



AUGUST 2025

Monthly Report

SNAPSHOT YTD AUG 2025/2024



HOW MANY ARRIVALS?

1,036,988

5.0%



HOW MANY CRUISE TOURISM?

605,183

-2.6%

Compared to 2024



HOW LONG DID THEY STAY?

6,968,901

2.4%



WHAT DID THEY SPEND? **
Central Bank Aruba (2024)

Awg. 5,258.50 min

12.3%

2023: 4,682.30

**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



1,529,473

NIGHTS

21.9%

% Share

ALL INCLUSIVE



882,493

NIGHTS

12.7%

% Share

TIMESHARE



1,857,730

NIGHTS

26.7%

% Share

OTHERS



2,699,205

NIGHTS

38.7%

% Share



ARRIVALS YTD AUGUST 2025/2024

1,036,988
ARRIVALS

5.0%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
USA	750,824	14,840	765,664	2.0%	76.1%	73.8%
Canada	45,868	5,012	50,880	10.9%	4.6%	4.9%
NA	796,692	19,852	816,544	2.5%	80.7%	78.7%
Venezuela	2,275	413	2,688	18.2%	0.2%	0.3%
Colombia	44,118	-4,858	39,260	-11.0%	4.5%	3.8%
Brazil	10,680	8,348	19,028	78.2%	1.1%	1.8%
Argentina	18,452	23,333	41,785	126.5%	1.9%	4.0%
Chile	9,889	-812	9,077	-8.2%	1.0%	0.9%
Ecuador	7,715	-710	7,005	-9.2%	0.8%	0.7%
Peru	12,779	755	13,534	5.9%	1.3%	1.3%
Paraguay	777	369	1,146	47.5%	0.1%	0.1%
Uruguay	2,566	661	3,227	25.8%	0.3%	0.3%
Mexico	2,622	-314	2,308	-12.0%	0.3%	0.2%
Others	8,850	1,718	10,568	19.4%	0.9%	1.0%
SA	120,723	28,903	149,626	23.9%	12.2%	14.4%
Netherlands	23,458	319	23,777	1.4%	2.4%	2.3%
UK	5,102	-1,755	3,347	-34.4%	0.5%	0.3%
Germany	2,849	122	2,971	4.3%	0.3%	0.3%
Italy	4,328	329	4,657	7.6%	0.4%	0.4%
Sweden	567	31	598	5.5%	0.1%	0.1%
Belgium	1,080	109	1,189	10.1%	0.1%	0.1%
Austria	406	15	421	3.7%	0.0%	0.0%
Switzerland	1,325	-70	1,255	-5.3%	0.1%	0.1%
Others	6,472	1,443	7,915	22.3%	0.7%	0.8%
Europe	45,587	543	46,130	1.2%	4.6%	4.4%
ROW	24,184	504	24,688	2.1%	2.4%	2.4%
Total	987,186	49,802	1,036,988	5.0%		
W/O Ven.	984,911	49,389	1,034,300	5.0%		

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 AUGUST 2025/2024

765,664
ARRIVALS

2.0%
GROWTH

	2024		Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
New York	152,701	-6,031		146,670	-3.9%	20.3%	19.2%
Massachusetts	90,640	-232		90,408	-0.3%	12.1%	11.8%
New Jersey	96,019	-2,793		93,226	-2.9%	12.8%	12.2%
Pennsylvania	45,001	-550		44,451	-1.2%	6.0%	5.8%
Illinois	17,841		729	18,570	4.1%	2.4%	2.4%
Connecticut	29,256	-833		28,423	-2.8%	3.9%	3.7%
Florida	39,751	-907		38,844	-2.3%	5.3%	5.1%
Ohio	21,731	-48		21,683	-0.2%	2.9%	2.8%
Maryland	24,640	-1,106		23,534	-4.5%	3.3%	3.1%
Michigan	12,728		165	12,893	1.3%	1.7%	1.7%
Virginia	21,761		421	22,182	1.9%	2.9%	2.9%
Georgia	16,358		1,588	17,946	9.7%	2.2%	2.3%
North Carolina	21,655	-266		21,389	-1.2%	2.9%	2.8%
Texas	21,864		6,212	28,076	28.4%	2.9%	3.7%
California	14,210	-302		13,908	-2.1%	1.9%	1.8%
Other	124,668		18,793	143,461	15.1%	16.6%	18.7%
Total	750,824		14,840	765,664	2.0%		

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



NIGHTS YTD AUGUST 2025/2024

6,968,901
ARRIVALS

2.4%
GROWTH

	2024		Growth	2025	% Growth	ALOS 2024	ALOS 2025
USA	4,875,418	-57,655		4,817,763	-1.2%	6.5	6.3
Canada	424,088		22,492	446,580	5.3%	9.2	8.8
NA	5,299,506	-35,163		5,264,343	-0.7%	6.7	6.4
Venezuela	25,889		3,443	29,332	13.3%	11.4	10.9
Colombia	275,499	-27,994		247,505	-10.2%	6.2	6.3
Brazil	64,566		51,437	116,003	79.7%	6.0	6.1
Argentina	164,423		194,350	358,773	118.2%	8.9	8.6
Chile	74,385	-6,133		68,252	-8.2%	7.5	7.5
Ecuador	33,755	-2,118		31,637	-6.3%	4.4	4.5
Peru	70,149		3,559	73,708	5.1%	5.5	5.4
Paraguay	5,080		2,243	7,323	44.2%	6.5	6.4
Uruguay	19,903		4,649	24,552	23.4%	7.8	7.6
Mexico	31,519	-15,723		15,796	-49.9%	12.0	6.8
Others	60,486		6,576	67,062	10.9%	6.8	6.3
SA	825,654		214,289	1,039,943	26.0%	6.8	7.0
Netherlands	345,132	-21,305		323,827	-6.2%	14.7	13.6
UK	46,639	-16,121		30,518	-34.6%	9.1	9.1
Germany	29,377	-1,151		28,226	-3.9%	10.3	9.5
Italy	33,145		2,705	35,850	8.2%	7.7	7.7
Sweden	5,455		810	6,265	14.8%	9.6	10.5
Belgium	14,288		1,649	15,937	11.5%	13.2	13.4
Austria	4,049	-491		3,558	-12.1%	10.0	8.5
Switzerland	11,161	-578		10,583	-5.2%	8.4	8.4
Others	57,270		12,323	69,593	21.5%	8.8	8.8
Europe	546,516	-22,159		524,357	-4.1%	12.0	11.4
ROW	132,689		7,569	140,258	5.7%	5.5	5.7
Total	6,804,365		164,536	6,968,901	2.4%	6.9	6.7

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



ACCOMMODATIONS YTD AUGUST 2025/2024

1,036,988
ARRIVALS

5.0%
GROWTH

ARRIVALS BY ACCOMMODATION

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	261,342	19,072	280,414	7.3%	26.5%	27.0%
All Inclusive	156,806	-6,057	150,749	-3.9%	15.9%	14.5%
Timeshare	245,991	-4,270	241,721	-1.7%	24.9%	23.3%
Others	323,047	41,057	364,104	12.7%	32.7%	35.1%
Total	987,186	49,802	1,036,988	5.0%		

NIGHTS BY ACCOMMODATION

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	1,465,656	63,817	1,529,473	4.4%	21.5%	21.9%
All Inclusive	939,877	-57,384	882,493	-6.1%	13.8%	12.7%
Timeshare	1,928,983	-71,253	1,857,730	-3.7%	28.3%	26.7%
Others	2,469,849	229,356	2,699,205	9.3%	36.3%	38.7%
Total	6,804,365	164,536	6,968,901	2.4%		

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 YTD AUGUST 2025/2024

1,036,988
ARRIVALS

5.0%
GROWTH

	2024	Growth	2025	% Growth
0 - 11	74,002	4,760	78,762	6.4%
12-19	79,542	6,310	85,852	7.9%
20 - 29	122,219	5,760	127,979	4.7%
30 - 39	154,050	2,710	156,760	1.8%
40 - 49	166,380	9,808	176,188	5.9%
50 - 59	178,066	6,649	184,715	3.7%
60 - 69	139,955	7,746	147,701	5.5%
70 +	72,946	6,072	79,018	8.3%
Not Stated	26	-13	13	-50.0%
Total	987,186	49,802	1,036,988	5.0%

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



GENERATIONS YTD AUGUST 2025/2024

1,036,988
VISITORS

5.0%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
Gen A	57,691	3,631	61,322	6.3%	5.8%	5.9%
Gen Z	163,739	12,180	175,919	7.4%	16.6%	17.0%
Millennials	242,830	5,147	247,977	2.1%	24.6%	23.9%
Gen X	260,414	13,159	273,573	5.1%	26.4%	26.4%
Baby Boomers	236,296	12,648	248,944	5.4%	23.9%	24.0%
Silent Generations	26,190	3,050	29,240	11.6%	2.7%	2.8%
Age not specified	26	-13	13	-50.0%	0.0%	0.0%
Total	987,186	49,802	1,036,988	5.0%		

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



CARRIERS YTD AUGUST 2025/2024

1,036,988
VISITORS

5.0%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
JETBLUE	242,713	-4,761	237,952	-2.0%	24.6%	22.9%
AMERICAN AIRLINES	191,792	-2,589	189,203	-1.3%	19.4%	18.2%
UNITED AIRLINES	132,189	14,380	146,569	10.9%	13.4%	14.1%
DELTA AIRLINES	116,417	3,870	120,287	3.3%	11.8%	11.6%
SOUTHWEST AIRLINES	46,906	25	46,931	0.1%	4.8%	4.5%
AVIANCA	44,746	2,040	46,786	4.6%	4.5%	4.5%
COPA AIRLINES	42,309	3,712	46,021	8.8%	4.3%	4.4%
WESTJET AIRLINES	20,083	9,215	29,298	45.9%	2.0%	2.8%
LATAM AIRLINES / PERU	13,243	11,378	24,621	85.9%	1.3%	2.4%
KLM ROYAL DUTCH	19,051	4,717	23,768	24.8%	1.9%	2.3%
WINGO	21,980	-2,060	19,920	-9.4%	2.2%	1.9%
DIVI DIVI AIR	12,310	1,649	13,959	13.4%	1.2%	1.3%
SPIRIT AIRLINES	22,111	-8,469	13,642	-38.3%	2.2%	1.3%
AIR CANADA	9,885	396	10,281	4.0%	1.0%	1.0%
GOL	0	10,061	10,061	-	0.0%	1.0%
EZ AIR	7,594	1,092	8,686	14.4%	0.8%	0.8%
CHARTER/NON-SCHEDULED	1,998	6,260	8,258	313.3%	0.2%	0.8%
PRIVATE	6,164	1,547	7,711	25.1%	0.6%	0.7%
WINAIR	3,789	3,375	7,164	89.1%	0.4%	0.7%
TUI FLY NL	8,809	-1,788	7,021	-20.3%	0.9%	0.7%
SUNWING AIRLINES	9,262	-4,035	5,227	-43.6%	0.9%	0.5%
SUN COUNTRY AIRLINES	2,888	1,475	4,363	51.1%	0.3%	0.4%
SURINAM AIRWAYS	3,653	593	4,246	16.2%	0.4%	0.4%
FRONTIER AIRLINES	0	1,933	1,933	-	0.0%	0.2%
ARAJET	1,218	115	1,333	9.4%	0.1%	0.1%
BRITISH AIRWAYS	3,583	-2,871	712	-80.1%	0.4%	0.1%
Others	2,493	-1,458	1,035	-58.5%	0.3%	0.1%
Total	987,186	49,802	1,036,988	5.0%		

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



CARRIERS YTD AUGUST 2025/2024

1,036,988
VISITORS

5.0%
GROWTH

City	APO Code	YTD JAN-AUG'25	Mkt Share	YTD JAN-AUG'24	Mkt Share	25 vs 24
JFK NY	JFK	157,297	15.2%	161,126	16.3%	-2.4%
Boston	BOS	124,623	12.0%	114,876	11.6%	8.5%
Newark	EWR	106,221	10.2%	110,930	11.2%	-4.2%
Miami	MIA	68,856	6.6%	70,505	7.1%	-2.3%
Charlotte	CLT	66,358	6.4%	68,289	6.9%	-2.8%
Atlanta	ATL	58,023	5.6%	54,178	5.5%	7.1%
Bogota	BOG	54,301	5.2%	48,633	4.9%	11.7%
Philadelphia	PHL	46,114	4.4%	42,783	4.3%	7.8%
Panama City	PTY	46,079	4.4%	42,382	4.3%	8.7%
Toronto	YYZ	44,813	4.3%	39,281	4.0%	14.1%
Orlando	MCO	33,232	3.2%	33,323	3.4%	-0.3%
G.Bush DC	IAD	32,816	3.2%	31,630	3.2%	3.7%
Amsterdam	AMS	30,725	3.0%	27,811	2.8%	10.5%
Curacao	CUR	26,669	2.6%	23,316	2.4%	14.4%
Lima, Peru	LIM	24,622	2.4%	13,243	1.3%	85.9%
Houston International	IAH	16,709	1.6%	6,432	0.7%	159.8%
Chicago	ORD	15,090	1.5%	14,228	1.4%	6.1%
Fort Lauderdale	FLL	13,916	1.3%	22,547	2.3%	-38.3%
Baltimore	BWI	13,717	1.3%	13,717	1.4%	0.0%
Sao Paolo	GRU	10,061	1.0%	9	0.0%	111688.9%
Medellin	MDE	9,769	0.9%	12,628	1.3%	-22.6%
Minneapolis St. Paul Inter Airp	MSP	8857	0.9%	2,544	0.3%	248.2%
Sint Maarten	SXM	7,172	0.7%	3,806	0.4%	88.4%
Dallas Fort Worth Int Airport	DFW	4,975	0.5%	4,511	0.5%	10.3%
Johan A. Pengel Int Airport, Suriname	PBM	4,087	0.4%	3,344	0.3%	22.2%
	Others	11,886	1.1%	21,114	2.1%	-43.7%
Total		1,036,988	100.0%	987,186	100.0%	5.0%

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



CRUISE COMPARISON



One happy island ✦ ARUBA.COM



CRUISE YTD AUGUST 2025/2024



2024



CRUISE PAX
621,163

CRUISE CALLS
222



2025



CRUISE PAX
605,183

-2.57%

CRUISE CALLS
227

2.25%

ABSOLUTE GROWTH PAX YTD **AUGUST 2025**

-15,980
-2.57%

ABSOLUTE GROWTH YTD **CALLS AUGUST 2025**

5
2.25%

AUGUST RESULT 2025

NORTH AMERICA



99,822

75.2%

SOUTH AMERICA



21,976

16.6%

EUROPE



7,290

5.5%

OTHERS



3,640

2.7%

TOTAL ARRIVALS

132,728

100%



ARRIVALS AUGUST 2025/2024

132,728
ARRIVALS

5.3%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
USA	94,222	1,148	95,370	1.2%	74.7%	71.9%
Canada	3,728	724	4,452	19.4%	3.0%	3.4%
NA	97,950	1,872	99,822	1.9%	77.7%	75.2%
Venezuela	540	222	762	41.1%	0.4%	0.6%
Colombia	6,472	-1,406	5,066	-21.7%	5.1%	3.8%
Brazil	1,175	672	1,847	57.2%	0.9%	1.4%
Argentina	2,318	5,813	8,131	250.8%	1.8%	6.1%
Chile	1,145	-223	922	-19.5%	0.9%	0.7%
Ecuador	1,269	-205	1,064	-16.2%	1.0%	0.8%
Peru	1,991	-402	1,589	-20.2%	1.6%	1.2%
Paraguay	108	38	146	35.2%	0.1%	0.1%
Uruguay	634	-209	425	-33.0%	0.5%	0.3%
Mexico	399	-51	348	-12.8%	0.3%	0.3%
Others	1,276	400	1,676	31.3%	1.0%	1.3%
SA	17,327	4,649	21,976	26.8%	13.7%	16.6%
Netherlands	2,510	169	2,679	6.7%	2.0%	2.0%
UK	805	-317	488	-39.4%	0.6%	0.4%
Germany	410	17	427	4.1%	0.3%	0.3%
Italy	2,142	148	2,290	6.9%	1.7%	1.7%
Sweden	41	-6	35	-14.6%	0.0%	0.0%
Belgium	66	45	111	68.2%	0.1%	0.1%
Austria	55		55	0.0%	0.0%	0.0%
Switzerland	142	-29	113	-20.4%	0.1%	0.1%
Others	948	144	1,092	15.2%	0.8%	0.8%
Europe	7,119	171	7,290	2.4%	5.6%	5.5%
ROW	3,662	-22	3,640	-0.6%	2.9%	2.7%
Total	126,058	6,670	132,728	5.3%		
W/O Ven.	125,518	6,448	131,966	5.1%		

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



ARRIVALS USA AUGUST 2025/2024

95,370
ARRIVALS

1.2%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
New York	24,593	-847	23,746	-3.4%	26.1%	24.9%
Massachusetts	9,076	-229	8,847	-2.5%	9.6%	9.3%
New Jersey	16,285	-706	15,579	-4.3%	17.3%	16.3%
Pennsylvania	4,807	121	4,928	2.5%	5.1%	5.2%
Illinois	1,840	80	1,920	4.3%	2.0%	2.0%
Connecticut	3,325	333	3,658	10.0%	3.5%	3.8%
Florida	4,961	-216	4,745	-4.4%	5.3%	5.0%
Ohio	1,907	60	1,967	3.1%	2.0%	2.1%
Maryland	3,717	50	3,767	1.3%	3.9%	3.9%
Michigan	918	42	960	4.6%	1.0%	1.0%
Virginia	2,838	-113	2,725	-4.0%	3.0%	2.9%
Georgia	1,635	535	2,170	32.7%	1.7%	2.3%
North Carolina	2,521	-103	2,418	-4.1%	2.7%	2.5%
Texas	3,095	528	3,623	17.1%	3.3%	3.8%
California	1,857	156	2,013	8.4%	2.0%	2.1%
Other	10,847	1,457	12,304	13.4%	11.5%	12.9%
Total	94,222	1,148	95,370	1.2%		

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



NIGHTS AUGUST 2025/2024

868,408
NIGHTS

4.9%
GROWTH

	2024	Growth	2025	% Growth	ALOS 2024	ALOS 2025
USA	579,135	-7,316	571,819	-1.3%	6.1	6.0
Canada	30,076	4,391	34,467	14.6%	8.1	7.7
NA	609,211	-2,925	606,286	-0.5%	6.2	6.1
Venezuela	5,974	2,734	8,708	45.8%	11.1	11.4
Colombia	36,239	-5,788	30,451	-16.0%	5.6	6.0
Brazil	7,029	4,340	11,369	61.7%	6.0	6.2
Argentina	19,924	48,049	67,973	241.2%	8.6	8.4
Chile	8,005	-1,326	6,679	-16.6%	7.0	7.2
Ecuador	5,918	-535	5,383	-9.0%	4.7	5.1
Peru	10,308	-1,756	8,552	-17.0%	5.2	5.4
Paraguay	770	181	951	23.5%	7.1	6.5
Uruguay	4,947	-1,760	3,187	-35.6%	7.8	7.5
Mexico	4,876	-2,843	2,033	-58.3%	12.2	5.8
Others	9,469	2,163	11,632	22.8%	7.4	6.9
SA	113,459	43,459	156,918	38.3%	6.5	7.1
Netherlands	45,481	-3,164	42,317	-7.0%	18.1	15.8
UK	7,794	-3,464	4,330	-44.4%	9.7	8.9
Germany	5,506	-699	4,807	-12.7%	13.4	11.3
Italy	15,891	867	16,758	5.5%	7.4	7.3
Sweden	271	38	309	14.0%	6.6	8.8
Belgium	628	1,498	2,126	238.5%	9.5	19.2
Austria	456	-38	418	-8.3%	8.3	7.6
Switzerland	1,044	-216	828	-20.7%	7.4	7.3
Others	8,430	1,558	9,988	18.5%	8.9	9.1
Europe	85,501	-3,620	81,881	-4.2%	12.0	11.2
ROW	19,436	3,887	23,323	20.0%	5.3	6.4
Total	827,607	40,801	868,408	4.9%	6.6	6.5

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



ACCOMMODATIONS AUGUST 2025/2024

132,728
ARRIVALS

5.3%
GROWTH

ARRIVALS BY ACCOMMODATION

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	32,205	 4,312	36,517	13.4%	 25.5%	 27.5%
All Inclusive	20,756	-370 	20,386	-1.8%	 16.5%	 15.4%
Timeshare	33,238	-1,428 	31,810	-4.3%	 26.4%	 24.0%
Others	39,859	 4,156	44,015	10.4%	 31.6%	 33.2%
Total	126,058	 6,670	132,728	5.3%		

NIGHTS BY ACCOMMODATION

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	180,378	 19,737	200,115	10.9%	 21.8%	 23.0%
All Inclusive	118,941	-4,705 	114,236	-4.0%	 14.4%	 13.2%
Timeshare	239,505	-9,553 	229,952	-4.0%	 28.9%	 26.5%
Others	288,783	 35,322	324,105	12.2%	 34.9%	 37.3%
Total	827,607	 40,801	868,408	4.9%		

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 AUGUST 2025/2024

132,728
ARRIVALS

5.3%
GROWTH

	2024	Growth	2025	% Growth
0 - 11	11,366	436	11,802	3.8%
12-19	11,847	-11	11,836	-0.1%
20 - 29	16,851	1,299	18,150	7.7%
30 - 39	21,157	281	21,438	1.3%
40 - 49	22,947	1,364	24,311	5.9%
50 - 59	20,969	1,687	22,656	8.0%
60 - 69	13,702	1,041	14,743	7.6%
70 +	7,219	572	7,791	7.9%
Not Stated	0	1	1	#DIV/0!
Total	126,058	6,670	132,728	5.3%



GENERATIONS

AUGUST 2025/2024

132,728
ARRIVALS

5.3%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
Gen A	8,810	285	9,095	3.2%	7.0%	6.9%
Gen Z	23,759	1,073	24,832	4.5%	18.8%	18.7%
Millennials	33,392	831	34,223	2.5%	26.5%	25.8%
Gen X	33,895	2,379	36,274	7.0%	26.9%	27.3%
Baby Boomers	23,639	1,752	25,391	7.4%	18.8%	19.1%
Silent Generations	2,563	349	2,912	13.6%	2.0%	2.2%
Age not specified	0	1	1	#DIV/0!	0.0%	0.0%
Total	126,058	6,670	132,728	5.3%		

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



CARRIERS AUGUST 2025/2024

132,728
ARRIVALS

5.3%
GROWTH

City	APO Code	AUG.'25	Mkt Share	AUG.'24	Mkt Share	25 vs 24
JFK NY	JFK	24,809	18.7%	24,548	19.5%	1.1%
Newark	EWR	15,345	11.6%	15,424	12.2%	-0.5%
Boston	BOS	12,123	9.1%	11,845	9.4%	2.3%
Bogota	BOG	8,736	6.6%	7,005	5.6%	24.7%
Miami	MIA	8,561	6.5%	8,944	7.1%	-4.3%
Charlotte	CLT	8,039	6.1%	8,447	6.7%	-4.8%
Atlanta	ATL	6,365	4.8%	5,256	4.2%	21.1%
Panama City	PTY	6,302	4.7%	5,375	4.3%	17.2%
Philadelphia	PHL	6,084	4.6%	5,381	4.3%	13.1%
G.Bush DC	IAD	4,963	3.7%	5,052	4.0%	-1.8%
Orlando	MCO	4,177	3.1%	3,884	3.1%	7.5%
Amsterdam	AMS	3,674	2.8%	3,168	2.5%	16.0%
Curacao	CUR	3,596	2.7%	3,709	2.9%	-3.0%
Toronto	YYZ	3,399	2.6%	2,852	2.3%	19.2%
Lima, Peru	LIM	3,149	2.4%	2,099	1.7%	50.0%
Houston International	IAH	2,735	2.1%	1,120	0.9%	144.2%
Baltimore	BWI	1,791	1.3%	1,586	1.3%	12.9%
Medellin	MDE	1,442	1.1%	2,516	2.0%	-42.7%
Sao Paolo	GRU	1,415	1.1%	0	0.0%	—
Chicago	ORD	1,259	0.9%	1,493	1.2%	-15.7%
Sint Maarten	SXM	984	0.7%	450	0.4%	118.7%
Fort Lauderdale	FLL	982	0.7%	1,723	1.4%	—
Johan A. Pengel Int Airport, Suriname	PBM	892	0.7%	386	0.3%	131.1%
Dallas Fort Worth Int Airport	DFW	805	0.6%	730	0.6%	10.3%
Cali, Alfonso Bonilla Aragon	CLO	486	0.4%	900	0.7%	-46.0%
	Others	615	0.5%	2,165	1.7%	-71.6%
Total		132,728	100.0%	126,058	100.0%	5.3%



CRUISE COMPARISON



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



CRUISE AUGUST 2025/2024



2024



CRUISE PAX
39,583

CRUISE CALLS
13



2025



CRUISE PAX
48,518

22.6%

CRUISE CALLS
15

15.4%

ABSOLUTE GROWTH PAX AUGUST 2025

8,935
22.6%

ABSOLUTE GROWTH CALLS AUGUST 2025

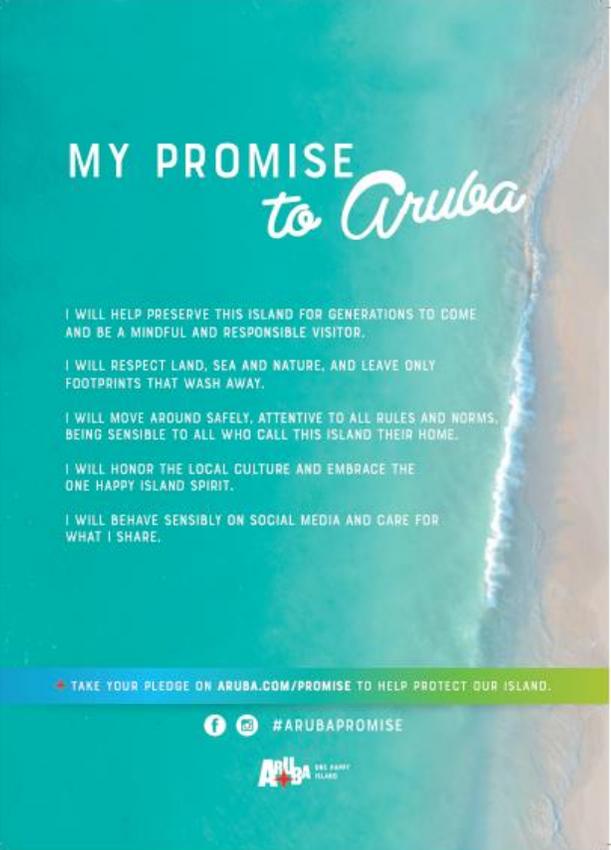
2
15.4%



Guest Guidelines

DO NOT DRIVE IRRESPONSIBLY.

Driving on the beach is forbidden.
When off-roading anywhere on the island, drive carefully to avoid harming protected species.



MY PROMISE to Aruba

- I WILL HELP PRESERVE THIS ISLAND FOR GENERATIONS TO COME AND BE A MINDFUL AND RESPONSIBLE VISITOR.
- I WILL RESPECT LAND, SEA AND NATURE, AND LEAVE ONLY FOOTPRINTS THAT WASH AWAY.
- I WILL MOVE AROUND SAFELY, ATTENTIVE TO ALL RULES AND NORMS, BEING SENSIBLE TO ALL WHO CALL THIS ISLAND THEIR HOME.
- I WILL HONOR THE LOCAL CULTURE AND EMBRACE THE ONE HAPPY ISLAND SPIRIT.
- I WILL BEHAVE SENSIBLY ON SOCIAL MEDIA AND CARE FOR WHAT I SHARE.

TAKE YOUR PLEDGE ON ARUBA.COM/PROMISE TO HELP PROTECT OUR ISLAND.

#ARUBAPROMISE

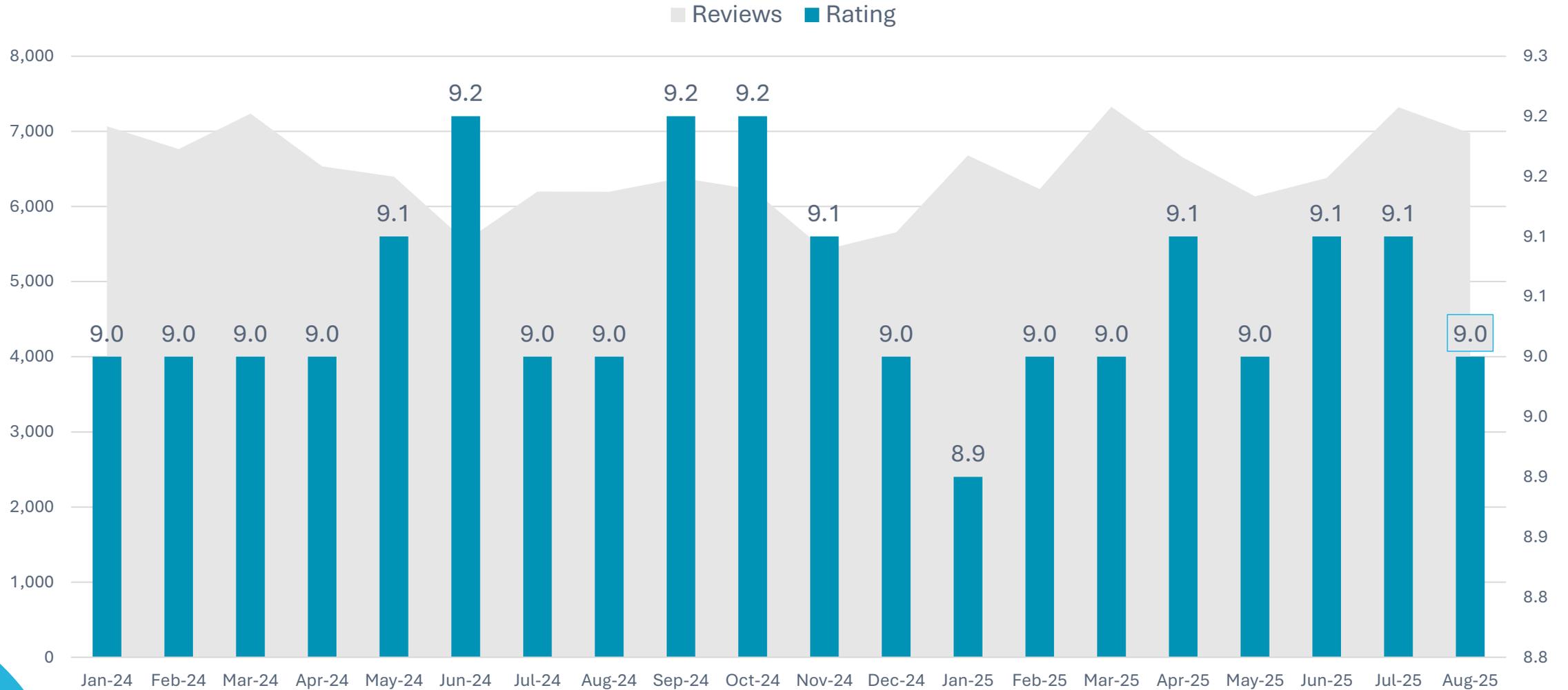


SATISFACTION GUEST



GUEST EXPERIENCE INDEX (GEI)

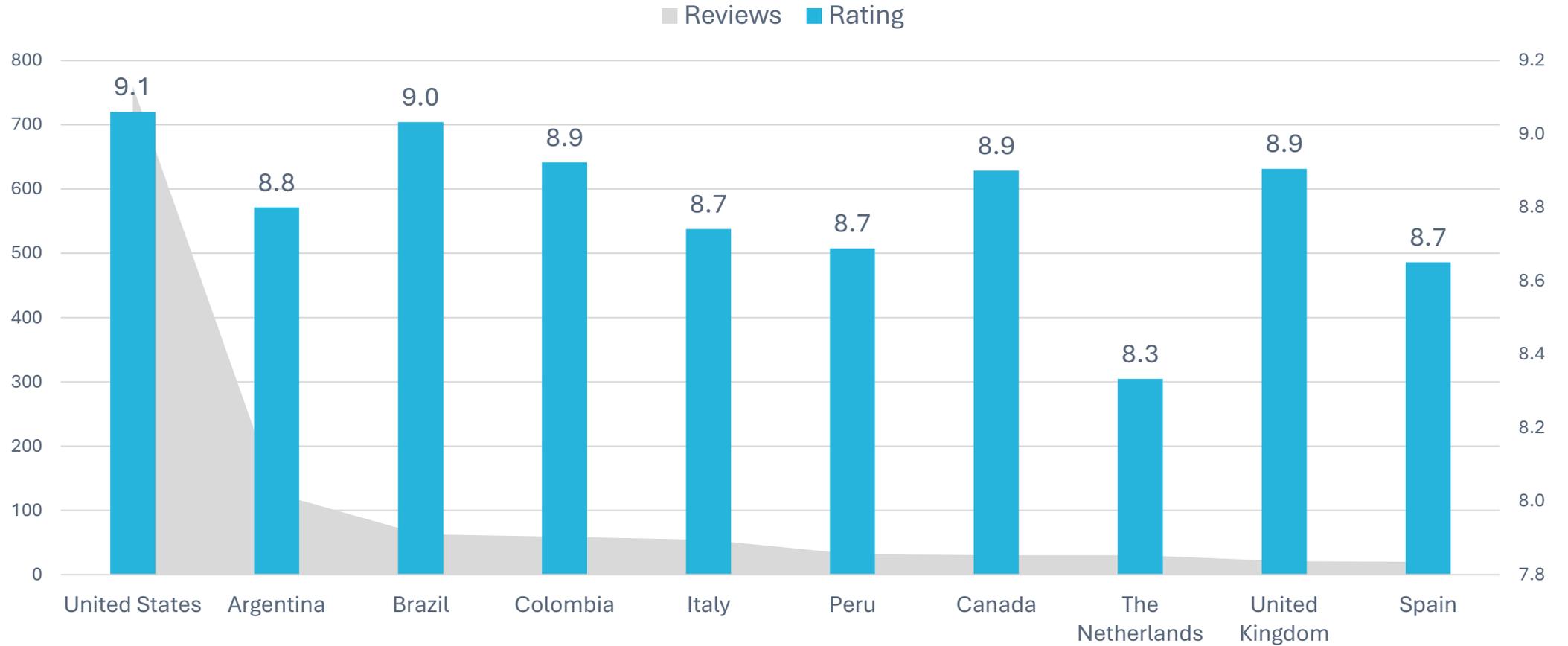
Monthly results





GEI AUGUST 2025

Results by market

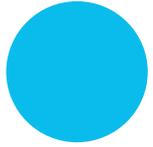




GEI AUGUST 2025

Results by Category

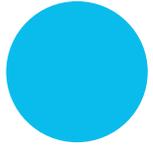




ACCOMMODATION GEI

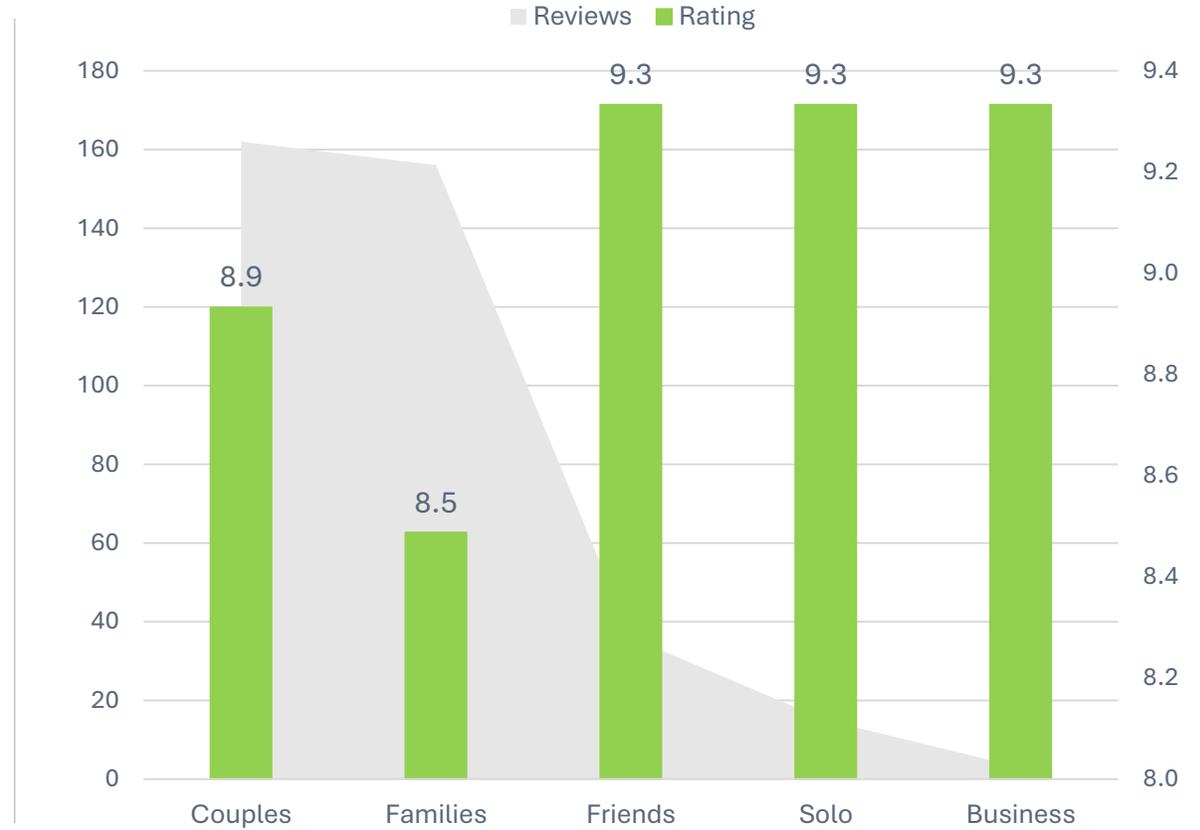
Results August 2025

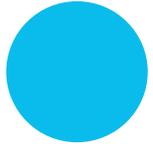




RESTAURANTS GEI

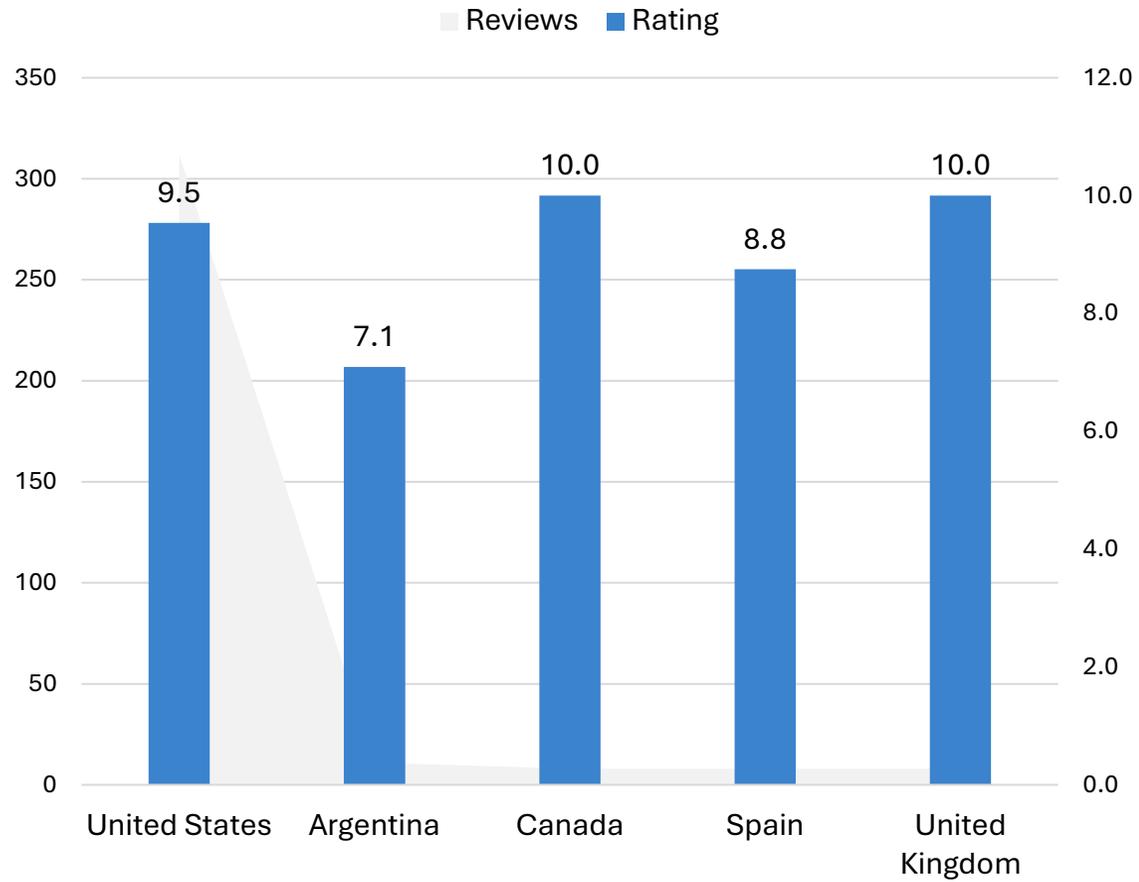
Results August 2025





ATTRACTIONS GEI

Results August 2025





VACATIONS RENTALS

 **Transparent**
an OTA INSIGHT company

INTRODUCTION

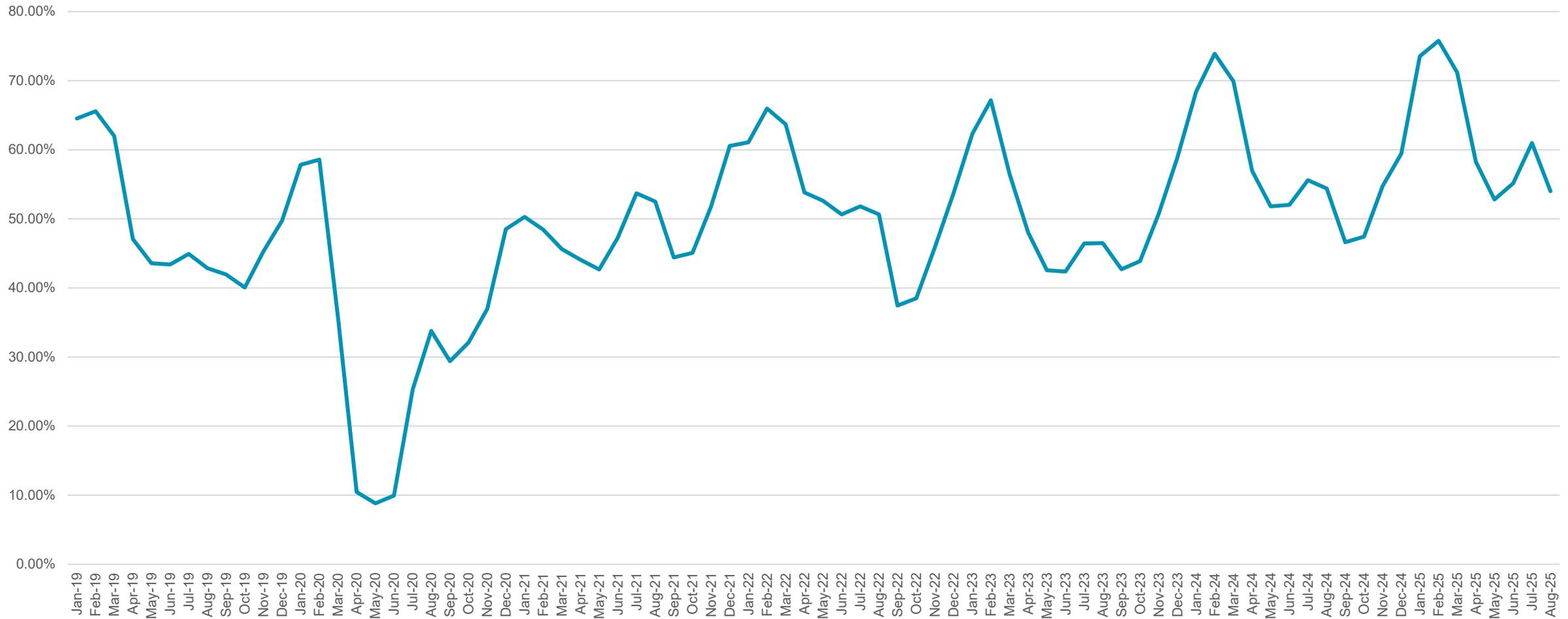
- ▶ In 2023, A.T.A. started working with Lighthouse, formerly Transparent Insights. Lighthouse tracks short-term rentals at the property level through their dashboard.
- ▶ With Lighthouse, A.T.A. is able to do the following:
 - Measure the economic impact of short-term rental, track (ADR) and occupancy 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

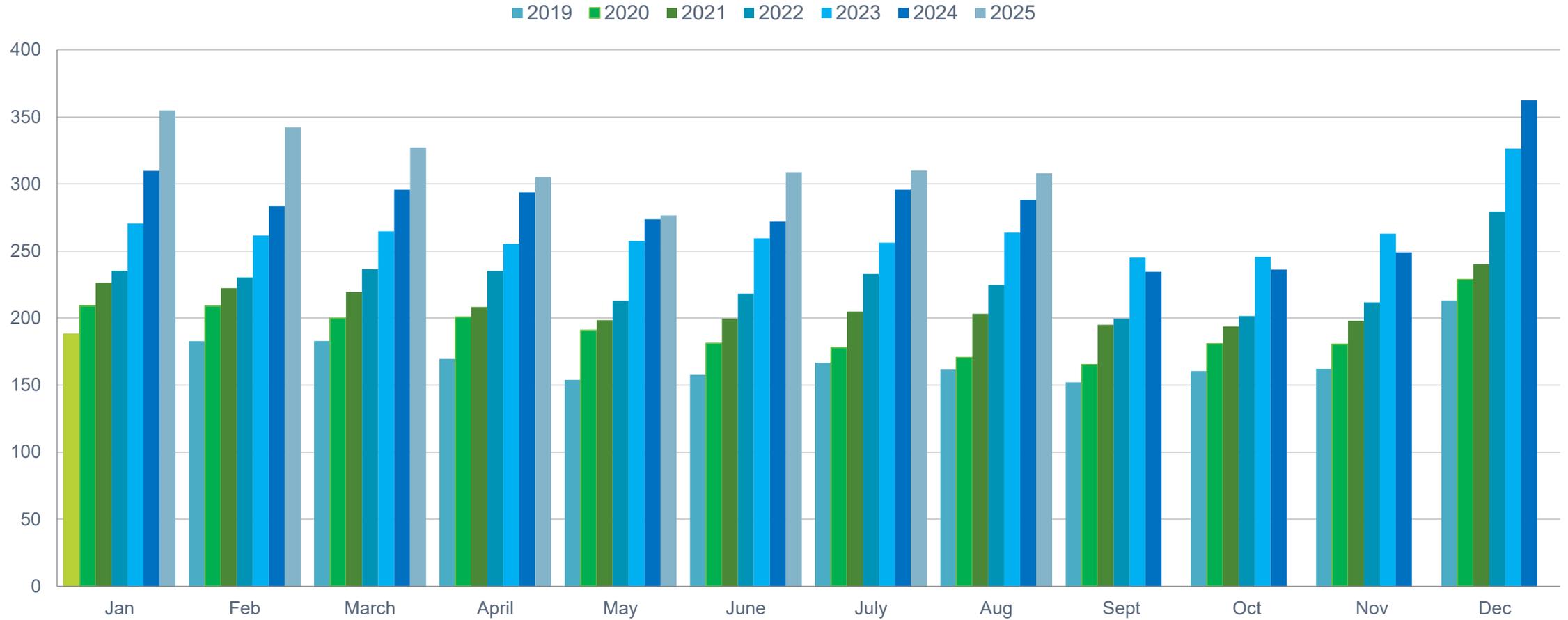
AUG 2024 Occupancy: 54% | AUG 2025 Occupancy: 54%

Occupancy



ADR

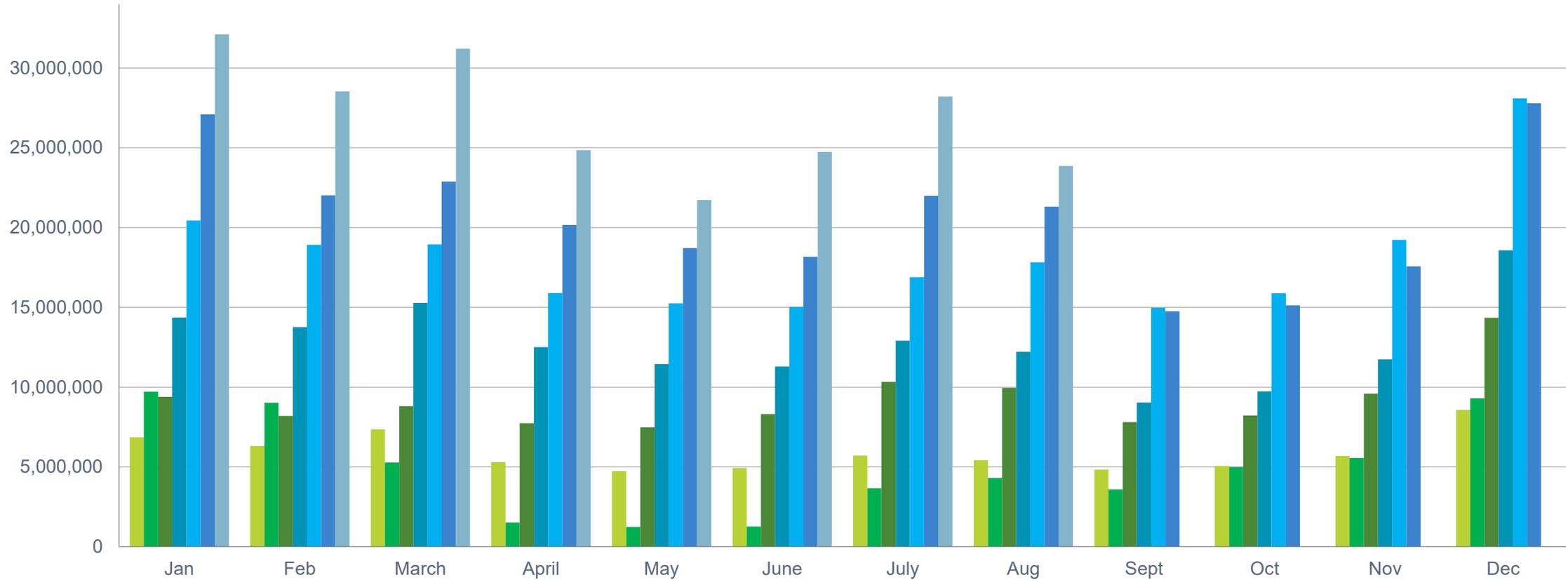
AUG 2024 ADR: \$288 | AUG 2025 ADR: \$308



REVENUE

Total Revenue YTD Aug 2024: USD\$ 172,329,365 | Total Revenue YTD Aug 2025: USD\$ 215,237,273

2019 2020 2021 2022 2023 2024 2025



2025

T I D B I T S

Mastercard and Caribbean Arrivals



Mastercard



YTD June 2025

\$613

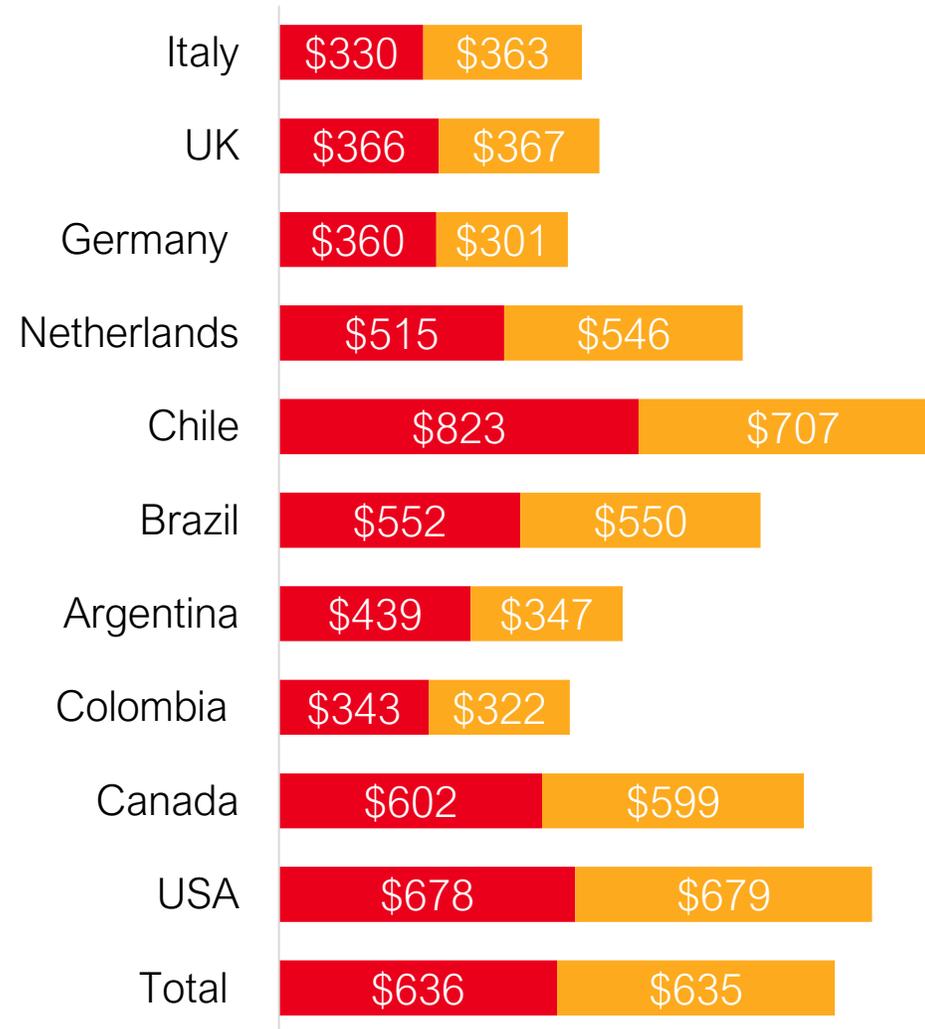
Spending per Card

YTD June 2025

3.7 days

Avg. Length of Card Use

■ 2023 ■ 2024





Quarterly Overview Mastercard Spending per Card

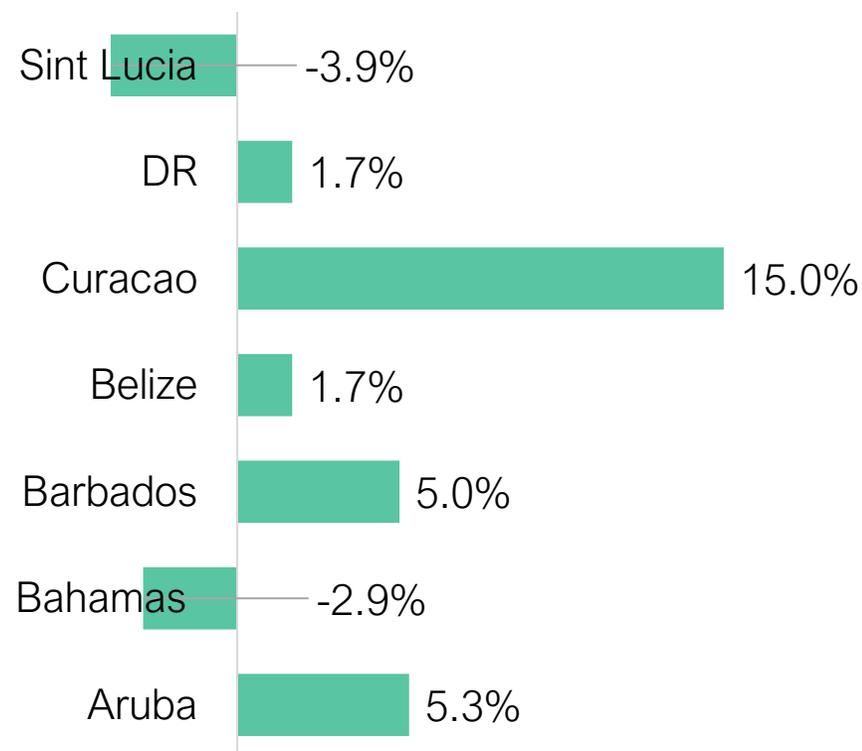
COUNTRY	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2025
Total	\$622	\$579	\$596	\$585	\$628	\$598
USA	\$687	\$643	\$625	\$642	\$695	\$679
Canada	\$596	\$527	\$601	\$541	\$542	\$479
Colombia	\$294	\$291	\$299	\$326	\$316	\$321
Argentina	\$310	\$361	\$462	\$324	\$549	\$469
Brazil	\$531	\$462	\$658	\$517	\$574	\$466
Chile	\$693	\$643	\$723	\$666	\$682	\$679
Netherlands	\$442	\$465	\$515	\$434	\$429	\$443
Germany	\$228	\$469	\$551	\$263	\$181	\$405
UK	\$277	\$388	\$498	\$291	\$287	\$441
Italy	\$304	\$351	\$384	\$270	\$328	\$340



Caribbean Arrivals YTD July 2025

COUNTRY	ARRIVALS JAN TO JULY 2025
Aruba	904,260
Bahamas	1,243,240
Barbados	453,520
Belize	364,418
Curacao	466,917
DR	5,377,654
Sint Lucia	263,394

% TOTAL ARRIVALS GROWTH



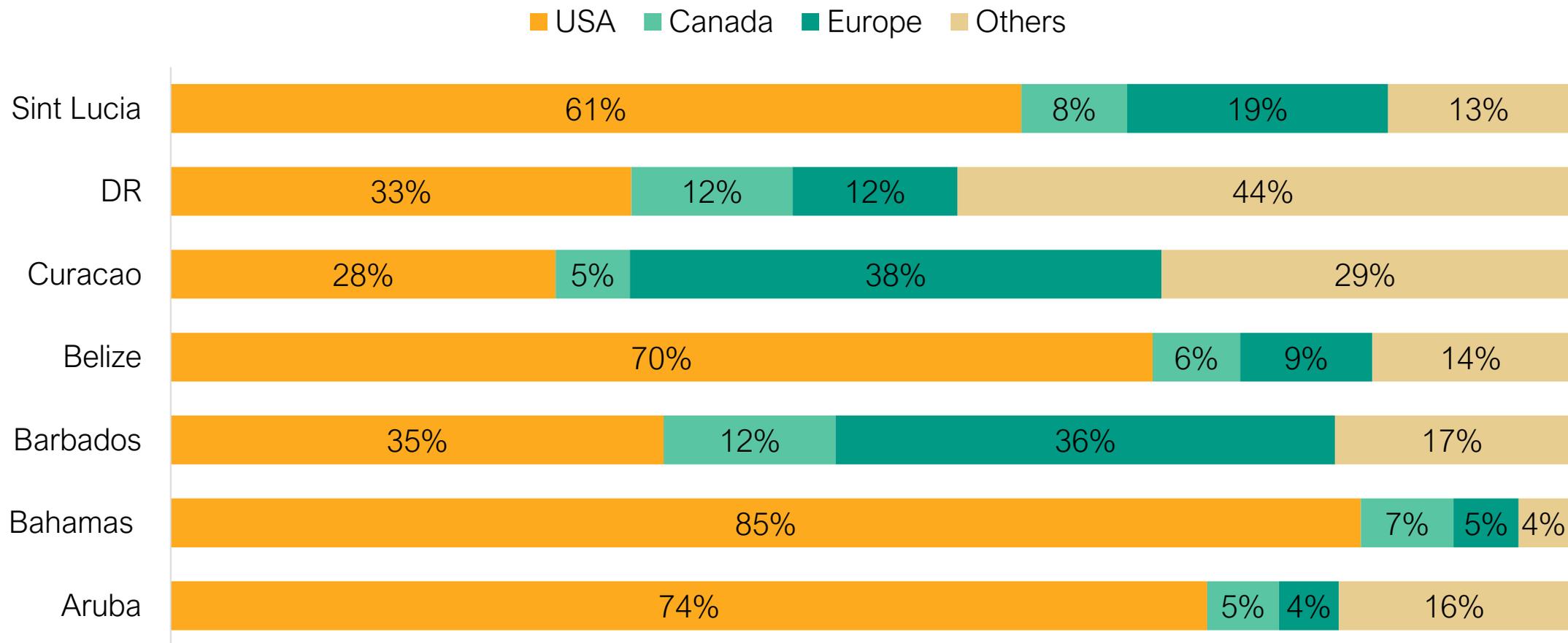


Caribbean Market share **by Region YTD July 2025**

COUNTRY	USA	% GROWTH	CANADA	% GROWTH	EUROPE	% GROWTH	OTHERS	% GROWTH
Aruba	670,294	2.2%	46,428	10.6%	38,840	1.9%	148,698	20.6%
Bahamas	1,058,104	-2.7%	82585	4.1%	57,815	-6.5%	44,736	-14.5%
Barbados	159,923	13.8%	55,740	-1.5%	161,997	-1.1%	75,860	7.0%
Belize	255,930	-1.0%	22,771	-1.2%	34,482	5.1%	51,235	13.0%
Curacao	128,555	22.0%	24,772	11.10%	177,572	3.7%	136,018	27.3%
DR	1,771,677	-5.10%	620,274	-5.30%	634,315	-3.7%	2,351,388	11.70%
Sint Lucia	160,262	1%	19,870	-16.50%	49,167	-14.8%	34,095	0.40%



Caribbean Market Share by Region YTD July 2025



Source: CTO



MASHA DANKI

Thank You

For any questions related to the report and/or additional information requests, please contact
Melanie Evans Kelly, Manager Strategy, Research, and Planning at m.kelly@aruba.com

Or visit our website www.ata.aw



Disclaimer:

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