotels & Lodging** (+12.8%), and **Food & Grocery** (+11.6%). In contrast, **Travel Services** spending declined by 24.6% compared to Q1 2024.





























- RESTAURANTS & DINING
- HOTELS & LODGING
- RETAIL
- FOOD & GROCERY
- TRANSPORTATION
- ENTERTAINMENT
- PROFESSIONAL SERVICES
- FUEL
- HOME IMPROVEMENT & SUPPLY
- TRAVEL SERVICES



TOP 10 Categories	Spend Amount (US \$)	\$ Y/Y Growth	Cardholder Count	Spend per Cardholder
RESTAURANTS & DINING	\$58 164 750	11.2%	195 726	\$297
HOTELS & LODGING	\$49 614 276	12.8%	45 598	\$1 088
RETAIL	\$43 353 913	2.5%	166 582	\$260
FOOD & GROCERY	\$13 159 029	11.6%	101 464	\$130
TRANSPORTATION	\$9 114 785	7.1%	28 050	\$325
ENTERTAINMENT	\$5 552 543	3.3%	32 324	\$172
PROFESSIONAL SERVICES	\$2 093 194	129.0%	722	\$2 899
FUEL	\$1 025 729	14.5%	26 671	\$38
HOME IMPROVEMENT & SUPPLY	\$991 967	1.8%	2 213	\$448
TRAVEL SERVICES	\$543 472	-24.6%	1 822	\$298

# Focus on Accommodation

## QUARTERLY TRENDS

PERIOD	Spend Amount (US \$)	% of Total Spend	Cardholder Count	Spend per Cardholder
Q3-2023 	\$28 894 682	 18%	32 244 	\$896 
Q4-2023 	\$35 009 755	 23%	37 044 	\$945 
Q1-2024 	\$ 43 973 404	 25%	43 764 	\$ 1 005 
Q2-2024 	\$ 35 233 357	 26%	39 323 	\$896 
Q3-2024 	\$ 33 994 613	 26%	36 970 	\$920 
Q4-2024 	\$ 34 623 187	 22%	35 348 	\$ 979 
Q1-2025 	\$ 49 614 276	 25%	45 598 	\$ 1 088 

In Q1 2025, the Lodging sector saw an increased in both total spending and cardholder count compared to the previous quarter.

Year-over-year, **total spending increased from \$35 million in Q4 2023 to \$50 million**, while **the number of cardholders rose from 35 348 to 45 598**.

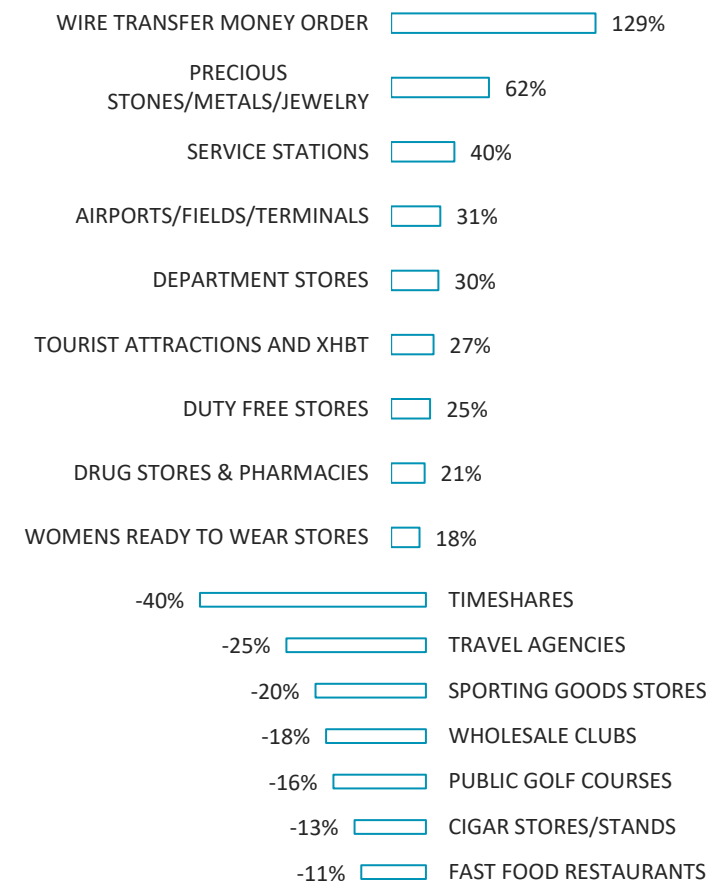
# Focus on Sub-Categories

SPECIFIC MERCHANT CATEGORIES - ZOOM AMONG KEY CATEGORIES SELECTED BY Aruba



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

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







# MASHA DANKI

## Thank You

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

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Or

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



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