



# MARCH 2025

## Monthly Report



# SNAPSHOT YTD MARCH 2025/2024



HOW MANY  
ARRIVALS?

392,421

2.5%



HOW MANY  
CRUISE TOURISM?

335,812

-9.1%



HOW LONG  
DID THEY STAY?

2,809,483

-0.2%



WHAT DID THEY SPEND?\*

Central Bank Aruba  
(YTDQ3 2024)

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?



595,151

NIGHTS

21.2%

% Share



334,431

NIGHTS

11.9%

% Share

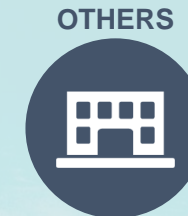


735,395

NIGHTS

26.2%

% Share



1,144,506

NIGHTS

40.7%

% Share



# ARRIVALS YTD MARCH 2025 / 2024

392,421  
ARRIVALS

2.5%  
GROWTH

	2024		Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
USA	287,366		2,142	289,508	0.7%	75.1%	73.8%
Canada	27,471		958	28,429	3.5%	7.2%	7.2%
NA	314,837		3,100	317,937	1.0%	82.3%	81.0%
Venezuela	846	-151		695	-17.8%	0.2%	0.2%
Colombia	14,387	-1,951		12,436	-13.6%	3.8%	3.2%
Brazil	3,872		4,501	8,373	116.2%	1.0%	2.1%
Argentina	7,062		5,394	12,456	76.4%	1.8%	3.2%
Chile	3,622		232	3,854	6.4%	0.9%	1.0%
Ecuador	2,330	-88		2,242	-3.8%	0.6%	0.6%
Peru	4,665		558	5,223	12.0%	1.2%	1.3%
Paraguay	273		72	345	26.4%	0.1%	0.1%
Uruguay	514		294	808	57.2%	0.1%	0.2%
Mexico	696	-106		590	-15.2%	0.2%	0.2%
Others	3,218	-335		2,883	-10.4%	0.8%	0.7%
SA	41,485		8,420	49,905	20.3%	10.8%	12.7%
Netherlands	9,525	-459		9,066	-4.8%	2.5%	2.3%
UK	1,968	-609		1,359	-30.9%	0.5%	0.3%
Germany	1,250	-122		1,128	-9.8%	0.3%	0.3%
Italy	880	-33		847	-3.8%	0.2%	0.2%
Sweden	317		2	319	0.6%	0.1%	0.1%
Belgium	497	-82		415	-16.5%	0.1%	0.1%
Austria	210	-18		192	-8.6%	0.1%	0.0%
Switzerland	568	-159		409	-28.0%	0.1%	0.1%
Others	2,917	-46		2,871	-1.6%	0.8%	0.7%
Europe	18,132	-1,526		16,606	-8.4%	4.7%	4.2%
ROW	8,269	-296		7,973	-3.6%	2.2%	2.0%
Total	382,723		9,698	392,421	2.5%		
W/O Ven.	381,877		9,849	391,726	2.6%		

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 MARCH 2025 / 2024

**289,508**  
ARRIVALS

**0.7%**  
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
New York	58,161	-2,383	55,778	-4.1%	20.2%	19.3%
Massachusetts	39,131	1,156	40,287	3.0%	13.6%	13.9%
New Jersey	32,127	-4,458	27,669	-13.9%	11.2%	9.6%
Pennsylvania	17,447	-1,538	15,909	-8.8%	6.1%	5.5%
Illinois	8,003	768	8,771	9.6%	2.8%	3.0%
Connecticut	9,278	565	9,843	6.1%	3.2%	3.4%
Florida	13,395	-1,437	11,958	-10.7%	4.7%	4.1%
Ohio	9,410	-306	9,104	-3.3%	3.3%	3.1%
Maryland	7,885	-943	6,942	-12.0%	2.7%	2.4%
Michigan	7,423	-178	7,245	-2.4%	2.6%	2.5%
Virginia	7,265	96	7,361	1.3%	2.5%	2.5%
Georgia	4,894	108	5,002	2.2%	1.7%	1.7%
North Carolina	7,423	-468	6,955	-6.3%	2.6%	2.4%
Texas	5,777	2,471	8,248	42.8%	2.0%	2.8%
California	4,085	42	4,127	1.0%	1.4%	1.4%
Other	55,662	8,647	64,309	15.5%	19.4%	22.2%
<b>Total</b>	<b>287,366</b>	<b>2,142</b>	<b>289,508</b>	<b>0.7%</b>		

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





# NIGHTS YTD MARCH 2025 / 2024

2,809,483  
ARRIVALS

-0.2%  
GROWTH

	2024	Growth	2025	% Growth	ALOS 2024	ALOS 2025
USA	1,983,203	-39,307	1,943,896	-2.0%	6.9	6.7
Canada	275,164	-1,912	273,252	-0.7%	10.0	9.6
<b>NA</b>	<b>2,258,367</b>	<b>-41,219</b>	<b>2,217,148</b>	<b>-1.8%</b>	<b>7.2</b>	<b>7.0</b>
Venezuela	8,839	-1,352	7,487	-15.3%	10.4	10.8
Colombia	94,338	-16,950	77,388	-18.0%	6.6	6.2
Brazil	22,876	27,497	50,373	120.2%	5.9	6.0
Argentina	64,587	45,743	110,330	70.8%	9.1	8.9
Chile	27,745	1,331	29,076	4.8%	7.7	7.5
Ecuador	10,447	-612	9,835	-5.9%	4.5	4.4
Peru	26,735	2,154	28,889	8.1%	5.7	5.5
Paraguay	1,769	509	2,278	28.8%	6.5	6.6
Uruguay	4,059	2,082	6,141	51.3%	7.9	7.6
Mexico	7,564	-2,973	4,591	-39.3%	10.9	7.8
Others	20,099	-2,885	17,214	-14.4%	6.2	6.0
<b>SA</b>	<b>289,058</b>	<b>54,544</b>	<b>343,602</b>	<b>18.9%</b>	<b>7.0</b>	<b>6.9</b>
Netherlands	141,322	-12,483	128,839	-8.8%	14.8	14.2
UK	18,053	-5,472	12,581	-30.3%	9.2	9.3
Germany	12,886	-2,049	10,837	-15.9%	10.3	9.6
Italy	7,622	335	7,957	4.4%	8.7	9.4
Sweden	3,468	117	3,585	3.4%	10.9	11.2
Belgium	7,330	-506	6,824	-6.9%	14.7	16.4
Austria	2,291	-773	1,518	-33.7%	10.9	7.9
Switzerland	4,901	-1,129	3,772	-23.0%	8.6	9.2
Others	25,252	1,264	26,516	5.0%	8.7	9.2
<b>Europe</b>	<b>223,125</b>	<b>-20,696</b>	<b>202,429</b>	<b>-9.3%</b>	<b>12.3</b>	<b>12.2</b>
<b>ROW</b>	<b>44,606</b>	<b>1,698</b>	<b>46,304</b>	<b>3.8%</b>	<b>5.4</b>	<b>5.8</b>
<b>Total</b>	<b>2,815,156</b>	<b>-5,673</b>	<b>2,809,483</b>	<b>-0.2%</b>	<b>7.4</b>	<b>7.2</b>

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



# ACCOMMODATIONS

## YTD MARCH 2025 / 2024

392,241  
ARRIVALS

2.5%  
GROWTH

### ARRIVALS BY ACCOMMODATION

	2024		Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	104,334		1,612	105,946	1.5%	27.3%	27.0%
All Inclusive	56,011	-2,081		53,930	-3.7%	14.6%	13.7%
Timeshare	88,148	-1,452		86,696	-1.6%	23.0%	22.1%
Others	134,230		11,619	145,849	8.7%	35.1%	37.2%
<b>Total</b>	<b>382,723</b>		9,698	<b>392,421</b>	<b>2.5%</b>		

### NIGHTS BY ACCOMMODATION

	2024		Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	601,766	-6,615		595,151	-1.1%	21.4%	21.2%
All Inclusive	353,194	-18,763		334,431	-5.3%	12.5%	11.9%
Timeshare	771,674	-36,279		735,395	-4.7%	27.4%	26.2%
Others	1,088,522		55,984	1,144,506	5.1%	38.7%	40.7%
<b>Total</b>	<b>2,815,156</b>	<b>-5,673</b>		<b>2,809,483</b>	<b>-0.2%</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

## YTD MARCH 2025 / 2024

**392,421**  
ARRIVALS

**2.5%**  
GROWTH

	2024		Growth	2025	% Growth
0 - 11	27,067	-625		26,442	-2.3%
12-19	26,601	-769		25,832	-2.9%
20 - 29	43,064		449	43,513	1.0%
30 - 39	56,741	-43		56,698	-0.1%
40 - 49	60,238		155	60,393	0.3%
50 - 59	70,779		1,804	72,583	2.5%
60 - 69	63,641		5,418	69,059	8.5%
70 +	34,573		3,320	37,893	9.6%
Not Stated	19	-11		8	-57.9%
<b>Total</b>	<b>382,723</b>		9,698	<b>392,421</b>	<b>2.5%</b>

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



# GENERATIONS

## YTD MARCH 2025 / 2024

**392,421**  
VISITORS

**2.5%**  
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
Gen A	21,342	-258	21,084	-1.2%	5.6%	5.4%
Gen Z	55,834	-465	55,369	-0.8%	14.6%	14.1%
Millennials	88,682	-172	88,510	-0.2%	23.2%	22.6%
Gen X	97,517	920	98,437	0.9%	25.5%	25.1%
Baby Boomers	106,752	8,098	114,850	7.6%	27.9%	29.3%
Silent Generations	12,577	1,586	14,163	12.6%	3.3%	3.6%
Age not specified	19	-11	8	-57.9%	0.0%	0.0%
<b>Total</b>	<b>382,723</b>	9,698	<b>392,421</b>	<b>2.5%</b>		

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





# CARRIERS YTD MARCH 2025 / 2024

392,421  
VISITORS

2.5%  
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
JETBLUE	86,208	-9,300	76,908	-10.8%	22.5%	19.6%
AMERICAN AIRLINES	72,007	-3,393	68,614	-4.7%	18.8%	17.5%
DELTA AIRLINES	55,353	2,722	58,075	4.9%	14.5%	14.8%
UNITED AIRLINES	44,537	8,294	52,831	18.6%	11.6%	13.5%
COPA AIRLINES	15,043	1,139	16,182	7.6%	3.9%	4.1%
SOUTHWEST AIRLINES	17,105	-1,241	15,864	-7.3%	4.5%	4.0%
AVIANCA	13,991	96	14,087	0.7%	3.7%	3.6%
WESTJET AIRLINES	10,747	2,506	13,253	23.3%	2.8%	3.4%
KLM ROYAL DUTCH	7,739	1,706	9,445	22.0%	2.0%	2.4%
LATAM AIRLINES PERU	5,126	3,883	9,009	75.8%	1.3%	2.3%
AIR CANADA	8,025	553	8,578	6.9%	2.1%	2.2%
CHARTER/NON-SCHEDULED	928	5,623	6,551	605.9%	0.2%	1.7%
WINGO	6,989	-764	6,225	-10.9%	1.8%	1.6%
SPIRIT AIRLINES	11,063	-5,279	5,784	-47.7%	2.9%	1.5%
DIVI DIVI AIR	4,755	274	5,029	5.8%	1.2%	1.3%
SUN COUNTRY AIRLINES	2,667	1,556	4,223	58.3%	0.7%	1.1%
SUNWING AIRLINES	5,218	-1,255	3,963	-24.1%	1.4%	1.0%
GOL	0	3,911	3,911	-	0.0%	1.0%
PRIVATE	3,361	-61	3,300	-1.8%	0.9%	0.8%
EZ AIR	2,815	237	3,052	8.4%	0.7%	0.8%
WINAIR	1,458	1,116	2,574	76.5%	0.4%	0.7%
TUI FLY NL	3,469	-1,067	2,402	-30.8%	0.9%	0.6%
SURINAM AIRWAYS	1,318	-190	1,128	-14.4%	0.3%	0.3%
BRITISH AIRWAYS	1,449	-737	712	-50.9%	0.4%	0.2%
ARAJET	522	-83	439	-15.9%	0.1%	0.1%
AIR CENTURY	198	-35	163	-17.7%	0.1%	0.0%
OTHER	632	-513	119	-81.2%	0.2%	0.0%
<b>Total</b>	<b>382,723</b>	<b>9,698</b>	<b>392,421</b>	<b>2.5%</b>		

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



# CARRIERS YTD MARCH 2025/2024

392,421  
VISITORS

2.5%  
GROWTH

City	APO Code	YTD 2025	Mkt Share	YTD 2024	Mkt Share	25 vs 24
Boston	BOS	55,250	14.1%	50,802	13.3%	8.8%
JFK NY	JFK	54,444	13.9%	54,897	14.3%	-0.8%
Newark	EWB	35,942	9.2%	41,925	11.0%	-14.3%
Toronto	YYZ	25,795	6.6%	24,005	6.3%	7.5%
Miami	MIA	25,551	6.5%	27,164	7.1%	-5.9%
Atlanta	ATL	24,728	6.3%	23,871	6.2%	3.6%
Charlotte	CLT	22,859	5.8%	24,340	6.4%	-6.1%
Philadelphia	PHL	16,366	4.2%	16,533	4.3%	-1.0%
Panama City	PTY	16,219	4.1%	15,074	3.9%	7.6%
Bogota	BOG	16,136	4.1%	16,719	4.4%	-3.5%
Orlando	MCO	12,142	3.1%	12,807	3.3%	-5.2%
Amsterdam	AMS	11,851	3.0%	11,213	2.9%	5.7%
G.Bush DC	IAD	10,039	2.6%	7,677	2.0%	30.8%
Lima, Peru	LIM	9,009	2.3%	5,126	1.3%	75.8%
Chicago	ORD	8,875	2.3%	7,583	2.0%	17.0%
Curacao	CUR	8,695	2.2%	8,535	2.2%	1.9%
Minneapolis St. Paul Inter Airp	MSP	8,399	2.1%	2,323	0.6%	261.6%
Fort Lauderdale	FLL	5,917	1.5%	11,306	3.0%	-47.7%
Sao Paolo	GRU	3,911	1.0%	9	0.0%	43355.6%
Baltimore	BWI	3,740	1.0%	4,311	1.1%	-13.2%
Medellin	MDE	3,528	0.9%	3,062	0.8%	15.2%
Sint Maarten	SXM	2580	0.7%	1,452	0.4%	77.7%
Houston International	IAH	2,370	0.6%	1,558	0.4%	52.1%
Dallas Fort Worth Int Airport	DFW	1,318	0.3%	1,110	0.3%	18.7%
Johan A. Pengel Int Airport, Suriname	PBM	1,028	0.3%	1,230	0.3%	-16.4%
	Others	5,729	1.5%	8,091	2.1%	-29.2%
<b>Total</b>		<b>392,421</b>	<b>100.0%</b>	<b>382,723</b>	<b>100.0%</b>	<b>2.5%</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



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





# CRUISE YTD MARCH 2025 / 2024



2024



CRUISE PAX  
**369,461**

CRUISE CALLS  
**143**



2025



CRUISE PAX  
**335,812**

-9.1%

CRUISE CALLS  
**136**

-4.9%

ABSOLUTE GROWTH PAX YTD MARCH

**-33,649**  
-9.11%

ABSOLUTE GROWTH CALLS YTD MARCH

**-7**  
-4.90%

# MARCH RESULT 2025

## NORTH AMERICA



119,883

83.2%

## SOUTH AMERICA



15,547

10.8%

## EUROPE



5,580

3.9%

## OTHERS



3,085

2.1%

## TOTAL ARRIVALS

144,095

100%



# ARRIVALS

## MARCH 2025/2024

144,095  
ARRIVALS

1.9%  
GROWTH

	2024		Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
USA	109,881	-56		109,825	-0.1%	77.7%	76.2%
Canada	8,794		1,264	10,058	14.4%	6.2%	7.0%
NA	118,675		1,208	119,883	1.0%	83.9%	83.2%
Venezuela	335	-161		174	-48.1%	0.2%	0.1%
Colombia	4,830	-1,314		3,516	-27.2%	3.4%	2.4%
Brazil	1,067		1,524	2,591	142.8%	0.8%	1.8%
Argentina	2,301		1,644	3,945	71.4%	1.6%	2.7%
Chile	1,064	-159		905	-14.9%	0.8%	0.6%
Ecuador	897		178	1,075	19.8%	0.6%	0.7%
Peru	1,748		4	1,752	0.2%	1.2%	1.2%
Paraguay	72		32	104	44.4%	0.1%	0.1%
Uruguay	223		29	252	13.0%	0.2%	0.2%
Mexico	290	-70		220	-24.1%	0.2%	0.2%
Others	1,189	-176		1,013	-14.8%	0.8%	0.7%
SA	14,016		1,531	15,547	10.9%	9.9%	10.8%
Netherlands	2,870		318	3,188	11.1%	2.0%	2.2%
UK	743	-217		526	-29.2%	0.5%	0.4%
Germany	533	-65		468	-12.2%	0.4%	0.3%
Italy	190		72	262	37.9%	0.1%	0.2%
Sweden	93	-8		85	-8.6%	0.1%	0.1%
Belgium	187	-68		119	-36.4%	0.1%	0.1%
Austria	57	-10		47	-17.5%	0.0%	0.0%
Switzerland	198	-68		130	-34.3%	0.1%	0.1%
Others	933	-178		755	-19.1%	0.7%	0.5%
Europe	5,804	-224		5,580	-3.9%	4.1%	3.9%
ROW	2,885		200	3,085	6.9%	2.0%	2.1%
Total	141,380		2,715	144,095	1.9%		
W/O Ven.	141,045		2,876	143,921	2.0%		

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





# ARRIVALS USA

## MARCH 2025/2024

109,825  
ARRIVALS

-0.1%  
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
New York	18,901	-1,994	16,907	-10.5%	17.2%	15.4%
Massachusetts	14,670		15,649	6.7%	13.4%	14.2%
New Jersey	13,610	-3,442	10,168	-25.3%	12.4%	9.3%
Pennsylvania	6,652	-658	5,994	-9.9%	6.1%	5.5%
Illinois	2,896		4,020	38.8%	2.6%	3.7%
Connecticut	3,349		4,001	19.5%	3.0%	3.6%
Florida	5,454	-378	5,076	-6.9%	5.0%	4.6%
Ohio	3,879		4,083	5.3%	3.5%	3.7%
Maryland	3,475	-959	2,516	-27.6%	3.2%	2.3%
Michigan	3,079		3,191	3.6%	2.8%	2.9%
Virginia	3,379	-295	3,084	-8.7%	3.1%	2.8%
Georgia	2,025		2,040	0.7%	1.8%	1.9%
North Carolina	3,254	-362	2,892	-11.1%	3.0%	2.6%
Texas	2,512		3,368	34.1%	2.3%	3.1%
California	1,530		1,555	1.6%	1.4%	1.4%
Other	21,216		25,281	19.2%	19.3%	23.0%
<b>Total</b>	<b>109,881</b>	<b>-56</b>	<b>109,825</b>	<b>-0.1%</b>		

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



# NIGHTS MARCH 2025/2024

946,529  
NIGHTS

-0.9%  
GROWTH

	2024	Growth	2025	% Growth	ALOS 2024	ALOS 2025
USA	702,849	-19,281	683,568	-2.7%	6.4	6.2
Canada	75,153		82,092	9.2%	8.5	8.2
<b>NA</b>	<b>778,002</b>	<b>-12,342</b>	<b>765,660</b>	<b>-1.6%</b>	<b>6.6</b>	<b>6.4</b>
Venezuela	3,577	-1,418	2,159	-39.6%	10.7	12.4
Colombia	33,862	-12,717	21,145	-37.6%	7.0	6.0
Brazil	6,203		15,050	142.6%	5.8	5.8
Argentina	20,129		33,175	64.8%	8.7	8.4
Chile	7,997	-1,639	6,358	-20.5%	7.5	7.0
Ecuador	3,952		4,471	13.1%	4.4	4.2
Peru	9,396	-559	8,837	-5.9%	5.4	5.0
Paraguay	454		668	47.1%	6.3	6.4
Uruguay	1,557		1,847	18.6%	7.0	7.3
Mexico	4,444	-3,126	1,318	-70.3%	15.3	6.0
Others	7,641	-1,952	5,689	-25.5%	6.4	5.6
<b>SA</b>	<b>99,212</b>		<b>100,717</b>	<b>1.5%</b>	<b>7.1</b>	<b>6.5</b>
Netherlands	36,939		39,149	6.0%	12.9	12.3
UK	6,548	-1,794	4,754	-27.4%	8.8	9.0
Germany	5,230	-675	4,555	-12.9%	9.8	9.7
Italy	1,429		2,390	67.2%	7.5	9.1
Sweden	955	-175	780	-18.3%	10.3	9.2
Belgium	2,125	-552	1,573	-26.0%	11.4	13.2
Austria	481	-67	414	-13.9%	8.4	8.8
Switzerland	1,494	-442	1,052	-29.6%	7.5	8.1
Others	7,093	-130	6,963	-1.8%	7.6	9.2
<b>Europe</b>	<b>62,294</b>	<b>-664</b>	<b>61,630</b>	<b>-1.1%</b>	<b>10.7</b>	<b>11.0</b>
<b>ROW</b>	<b>15,320</b>		<b>18,522</b>	<b>20.9%</b>	<b>5.3</b>	<b>6.0</b>
<b>Total</b>	<b>954,828</b>	<b>-8,299</b>	<b>946,529</b>	<b>-0.9%</b>	<b>6.8</b>	<b>6.6</b>

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
















# ACCOMMODATIONS

## MARCH 2025/2024













144,095  
ARRIVALS

1.9%  
GROWTH

### ARRIVALS BY ACCOMMODATION

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	39,184	 1,622	40,806	4.1%	 27.7%	 28.3%
All Inclusive	20,494	-671 	19,823	-3.3%	 14.5%	 13.8%
Timeshare	33,467	-1,858 	31,609	-5.6%	 23.7%	 21.9%
Others	48,235	 3,622	51,857	7.5%	 34.1%	 36.0%
<b>Total</b>	<b>141,380</b>	 2,715	<b>144,095</b>	<b>1.9%</b>		

### NIGHTS BY ACCOMMODATION

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	219,564	-1,308	218,256	-0.6%	 23.0%	 23.1%
All Inclusive	123,751	-6,217 	117,534	-5.0%	 13.0%	 12.4%
Timeshare	266,262	-19,938 	246,324	-7.5%	 27.9%	 26.0%
Others	345,251	 19,164	364,415	5.6%	 36.2%	 38.5%
<b>Total</b>	<b>954,828</b>	-8,299 	<b>946,529</b>	<b>-0.9%</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

## MARCH 2025/2024

**144,095**  
ARRIVALS

**1.9%**  
GROWTH

	2024		Growth	2025	% Growth
0 - 11	11,518	-1,801	<div></div>	9,717	-15.6%
12-19	13,309	-1,937	<div></div>	11,372	-14.6%
20 - 29	16,473		<div>926</div>	17,399	5.6%
30 - 39	20,173		<div>598</div>	20,771	3.0%
40 - 49	24,036	-1,170	<div></div>	22,866	-4.9%
50 - 59	25,222		<div>1,262</div>	26,484	5.0%
60 - 69	20,079		<div>3,218</div>	23,297	16.0%
70 +	10,564		<div>1,623</div>	12,187	15.4%
Not Stated	6	-4		2	-66.7%
<b>Total</b>	<b>141,380</b>		<div>2,715</div>	<b>144,095</b>	<b>1.9%</b>

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



# GENERATIONS

## MARCH 2025/2024

144,095  
ARRIVALS

1.9%  
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
Gen A	8,727	-1,173	7,554	-13.4%	6.2%	5.2%
Gen Z	25,840	-2,118	23,722	-8.2%	18.3%	16.5%
Millennials	31,610	938	32,548	3.0%	22.4%	22.6%
Gen X	37,410		36,976	-1.2%	26.5%	25.7%
Baby Boomers	33,986	4,843	38,829	14.2%	24.0%	26.9%
Silent Generations	3,801	663	4,464	17.4%	2.7%	3.1%
Age not specified	6	-4	2	-66.7%	0.0%	0.0%
<b>Total</b>	<b>141,380</b>	<b>2,715</b>	<b>144,095</b>	<b>1.9%</b>		

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



# CARRIERS

## MARCH 2025/2024

144,095  
ARRIVALS

1.9%  
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
JETBLUE	34,138	-4,154	29,984	-12.2%	24.1%	20.8%
AMERICAN AIRLINES	27,135	-1,649	25,486	-6.1%	19.2%	17.7%
DELTA AIRLINES	20,212	806	21,018	4.0%	14.3%	14.6%
UNITED AIRLINES	16,420	4,574	20,994	27.9%	11.6%	14.6%
SOUTHWEST AIRLINES	6,590	-410	6,180	-6.2%	4.7%	4.3%
COPA AIRLINES	5,533	-237	5,296	-4.3%	3.9%	3.7%
WESTJET AIRLINES	3,580	1,109	4,689	31.0%	2.5%	3.3%
AVIANCA	4,354	-40	4,314	-0.9%	3.1%	3.0%
LATAM AIRLINES / PERU	1,865	1,458	3,323	78.2%	1.3%	2.3%
AIR CANADA	3,052	191	3,243	6.3%	2.2%	2.3%
KLM ROYAL DUTCH	2,481	682	3,163	27.5%	1.8%	2.2%
SPIRIT AIRLINES	4,058	-1,660	2,398	-40.9%	2.9%	1.7%
SUN COUNTRY AIRLINES	933	1,103	2,036	118.2%	0.7%	1.4%
DIVI DIVI AIR	1,693	64	1,757	3.8%	1.2%	1.2%
WINGO	2,275	-679	1,596	-29.8%	1.6%	1.1%
SUNWING AIRLINES	1,646	-275	1,371	-16.7%	1.2%	1.0%
PRIVATE	929	435	1,364	46.8%	0.7%	0.9%
CHARTER/NON-SCHEDULED	375	917	1,292	244.5%	0.3%	0.9%
EZ AIR	957	106	1,063	11.1%	0.7%	0.7%
WINAIR	510	390	900	76.5%	0.4%	0.6%
TUI FLY NL	1,252	-371	881	-29.6%	0.9%	0.6%
GOL	0	869	869	-	0.0%	0.6%
SURINAM AIRWAYS	465	-60	405	-12.9%	0.3%	0.3%
BRITISH AIRWAYS	548	-309	239	-56.4%	0.4%	0.2%
ARAJET	218	-66	152	-30.3%	0.2%	0.1%
AIR CENTURY	54	4	58	7.4%	0.0%	0.0%
OTHERS	107	-83	24	-77.6%	0.1%	0.0%
<b>Total</b>	<b>141,380</b>	<b>2,715</b>	<b>144,095</b>	<b>1.9%</b>		

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





# CARRIERS MARCH 2025/2024

144,095  
ARRIVALS

1.9%  
GROWTH

City	APO Code	2025	Mkt Share	2024	Mkt Share	25 vs 24
Boston	BOS	21,373	14.8%	20,450	14.5%	4.5%
JFK NY	JFK	19,039	13.2%	20,441	14.5%	-6.9%
Newark	EWB	12,344	8.6%	15,047	10.6%	-18.0%
Toronto	YYZ	9,304	6.5%	8,278	5.9%	12.4%
Atlanta	ATL	9,202	6.4%	9,103	6.4%	1.1%
Charlotte	CLT	8,805	6.1%	9,412	6.7%	-6.4%
Miami	MIA	8,628	6.0%	9,456	6.7%	-8.8%
Philadelphia	PHL	6,042	4.2%	6,160	4.4%	-1.9%
Panama City	PTY	5,311	3.7%	5,554	3.9%	-4.4%
Bogota	BOG	5,181	3.6%	5,191	3.7%	-0.2%
Chicago	ORD	4,719	3.3%	3,034	2.1%	55.5%
Orlando	MCO	4,611	3.2%	4,934	3.5%	-6.5%
G.Bush DC	IAD	4,486	3.1%	2,860	2.0%	56.9%
Amsterdam	AMS	4,044	2.8%	3,732	2.6%	8.4%
Minneapolis St. Paul Inter Airp	MSP	3,754	2.6%	933	0.7%	302.4%
Lima, Peru	LIM	3,323	2.3%	1,865	1.3%	78.2%
Curacao	CUR	3,169	2.2%	2,815	2.0%	12.6%
Fort Lauderdale	FLL	2,430	1.7%	4,123	2.9%	-41.1%
Baltimore	BWI	1,582	1.1%	1,662	1.2%	-4.8%
Houston International	IAH	1,060	0.7%	685	0.5%	54.7%
Sint Maarten	SXM	900	0.6%	501	0.4%	79.6%
Sao Paolo	GRU	869	0.6%	0	0.0%	-
Medellin	MDE	779	0.5%	940	0.7%	-17.1%
Dallas Fort Worth Int Airport	DFW	713	0.5%	670	0.5%	6.4%
LaGuardia Airport, NY	LGA	605	0.4%	811	0.6%	-25.4%
	Others	1,822	1.3%	2,723	1.9%	-33.1%
<b>Total</b>		<b>144,095</b>	<b>100.0%</b>	<b>141,380</b>	<b>100.0%</b>	<b>1.9%</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

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





# CRUISE MARCH 2025 / 2024



2024



CRUISE PAX  
**117,701**

CRUISE CALLS  
**46**



2025



CRUISE PAX  
**100,630**

-14.5%

CRUISE CALLS  
**42**

-8.7%

ABSOLUTE GROWTH PAX MARCH

**-17,071**  
-14.5%

ABSOLUTE GROWTH CALLS MARCH

**-4**  
-8.7%





# GUEST SATISFACTION

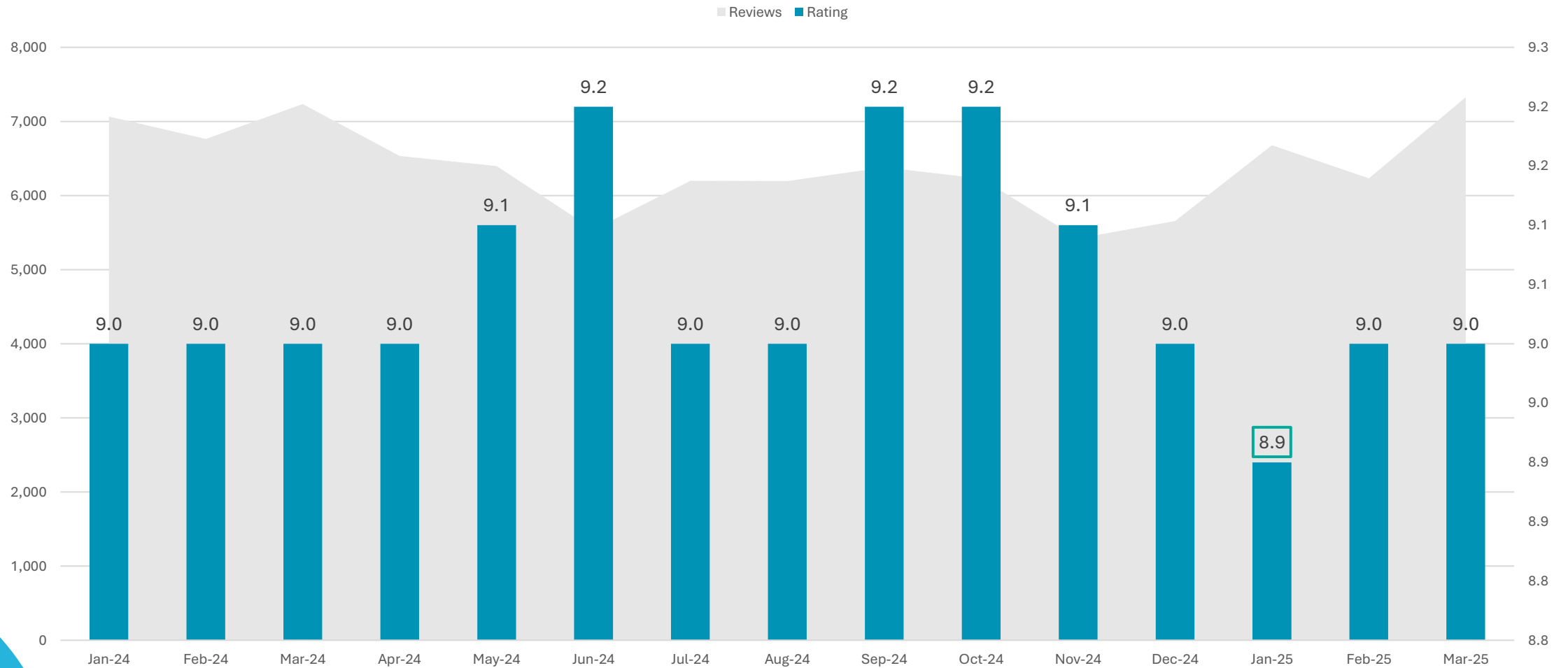




# GUEST EXPERIENCE INDEX (GEI)

*Monthly results*

## Reviews & Ratings





# VACATIONS RENTALS

 **Transparent**  
an OTA INSIGHT company



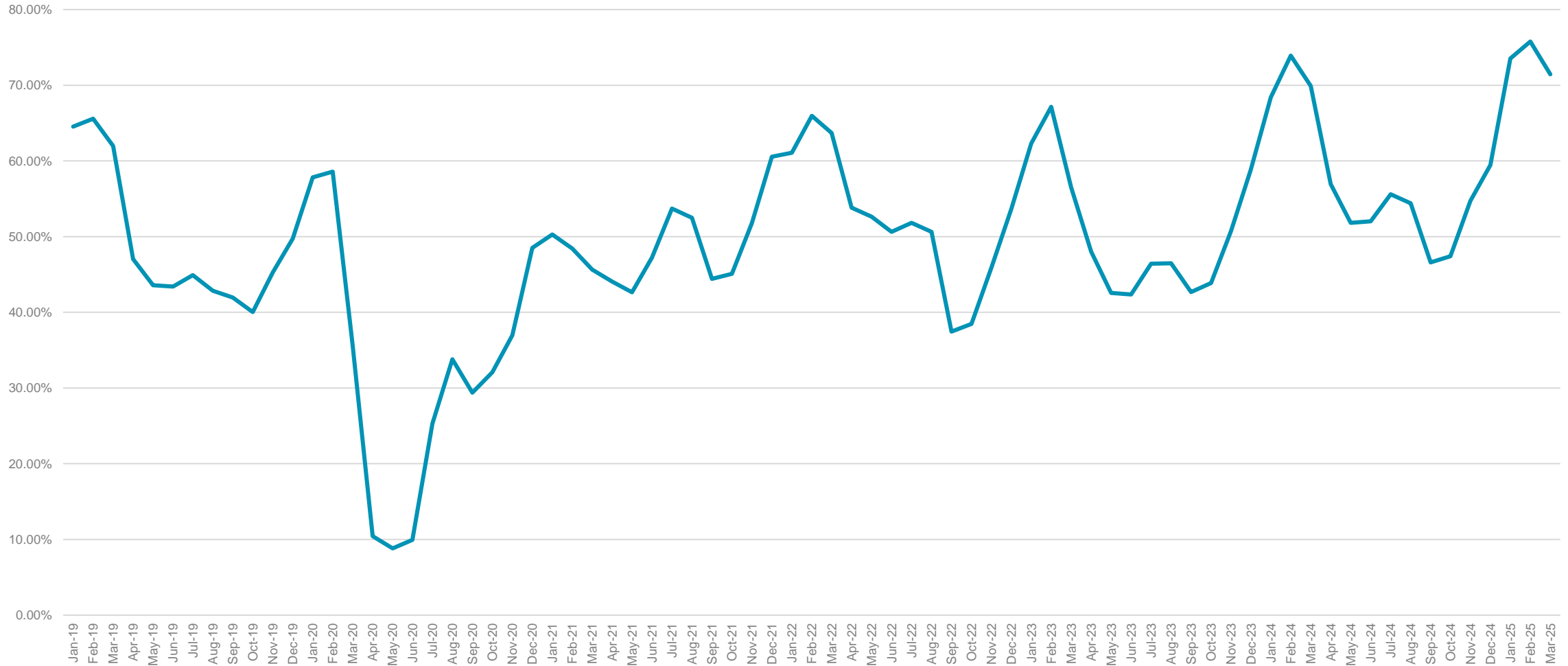
# INTRODUCTION

- ▶ 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.

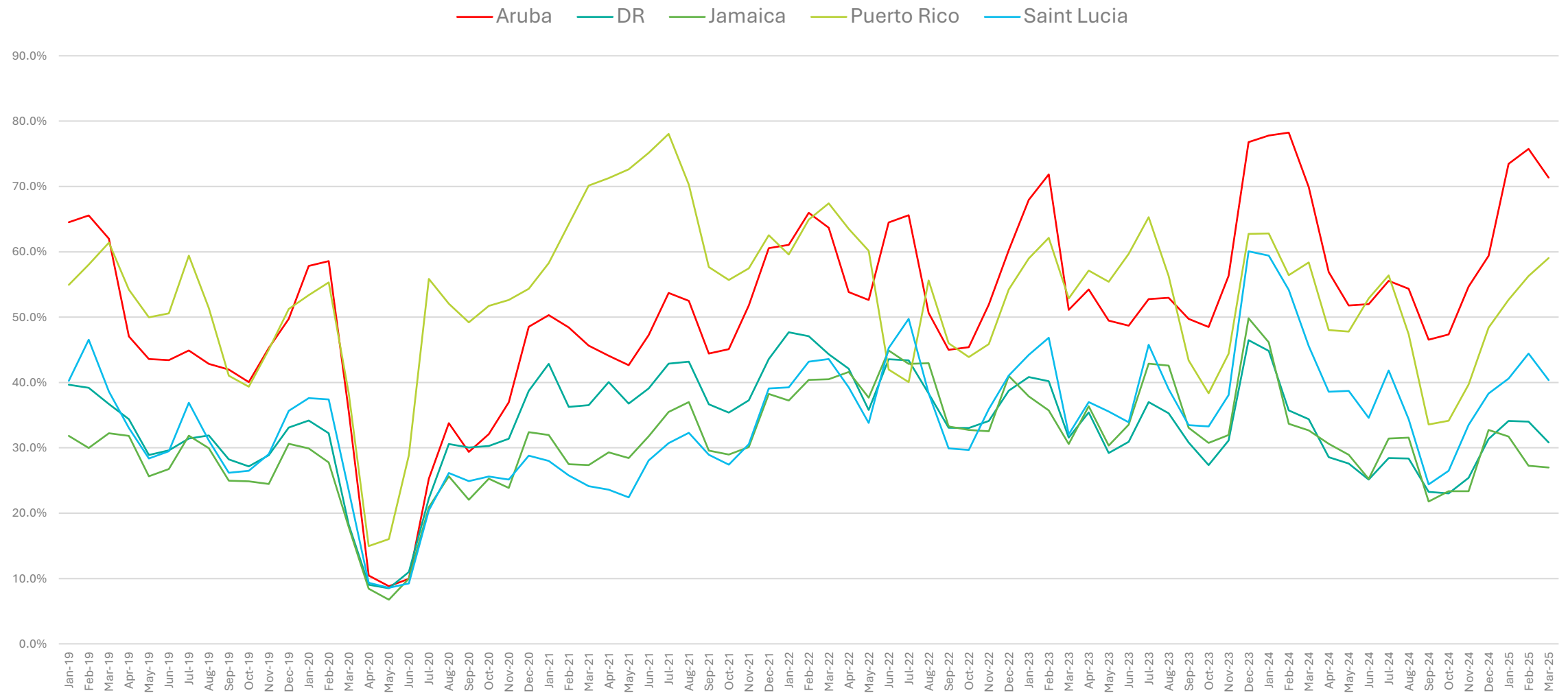


# OCCUPANCY

MARCH 2024 Occupancy: 70% | MARCH 2025 Occupancy: 71%



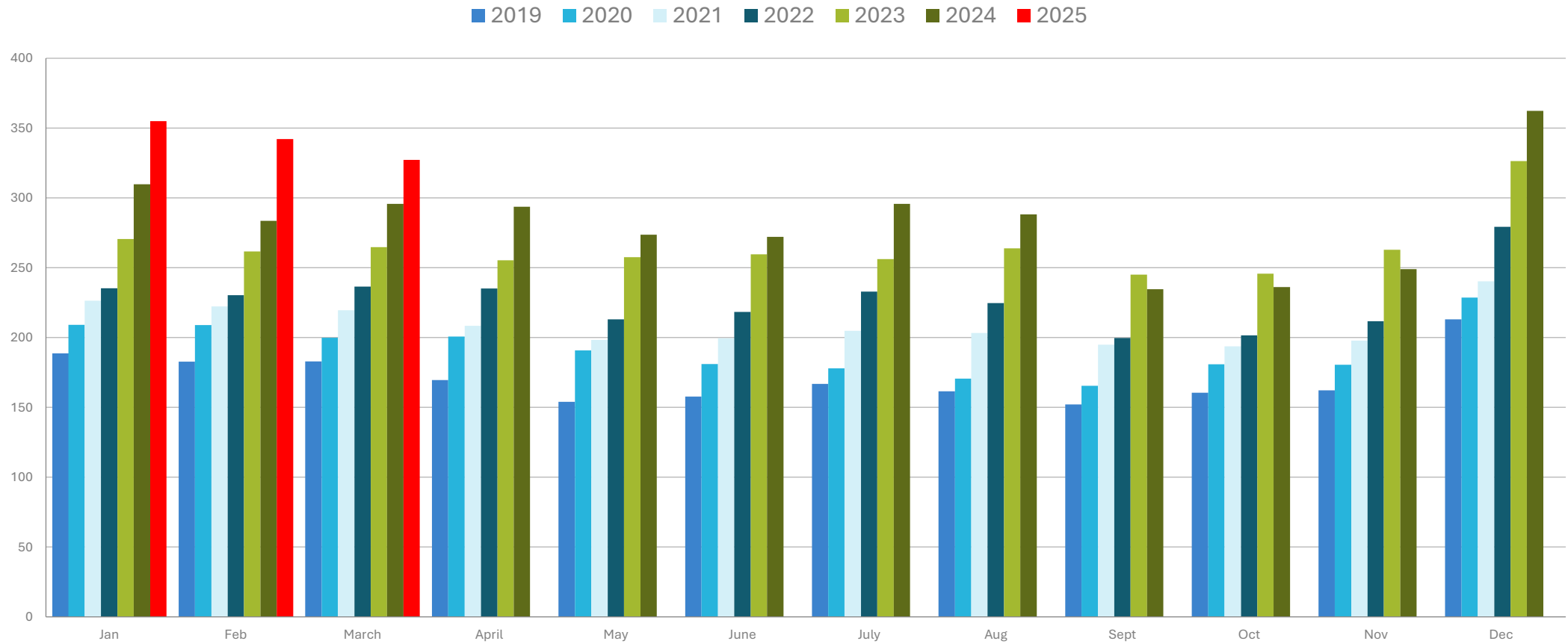
# OCCUPANCY BENCHMARK



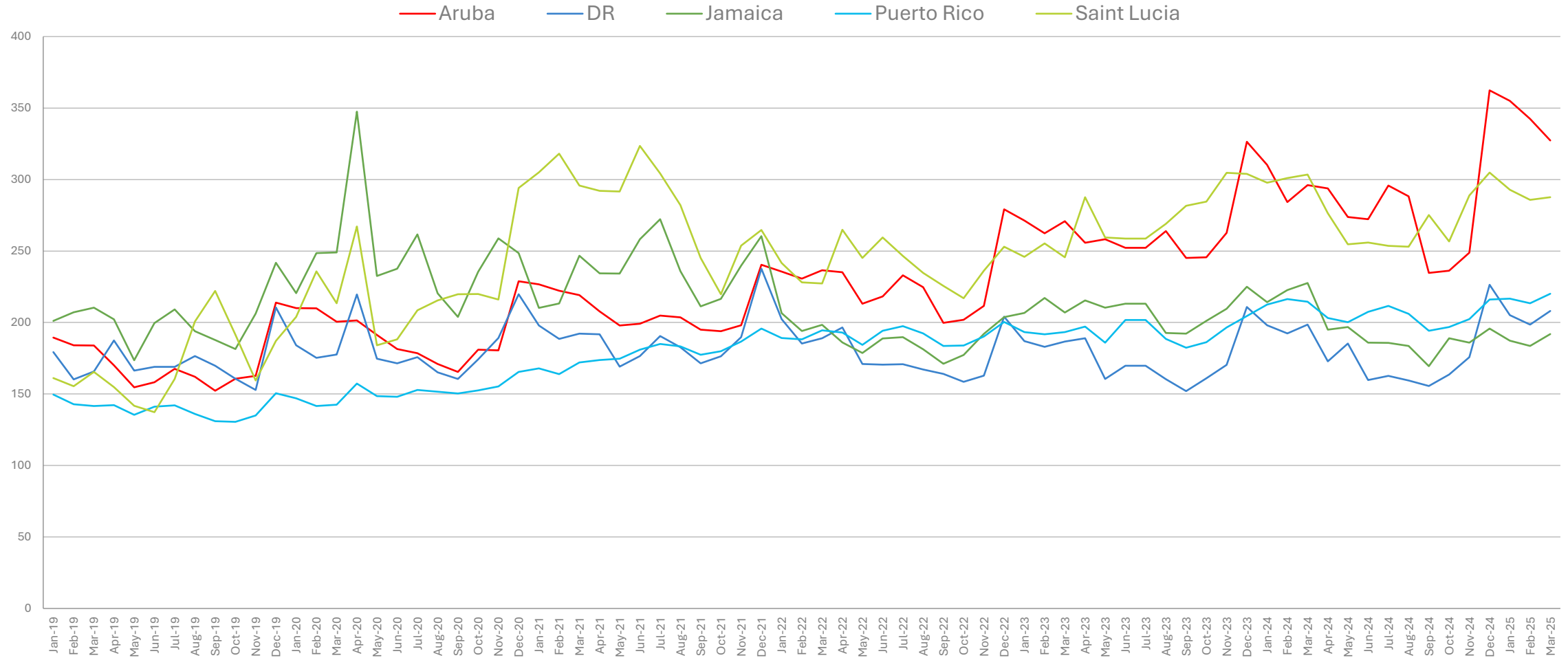


# ADR

MARCH 2024 ADR: \$296 | MARCH 2025 ADR: \$327

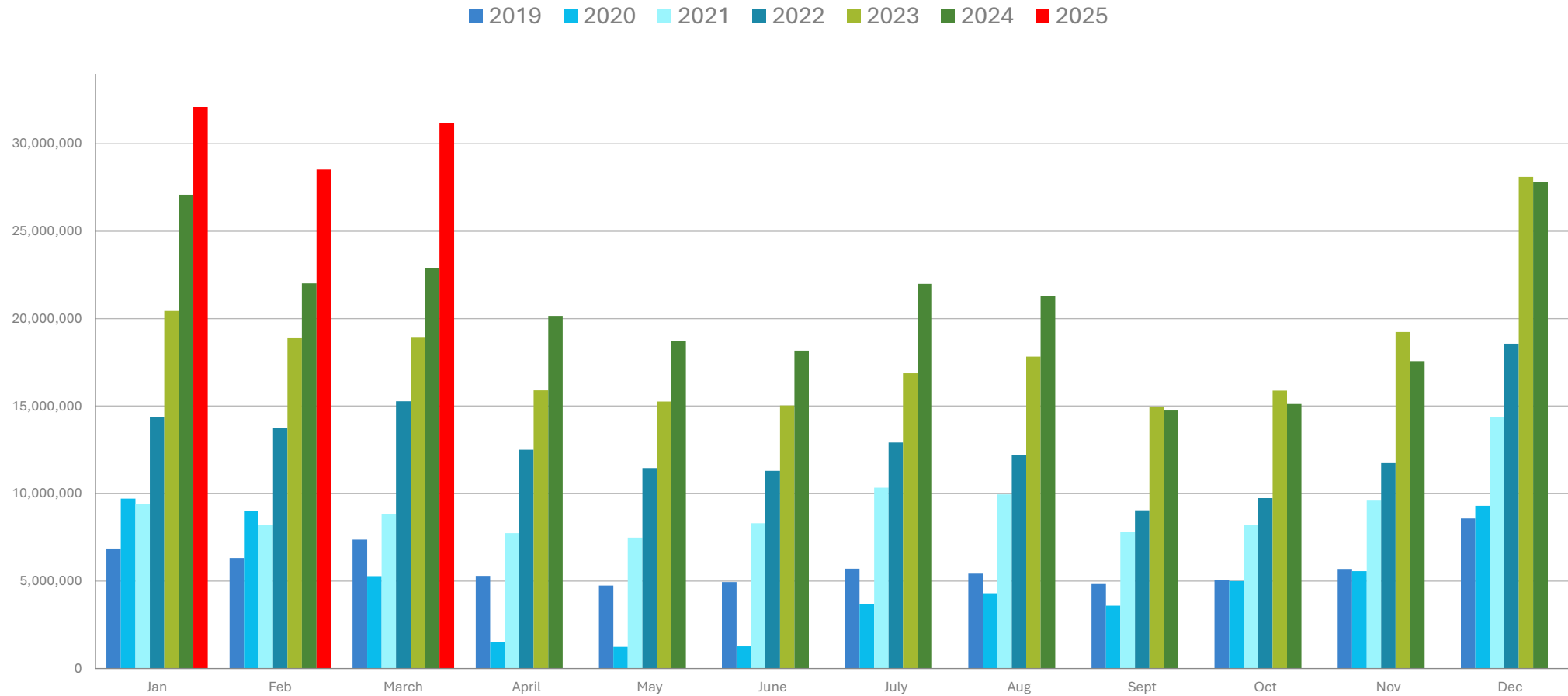


# ADR BENCHMARK



# REVENUE

Total Revenue MARCH 2024: USD\$ 71,994,426 | Total Revenue MARCH 2025: USD\$ 91,834,993





# T I D B I T S



Excerpt:

## U.S. Short-Term Rentals 2025: Guest Attitudes and Decision Making

April 2025

Source: **PHOCUSWRIGHT**

By Madeline List



Aruba Tourism  
Authority

# Introduction

Short-term rental (STR) guests, once a niche segment in an experimental category, are now an established part of the leisure traveling population. Guests with recent rental experience are more likely to prioritize travel spend compared to other discretionary purchases, spend more per year, and go abroad. Though they show some distinct travel behaviors, these travelers are hardly cut from a different cloth than hotel guests. They sample many types of accommodations throughout their trips and frequently compare rentals and hotels – meaning the rental sector must remain mindful about how to develop and market offerings that entice them.

Satisfaction with recent rental stays tends to be high, but many guests are still shaken by a slew of mixed PR that accompanied the booms in occupancy during and after the pandemic. The majority of travelers both with and without recent STR experience report that some of the bad press gives them pause when considering whether to stay in a rental or not. A similar proportion of hosts is concerned about the effects of unprofessional host behavior on the clientele. As the consumer population becomes more rental-savvy, they have also become more familiar with the sector's strengths and weaknesses. Rentals can offer space, high value, unique experiences and privacy.

However, hotels are still more likely to be viewed as superior for elements like guest services, ancillary purchase options or safety. Younger travelers under 35 are particularly inclined to question the value of rentals and quality of overall stay compared with hotels. Because rental guests are so open to comparing rentals and hotels, as well as staying in multiple categories of lodging offerings, rental operators and distributors must be cognizant of their evolving needs.

Standards of operation, as well as the reputation of the category, both need to be elevated across the industry to maintain a competitive stance and position rentals as a strong accommodation option across a range of trip occasions.

## Methodology

### **Guest Survey**

Phocuswright fielded an online survey between August 26 and September 11, 2024 through a Dynata consumer panel, targeting U.S. travelers who stayed in paid short-term rentals at least once in the past year for leisure travel purposes. Phocuswright received 907 qualified responses and the respondent pool can be projected with confidence to the U.S. short-term rental traveler population with internet access. The error interval for analysis is  $\pm 3.3\%$  at a 95% confidence level.

### **Host Survey**

Phocuswright fielded an online survey between August 20 and September 21, 2024 through a Dynata consumer panel, targeting U.S. hosts of a property that they rent out on a short-term basis. Phocuswright received 483 qualified responses.

### **Property Manager Interviews**

Phocuswright conducted N=13 in-depth interviews (IDIs) with professionals working in the property management industry. These companies represent a range of portfolio sizes, business models and geographic locations.

# Perceptions of STRs

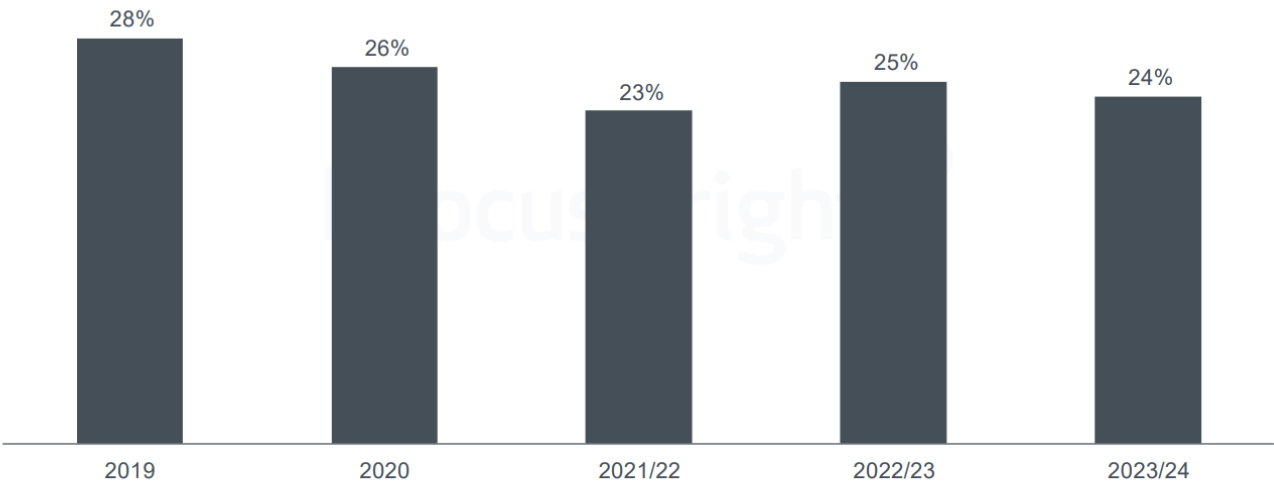
Rentals earned considerable attention from consumers during the pandemic, given their natural advantages in privacy and protecting travelers from COVID. But the boom in usage happened during a time when the industry was still teeming with amateur owners and property managers developing their best practices. Many perceptions of the category remained positive throughout, but this period also brought with it an onslaught of mixed media coverage spurred by concerns over issues like chore lists or misleading listings.

During this phase of STR development, the proportion of leisure travelers using the category did not change dramatically, though individual travelers may have made different decisions about how frequently they used STRs, how much they spent, or in which destinations they stayed in STRs. The incidence of STR usage among leisure travelers in 2020 was 26%, and it remained relatively stable at 24% for the travelers who took leisure trips through mid-2024 (see Figure 1).

Steady usage is promising, but in a still-maturing sector, it may also signal stagnation in user growth or repeat engagement. This could be a result of both the negative effects of publicity as well as perceptions of rentals based on actual stays. Any of these factors can limit the segment’s ability to aggressively compete with other forms of lodging across a range of trip occasions. However, both guests and operators are cognizant of the effects that negative stories circulating in the collective consciousness have.

## Incidence of STR usage among leisure travelers

Figure 1



Question: What type(s) of lodging did you stay in for your [ ] leisure trips? Select all that apply.  
Base: U.S. Travelers (2019 N=2,074; 2020 N=1,521; 2021/22 N=2,158; 2022/23 N=2,025; 2023/24 N=2,122)  
Source: Phocuswright's U.S. Consumer Travel Reports 2020 - 2024



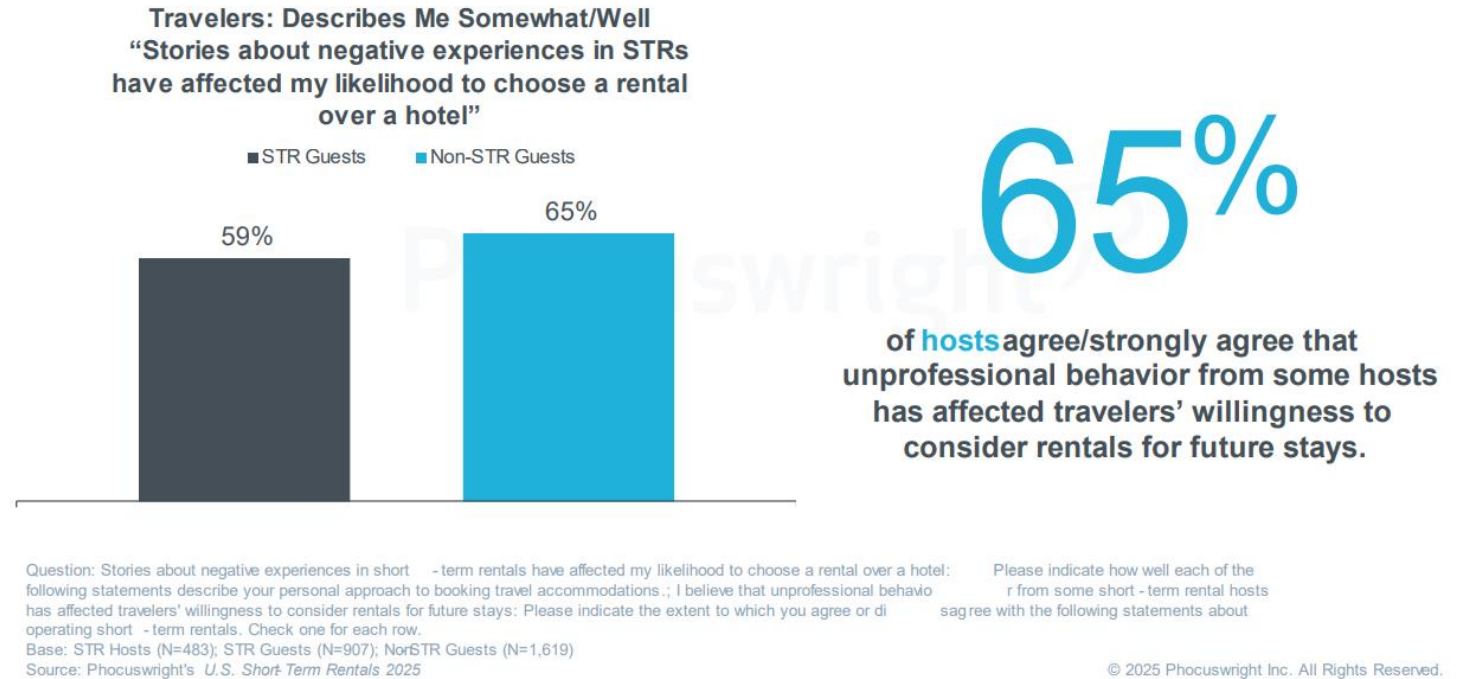
On the traveler end, similar amounts of recent STR guests (59%) and travelers with no recent STR experience (65%) attest it describes them somewhat or well to say that stories about negative experiences in rentals have affected their likelihood to choose a rental over a hotel (see Figure 2).

From the host end, 65% of hosts agreed or strongly agreed that unprofessional behavior from certain operators has affected traveler willingness to consider rentals.

The stable incidence of U.S. travelers using STRs, along with strong earnings from market leader Airbnb, are positive indicators for optimism about the segment on the guest side. But there remain some causes for concern about consumer outlook, namely stemming from younger guests.

## Guest and host perceptions of negative STR coverage

Figure 2



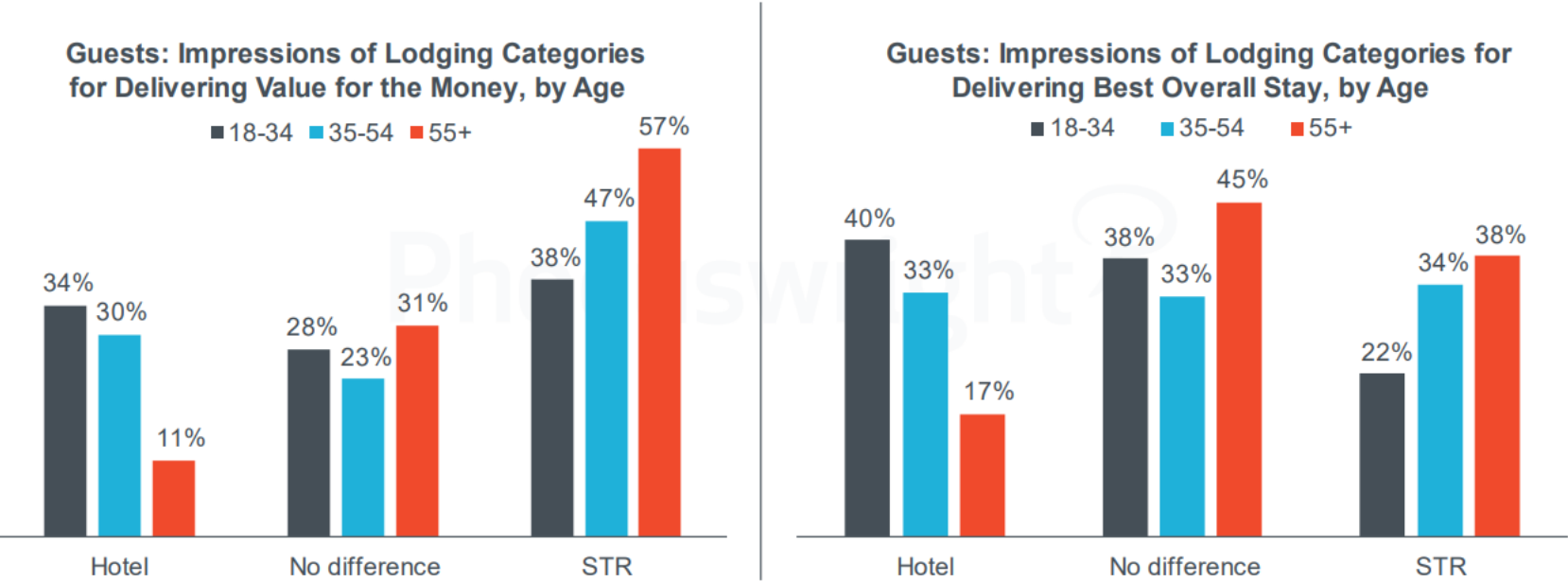
With time, travelers under 35 will become more prominent spenders in the leisure traveler population, and this age cohort has less favorable perceptions of the STR category compared to others. In two key metrics – value for money and best overall stay – these younger travelers' views are slipping. Future bookings may decelerate if these views are not addressed, whether through changes to product perceptions or changes to the accommodation offerings themselves.

Value for money is an area in which STRs score strongly among the overall population, and operators are aware of this strength. Compared to price, which is centered purely on dollar amount paid, value for the money reflects perceptions of return per dollar paid. This can be a natural advantage for STRs, which usually have a higher square footage of private-access space than hotels or resorts. They are much more likely to feature access to amenities like multiple bedrooms, kitchen/food-prep areas, and in-unit laundry facilities.



# Guests: Key STR perception differences, by age

Figure 3



Question: Based on your personal experiences, which type of accommodations do the best job in each of the following aspects of the guest experience?  
Base: STR Guests with recent hotel experience (N=617)  
Source: Phocuswright's U.S. Short Term Rentals 2025

© 2025 Phocuswright Inc. All Rights Reserved.



Overall, 42% of STR guests recently chose the category because of value for money, and 47% of guests believe the category generally offers superior value for the money compared with hotels. But this attitude is not as evident with STR guests under 35, as only 38% of them believe that STRs are the stronger performers in this regard compared to hotels (see Figure 3). Guests aged 55 and up are more likely to feel the category delivers strong comparative value (57% believe it is better).

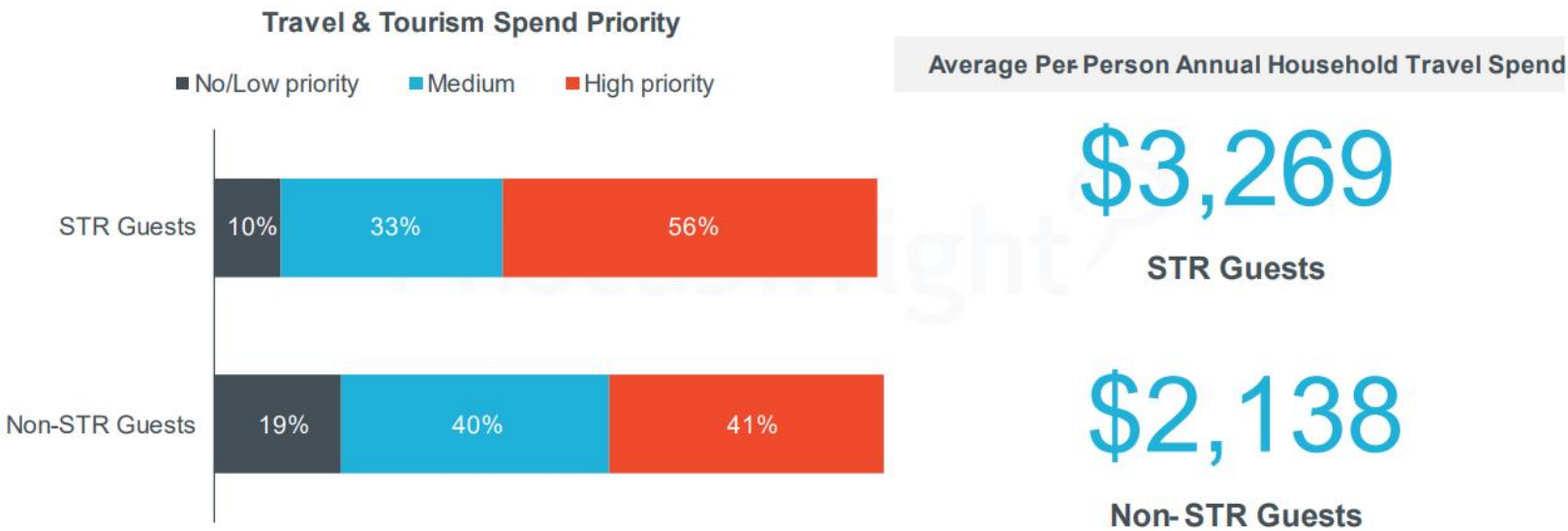
The younger guests who share both recent STR and hotel experience also lean towards hotels in their perceptions of which category offers stronger overall stays. Forty percent of STR guests under 35 believe hotels have delivered the best stay altogether, compared to only 17% of travelers 55 and over. STR guests under 55 also report they are more likely to reconsider staying in a rental due to negative PR, a problematic indicator as the traveling population ages (69% 18-34, 62% 35-54, 40% 55+). This could affect future category performance if left unchecked. There is still much work to do both with improving the transparency and consistency of STR stays, but also improving their reputation in the public eye.

# STR guest profile and stay

Rental guests show broader behavioral differences beyond just their choice in accommodations. They are far more likely to place a high priority (56%) on tourism spend compared to those with no rental stays in the past 12 months (41%), and report significantly higher leisure travel spend on average (see Figure 4).

## Travel and tourism spend priority and annual spend, STR guests vs. nonguests

Figure 4



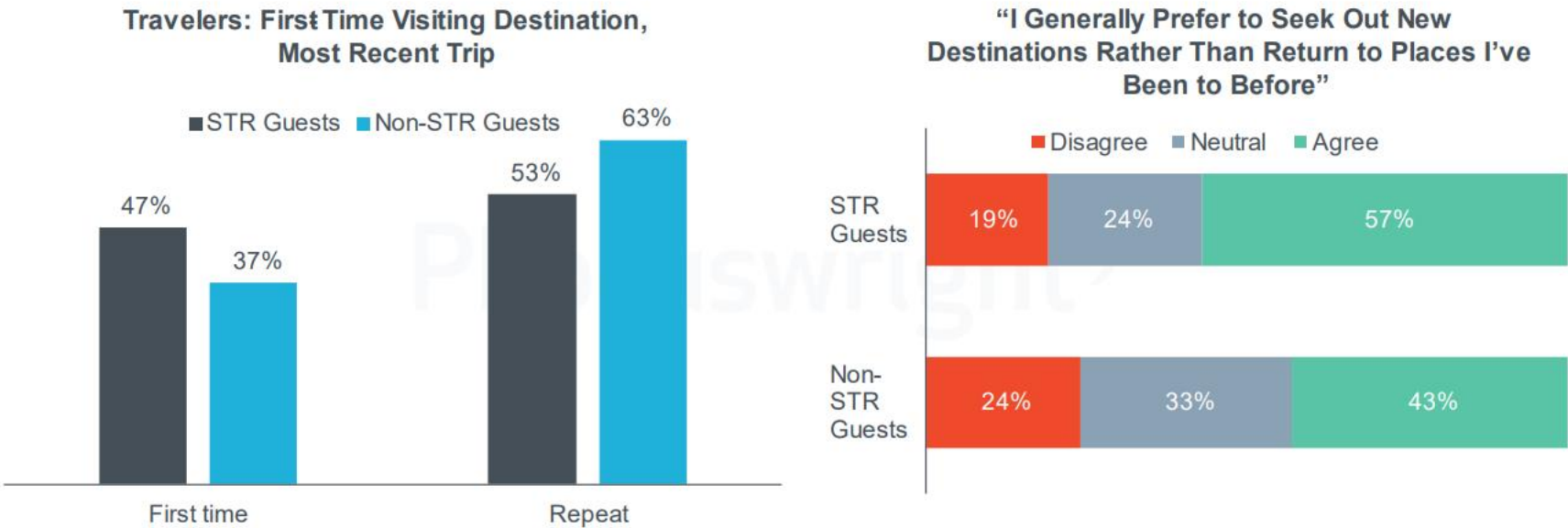
Question: Travel and tourism: When deciding how to spend your discretionary income (after covering everyday living expenses), you place on the following goods or services?; What was the total amount your household spent for your [ ] leisure trips.  
Base: STR Guests (N=907); Non STR Guests (N=1,619)  
Source: Phocuswright's U.S. Short-Term Rentals 2025

how much of a priority do



# Return visitation behavior and preferences

Figure 5



Question: Was this your first time visiting the destination? If you visited multiple destinations, please answer about the destination where you stayed the most nights.; I generally prefer to seek out new destinations rather than return to places I've been before: To what extent do you agree or disagree with the following statements about traveling in the future?  
Base: STR Guests (N=907); Non STR Guests (N=1,619)  
Source: Phocuswright's U.S. Short-Term Rentals 2025

destination where you stayed the most nights.; I generally prefer to seek out new destinations rather than return to places I've been before: To what extent do you agree or disagree with the following statements about traveling in the future?

© 2025 Phocuswright Inc. All Rights Reserved.



STR users also exhibit a more exploratory taste in travel. Forty-seven percent were visiting their most recent leisure destination for the first time, compared to 37% of non-STR guests (see Figure 5). Additionally, 57% of STR guests agree or strongly agree that they prefer to seek out new destinations as opposed to returning to familiar ones.

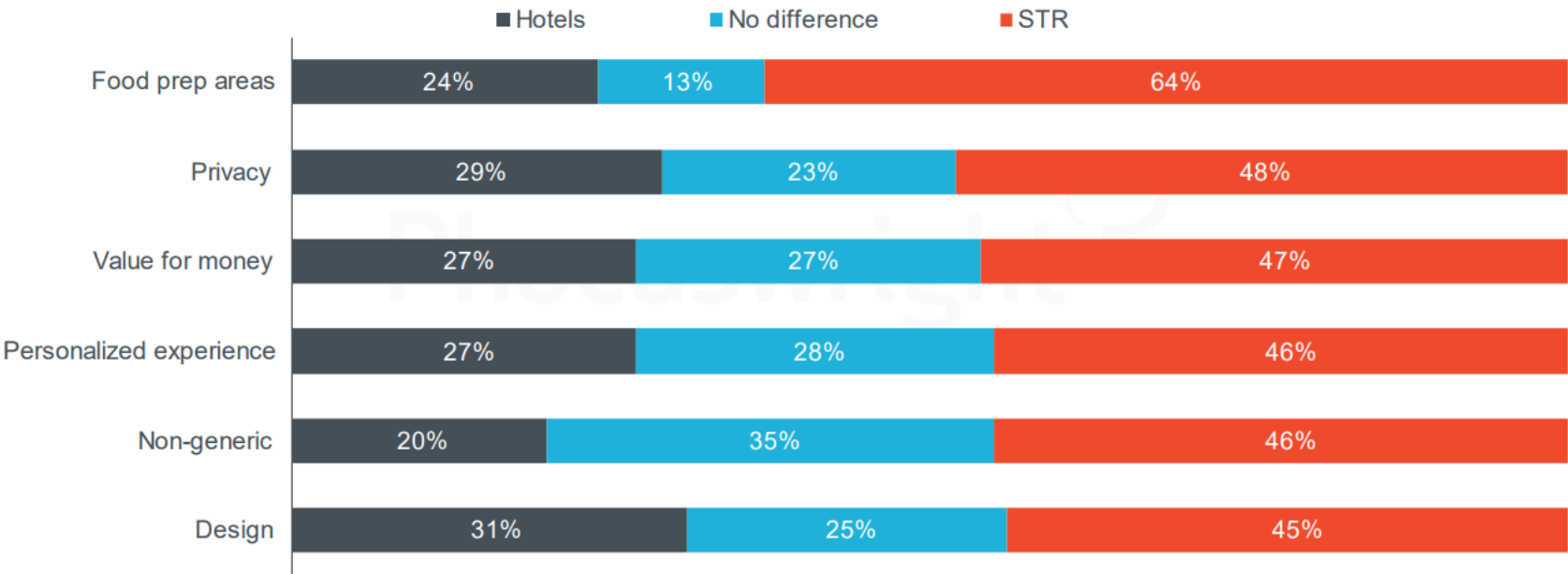


# Perceived STR strengths and weaknesses

Travelers with recent experience in both hotels and STRs are quite split on their perceptions of which category performs best in key metrics like overall stay and comfort of accommodations (as mentioned earlier, younger generations can skew more towards hotels). When asked about which major lodging categories have performed better across different aspects of the stay, guests with recent experience in both major lodging categories list several areas where rentals are viewed strongly. These include privacy (48%), value for money (47%), personalized/non-generic experience (46%), and superior design offerings (45%) (see Figure 9).

## Guests: Aspects where STRs are considered more advantageous, based on personal experience

Figure 9



Question: Based on your personal experiences, which type of accommodations do the best job in each of the following aspects of the guest experience?  
 Base: STR Guests with recent hotel experience (N=617)  
 Source: Phocuswright's U.S. Short-Term Rentals 2025

f the guest experience?

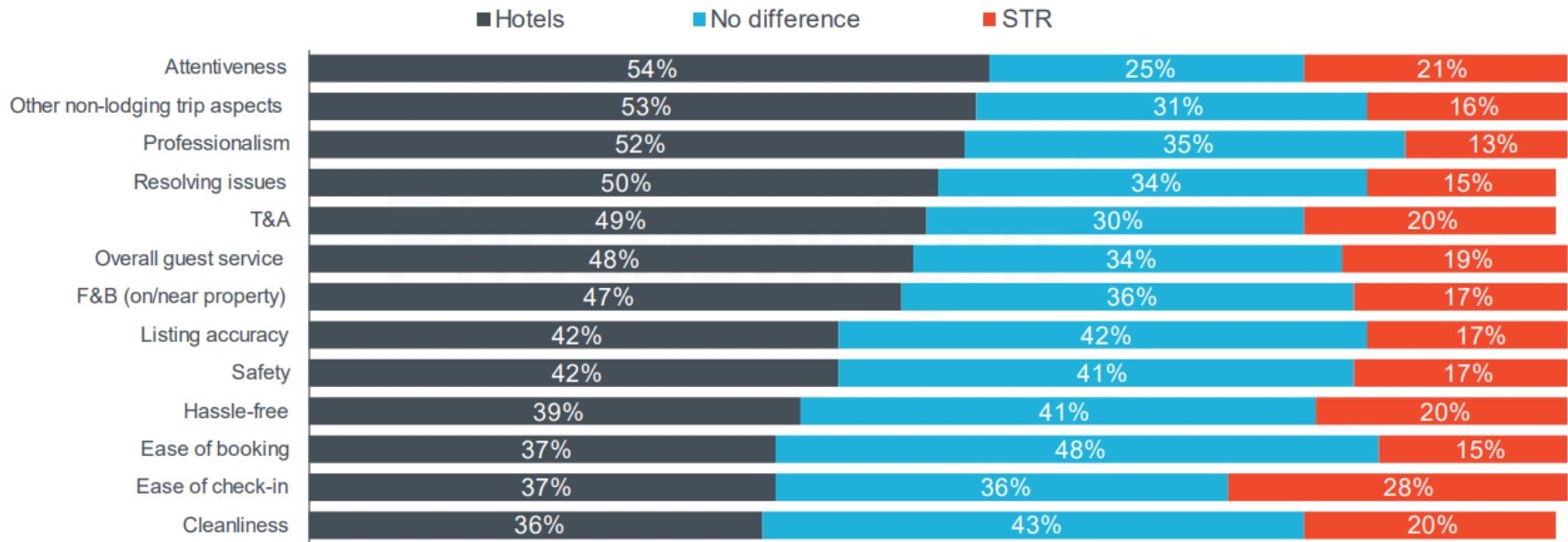


However, there are many more aspects where STRs are not considered to have a competitive edge. This includes critical components around service, safety and transparency. Attentiveness to guest needs leads strongly towards hotels (54%), as does professionalism (52%) and resolution of issues (50%) (see Figure 10).

Guests also see hotels as the stronger category for ancillary services: 53% feel hotels do better with non-lodging aspects of the trip and 49% for providing information on tours or activities. These are general category perceptions and may not apply to each and every stay, but reputational issues can influence potential guests’ decisions when they have trip occasions with a need for higher touch. It is especially problematic because guests overwhelmingly consult both STR and hotel options.

# Guests: Aspects where hotels are considered more advantageous, based on personal experience

Figure 10



Question: Based on your personal experiences, which type of accommodations do the best job in each of the following aspects of the guest experience?  
Base: STR Guests with recent hotel experience (N=617)  
Source: Phocuswright's U.S. Short-Term Rentals 2025

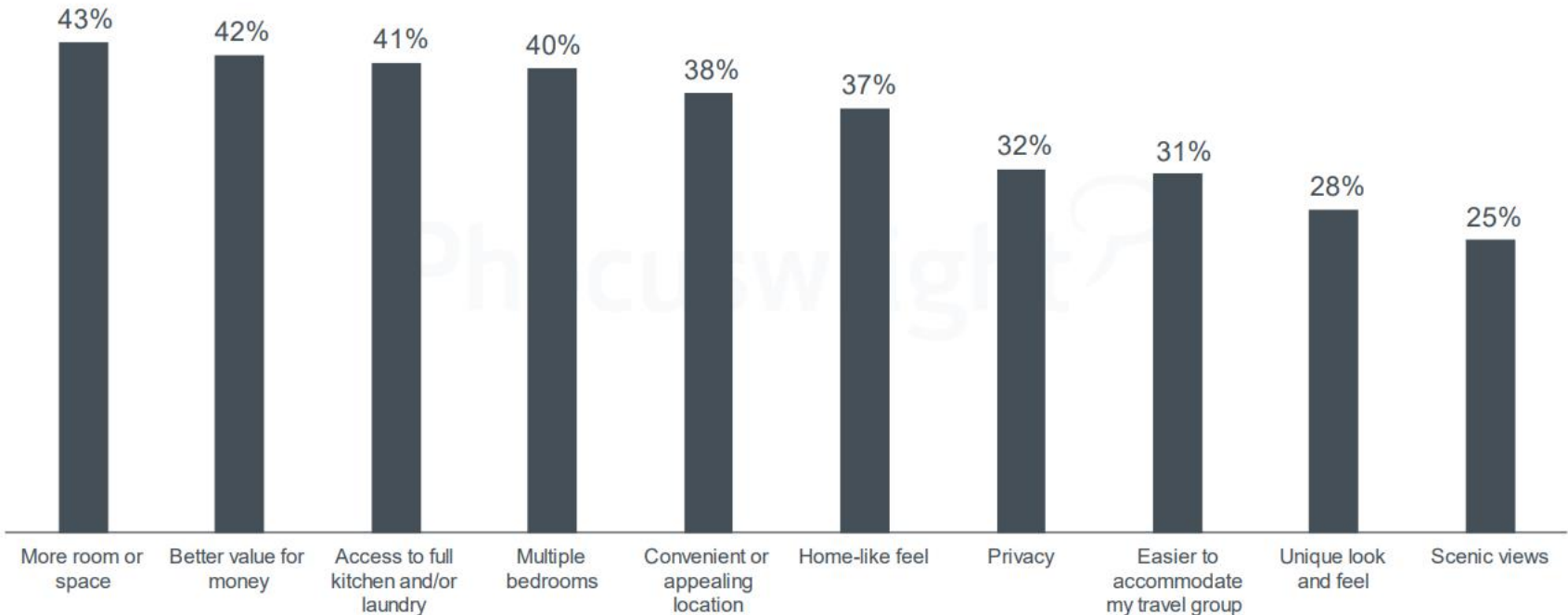


# Property selection

When guests opt for an STR, the top reason they choose the category is for additional space (43%), followed closely by better value for the money (42%) and access to a full kitchen or laundry (41%) (see Figure 11). Guests prioritize these needs for space, value and facilities more often than they choose a property for the location itself. This strengthens the existing perceptions that STRs are chosen for trip occasions when space is particularly important and that rental locations are not as competitive as those of hotels.

## Guests: Top reasons for booking recent STR stay

Figure 11



Question: Why did you choose to stay in a short-term rental for this that trip? Select all that apply.  
Base: STR Guests (N=907)  
Source: Phocuswright's U.S. Short-Term Rentals 2025





Rentals are favorable for groups, lending them extra space and often the option for multiple bedrooms. But operators should be cautious when resting on their laurels for attracting groups. Two in three guests (67%) and 40% of non-guests say it describes them somewhat or well that when traveling in a group, they only look at home or apartment rental options – meaning that other categories of lodging can still be in the running.

PMs (Property Managers) attest that properties with high sleep count often withstand high competition despite inventory saturation because larger groups are less likely to consider a block of hotel rooms, whereas small groups are more likely to entertain the option of hotels. Only 10% of hosts report that a high sleep count is one of the features that makes their property competitive compared to others in the area, so many rental properties can still benefit from pushing other features apart from multiple bedrooms alone.

Guests overwhelmingly prefer properties with unique look and feel (89% say it describes them somewhat or well that they prefer accommodations with an interesting look and feel), though only 28% said they historically booked an STR because of this. This may be an issue of supply, as only 19% of hosts claim that unique décor was one of the top features that made their properties competitive. Accommodation tier also matters here.

Luxury and upscale hosts are more likely to use interior designers or decorators (37% of luxury/upscale hosts currently use one compared to 18% of mid-tier hosts) and a corresponding number of guests within those tiers chose their STR because of the unique look and feel.

This further suggests that some of the inconsistencies between preference and behavior could be influenced by supply. Thirty-seven percent of luxury/upscale guests chose a rental because of the unique décor compared to 20% of those in the mid-tier.

Compared to other factors, desire to live like a local plays a minimal role in choosing the STR category. Nevertheless, rentals are considered optimal for getting acquainted with an area; 79% of guests and 48% of non-guests say it describes them somewhat or well to say that they believe a rental is the best way to get to know a neighborhood.

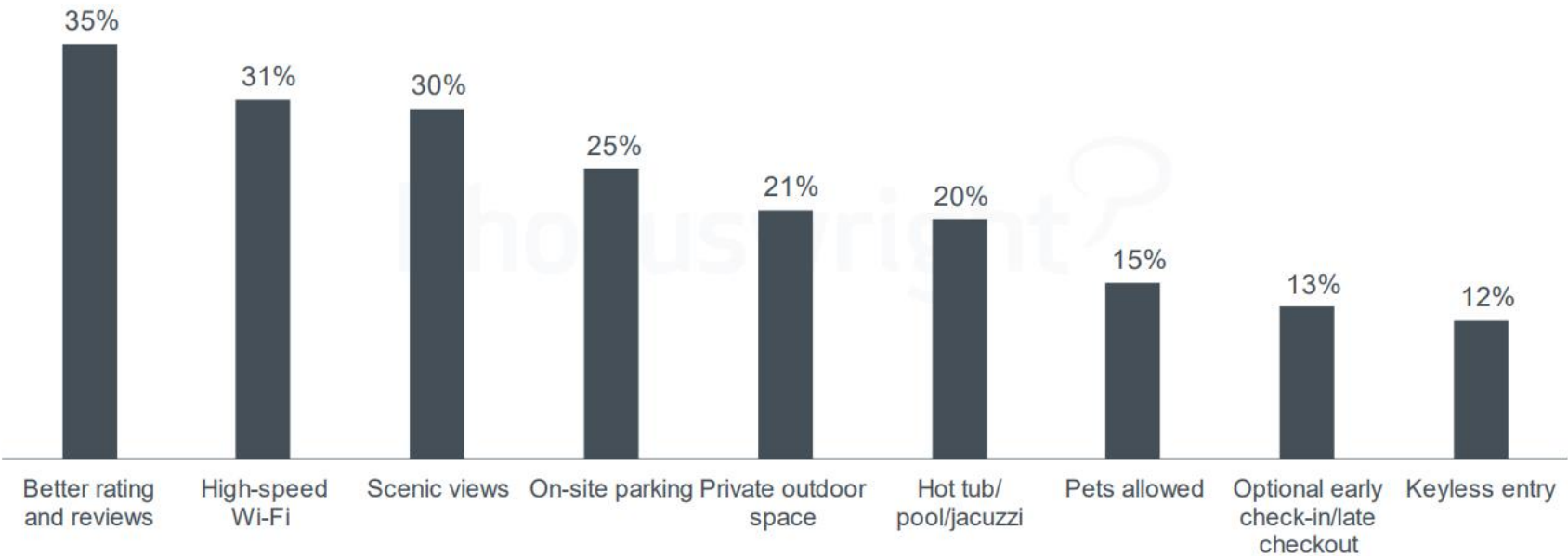
However, only 19% of guests chose a rental to experience the local culture or environment, and 13% chose it because it gave them the opportunity to get to know a neighborhood.

Once guests have already decided on a rental, there can still be ample competition among properties. If a traveler has already narrowed down the consideration set to rentals with comparable size, comfort and cost, there remain several potential differentiating factors. The top one is testimony from other travelers; thirty-five percent of guests feel that strong feedback from others who have stayed in the property would make a difference (see Figure 12).

The next most-common factor is practical: Thirtyone percent prefer high-speed Wi-Fi in their properties. Amenities start to appear later in the list. Thirty percent of guests feel scenic views would move the needle for them, 21% private outdoor space, and 20% water features such as pools or Jacuzzis. Recent STR stay tier does not have a significant influence on preference for items like scenic views or private outdoor space, but these amenities may become far more important in vacation-forward destinations where some of these standards can be more meaningful to guests.

# Guests: Most competitive features for STRs of comparable size, comfort and cost

Figure 12



Question: When choosing between two short-term rental properties of similar size, comfort and cost, which of the following services and amenities would influence your decision to book one vs. the other? Select up to 3.  
Base: STR Guests (N=907)  
Source: Phocuswright's U.S. Short-Term Rentals 2025

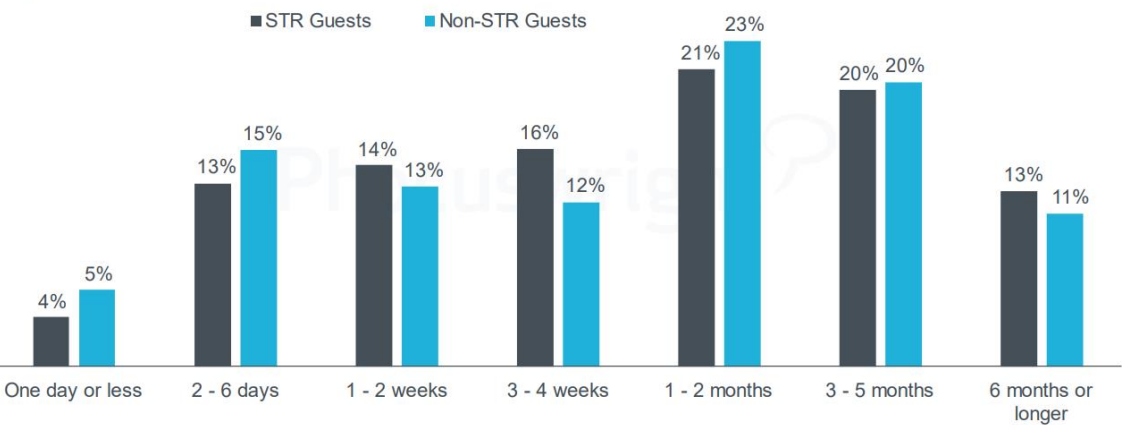


# Booking Windows

Accommodation research and booking windows are comparable regardless of whether a leisure traveler has a recent history of STR stays or not. Around half (54%) of STR guests as well as non-guests began researching accommodation options a month or more out from their departure date (see Figure 15), and a similar share of guests (54%) booked within a month of the trip itself (see Figure 16).

## Guests: Accommodation research windows, most recent trip

Figure 15



Question: Accommodation: How far in advance of your departure date did you begin researching travel components for this trip?  
Base: STR Guests (N=907); Non-STR Guests (N=1,619)  
Source: Phocuswright's U.S. Short Term Rentals 2025

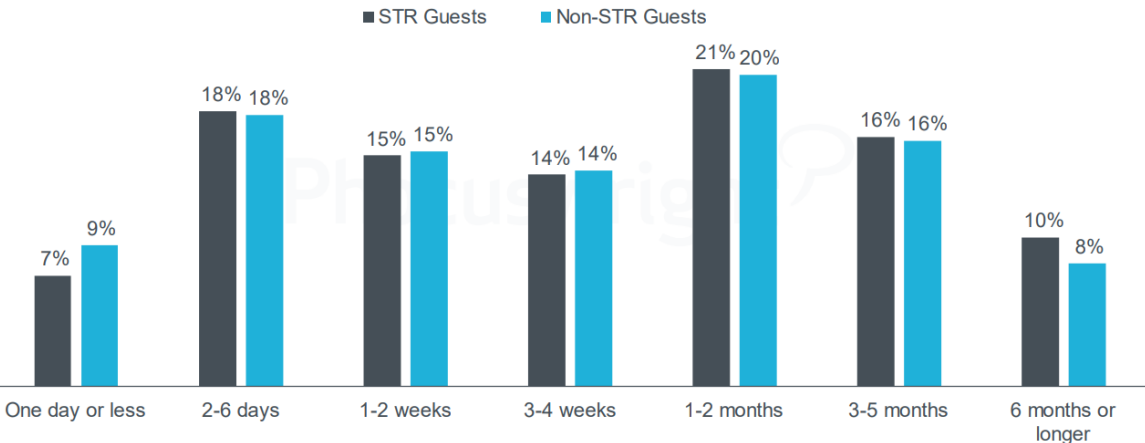
Select one per category.

© 2025 Phocuswright Inc. All Rights Reserved.



## Guests: Accommodation booking windows, most recent trip

Figure 16



Question: Accommodation: How far in advance of your departure date did you book travel components for this trip?  
Base: STR Guests (N=907); Non-STR Guests (N=1,619)  
Source: Phocuswright's U.S. Short Term Rentals 2025

© 2025 Phocuswright Inc. All Rights Reserved.





# Conclusion

A stable portion of leisure travelers are staying in rentals in recent years, though their frequency of category usage and amount spent on these accommodations may have fluctuated.

The vast majority of travelers who use rentals have been pleased with their recent stays, but significant issues persist that will need to be addressed in order for STRs to make further inroads on hotels. Rentals are viewed as very favorable options for attributes like value for money, privacy and unique décor and lodging experience.

But they are still seen as less competitive contenders for key features that favor hotels, like guest services or assistance with ancillary/non-lodging aspects of the stay.

Those who wish to persuade more guests to choose rentals must consider how to alter both the public image and the accommodation products themselves to better suit guest needs across a range of stay occasions.

Particular focus should be placed on younger travelers under 35, whose views of the category are less favorable than their elder traveling peers.



# MASHA DANKI

## Thank You

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

Melanie Evans Kelly, Manager Strategy, Research, and Planning at [m.kelly@aruba.com](mailto:m.kelly@aruba.com)

Or

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



Aruba Tourism  
Authority

### 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.