



USA

2023

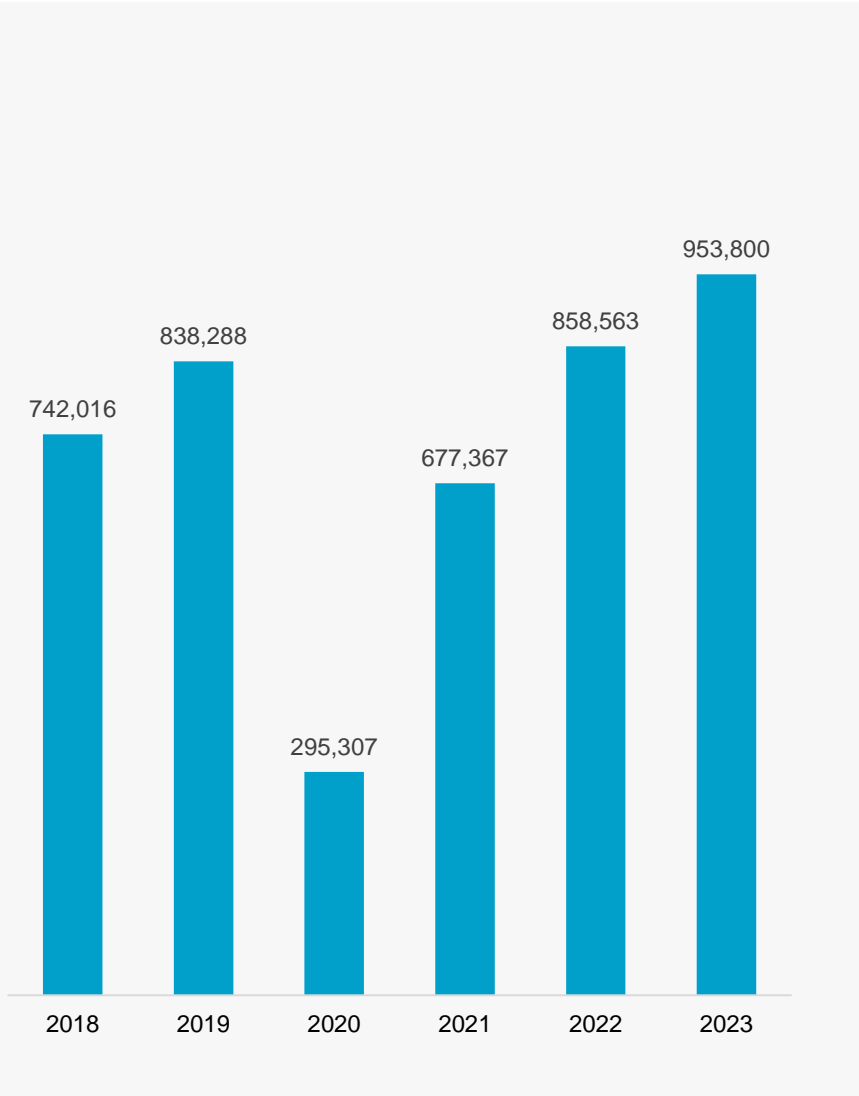
Aruba Tourism Authority

Strategy, Planning, and Research Unit

April, 2024

USA ARRIVALS GROWTH 2023

USA
76%
MARKETSHARE

ARRIVALS GROWTH 2023 (%)

Northeast	5.2%
Mid- Atlantic	11.1%
Mid-West	24.4%
South East	15.3%
West	18.3%



ARRIVALS GROWTH 2023 (%)

953,800

+14% **+11%**

(COMPARED TO 2019) (COMPARED TO 2022)



VISA CREDIT CARD Q1 – Q4

AVERAGE SPENDING

	Q1	Q2	Q3	Q4
Total	\$667	\$625	\$667	\$651
USA	\$667	\$636	\$673	\$671



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ARRIVALS GROWTH 2023 (%)

953,800

+14% +11%

(COMPARED TO 2019) (COMPARED TO 2022)



NIGHTS

7,266,597

+29% +25%

(COMPARED TO 2019) (COMPARED TO 2022)

USA Arrivals

Arrivals	2019	2022	2023
Jan	65,434	45,556	74,420
Feb	68,922	63,114	74,846
Mar	83,586	78,358	87,086
Apr	72,681	83,033	87,365
May	67,227	71,659	76,063
Jun	77,493	82,070	80,892
Jul	79,725	86,835	87,374
Aug	70,990	78,307	80,845
Sep	52,401	56,976	65,921
Oct	58,432	61,156	69,139
Nov	66,767	68,314	77,534
Dec	74,630	83,185	92,315
Total	838,288	858,563	953,800

USA Nights

Nights	2019	2022	2023
Jan	501,239	393,022	669,110
Feb	497,118	456,019	600,205
Mar	550,435	509,769	640,182
Apr	464,298	533,060	623,690
May	421,315	453,666	538,032
Jun	498,049	522,712	581,815
Jul	530,555	574,868	642,997
Aug	455,065	500,341	581,820
Sep	332,779	371,801	513,898
Oct	389,071	429,885	558,826
Nov	447,550	459,742	600,492
Dec	532,708	591,783	715,530
Total	5,620,182	5,796,668	7,266,597

ALOS USA

ALOS	2019	2022	2023
Jan	7.7	8.6	9.0
Feb	7.2	7.2	8.0
Mar	6.6	6.5	7.4
Apr	6.4	6.4	7.1
May	6.3	6.3	7.1
Jun	6.4	6.4	7.2
Jul	6.7	6.6	7.4
Aug	6.4	6.4	7.2
Sep	6.4	6.5	7.8
Oct	6.7	7.0	8.1
Nov	6.7	6.7	7.7
Dec	7.1	7.1	7.8
Average ALOS	6.7	6.8	7.6

USA VISITORS BY SEASON 2023

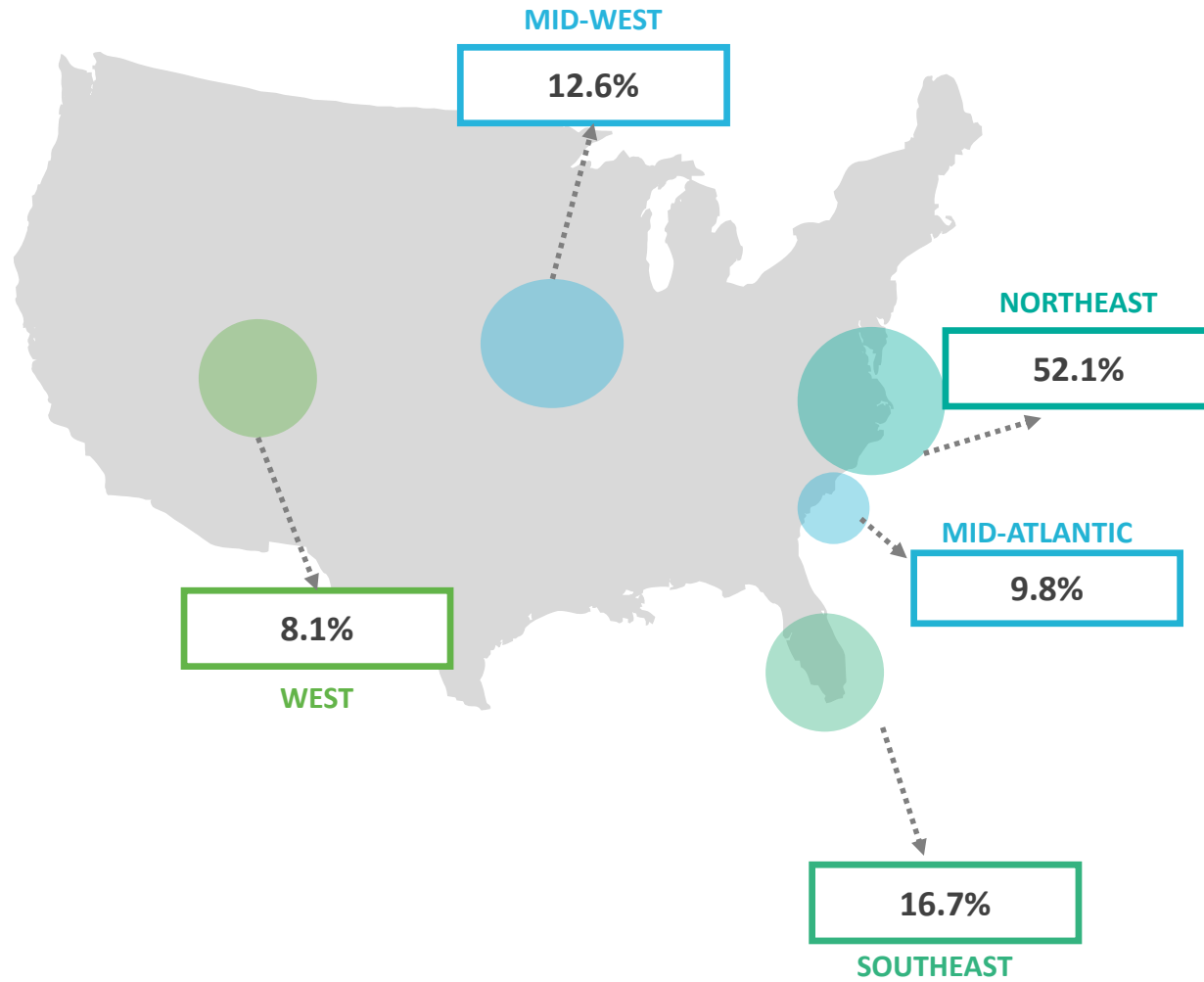
	2019	2022	2023	Change 2023 vs. 2022
Jan	65,434	45,556	74,420	63.4%
Feb	68,922	63,114	74,846	18.6%
Mar	83,586	78,358	87,086	11.1%
Apr	72,681	83,033	87,365	5.2%
Total Winter	323,717	270,061	323,717	19.9%
May	67,227	71,659	76,063	6.1%
Jun	77,493	82,070	80,892	-1.4%
Jul	79,725	86,835	87,374	0.6%
Aug	70,990	78,307	80,845	3.2%
Total Summer	325,174	318,871	325,174	2.0%
Sep	52,401	56,976	65,921	15.7%
Oct	58,432	61,156	69,139	13.1%
Nov	66,767	68,314	77,534	13.5%
Dec	74,630	83,185	92,315	11.0%
Total Fall	304,909	269,631	304,909	13.1%

USA VISITORS FIRST TIMERS AND REPEATERS

	2019	Share	2022	Share	2023	Share	Change 2023 vs. 2022
1 visit	333,965	53.6%	455,660	73.1%	481,743	77.2%	5.7%
2-5- visit	169,603	27.2%	249,965	40.1%	285,101	45.7%	14.1%
6 + visit	120,066	19.3%	150,487	24.1%	167,348	26.8%	11.2%
Repeaters	289,669	46.4%	400,452	64.2%	452,449	72.6%	13.0%
Total	623,634		858,563		953,800		11.1%

Note: Not specified not included

2023 US Regions



U.S. Visitor by Region

Region	2019	Share	2022	Share	2023	Share	Change 2023 vs. 2022
North-East	418,186	49.9%	472,579	55.0%	497,099	52.1%	5.2%
Mid-Atlantic	81,267	9.7%	84,101	9.8%	93,454	9.8%	11.1%
Mid-West	108,206	12.9%	96,493	11.2%	120,073	12.6%	24.4%
South-East	130,945	15.6%	138,049	16.1%	159,193	16.7%	15.3%
West	69,163	8.3%	65,531	7.6%	77,530	8.1%	18.3%
Unidentified	30,521	3.6%	1,810	0.2%	6,451	0.7%	256.4%
Total	838,288	100.0%	858,563	100%	953,800	100.0%	11.1%

U.S. Visitor by State

	2019	2021	2022	2023	Change 2023 vs. 2022
New York	166,433	151,552	186,326	186,974	0.3%
Massachusetts	95,387	83,475	105,280	119,774	13.8%
New Jersey	98,981	92,493	116,127	115,556	-0.5%
Pennsylvania	48,463	37,102	49,742	55,936	12.5%
Illinois	23,254	17,011	21,947	26,166	19.2%
Connecticut	27,773	24,887	31,993	34,821	8.8%
Florida	48,974	37,609	47,614	52,165	9.6%
Ohio	23,855	16,175	21,171	26,925	27.2%
Maryland	26,937	22,722	27,121	29,611	9.2%
Michigan	16,230	12,012	16,220	18,520	14.2%
Virginia	19,922	16,429	20,996	26,544	26.4%
Georgia	20,676	19,209	23,173	23,298	0.5%
North Carolina	19,368	17,518	22,322	27,654	23.9%
Texas	24,767	19,931	24,368	28,967	18.9%
California	18,043	13,670	15,939	18,154	13.9%
Other	159,225	95,572	128,224	162,735	26.9%
Total	838,288	677,367	858,563	953,800	11.1%

U.S. Age Group

	All Visitors							US Visitors							% Share of total		
	2023	Share	2022	Share	2019	Share	Change 2023 vs. 2022	2023	Share	2022	Share	2019	Share	Change 2023 vs. 2022	2023	2022	2019
< 11 yrs	84,474	6.7%	76,122	6.9%	77,493	6.9%	11.0%	62,367	6.5%	58,940	6.9%	56,074	6.7%	5.8%	4.9%	5.4%	5.0%
12-19	85,415	6.8%	79,085	7.2%	76,738	6.9%	8.0%	67,526	7.1%	64,916	7.6%	61,047	7.3%	4.0%	5.4%	5.9%	5.5%
20 - 29	151,542	12.0%	145,842	13.2%	140,067	12.5%	3.9%	109,166	11.4%	109,522	12.8%	99,607	11.9%	-0.3%	8.7%	9.9%	8.9%
30 - 39	199,717	15.8%	185,005	16.8%	175,962	15.7%	8.0%	136,808	14.3%	134,213	15.6%	120,381	14.4%	1.9%	10.9%	12.2%	10.8%
40 - 49	207,351	16.5%	181,882	16.5%	188,459	16.8%	14.0%	155,413	16.3%	141,907	16.5%	140,201	16.7%	9.5%	12.3%	12.9%	12.5%
50 - 59	240,977	19.1%	207,737	18.9%	221,636	19.8%	16.0%	188,648	19.8%	165,058	19.2%	169,774	20.3%	14.3%	15.0%	15.0%	15.2%
60 - 69	190,806	15.1%	150,529	13.7%	159,468	14.3%	26.8%	152,218	16.0%	122,135	14.2%	127,097	15.2%	24.6%	12.1%	11.1%	11.4%
70 yrs >	100,051	7.9%	74,751	6.8%	78,942	7.1%	33.8%	81,595	8.6%	61,840	7.2%	64,022	7.6%	31.9%	6.5%	5.6%	5.7%
Total	1,260,333	100.0%	1,100,953	100.0%	1,118,765	100.0%	14.5%	953,741	100.0%	858,531	100.0%	838,203	100.0%	11.1%	75.7%	78.0%	74.9%

U.S. Purpose of visit

	All Visitors							US Visitors							% Share of total		
	2023	Share	2022	Share	2019	Share	Change 2023 vs. 2022	2023	Share	2022	Share	2019	Share	Change 2023 vs. 2022	2023	2022	2019
San Sand Sea	1,034,948	88.7%	922,315	88.3%	718,485	82.7%	12.2%	798,093	89.5%	734,090	89.4%	547,948	83.4%	8.7%	77.1%	79.6%	76.3%
Business	22,935	2.0%	18,408	1.8%	21,493	2.5%	24.6%	10,327	1.2%	7,999	1.0%	11,350	1.7%	29.1%	45.0%	43.5%	52.8%
Conference	7,971	0.7%	5,851	0.6%	5,750	0.7%	36.2%	6,000	0.7%	4,208	0.5%	4,165	0.6%	42.6%	75.3%	71.9%	72.4%
Honeymoon	38,611	3.3%	42,304	4.1%	30,220	3.5%	-8.7%	29,201	3.3%	31,060	3.8%	21,988	3.3%	-6.0%	75.6%	73.4%	72.8%
Diving	4,331	0.4%	3,799	0.4%	6,531	0.8%	14.0%	2,931	0.3%	2,667	0.3%	4,610	0.7%	9.9%	67.7%	70.2%	70.6%
Incentive	11,176	1.0%	10,919	1.0%	8,416	1.0%	2.4%	9,231	1.0%	9,106	1.1%	7,161	1.1%	1.4%	82.6%	83.4%	85.1%
Meeting	8,592	0.7%	6,114	0.6%	12,321	1.4%	40.5%	3,725	0.4%	2,561	0.3%	6,596	1.0%	45.5%	43.4%	41.9%	53.5%
Shopping	8,419	0.7%	6,284	0.6%	45,579	5.2%	34.0%	5,520	0.6%	4,216	0.5%	36,774	5.6%	30.9%	65.6%	67.1%	80.7%
Wedding	29,727	2.5%	27,957	2.7%	20,047	2.3%	6.3%	26,662	3.0%	24,807	3.0%	16,409	2.5%	7.5%	89.7%	88.7%	81.9%
Total	1,166,710	100.0%	1,043,951	100.0%	868,842	100.0%	11.8%	891,690	100.0%	820,714	100.0%	657,001	100.0%	8.6%	76.4%	78.6%	75.6%

Note: Not specified not included

U.S. Carriers

	2023	Share	2022	Share	2019	Share	Change 2023 vs. 2022
Jetblue	295,396	31.0%	320,241	37.3%	250,666	29.9%	-7.8%
American Airlines	259,996	27.3%	213,754	24.9%	187,218	22.3%	21.6%
United Airlines	156,295	16.4%	139,244	16.2%	148,610	17.7%	12.2%
Delta Airline	139,832	14.7%	117,124	13.6%	133,927	16.0%	19.4%
Southwest Airlines	57,926	6.1%	48,636	5.7%	76,729	9.2%	19.1%
Spirit Airlines	20,880	2.2%	7,442	0.9%	10,177	1.2%	180.6%
Copa Airline	4,691	0.5%	2,631	0.3%	4,027	0.5%	78.3%
Sun Country	2,745	0.3%	2,562	0.3%	3,080	0.4%	7.1%
Divi Divi Air	2,725	0.3%	1,603	0.2%	417	0.0%	70.0%
Avianca	1,647	0.2%	1,039	0.1%	1,657	0.2%	58.5%
Other	11,667	1.2%	4,287	0.5%	21,780	2.6%	172.1%
Total	953,800	100.0%	858,563	100.0%	838,288	100.0%	11.1%

U.S. Booking

	2023	Share	2022	Share	2019	Share	Change 2023 vs. 2022
Airline\ Hotel	364,867	38.3%	333,531	38.8%	189,665	22.6%	9.4%
Not Specified	19,636	2.1%	2,499	0.3%	234,533	28.0%	685.8%
Other\ Website	432,345	45.3%	399,352	46.5%	301,010	35.9%	8.3%
Travel Agent	136,952	14.4%	123,181	14.3%	102,675	12.2%	11.2%
(blank)	0	0.0%	0	0.0%	10,405	1.2%	—
Total	953,800	100.0%	858,563	100.0%	838,288	100.0%	11.1%

U.S. Source of Information

	2023	Share	2022	Share	2019	Share	Change 2023 vs. 2022
Article	4,443	0.5%	3,072	0.4%	2,532	0.3%	44.6%
Cruise	5,551	0.6%	2,946	0.3%	6,741	0.8%	88.4%
Direct Mail	1,464	0.2%	1,031	0.1%	1,587	0.2%	42.0%
Family and Friends	587,923	61.6%	551,985	64.3%	329,736	39.3%	6.5%
Internet	102,218	10.7%	88,956	10.4%	87,707	10.5%	14.9%
Media Ad	9,679	1.0%	7,158	0.8%	13,585	1.6%	35.2%
Not Specified	19,639	2.1%	2,507	0.3%	229,191	27.3%	683.4%
Other	166,638	17.5%	147,796	17.2%	104,650	12.5%	12.7%
Travel Agent	38,856	4.1%	33,283	3.9%	37,467	4.5%	16.7%
WWW.ARUBA.COM	17,389	1.8%	19,829	2.3%	14,687	1.8%	-12.3%
(blank)	0	0.0%	0	0.0%	10,405	1.2%	—
Total	953,800	100.0%	858,563	100.0%	838,288	100.0%	11.1%

USA Accommodation by Visitor



ACCOMMODATION TYPE

HOTELS

1.9%

(COMPARED
TO 2019)

MARKET
% 48.4%

TIMESHARE

+15.2%

(COMPARED
TO 2019)

MARKET
% 31.9%

OTHERS
'SHORT-TERM
VACATION RENTALS'

+54.8%

(COMPARED
TO 2019)

MARKET
% 19.7%

	All visitors			USA Arrivals			Share of USA			Northeast Arrivals		
	2023	2022	2019	2023	2022	2019	2023	2022	2019	2023	2022	2019
Total hotels	559,095	502,100	574,580	461,680	409,941	452,861	48.4%	47.7%	54.0%	244,572	230,429	229,874
Marriott Resort	38,716	37,239	79,914	36,740	35,211	74,136	3.9%	4.1%	8.8%	18,371	18,541	38,958
Barcelo AUA	39,676	38,710	40,082	35,602	35,518	33,449	3.7%	4.1%	4.0%	21,601	22,221	18,248
Embassy Suites by Hilton	11,645	0	0	9,269	0	0	1.0%	0.0%	0.0%	4,160	0	0
Hilton	47,030	43,990	42,039	42,639	41,068	38,059	4.5%	4.8%	4.5%	22,794	22,225	19,327
Holiday Inn	55,652	49,035	66,558	47,585	41,521	51,729	5.0%	4.8%	6.2%	31,620	28,264	29,601
Hyatt Place	8,053	6,078	299	3,934	2,515	137	0.4%	0.3%	0.0%	1,289	931	25
Hyatt Regency	47,100	43,745	45,617	43,875	40,412	41,322	4.6%	4.7%	4.9%	29,116	27,105	24,568
Renaissance Aruba	46,156	41,185	56,463	39,390	34,558	44,462	4.1%	4.0%	5.3%	14,486	14,192	16,373
Ritz Carlton	37,898	31,180	38,244	35,142	28,864	35,422	3.7%	3.4%	4.2%	15,901	14,154	15,688
RIU Antillas	41,935	40,538	33,526	32,536	30,129	23,799	3.4%	3.5%	2.8%	12,354	13,518	10,050
RIU Palace	78,820	68,359	75,180	49,171	42,777	43,051	5.2%	5.0%	5.1%	24,576	23,783	22,621
Amsterdam Manor	7,076	4,817	7,688	4,829	3,229	5,359	0.5%	0.4%	0.6%	2,387	1,742	2,379
Brickell Bay	4,086	6,166	6,512	1,621	2,167	3,024	0.2%	0.3%	0.4%	836	1,249	1,357
Bucuti Tara Beach	9,985	9,592	9,652	8,487	7,860	7,394	0.9%	0.9%	0.9%	4,402	4,245	3,574
Victoria City Hotel	645	142	544	156	50	45	0.0%	0.0%	0.0%	42	23	8
Courtyard by Marriott	10,559	11,433	322	7,016	7,708	278	0.7%	0.9%	0.0%	3,110	3,785	96
Divi Aruba Beach	35,484	33,423	25,948	33,001	29,787	21,249	3.5%	3.5%	2.5%	20,615	19,095	12,406
Dorado Eagle Beach	816	679	501	350	320	206	0.0%	0.0%	0.0%	148	161	87
Manchebo	6,883	6,546	6,578	5,530	4,930	4,755	0.6%	0.6%	0.6%	2,702	2,512	2,154
Talk of the Town	4,063	4,043	5,340	1,229	1,466	1,896	0.1%	0.2%	0.2%	488	663	574
Tamarijn Aruba	23,487	21,833	23,572	21,539	17,483	17,306	2.3%	2.0%	2.1%	12,596	10,589	9,495
The Mill	1,951	2,149	6,354	1,068	1,497	3,223	0.1%	0.2%	0.4%	502	968	1,343
Tierra Del Sol	1,379	1,218	3,647	971	871	2,558	0.1%	0.1%	0.3%	476	463	942
Timeshare	339,069	323,846	300,109	304,466	293,104	264,240	31.9%	34.1%	31.5%	175,624	173,440	144,308
Apartments/Guest House	160,277	97,228	61,463	98,255	57,354	33,740	10.3%	6.7%	4.0%	41,667	26,256	13,294
Private Home	197,141	173,235	182,517	86,490	95,418	87,389	9.1%	11.1%	10.4%	34,083	41,164	30,695
Total Other	362,238	275,051	244,255	187,564	155,518	121,187	19.7%	18.1%	14.5%	76,903	68,710	44,004
Total	1,260,402	1,100,997	1,118,944	953,800	858,563	838,288	100%	100%	100%	497,099	472,579	418,186

	Mid-Atlantic			Midwest			Southeast			West		
	2023	2022	2019	2023	2022	2019	2023	2022	2019	2023	2022	2019
Total hotels	45,842	39,197	44,762	56,207	44,266	59,045	75,896	64,723	69,221	36,394	30,692	38,432
Marriott Resort	3,586	3,267	7,344	4,865	4,421	9,270	6,587	6,318	11,205	3,041	2,555	6,177
Barcelo AUA	3,252	3,225	3,420	3,937	3,458	4,736	4,382	4,379	3,901	2,241	2,176	2,468
Embassy Suites by Hilton	871	0	0	904	0	0	2,211	0	0	1,048	0	0
Hilton	3,459	3,514	3,219	4,975	4,435	4,886	7,274	6,729	5,574	3,912	4,126	3,563
Holiday Inn	3,380	3,103	4,281	4,644	3,582	6,006	5,158	4,413	6,671	2,512	2,072	3,634
Hyatt Place	243	135	5	356	193	15	1,265	808	64	739	435	23
Hyatt Regency	3,127	2,751	2,922	3,649	2,848	4,290	5,246	5,480	5,558	2,504	2,147	2,917
Renaissance Aruba	4,717	3,862	4,437	5,047	3,816	5,692	10,220	8,756	11,319	4,703	3,855	5,774
Ritz Carlton	3,010	2,555	3,693	4,315	2,867	4,273	7,409	5,553	6,806	4,281	3,721	4,386
RIU Antillas / Westin	4,850	3,984	3,318	6,638	5,120	4,929	5,948	5,346	3,424	2,580	2,096	1,703
RIU Palace	5,835	4,538	5,020	7,032	5,317	6,332	8,086	6,475	5,283	3,362	2,580	2,783
Amsterdam Manor	487	338	566	691	434	642	743	414	719	480	297	485
Brickell Bay	121	174	242	153	216	339	334	358	651	153	166	334
Bucuti Tara Beach	1,001	938	808	1,131	971	1,162	1,339	1,108	993	571	589	708
Victoria City Hotel	18	16	4	10	17	10	48	89	38	37	27	17
Courtyard by Marriott	707	774	21	715	636	40	1,661	1,768	69	756	726	49
Divi Aruba Beach	3,306	3,017	2,212	3,425	2,910	2,298	3,892	3,269	2,367	1,574	1,469	1,177
Dorado Eagle Beach	37	42	18	27	27	24	84	35	34	46	55	35
Manchebo	687	517	512	719	616	704	897	877	692	503	398	423
Talk of the Town	78	133	121	106	106	175	376	380	704	159	164	240
Tamarijn Aruba	2,880	2,126	2,181	2,574	2,068	2,393	2,341	1,817	1,684	1,021	853	895
The Mill	119	117	194	151	127	381	194	181	856	96	102	367
Tierra Del Sol	71	71	224	143	81	448	201	170	609	75	83	274
Timeshare	28,118	27,390	24,951	35,785	32,161	30,934	44,734	42,206	36,401	18,332	17,520	16,064
Apartments/Guest House	10,405	6,063	2,907	14,335	4,689	4,524	20,119	7,831	5,557	11,353	4,480	2,958
Private Home	8,730	11,165	8,424	13,254	1,741	13,703	17,883	2,574	19,766	11,119	1,429	11,708
Total Other	19,494	17,514	11,554	28,081	20,066	18,227	38,563	31,120	25,323	22,804	17,319	14,667
Total	93,454	84,101	81,267	120,073	96,493	108,206	159,193	138,049	130,945	77,530	65,531	69,163



Northeast



ARRIVALS GROWTH 2023 (%)

497,099

18.9%

(COMPARED TO 2019)

5.2%

(COMPARED TO 2022)



NIGHTS

3,844,734

34.0%

(COMPARED TO 2019)

19.1%

(COMPARED TO 2022)



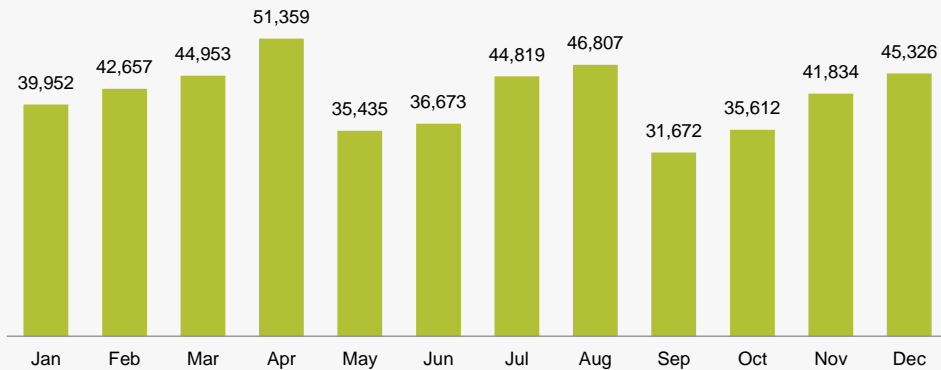
MONTHLY AVERAGE

41,425

2023

34,849

2019



MARKET OVERVIEW

MARKET SHARE OF TOTAL VISITATION

- 39% in 2023

MARKET SHARE OF USA VISITATION

- 52% in 2023

PLACE OF STAY

- 49.2% Hotels
- 15.5% Others (Vacation Rental)
- 35.3% Timeshare

AVERAGE LENGTH OF STAY

- 7.7 nights

FIRST TIMERS AND REPEATERS

- 50.5% of all USA visitors are first-timers, while 47.4% are repeaters.
- The Northeast region tends to skew lower in first-timers (43%) compared to repeaters (55%).

SEASONALITY

- Peak months: April, August and December, with lower arrivals in September.

AGE GROUP

- USA's most significant share in the age group is between 50-59 (19.8%), and the Northeast largest age group is between 50-59 years (18.9%)

North- East Region

Arrivals

Arrivals	2019	2022	2023
Jan	34,266	25,475	39,952
Feb	39,676	40,167	42,657
Mar	40,127	42,869	44,953
Apr	42,024	51,041	51,359
May	30,386	36,240	35,435
Jun	30,513	38,467	36,673
Jul	38,081	47,223	44,819
Aug	39,198	47,826	46,807
Sep	24,934	29,756	31,672
Oct	28,348	34,108	35,612
Nov	34,152	37,222	41,834
Dec	36,481	42,185	45,326
Total	418,186	472,579	497,099

Nights

Nights	2019	2022	2023
Jan	271,807	222,661	366,659
Feb	294,639	292,694	350,271
Mar	271,963	281,072	340,335
Apr	275,343	335,166	366,514
May	194,323	230,771	247,068
Jun	194,263	241,106	256,364
Jul	260,676	318,819	328,667
Aug	257,019	311,536	340,989
Sep	159,178	195,778	252,287
Oct	195,885	245,424	307,896
Nov	231,228	253,724	329,217
Dec	262,431	300,083	358,467
Total	2,868,755	3,228,834	3,844,734

ALOS

ALOS	2019	2022	2023
Jan	7.9	8.7	9.2
Feb	7.4	7.3	8.2
Mar	6.8	6.6	7.6
Apr	6.6	6.6	7.1
May	6.4	6.4	7.0
Jun	6.4	6.3	7.0
Jul	6.8	6.8	7.3
Aug	6.6	6.5	7.3
Sep	6.4	6.6	8.0
Oct	6.9	7.2	8.6
Nov	6.8	6.8	7.9
Dec	7.2	7.1	7.9
Average ALOS	6.9	6.8	7.7

Northeast by Season

		2023	2022	Change 2023 vs. 2022
Winter	Jan	39,952	25,475	56.8%
	Feb	42,657	40,167	6.2%
	Mar	44,953	42,869	4.9%
	Apr	51,359	51,041	0.6%
	Total	178,921	159,552	12.1%
Summer	May	35,435	36,240	-2.2%
	Jun	36,673	38,467	-4.7%
	Jul	44,819	47,223	-5.1%
	Aug	46,807	47,826	-2.1%
	Total	163,734	169,756	-3.5%
Fall	Sept	31,672	29,756	6.4%
	Oct	35,612	34,108	4.4%
	Nov	41,834	37,222	12.4%
	Dec	45,326	42,185	7.4%
	Total	154,444	143,271	7.8%

Northeast by State

	2019	2020	2022	2023	Change 2023 vs. 2022
Connecticut	27,777	9,243	31,993	34,810	8.8%
Maine	5,211	1,872	5,280	6,840	29.5%
Massachusetts	95,400	34,677	105,280	119,774	13.8%
New Hampshire	13,503	5,135	15,040	18,424	22.5%
New Jersey	98,990	34,710	116,127	115,524	-0.5%
New York	166,461	66,350	186,326	186,914	0.3%
Rhode Island	8,741	3,073	10,295	11,824	14.9%
Vermont	2,160	842	2,271	2,973	30.9%
Total	418,243	155,902	472,612	497,083	5.2%

Northeast by Frequency

	Total visits				% of Total USA		
	2023	2022	2019	Change 2023 vs. 2022	2023	2022	2019
1 visit	215,519	221,816	142,269	-2.8%	43.4%	46.9%	34.0%
2-5 visits	169,435	154,856	94,633	9.4%	34.1%	32.8%	22.6%
6+ visits	104,827	95,463	72,491	9.8%	21.1%	20.2%	17.3%
Repeaters	274,262	250,319	167,124	9.6%	55.2%	53.0%	40.0%
Total	497,099	472,579	418,186	5.2%	100.0%	100.0%	100.0%

Northeast Age Group

	US Visitors							Visitors from NorthEast USA						% Share of total			
	2023	Share	2022	Share	2019	Share	Change 2023 vs.2022	2023	Share	2022	Share	2019	Share	Change 2023 vs.2022	2023	2022	2019
0 - 11 yrs	62,367	6.5%	58,940	6.9%	56,074	6.7%	5.8%	38,992	7.8%	38,024	8.0%	32,597	7.8%	2.5%	62.5%	64.5%	58.1%
12 - 19 yrs	67,526	7.1%	64,916	7.6%	61,047	7.3%	4.0%	39,725	8.0%	39,495	8.4%	32,820	7.8%	0.6%	58.8%	60.8%	53.8%
20 - 29 yrs	109,166	11.4%	109,522	12.8%	99,607	11.9%	-0.3%	59,077	11.9%	62,225	13.2%	50,713	12.1%	-5.1%	54.1%	56.8%	50.9%
30 - 39 yrs	136,808	14.3%	134,213	15.6%	120,381	14.4%	1.9%	69,246	13.9%	72,048	15.2%	56,187	13.4%	-3.9%	50.6%	53.7%	46.7%
40 - 49 yrs	155,413	16.3%	141,907	16.5%	140,201	16.7%	9.5%	74,070	14.9%	72,082	15.3%	63,715	15.2%	2.8%	47.7%	50.8%	45.4%
50 - 59 yrs	188,648	19.8%	165,058	19.2%	169,774	20.3%	14.3%	94,114	18.9%	86,895	18.4%	83,108	19.9%	8.3%	49.9%	52.6%	49.0%
60 - 69 yrs	152,218	16.0%	122,135	14.2%	127,097	15.2%	24.6%	78,838	15.9%	67,040	14.2%	64,352	15.4%	17.6%	51.8%	54.9%	50.6%
70 yrs or more	81,595	8.6%	61,840	7.2%	64,022	7.6%	31.9%	43,010	8.7%	34,755	7.4%	34,655	8.3%	23.8%	52.7%	56.2%	54.1%
Not Stated	59	0.0%	32	0.0%	85	0.0%	84.4%	27	0.0%	15	0.0%	39	0.0%	80.0%	45.8%	46.9%	45.9%
Total	953,800	100.0%	858,563	100.0%	838,288	100.0%	11.1%	497,099	100.0%	472,579	100.0%	418,186	100.0%	5.2%	52.1%	55.0%	49.9%

Northeast Carriers

	Total	American	Delta	JetBlue	South West	Spirit	United	Other
Jan	39,952	4,280	9,679	19,195	387	72	5,860	479
Feb	42,657	5,497	9,190	20,694	692	217	5,813	554
Mar	44,953	4,034	9,156	24,231	663	129	6,180	560
Apr	51,359	5,376	8,630	25,961	1,095	177	9,118	1,002
May	35,435	3,140	4,830	18,803	530	83	7,616	433
Jun	36,673	2,885	4,254	21,689	201	84	7,335	225
Jul	44,819	4,077	4,983	26,141	296	90	8,923	309
Aug	46,807	4,878	5,163	26,209	306	211	9,724	316
Sep	31,672	1,792	3,046	19,686	208	91	6,657	192
Oct	35,612	2,528	3,573	21,418	510	271	7,081	231
Nov	41,834	3,553	4,940	24,561	425	354	7,682	319
Dec	45,326	3,510	6,961	26,082	292	319	7,731	431
Total	497,099	45,550	74,405	274,670	5,605	2,098	89,720	5,051

	Share	American	Delta	JetBlue	South West	Spirit	United	Other
Jan	10.7%	24.2%	48.0%	1.0%	0.2%	14.7%	1.2%	
Feb	12.9%	21.5%	48.5%	1.6%	0.5%	13.6%	1.3%	
Mar	9.0%	20.4%	53.9%	1.5%	0.3%	13.7%	1.2%	
Apr	10.5%	16.8%	50.5%	2.1%	0.3%	17.8%	2.0%	
May	8.9%	13.6%	53.1%	1.5%	0.2%	21.5%	1.2%	
Jun	7.9%	11.6%	59.1%	0.5%	0.2%	20.0%	0.6%	
Jul	9.1%	11.1%	58.3%	0.7%	0.2%	19.9%	0.7%	
Aug	10.4%	11.0%	56.0%	0.7%	0.5%	20.8%	0.7%	
Sep	5.7%	9.6%	62.2%	0.7%	0.3%	21.0%	0.6%	
Oct	7.1%	10.0%	60.1%	1.4%	0.8%	19.9%	0.6%	
Nov	8.5%	11.8%	58.7%	1.0%	0.8%	18.4%	0.8%	
Dec	7.7%	15.4%	57.5%	0.6%	0.7%	17.1%	1.0%	
Total	9.2%	15.0%	55.3%	1.1%	0.4%	18.0%	1.0%	

Northeast by Booking

	2023	Share	2022	Share	2019	Share	Change 2023 vs 2022
Airline\ Hotel	205,149	41.3%	195,445	41.4%	96,895	23.2%	5.0%
Not Specified	7,329	1.5%	450	0.1%	117,466	28.1%	1528.7%
Other\ Website	226,165	45.5%	220,250	46.6%	152,467	36.5%	2.7%
Travel Agent	58,456	11.8%	56,434	11.9%	45,952	11.0%	3.6%
(blank)	0	0.0%	0	0.0%	5,406	1.3%	—
Total	497,099	100.0%	472,579	100.0%	418,186	100.0%	5.2%

Northeast by Source

	2023	Share	2022	Share	2019	Share	Change 2023 vs 2022
Article	2,273	0.5%	1,502	0.3%	882	0.2%	51.3%
Cruise	1,294	0.3%	871	0.2%	2,847	0.7%	48.6%
Direct Mail	879	0.2%	608	0.1%	764	0.2%	44.6%
Family and Friends	335,026	67.4%	326,798	69.2%	177,351	42.4%	2.5%
Internet	44,897	9.0%	41,840	8.9%	36,332	8.7%	7.3%
Media Ad	5,213	1.0%	3,880	0.8%	6,726	1.6%	34.4%
Not Specified	7,332	1.5%	453	0.1%	118,367	28.3%	1518.5%
Other	76,797	15.4%	73,208	15.5%	47,030	11.2%	4.9%
Travel Agent	14,655	2.9%	13,337	2.8%	15,779	3.8%	9.9%
WWW.ARUBA.COM	8,733	1.8%	10,082	2.1%	6,702	1.6%	-13.4%
(blank)	0	0.0%	0	0.0%	5,406	1.3%	—
Total	497,099	100.0%	472,579	100.0%	418,186	100.0%	5.2%

Mid-Atlantic



ARRIVALS GROWTH 2023 (%)

93,454

15%

(COMPARED TO 2019)

11.1%

(COMPARED TO 2022)



NIGHTS

713,140

32.2%

(COMPARED TO 2019)

27.2%

(COMPARED TO 2022)



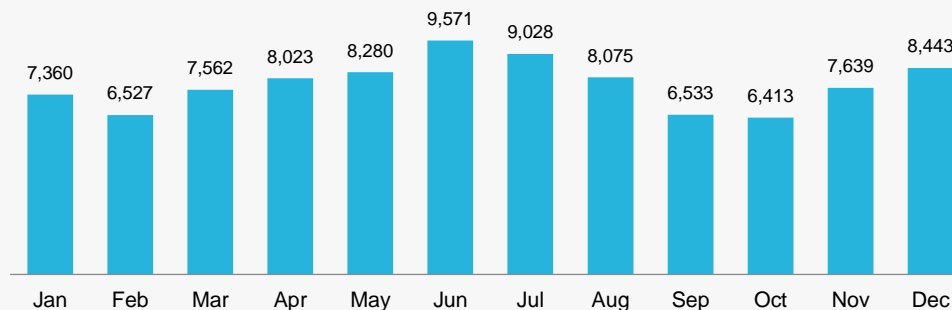
MONTHLY AVERAGE

7,788

2023

6,772

2019



MARKET OVERVIEW

MARKET SHARE OF TOTAL VISITATION

- 7.4% in 2023

MARKET SHARE OF USA VISITATION

- 9.8% in 2023

PLACE OF STAY

- 49% Hotels
- 30% Timeshare
- 21% Others (Vacation Rental)

AVERAGE LENGTH OF STAY

- 7.6 nights

FIRST TIMERS AND REPEATERS

- 50.5% of all USA visitors are first-timers, while 47.4% are repeaters.
- The Mid-Atlantic region scores in line with the USA visitors, first-timers (54%) compared to repeaters (44%).

SEASONALITY

- Peak months: June, July and December, with lower arrivals in October.

AGE GROUP

- USA's most significant share in the age group is between 50-59 (19.8%), and the Mid-Atlantic largest age group is between 50-59 years (20.5%)

Mid-Atlantic Region

Mid- Atlantic Arrivals

Arrivals	2019	2022	2023
Jan	6,030	4,101	7,360
Feb	5,771	5,154	6,527
Mar	7,020	6,886	7,562
Apr	5,978	7,908	8,023
May	6,921	8,528	8,280
Jun	9,236	9,547	9,571
Jul	8,924	8,562	9,028
Aug	6,939	7,497	8,075
Sep	5,166	5,143	6,533
Oct	5,374	5,636	6,413
Nov	6,782	6,844	7,639
Dec	7,126	8,295	8,443
Total	81,267	84,101	93,454

Mid- Atlantic Nights

Nights	2019	2022	2023
Jan	46,982	34,497	60,458
Feb	40,784	35,910	52,022
Mar	44,411	43,729	56,909
Apr	36,732	48,609	59,158
May	43,507	52,659	63,018
Jun	60,033	61,715	71,094
Jul	58,068	57,270	65,333
Aug	44,373	48,059	60,101
Sep	33,683	34,355	49,615
Oct	35,702	39,387	51,838
Nov	44,979	46,670	57,987
Dec	50,364	57,757	65,607
Total	539,618	560,617	713,140

ALOS Mid- Atlantic

ALOS	2019	2022	2023
Jan	7.8	8.4	8.2
Feb	7.1	7.0	8.0
Mar	6.3	6.4	7.5
Apr	6.1	6.1	7.4
May	6.3	6.2	7.6
Jun	6.5	6.5	7.4
Jul	6.5	6.7	7.2
Aug	6.4	6.4	7.4
Sep	6.5	6.7	7.6
Oct	6.6	7.0	8.1
Nov	6.6	6.8	7.6
Dec	7.1	7.0	7.8
Average ALOS	6.6	6.7	7.6

Mid-Atlantic by Season

		2023	2022	Change 2023 vs. 2022
Winter	Jan	7,360	4,101	79.5%
	Feb	6,527	5,154	26.6%
	Mar	7,562	6,886	9.8%
	Apr	8,023	7,908	1.5%
	Total	29,472	24,049	22.5%
Summer	May	8,280	8,528	-2.9%
	Jun	9,571	9,547	0.3%
	Jul	9,028	8,562	5.4%
	Aug	8,075	7,497	7.7%
	Total	34,954	34,134	2.4%
Fall	Sept	6,533	5,143	27.0%
	Oct	6,413	5,636	13.8%
	Nov	7,639	6,844	11.6%
	Dec	8,443	8,295	1.8%
	Total	29,028	25,918	12.0%

Mid-Atlantic by State

	2019	2020	2022	2023	Change 2023 vs. 2022
Delaware	3,461	1,382	4,503	4,882	8.42%
Maryland	26,940	7,974	27,121	29,595	9.12%
Pennsylvania	48,467	16,090	49,742	55,920	12.42%
Washington DC	2,410	964	2,738	3,057	11.65%
Total	81,278	26,410	84,104	93,454	11.12%

Mid-Atlantic by Frequency

	Total visits				% of Total		
	2023	2022	2019	Change 2023 vs. 2022	2023	2022	2019
1 visit	50,313	47,461	33,872	6.0%	53.8%	56.4%	41.7%
2-5 visits	26,749	23,292	16,798	14.8%	28.6%	27.7%	20.7%
6+ visits	14,732	13,282	10,857	10.9%	15.8%	15.8%	13.4%
Repeaters	41,481	36,574	27,655	13.4%	44.4%	43.5%	34.0%
Total	93,454	84,101	81,267	11.1%	100.0%	100.0%	100.0%

Mid-Atlantic Age Group

	US Visitors							Visitors from Mid Atlantic USA							% Share of total		
	2023	Share	2022	Share	2019	Share	Change 2023 vs.2022	2023	Share	2022	Share	2019	Share	Change 2023 vs.2022	2023	2022	2019
0 - 11 yrs	62,367	6.5%	58,940	6.9%	56,074	6.7%	5.8%	5,307	5.7%	5,061	6.0%	4,565	5.6%	4.9%	8.5%	8.6%	8.1%
12 - 19 yrs	67,526	7.1%	64,916	7.6%	61,047	7.3%	4.0%	6,163	6.6%	6,179	7.3%	5,585	6.9%	-0.3%	9.1%	9.5%	9.1%
20 - 29 yrs	109,166	11.4%	109,522	12.8%	99,607	11.9%	-0.3%	9,790	10.5%	10,031	11.9%	9,065	11.2%	-2.4%	9.0%	9.2%	9.1%
30 - 39 yrs	136,808	14.3%	134,213	15.6%	120,381	14.4%	1.9%	12,780	13.7%	12,999	15.5%	10,998	13.5%	-1.7%	9.3%	9.7%	9.1%
40 - 49 yrs	155,413	16.3%	141,907	16.5%	140,201	16.7%	9.5%	15,502	16.6%	14,506	17.2%	13,475	16.6%	6.9%	10.0%	10.2%	9.6%
50 - 59 yrs	188,648	19.8%	165,058	19.2%	169,774	20.3%	14.3%	19,191	20.5%	16,672	19.8%	17,338	21.3%	15.1%	10.2%	10.1%	10.2%
60 - 69 yrs	152,218	16.0%	122,135	14.2%	127,097	15.2%	24.6%	16,133	17.3%	12,603	15.0%	13,733	16.9%	28.0%	10.6%	10.3%	10.8%
70 yrs or more	81,595	8.6%	61,840	7.2%	64,022	7.6%	31.9%	8,582	9.2%	6,044	7.2%	6,502	8.0%	42.0%	10.5%	9.8%	10.2%
Not Stated	59	0.0%	32	0.0%	85	0.0%	84.4%	6	0.0%	6	0.0%	6	0.0%	0.0%	10.2%	18.8%	7.1%
Total	953,800	100.0%	858,563	100.0%	838,288	100.0%	11.1%	93,454	100.0%	84,101	100.0%	81,267	100.0%	11.1%	9.8%	9.8%	9.7%

Mid-Atlantic Carriers

	Total	American	Delta	JetBlue	South West	Spirit	United	Other
Jan	7,360	3,941	344	209	1,206	86	1,485	89
Feb	6,527	3,668	265	177	1,178	103	1,028	108
Mar	7,562	4,198	355	356	1,134	92	1,237	190
Apr	8,023	3,862	331	336	1,668	106	1,604	116
May	8,280	3,555	598	432	1,520	122	1,927	126
Jun	9,571	4,318	617	836	1,413	142	2,162	83
Jul	9,028	4,452	366	478	1,677	142	1,820	93
Aug	8,075	4,440	405	408	1,443	166	1,112	101
Sep	6,533	2,463	497	550	1,393	172	1,406	52
Oct	6,413	2,265	389	444	1,332	338	1,558	87
Nov	7,639	3,409	447	603	1,053	276	1,763	88
Dec	8,443	4,006	420	650	1,170	369	1,733	95
Total	93,454	44,577	5,034	5,479	16,187	2,114	18,835	1,228

	Share	American	Delta	JetBlue	South West	Spirit	United	Other
Jan	53.5%	4.7%	2.8%	16.4%	1.2%	20.2%	1.2%	
Feb	56.2%	4.1%	2.7%	18.0%	1.6%	15.7%	1.7%	
Mar	55.5%	4.7%	4.7%	15.0%	1.2%	16.4%	2.5%	
Apr	48.1%	4.1%	4.2%	20.8%	1.3%	20.0%	1.4%	
May	42.9%	7.2%	5.2%	18.4%	1.5%	23.3%	1.5%	
Jun	45.1%	6.4%	8.7%	14.8%	1.5%	22.6%	0.9%	
Jul	49.3%	4.1%	5.3%	18.6%	1.6%	20.2%	1.0%	
Aug	55.0%	5.0%	5.1%	17.9%	2.1%	13.8%	1.3%	
Sep	37.7%	7.6%	8.4%	21.3%	2.6%	21.5%	0.8%	
Oct	35.3%	6.1%	6.9%	20.8%	5.3%	24.3%	1.4%	
Nov	44.6%	5.9%	7.9%	13.8%	3.6%	23.1%	1.2%	
Dec	47.4%	5.0%	7.7%	13.9%	4.4%	20.5%	1.1%	
Total	47.7%	5.4%	5.9%	17.3%	2.3%	20.2%	1.3%	

Mid-Atlantic by Booking

	2023	Share	2022	Share	2019	Share	Change 2023 vs 2022
Airline\ Hotel	32,969	35.3%	29,970	35.6%	17,547	21.6%	10.0%
Not Specified	1,663	1.8%	67	0.1%	21,091	26.0%	2382.1%
Other\ Website	41,785	44.7%	39,670	47.2%	28,792	35.4%	5.3%
Travel Agent	17,037	18.2%	14,394	17.1%	12,999	16.0%	18.4%
(blank)	0	0.0%	0	0.0%	838	1.0%	—
Total	93,454	100.0%	84,101	100.0%	81,267	100.0%	11.1%

Mid-Atlantic by Source

	2023	Share	2022	Share	2019	Share	Change 2023 vs 2022
Article	381	0.4%	312	0.4%	260	0.3%	22.1%
Cruise	447	0.5%	263	0.3%	605	0.7%	70.0%
Direct Mail	106	0.1%	83	0.1%	190	0.2%	27.7%
Family and Friends	57,659	61.7%	53,254	63.3%	32,594	40.1%	8.3%
Internet	9,966	10.7%	9,115	10.8%	8,131	10.0%	9.3%
Media Ad	806	0.9%	671	0.8%	1,089	1.3%	20.1%
Not Specified	1,666	1.8%	66	0.1%	20,729	25.5%	2424.2%
Other	15,682	16.8%	14,303	17.0%	10,360	12.7%	9.6%
Travel Agent	4,978	5.3%	3,939	4.7%	4,972	6.1%	26.4%
WWW.ARUBA.COM	1,763	1.9%	2,095	2.5%	1,499	1.8%	-15.8%
(blank)	0	0.0%	0	0.0%	838	1.0%	—
Total	93,454	100.0%	84,101	100.0%	81,267	100.0%	11.1%



ARRIVALS GROWTH 2023 (%)

120,073

11% 24%

(COMPARED TO 2019) (COMPARED TO 2022)



NIGHTS

969,014

28% 37%

(COMPARED TO 2019) (COMPARED TO 2022)



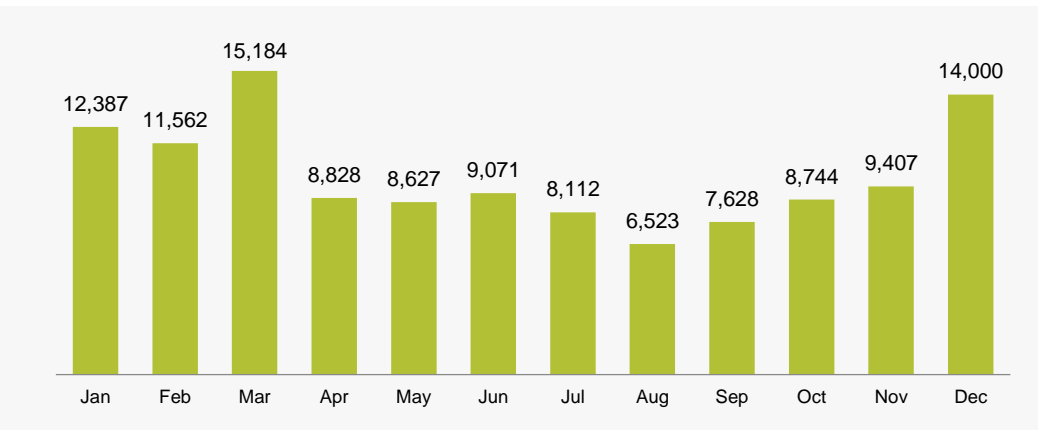
MONTHLY AVERAGE

10,006

2023

9,017

2019



MARKET OVERVIEW

MARKET SHARE OF TOTAL VISITATION

- 10% in 2023

MARKET SHARE OF USA VISITATION

- 13% in 2023

PLACE OF STAY

- 47% Hotels
- 23% Others (Vacation Rental)
- 30% Timeshare

AVERAGE LENGTH OF STAY

- 8.1 nights

FIRST TIMERS AND REPEATERS

- 50.5% of all USA visitors are first-timers, while 47.4% are repeaters.
- The Mid-West region scores higher in first-timers (58%) compared to repeaters (40%).

SEASONALITY

- Peak months: March, December and January with lower arrivals in August.

AGE GROUP

- USA's most significant share in the age group is between 50-59 (19.8%), and the Mid-West largest age group is between 50-59 years (22%)

Mid-West Region

Arrivals

Arrivals	2019	2022	2023
Jan	11,498	7,098	12,387
Feb	11,311	7,638	11,562
Mar	17,329	12,204	15,184
Apr	7,349	7,684	8,828
May	7,070	6,798	8,627
Jun	8,851	8,241	9,071
Jul	7,329	6,986	8,112
Aug	5,629	5,652	6,523
Sep	5,518	6,013	7,628
Oct	6,539	7,036	8,744
Nov	8,370	8,356	9,407
Dec	11,413	12,787	14,000
Total	108,206	96,493	120,073

Nights

Nights	2019	2022	2023
Jan	91,991	68,615	122,755
Feb	85,061	63,168	99,583
Mar	121,383	87,569	114,721
Apr	46,279	50,732	69,813
May	45,624	45,889	63,306
Jun	58,236	56,381	67,716
Jul	49,262	47,243	60,145
Aug	35,508	36,084	47,981
Sep	35,800	41,645	60,547
Oct	44,083	50,802	63,424
Nov	59,225	59,496	82,026
Dec	85,597	99,462	116,997
Total	758,049	707,086	969,014

ALOS

ALOS	2019	2022	2023
Jan	8.0	9.7	9.9
Feb	7.5	8.3	8.6
Mar	7.0	7.2	7.6
Apr	6.3	6.6	7.9
May	6.5	6.8	7.3
Jun	6.6	6.8	7.5
Jul	6.7	6.8	7.4
Aug	6.3	6.4	7.4
Sep	6.5	6.9	7.9
Oct	6.7	7.2	7.3
Nov	7.1	7.1	8.7
Dec	7.5	7.8	8.4
Average ALOS	7.0	7.3	8.1

Mid-West by Season

		2023	2022	Change 2023 vs. 2022
Winter	Jan	12,387	7,098	11,498
	Feb	11,562	7,638	11,311
	Mar	15,184	12,204	17,329
	Apr	8,828	7,684	7,349
	Total	47,961	34,624	47,487
Summer	May	8,627	6,798	7,070
	Jun	9,071	8,241	8,851
	Jul	8,112	6,986	7,329
	Aug	6,523	5,652	5,629
	Total	32,333	27,677	28,879
Fall	Sept	7,628	6,013	5,518
	Oct	8,744	7,036	6,539
	Nov	9,407	8,356	8,370
	Dec	14,000	12,787	11,413
	Total	39,779	34,192	31,840

Mid-West by State

	2019	2020	2022	2023	Change 2023 vs. 2022
Illinois	23,259	9,303	21,947	26,166	19.2%
Indiana	9,327	3,484	8,507	10,864	27.7%
Iowa	3,347	1,804	2,688	3,803	41.5%
Kansas	2,738	926	2,184	2,761	26.4%
Kentucky	4,428	1,633	3,699	5,376	45.3%
Michigan	16,236	7,242	16,220	18,520	14.2%
Minnesota	8,346	4,251	5,677	6,300	11.0%
Missouri	6,179	2,321	5,745	7,639	33.0%
Nebraska	1,913	713	1,248	1,775	42.2%
North Dakota	430	249	316	415	31.3%
Ohio	23,859	7,709	21,171	26,925	27.2%
South Dakota	637	231	390	565	44.9%
Wisconsin	7,525	3,694	6,666	8,853	32.8%
Total	108,224	43,560	96,458	119,962	24.4%

Mid-West by Frequency

	Total visits				% of Total		
	2023	2022	2019	Change 2023 vs. 2022	2023	2022	2019
1 visit	50,313	47,461	33,872	6.0%	53.8%	56.4%	41.7%
2-5 visits	26,749	23,292	16,798	14.8%	28.6%	27.7%	20.7%
6+ visits	14,732	13,282	10,857	10.9%	15.8%	15.8%	13.4%
Repeaters	41,481	36,574	27,655	13.4%	44.4%	43.5%	34.0%
Total	93,454	84,101	81,267	11.1%	100.0%	100.0%	100.0%

Mid-West Age Group

	US Visitors							Visitors from Mid West USA						% Share of total			
	2023	Share	2022	Share	2019	Share	Change 2023 vs.2022	2023	Share	2022	Share	2019	Share	Change 2023 vs.2022	2023	2022	2019
0 - 11 yrs	62,367	6.5%	58,940	6.9%	56,074	6.7%	5.8%	6,076	5.1%	5,077	5.3%	5,482	5.1%	19.7%	9.7%	8.6%	9.8%
12 - 19 yrs	67,526	7.1%	64,916	7.6%	61,047	7.3%	4.0%	8,067	6.7%	6,833	7.1%	7,443	6.9%	18.1%	11.9%	10.5%	12.2%
20 - 29 yrs	109,166	11.4%	109,522	12.8%	99,607	11.9%	-0.3%	13,073	10.9%	11,463	11.9%	12,699	11.7%	14.0%	12.0%	10.5%	12.7%
30 - 39 yrs	136,808	14.3%	134,213	15.6%	120,381	14.4%	1.9%	15,497	12.9%	13,734	14.2%	15,208	14.1%	12.8%	11.3%	10.2%	12.6%
40 - 49 yrs	155,413	16.3%	141,907	16.5%	140,201	16.7%	9.5%	21,232	17.7%	17,364	18.0%	19,490	18.0%	22.3%	13.7%	12.2%	13.9%
50 - 59 yrs	188,648	19.8%	165,058	19.2%	169,774	20.3%	14.3%	26,454	22.0%	21,261	22.0%	24,406	22.6%	24.4%	14.0%	12.9%	14.4%
60 - 69 yrs	152,218	16.0%	122,135	14.2%	127,097	15.2%	24.6%	20,606	17.2%	14,737	15.3%	17,142	15.8%	39.8%	13.5%	12.1%	13.5%
70 yrs or more	81,595	8.6%	61,840	7.2%	64,022	7.6%	31.9%	9,060	7.5%	6,019	6.2%	6,318	5.8%	50.5%	11.1%	9.7%	9.9%
Not Stated	59	0.0%	32	0.0%	85	0.0%	84.4%	8	0.0%	5	0.0%	18	0.0%	60.0%	25.0%	35.7%	21.2%
Total	953,800	100.0%	858,563	100.0%	838,288	100.0%	11.1%	120,073	100.0%	96,493	100.0%	108,206	100.0%	24.4%	12.6%	11.2%	12.9%

Mid-West Carriers

	Total	American	Delta	JetBlue	South West	Spirit	United	Other
Jan	12,387	5,679	2,203	290	1,341	132	1,839	903
Feb	11,562	5,884	1,843	243	1,312	223	1,199	858
Mar	15,184	7,201	2,177	506	1,596	345	2,127	1,232
Apr	8,828	3,877	1,348	242	1,077	166	1,682	436
May	8,627	3,752	1,361	204	1,275	228	1,623	184
Jun	9,071	4,154	948	281	1,351	156	2,028	153
Jul	8,112	3,512	1,204	207	1,183	157	1,747	102
Aug	6,523	3,010	1,329	161	1,005	191	746	81
Sep	7,628	3,440	1,406	362	1,244	297	790	89
Oct	8,744	3,982	1,595	259	1,326	519	938	125
Nov	9,407	4,491	1,569	157	1,142	483	1,392	173
Dec	14,000	5,033	2,586	171	1,267	619	3,602	722
Total	120,073	54,015	19,569	3,083	15,119	3,516	19,713	5,058

	Share	American	Delta	JetBlue	South West	Spirit	United	Other
Jan	45.8%	17.8%	2.3%	10.8%	1.1%	14.8%	7.3%	
Feb	50.9%	15.9%	2.1%	11.3%	1.9%	10.4%	7.4%	
Mar	47.4%	14.3%	3.3%	10.5%	2.3%	14.0%	8.1%	
Apr	43.9%	15.3%	2.7%	12.2%	1.9%	19.1%	4.9%	
May	43.5%	15.8%	2.4%	14.8%	2.6%	18.8%	2.1%	
Jun	45.8%	10.5%	3.1%	14.9%	1.7%	22.4%	1.7%	
Jul	43.3%	14.8%	2.6%	14.6%	1.9%	21.5%	1.3%	
Aug	46.1%	20.4%	2.5%	15.4%	2.9%	11.4%	1.2%	
Sep	45.1%	18.4%	4.7%	16.3%	3.9%	10.4%	1.2%	
Oct	45.5%	18.2%	3.0%	15.2%	5.9%	10.7%	1.4%	
Nov	47.7%	16.7%	1.7%	12.1%	5.1%	14.8%	1.8%	
Dec	36.0%	18.5%	1.2%	9.1%	4.4%	25.7%	5.2%	
Total	45.0%	16.3%	2.6%	12.6%	2.9%	16.4%	4.2%	

Mid-West by Booking

	2023	Share	2022	Share	2019	Share	Change 2023 vs 2022
Airline\ Hotel	39,218	32.7%	31,327	32.5%	21,446	19.8%	25.2%
Not Specified	2,179	1.8%	150	0.2%	27,779	25.7%	1352.7%
Other\ Website	55,697	46.4%	46,088	47.8%	39,275	36.3%	20.8%
Travel Agent	22,979	19.1%	18,928	19.6%	17,779	16.4%	21.4%
(blank)	0	0.0%	0	0.0%	1,927	1.8%	—
Total	120,073	100.0%	96,493	100.0%	108,206	100.0%	24.4%

Mid-West by Source

	2023	Share	2022	Share	2019	Share	Change 2023 vs 2022
Article	518	0.4%	326	0.3%	387	0.4%	58.9%
Cruise	946	0.8%	568	0.6%	1,107	1.0%	66.5%
Direct Mail	123	0.1%	76	0.1%	205	0.2%	61.8%
Family and Friends	69,724	58.1%	57,615	59.7%	39,534	36.5%	21.0%
Internet	13,817	11.5%	10,681	11.1%	12,598	11.6%	29.4%
Media Ad	984	0.8%	621	0.6%	1,596	1.5%	58.5%
Not Specified	2,182	1.8%	150	0.2%	27,640	25.5%	1354.7%
Other	22,243	18.5%	18,435	19.1%	14,296	13.2%	20.7%
Travel Agent	7,392	6.2%	5,736	5.9%	6,982	6.5%	28.9%
WWW.ARUBA.COM	2,144	1.8%	2,285	2.4%	1,934	1.8%	-6.2%
(blank)	0	0.0%	0	0.0%	1,927	1.8%	—
Total	120,073	100.0%	96,493	100.0%	108,206	100.0%	24.4%

Southeast



ARRIVALS GROWTH 2023 (%)

159,193

22%

(COMPARED TO 2019)

15%

(COMPARED TO 2022)



NIGHTS

1,121,835

41%

(COMPARED TO 2019)

31%

(COMPARED TO 2022)



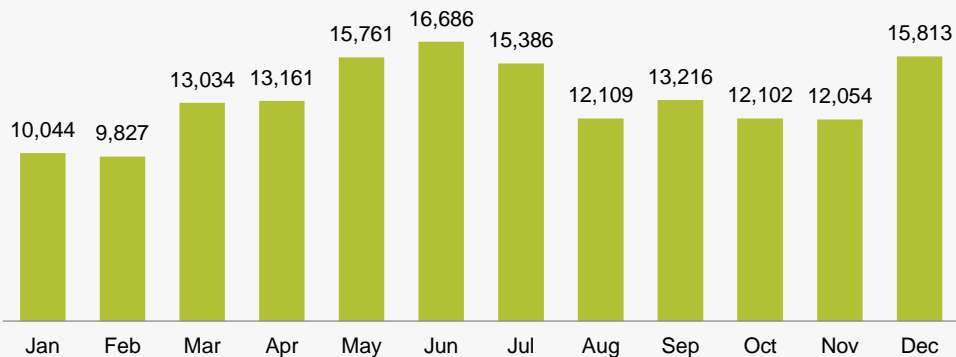
MONTHLY AVERAGE

13,266

2023

10,912

2019



MARKET OVERVIEW

MARKET SHARE OF TOTAL VISITATION

- 13% in 2023

MARKET SHARE OF USA VISITATION

- 17% in 2023

PLACE OF STAY

- 48% Hotels
- 24% Others (Vacation Rental)
- 28% Timeshare

AVERAGE LENGTH OF STAY

- 7.0 nights

FIRST TIMERS AND REPEATERS

- 50.5% of all USA visitors are first-timers, while 47.4% are repeaters.
- The Southeast region scores higher in first-timers (57%) compared to repeaters (41%).

SEASONALITY

- Peak months: June, December and May with lower arrivals in February.

AGE GROUP

- USA's most significant share in the age group is between 50-59 (19.8%), and the Southeast largest age group is between 50-59 years (21%)

Southeast Region

Arrivals

Arrivals	2019	2022	2023
Jan	8,204	5,486	10,044
Feb	7,692	7,126	9,827
Mar	11,446	11,196	13,034
Apr	9,444	11,450	13,161
May	13,310	13,501	15,761
Jun	16,535	17,386	16,686
Jul	13,830	15,799	15,386
Aug	10,671	11,458	12,109
Sep	9,185	10,809	13,216
Oct	9,099	9,742	12,102
Nov	10,337	10,714	12,054
Dec	11,192	13,382	15,813
Total	130,945	138,049	159,193

Nights

Nights	2019	2022	2023
Jan	54,995	41,599	79,561
Feb	47,671	44,431	67,435
Mar	65,992	64,738	84,074
Apr	54,849	67,438	86,259
May	76,154	82,256	103,813
Jun	101,738	107,641	118,676
Jul	83,657	97,181	113,940
Aug	62,403	67,216	81,541
Sep	54,454	65,658	95,897
Oct	55,863	63,409	90,124
Nov	62,953	65,967	86,849
Dec	73,995	89,584	113,666
Total	794,724	857,118	1,121,835

ALOS

ALOS	2019	2022	2023
Jan	6.7	7.6	7.9
Feb	6.2	6.2	6.9
Mar	5.8	5.8	6.5
Apr	5.8	5.9	6.6
May	5.7	6.1	6.6
Jun	6.2	6.2	7.1
Jul	6.0	6.2	7.4
Aug	5.8	5.9	6.7
Sep	5.9	6.1	7.3
Oct	6.1	6.5	7.4
Nov	6.1	6.2	7.2
Dec	6.6	6.7	7.2
Average ALOS	6.1	6.2	7.0

Southeast by Season

		2023	2022	Change 2023 vs. 2022
Winter	Jan	10,044	5,486	8,204
	Feb	9,827	7,126	7,692
	Mar	13,034	11,196	11,446
	Apr	13,161	11,450	9,444
	Total	46,066	35,258	36,786
Summer	May	15,761	13,501	13,310
	Jun	16,686	17,386	16,535
	Jul	15,386	15,799	13,830
	Aug	12,109	11,458	10,671
	Total	59,942	58,144	54,346
Fall	Sept	13,216	10,809	9,185
	Oct	12,102	9,742	9,099
	Nov	12,054	10,714	10,337
	Dec	15,813	13,382	11,192
	Total	53,185	44,647	39,813

Southeast by State

	2019	2020	2022	2023	Change 2023 vs. 2022
Alabama	2,940	747	3,168	4,252	34.2%
Florida	49,054	14,443	47,614	52,036	9.3%
Georgia	20,682	6,298	23,173	23,291	0.5%
Mississippi	1,127	272	1,201	1,425	18.7%
North Carolina	19,371	6,482	22,322	27,645	23.8%
South Carolina	8,313	2,628	9,679	11,851	22.4%
Tennessee	7,427	2,205	7,917	9,824	24.1%
Virginia	19,934	6,395	20,996	26,533	26.4%
West Virginia	1,898	667	2,010	2,335	16.2%
Total	130,746	40,137	138,080	159,192	15.3%

Southeast by Frequency

	Total visits				% of Total		
	2023	2022	2019	Change 2023 vs. 2022	2023	2022	2019
1 visit	90,517	81,924	58,108	10.5%	56.9%	59.3%	44.4%
2-5 visits	41,169	34,641	23,962	18.8%	25.9%	25.1%	18.3%
6+ visits	23,641	21,303	15,751	11.0%	14.9%	15.4%	12.0%
Repeaters	64,810	55,944	39,713	15.8%	40.7%	40.5%	30.3%
Total	159,193	138,049	130,945	15.3%	100.0%	100.0%	100.0%

Southeast Age Group

	US Visitors							Visitors from Southeast USA						% Share of total			
	2023	Share	2022	Share	2019	Share	Change 2023 vs.2022	2023	Share	2022	Share	2019	Share	Change 2023 vs.2022	2023	2022	2019
0 - 11 yrs	62,367	6.5%	58,940	6.9%	56,074	6.7%	5.8%	7,913	5.0%	7,134	5.2%	6,742	5.1%	10.9%	12.7%	12.1%	12.0%
12 - 19 yrs	67,526	7.1%	64,916	7.6%	61,047	7.3%	4.0%	8756	5.5%	8383	6.1%	7,974	6.1%	4.4%	13.0%	12.9%	13.1%
20 - 29 yrs	109,166	11.4%	109,522	12.8%	99,607	11.9%	-0.3%	16,937	10.6%	16,596	12.0%	15,177	11.6%	2.1%	15.5%	15.2%	15.2%
30 - 39 yrs	136,808	14.3%	134,213	15.6%	120,381	14.4%	1.9%	24,142	15.2%	22,453	16.3%	20,761	15.9%	7.5%	17.6%	16.7%	17.2%
40 - 49 yrs	155,413	16.3%	141,907	16.5%	140,201	16.7%	9.5%	28,577	18.0%	25,074	18.2%	24,260	18.5%	14.0%	18.4%	17.7%	17.3%
50 - 59 yrs	188,648	19.8%	165,058	19.2%	169,774	20.3%	14.3%	32,807	20.6%	27,692	20.1%	26,057	19.9%	18.5%	17.4%	16.8%	15.3%
60 - 69 yrs	152,218	16.0%	122,135	14.2%	127,097	15.2%	24.6%	25,001	15.7%	19,304	14.0%	19,089	14.6%	29.5%	16.4%	15.8%	15.0%
70 yrs or more	81,595	8.6%	61,840	7.2%	64,022	7.6%	31.9%	15,052	9.5%	11,408	8.3%	10,870	8.3%	31.9%	18.4%	18.4%	17.0%
Not Stated	59	0.0%	32	0.0%	85	0.0%	84.4%	8	0.0%	5	0.0%	15	0.0%	60.0%	13.6%	15.6%	17.6%
Total	953,800	100.0%	858,563	100.0%	838,288	100.0%	11.1%	159,193	100.0%	138,049	100.0%	130,945	100.0%	15.3%	16.7%	16.1%	15.6%

Southeast Carriers

	Total	American	Delta	JetBlue	South West	Spirit	United	Other
Jan	10,044	5,212	1,800	249	987	212	1,233	351
Feb	9,827	5,114	1,668	149	899	404	1,057	536
Mar	13,034	6,494	2,410	442	995	728	1,163	802
Apr	13,161	6,846	2,336	404	1,242	656	1,337	340
May	15,761	7,448	3,382	400	1,620	840	1,639	432
Jun	16,686	8,360	3,508	511	1,357	809	1,796	345
Jul	15,386	7,939	2,943	434	1,222	773	1,657	418
Aug	12,109	6,777	2,183	279	1,070	464	959	377
Sep	13,216	6,913	2,532	471	1,187	1,063	807	243
Oct	12,102	5,841	2,098	322	1,127	1,444	979	291
Nov	12,054	5,672	1,998	247	937	1,592	1,269	339
Dec	15,813	7,014	3,423	360	999	1,633	1,863	521
Total	159,193	79,630	30,281	4,268	13,642	10,618	15,759	4,995

	Share	American	Delta	JetBlue	South West	Spirit	United	Other
Jan	51.9%	17.9%	2.5%	9.8%	2.1%	12.3%	3.5%	
Feb	52.0%	17.0%	1.5%	9.1%	4.1%	10.8%	5.5%	
Mar	49.8%	18.5%	3.4%	7.6%	5.6%	8.9%	6.2%	
Apr	52.0%	17.7%	3.1%	9.4%	5.0%	10.2%	2.6%	
May	47.3%	21.5%	2.5%	10.3%	5.3%	10.4%	2.7%	
Jun	50.1%	21.0%	3.1%	8.1%	4.8%	10.8%	2.1%	
Jul	51.6%	19.1%	2.8%	7.9%	5.0%	10.8%	2.7%	
Aug	56.0%	18.0%	2.3%	8.8%	3.8%	7.9%	3.1%	
Sep	52.3%	19.2%	3.6%	9.0%	8.0%	6.1%	1.8%	
Oct	48.3%	17.3%	2.7%	9.3%	11.9%	8.1%	2.4%	
Nov	47.1%	16.6%	2.0%	7.8%	13.2%	10.5%	2.8%	
Dec	44.4%	21.6%	2.3%	6.3%	10.3%	11.8%	3.3%	
Total	50.0%	19.0%	2.7%	8.6%	6.7%	9.9%	3.1%	

Southeast by Booking

	2023	Share	2022	Share	2019	Share	Change 2023 vs 2022
Airline\ Hotel	59,264	37.2%	52,505	38.0%	31,724	24.2%	12.9%
Not Specified	3,874	2.4%	182	0.1%	35,319	27.0%	2028.6%
Other\ Website	70,306	44.2%	62,966	45.6%	47,631	36.4%	11.7%
Travel Agent	25,749	16.2%	22,396	16.2%	14,959	11.4%	15.0%
(blank)	0	0.0%	0	0.0%	1,312	1.0%	—
Total	159,193	100.0%	138,049	100.0%	130,945	100.0%	15.3%

Southeast by Source

	2023	Share	2022	Share	2019	Share	Change 2023 vs 2022
Article	810	0.5%	570	0.4%	556	0.4%	42.1%
Cruise	1,626	1.0%	772	0.6%	1,331	1.0%	110.6%
Direct Mail	248	0.2%	189	0.1%	244	0.2%	31.2%
Family and Friends	87,552	55.0%	79,664	57.7%	45,077	34.4%	9.9%
Internet	20,402	12.8%	16,944	12.3%	16,911	12.9%	20.4%
Media Ad	1,670	1.0%	1,323	1.0%	2,565	2.0%	26.2%
Not Specified	3,873	2.4%	182	0.1%	35,823	27.4%	2028.0%
Other	31,943	20.1%	27,619	20.0%	18,961	14.5%	15.7%
Travel Agent	7,895	5.0%	7,139	5.2%	5,648	4.3%	10.6%
WWW.ARUBA.COM	3,174	2.0%	3,647	2.6%	2,517	1.9%	-13.0%
(blank)	0	0.0%	0	0.0%	1,312	1.0%	—
Total	159,193	100.0%	138,049	100.0%	130,945	100.0%	15.3%

West



ARRIVALS GROWTH 2023 (%)

77,530

12%

(COMPARED TO 2019)

18%

(COMPARED TO 2022)



NIGHTS

573,884

30%

(COMPARED TO 2019)

32%

(COMPARED TO 2022)



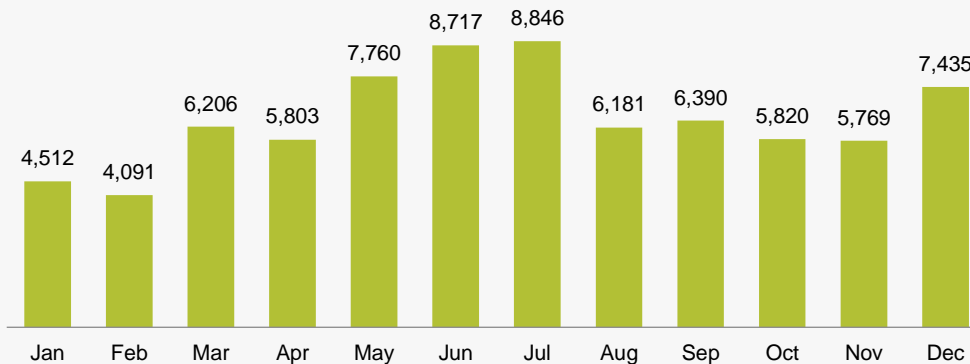
MONTHLY AVERAGE

6,461

2023

5,764

2019



MARKET OVERVIEW

MARKET SHARE OF TOTAL VISITATION

- 6% in 2023

MARKET SHARE OF USA VISITATION

- 8% in 2023

PLACE OF STAY

- 47% Hotels
- 29% Others (Vacation Rental)
- 24% Timeshare

AVERAGE LENGTH OF STAY

- 7.4 nights

FIRST TIMERS AND REPEATERS

- 50.5% of all USA visitors are first-timers, while 47.4% are repeaters.
- The West region scores higher in first-timers (68%) compared to repeaters (29%).

SEASONALITY

- Peak months: July, June and May with lower arrivals in February.

AGE GROUP

- USA's most significant share in the age group is between 50-59 (19.8%), and the Mid-West largest age group is between 40-49 years (20%)

West Region

Arrivals

Arrivals	2019	2022	2023
Jan	4,353	3,316	4,512
Feb	3,391	2,839	4,091
Mar	5,670	5,051	6,206
Apr	4,566	4,822	5,803
May	7,122	6,459	7,760
Jun	9,494	8,270	8,717
Jul	8,234	8,088	8,846
Aug	6,060	5,706	6,181
Sep	5,119	5,100	6,390
Oct	4,679	4,550	5,820
Nov	4,988	5,005	5,769
Dec	5,487	6,325	7,435
Total	69,163	65,531	77,530

Nights

Nights	2019	2022	2023
Jan	28,879	25,254	38,783
Feb	21,741	18,868	29,885
Mar	34,386	31,929	43,363
Apr	27,580	30,452	40,692
May	43,563	41,433	59,693
Jun	62,026	55,047	66,992
Jul	53,308	53,519	65,471
Aug	37,687	36,404	43,411
Sep	32,124	33,556	52,522
Oct	28,733	30,477	42,441
Nov	32,284	32,797	38,815
Dec	37,691	43,580	51,816
Total	440,002	433,316	573,884

ALOS

ALOS	2019	2022	2023
Jan	6.6	7.6	8.6
Feb	6.4	6.6	7.3
Mar	6.1	6.3	7.0
Apr	6.0	6.3	7.0
May	6.1	6.4	7.7
Jun	6.5	6.7	7.7
Jul	6.5	6.6	7.4
Aug	6.2	6.4	7.0
Sep	6.3	6.6	8.2
Oct	6.1	6.7	7.3
Nov	6.5	6.6	6.7
Dec	6.9	6.9	7.0
Average ALOS	6.4	6.6	7.4

West by Season

		2023	2022	Change 2023 vs. 2022
Winter	Jan	4,512	3,316	4,353
	Feb	4,091	2,839	3,391
	Mar	6,206	5,051	5,670
	Apr	5,803	4,822	4,566
	Total	20,612	16,028	17,980
Summer	May	7,760	6,459	7,122
	Jun	8,717	8,270	9,494
	Jul	8,846	8,088	8,234
	Aug	6,181	5,706	6,060
	Total	31,504	28,523	30,910
Fall	Sept	6,390	5,100	5,119
	Oct	5,820	4,550	4,679
	Nov	5,769	5,005	4,988
	Dec	7,435	6,325	5,487
	Total	25,414	20,980	20,273

West by State

	2019	2020	2022	2023	Change 2023 vs. 2022
Alaska	177	96	184	292	58.7%
Arizona	4,123	1,291	3,766	4522	20.1%
Arkansas	1,544	520	1,397	1869	33.8%
California	18,056	4,924	15,939	18154	13.9%
Colorado	5,827	1,917	5,612	6466	15.2%
Hawaii	103	40	120	182	51.7%
Idaho	460	207	573	655	14.3%
Louisiana	2,734	727	2,374	3440	44.9%
Montana	330	139	294	341	16.0%
Nevada	2,035	677	2,124	2516	18.5%
New Mexico	542	139	482	549	13.9%
Oklahoma	2,383	652	1,913	2389	24.9%
Oregon	1,366	455	1,358	1504	10.8%
Texas	24,778	7,450	24,368	28950	18.8%
Utah	1,770	731	2,138	1922	-10.1%
Virgin Islands (USA)	8	7	8	34	325.0%
Washington	2,730	1,060	2,675	3475	29.9%
Wyoming	233	66	201	247	22.9%
Total	69,199	21,098	65,526	77,507	18.3%

West by Frequency

	Total visits				% of Total		
	2023	2022	2019	Change 2023 vs. 2022	2023	2022	2019
1 visit	52,397	46,098	37,422	13.7%	67.6%	70.3%	54.1%
2-5 visits	15,236	12,942	9,673	17.7%	19.7%	19.7%	14.0%
6+ visits	7,184	6,195	4,677	16.0%	9.3%	9.5%	6.8%
Repeaters	22,420	19,137	14,350	17.2%	28.9%	29.2%	20.7%
Total	77,530	65,531	69,163	18.3%	100.0%	100.0%	100.0%

West Age Group

	US Visitors							Visitors from West USA						% Share of total			
	2023	Share	2022	Share	2019	Share	Change 2023 vs.2022	2023	Share	2022	Share	2019	Share	Change 2023 vs.2022	2023	2022	2019
0 - 11 yrs	62,367	6.5%	58,940	6.9%	56,074	6.7%	5.8%	3,691	4.8%	3,438	5.2%	3,848	5.6%	7.4%	5.9%	5.8%	6.9%
12 - 19 yrs	67,526	7.1%	64,916	7.6%	61,047	7.3%	4.0%	4,371	5.6%	3,888	5.9%	4,271	6.2%	12.4%	6.5%	6.0%	7.0%
20 - 29 yrs	109,166	11.4%	109,522	12.8%	99,607	11.9%	-0.3%	9,704	12.5%	9,018	13.8%	9,334	13.5%	7.6%	8.9%	8.2%	9.4%
30 - 39 yrs	136,808	14.3%	134,213	15.6%	120,381	14.4%	1.9%	14,422	18.6%	12,736	19.4%	13,329	19.3%	13.2%	10.5%	9.5%	11.1%
40 - 49 yrs	155,413	16.3%	141,907	16.5%	140,201	16.7%	9.5%	15,083	19.5%	12,608	19.2%	13,708	19.8%	19.6%	9.7%	8.9%	9.8%
50 - 59 yrs	188,648	19.8%	165,058	19.2%	169,774	20.3%	14.3%	14,802	19.1%	12,228	18.7%	13,189	19.1%	21.1%	7.8%	7.4%	7.8%
60 - 69 yrs	152,218	16.0%	122,135	14.2%	127,097	15.2%	24.6%	10,414	13.4%	8,191	12.5%	8,277	12.0%	27.1%	6.8%	6.7%	6.5%
70 yrs or more	81,595	8.6%	61,840	7.2%	64,022	7.6%	31.9%	5,034	6.5%	3,423	5.2%	3,201	4.6%	47.1%	6.2%	5.5%	5.0%
Not Stated	59	0.0%	32	0.0%	85	0.0%	84.4%	9	0.0%	1	0.0%	6	0.0%	800.0%	15.3%	3.1%	7.1%
Total	953,800	100.0%	858,563	100.0%	838,288	100.0%	11.1%	77,530	100.0%	65,531	100.0%	69,163	100.0%	18.3%	8.1%	7.6%	8.3%

West Carriers

	Total	American	Delta	JetBlue	South West	Spirit	United	Other
Jan	4,512	2,162	706	303	363	40	578	360
Feb	4,091	2,106	497	197	283	109	520	379
Mar	6,206	2,665	796	593	526	108	796	722
Apr	5,803	2,680	850	357	546	79	884	407
May	7,760	3,469	997	802	614	224	1,003	651
Jun	8,717	3,706	893	813	937	176	1,645	547
Jul	8,846	4,094	830	585	938	123	1,828	448
Aug	6,181	2,901	767	253	722	99	860	579
Sep	6,390	2,854	810	690	548	209	901	378
Oct	5,820	2,454	702	562	533	426	806	337
Nov	5,769	2,579	762	294	566	350	670	548
Dec	7,435	2,935	1,346	380	535	454	1,145	640
Total	77,530	34,605	9,956	5,829	7,111	2,397	11,636	5,996

Share	American	Delta	JetBlue	South West	Spirit	United	Other
Jan	47.9%	15.6%	6.7%	8.0%	0.9%	12.8%	8.0%
Feb	51.5%	12.1%	4.8%	6.9%	2.7%	12.7%	9.3%
Mar	42.9%	12.8%	9.6%	8.5%	1.7%	12.8%	11.6%
Apr	46.2%	14.6%	6.2%	9.4%	1.4%	15.2%	7.0%
May	44.7%	12.8%	10.3%	7.9%	2.9%	12.9%	8.4%
Jun	42.5%	10.2%	9.3%	10.7%	2.0%	18.9%	6.3%
Jul	46.3%	9.4%	6.6%	10.6%	1.4%	20.7%	5.1%
Aug	46.9%	12.4%	4.1%	11.7%	1.6%	13.9%	9.4%
Sep	44.7%	12.7%	10.8%	8.6%	3.3%	14.1%	5.9%
Oct	42.2%	12.1%	9.7%	9.2%	7.3%	13.8%	5.8%
Nov	44.7%	13.2%	5.1%	9.8%	6.1%	11.6%	9.5%
Dec	39.5%	18.1%	5.1%	7.2%	6.1%	15.4%	8.6%
Total	44.6%	12.8%	7.5%	9.2%	3.1%	15.0%	7.7%

West by Booking

	2023	Share	2022	Share	2019	Share	Change 2023 vs 2022
Airline\ Hotel	28,045	36.2%	24,132	36.8%	16,194	23.4%	16.2%
Not Specified	2,716	3.5%	297	0.5%	17,906	25.9%	814.5%
Other\ Website	34,196	44.1%	30,140	46.0%	25,631	37.1%	13.5%
Travel Agent	12,573	16.2%	10,962	16.7%	8,709	12.6%	14.7%
(blank)	0	0.0%	0	0.0%	723	1.0%	—
Total	77,530	100.0%	65,531	100.0%	69,163	100.0%	18.3%

West by Source

	2023	Share	2022	Share	2019	Share	Change 2023 vs 2022
Article	457	0.6%	357	0.5%	390	0.6%	28.0%
Cruise	1,232	1.6%	468	0.7%	740	1.1%	163.2%
Direct Mail	104	0.1%	72	0.1%	157	0.2%	44.4%
Family and Friends	37,582	48.5%	34,402	52.5%	21,622	31.3%	9.2%
Internet	13,056	16.8%	10,331	15.8%	11,337	16.4%	26.4%
Media Ad	991	1.3%	652	1.0%	1,411	2.0%	52.0%
Not Specified	2,712	3.5%	298	0.5%	18,114	26.2%	810.1%
Other	15,946	20.6%	14,132	21.6%	9,995	14.5%	12.8%
Travel Agent	3,891	5.0%	3,115	4.8%	3,166	4.6%	24.9%
WWW.ARUBA.COM	1,559	2.0%	1,704	2.6%	1,508	2.2%	-8.5%
(blank)	0	0.0%	0	0.0%	723	1.0%	—
Total	77,530	100.0%	65,531	100.0%	69,163	100.0%	18.3%

Aruba Tourism Industry

USA

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