



# AUGUST 2024

## Monthly Report

# SPENDING 2023

## TOURISM CREDITS 2023

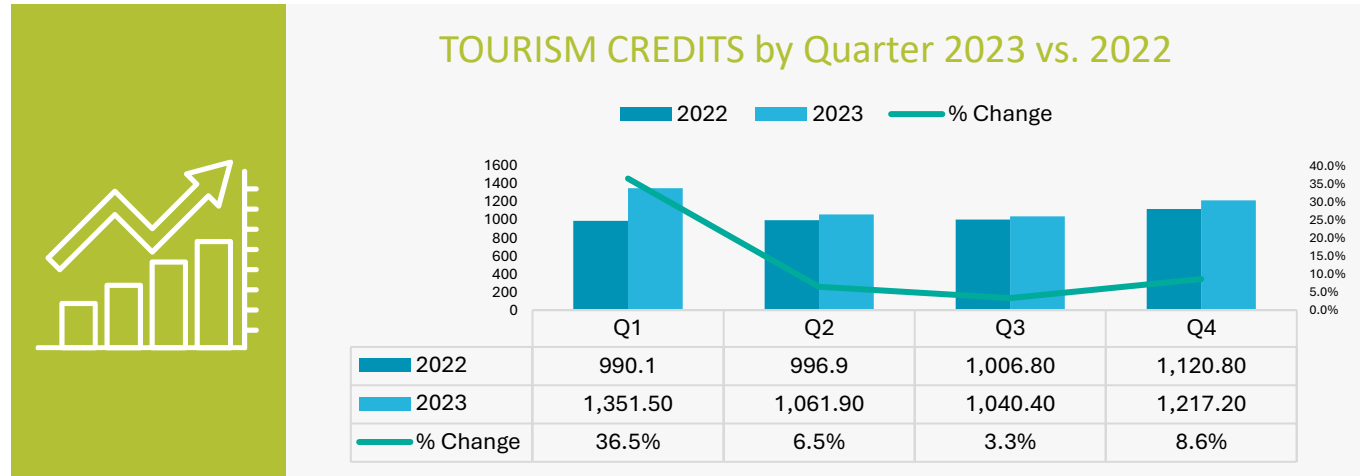
AWG **4,671.0 min**

+13.5%

(COMPARED TO 2022)

+14%

A.T.A.'S PROJECTION TOURISM CREDITS 2023  
VS 2022

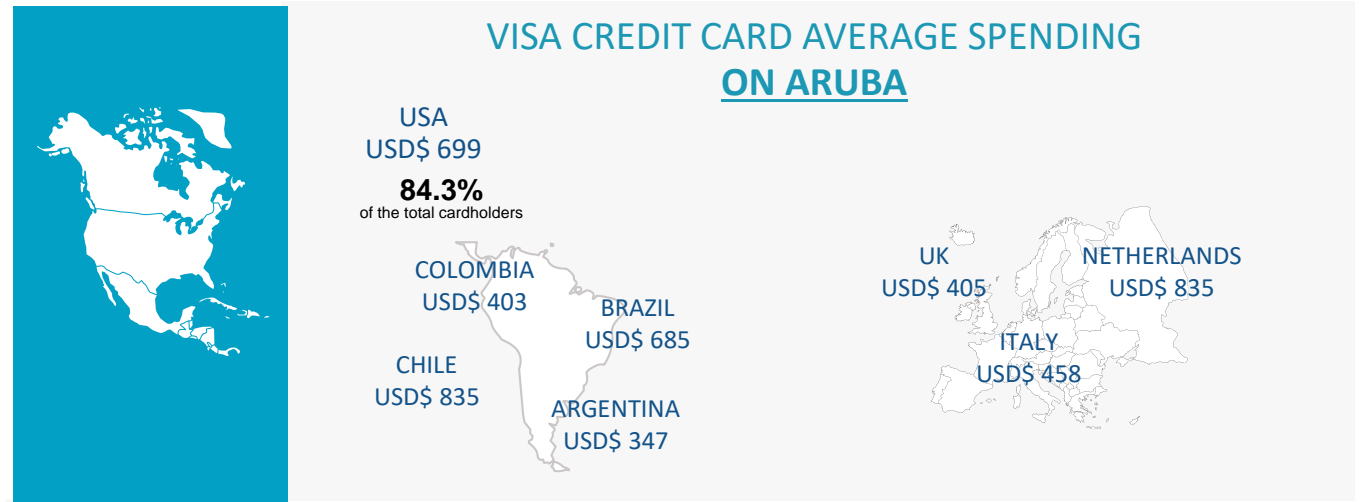


## 2023 AVERAGE VISA CREDIT CARD

USD\$. **690**

## 2023 TOTAL VISA CREDIT CARD AMOUNT SPEND

USD\$. **561,598,452**



#### NOTE

When it comes to traveling, visitors tend to use different payment methods such as cash or various credit cards. The data is sourced from VisaNet which contains all transactions conducted using Visa-branded cards and settled through Visa's network "physically" present on Aruba. Visa Destination Insights data is empirical based on verified transaction data from VisaNet on Aruba. The presented average also does not take into account the amount of credit cards a person might have.

# SNAPSHOT YTD AUG 2024/2023



HOW MANY ARRIVALS?

987,186

17.5%



HOW MANY CRUISE TOURISM?

621,163

13.3%

Compared to 2023



HOW LONG DID THEY STAY?

7,559,951

12.3%



WHAT DID THEY SPEND?\*

Central Bank Aruba (2023)

Avg. 4,671.0 min

13.5%

2022: 4,114.60 min

\*\*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



1,614,634

NIGHTS

21.4%

% Share

ALL INCLUSIVE



1,041,179

NIGHTS

13.8%

TIMESHARE



2,136,093

NIGHTS

28.3%

OTHERS



2,559,951

NIGHTS

36.6%



# ARRIVALS YTD AUGUSTUS 2024/2023

**987,186**  
ARRIVALS

**17.5%**  
GROWTH

	2023		Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
USA	648,891		101,933	750,824	15.7%	77.2%	76.1%
Canada	39,021		6,847	45,868	17.5%	4.6%	4.6%
<b>NA</b>	<b>687,912</b>		<b>108,780</b>	<b>796,692</b>	<b>15.8%</b>	<b>81.9%</b>	<b>80.7%</b>
Venezuela	1,698		577	2,275	34.0%	0.2%	0.2%
Colombia	31,564		12,554	44,118	39.8%	3.8%	4.5%
Brazil	8,443		2,237	10,680	26.5%	1.0%	1.1%
Argentina	12,476		5,976	18,452	47.9%	1.5%	1.9%
Chile	5,476		4,413	9,889	80.6%	0.7%	1.0%
Ecuador	4,034		3,681	7,715	91.2%	0.5%	0.8%
Peru	3,793		8,986	12,779	236.9%	0.5%	1.3%
Paraguay	587		190	777	32.4%	0.1%	0.1%
Uruguay	1,269		1,297	2,566	102.2%	0.2%	0.3%
Mexico	2,108		514	2,622	24.4%	0.3%	0.3%
Others	8,094		756	8,850	9.3%	1.0%	0.9%
<b>SA</b>	<b>79,542</b>		<b>41,181</b>	<b>120,723</b>	<b>51.8%</b>	<b>9.5%</b>	<b>12.2%</b>
Netherlands	25,727	-2,269		23,458	-8.8%	3.1%	2.4%
UK	4,418		684	5,102	15.5%	0.5%	0.5%
Germany	3,679	-830		2,849	-22.6%	0.4%	0.3%
Italy	4,378	-50		4,328	-1.1%	0.5%	0.4%
Sweden	1,712	-1,145		567	-66.9%	0.2%	0.1%
Belgium	1,326	-246		1,080	-18.6%	0.2%	0.1%
Austria	447	-41		406	-9.2%	0.1%	0.0%
Switzerland	1,186		139	1,325	11.7%	0.1%	0.1%
Others	6,317		155	6,472	2.5%	0.8%	0.7%
<b>Europe</b>	<b>49,190</b>	<b>-3,603</b>		<b>45,587</b>	<b>-7.3%</b>	<b>5.9%</b>	<b>4.6%</b>
<b>ROW</b>	<b>23,352</b>		<b>832</b>	<b>24,184</b>	<b>3.6%</b>	<b>2.8%</b>	<b>2.4%</b>
<b>Total</b>	<b>839,996</b>		<b>147,190</b>	<b>987,186</b>	<b>17.5%</b>		
<b>W/O Ven.</b>	<b>838,298</b>		<b>146,000</b>	<b>984,911</b>	<b>17.5%</b>		



# ARRIVALS USA YTD AUGUSTUS 2024/2023

**750,824**  
ARRIVALS

**15.7%**  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
New York	128,495	24,206	152,701	18.8%	19.8%	20.3%
Massachusetts	84,450	6,190	90,640	7.3%	13.0%	12.1%
New Jersey	76,963	19,056	96,019	24.8%	11.9%	12.8%
Pennsylvania	38,753	6,248	45,001	16.1%	6.0%	6.0%
Illinois	16,575	1,266	17,841	7.6%	2.6%	2.4%
Connecticut	24,488	4,768	29,256	19.5%	3.8%	3.9%
Florida	33,669	6,082	39,751	18.1%	5.2%	5.3%
Ohio	18,150	3,581	21,731	19.7%	2.8%	2.9%
Maryland	20,291	4,349	24,640	21.4%	3.1%	3.3%
Michigan	12,429	299	12,728	2.4%	1.9%	1.7%
Virginia	18,250	3,509	21,759	19.2%	2.8%	2.9%
Georgia	15,643	715	16,358	4.6%	2.4%	2.2%
North Carolina	18,671	2,984	21,655	16.0%	2.9%	2.9%
Texas	20,051	1,813	21,864	9.0%	3.1%	2.9%
California	12,230	1,980	14,210	16.2%	1.9%	1.9%
Other	109,783	14,887	124,670	13.6%	16.9%	16.6%
<b>Total</b>	<b>648,891</b>	<b>101,933</b>	<b>750,824</b>	<b>15.7%</b>		



# NIGHTS YTD AUGUSTUS 2024/2023

**7,559,951**  
ARRIVALS

**12.3%**  
GROWTH

	2023		Growth	2024	% Growth	ALOS 2023	ALOS 2024
USA	4,877,851		555,012	5,432,863	11.4%	7.5	7.2
Canada	405,896		53,868	459,764	13.3%	10.4	10.0
<b>NA</b>	<b>5,283,747</b>		<b>608,880</b>	<b>5,892,627</b>	<b>11.5%</b>	<b>7.7</b>	<b>7.4</b>
Venezuela	19,539		7,702	27,241	39.4%	11.5	12.0
Colombia	228,284		58,325	286,609	25.5%	7.2	6.5
Brazil	53,437		18,063	71,500	33.8%	6.3	6.7
Argentina	115,086		51,281	166,367	44.6%	9.2	9.0
Chile	43,200		32,874	76,074	76.1%	7.9	7.7
Ecuador	20,780		15,743	36,523	75.8%	5.2	4.7
Peru	26,451		47,300	73,751	178.8%	7.0	5.8
Paraguay	3,972		1,473	5,445	37.1%	6.8	7.0
Uruguay	9,969		10,052	20,021	100.8%	7.9	7.8
Mexico	12,608		10,459	23,067	83.0%	6.0	8.8
Others	57,987		5,927	63,914	10.2%	7.2	7.2
<b>SA</b>	<b>591,313</b>		<b>259,199</b>	<b>850,512</b>	<b>43.8%</b>	<b>7.4</b>	<b>7.0</b>
Netherlands	456,269	-40,455		415,814	-8.9%	17.7	17.7
UK	41,353		8,737	50,090	21.1%	9.4	9.8
Germany	33,826	-1,805		32,021	-5.3%	9.2	11.2
Italy	37,910	-1,753		36,157	-4.6%	8.7	8.4
Sweden	20,887	-15,067		5,820	-72.1%	12.2	10.3
Belgium	17,523	-979		16,544	-5.6%	13.2	15.3
Austria	4,407		14	4,421	0.3%	9.9	10.9
Switzerland	10,892		2,098	12,990	19.3%	9.2	9.8
Others	66,403	-5,215		61,188	-7.9%	10.5	9.5
<b>Europe</b>	<b>689,470</b>	<b>-54,425</b>		<b>635,045</b>	<b>-7.9%</b>	<b>14.0</b>	<b>13.9</b>
<b>ROW</b>	<b>166,021</b>		<b>15,746</b>	<b>181,767</b>	<b>9.5%</b>	<b>7.1</b>	<b>7.5</b>
<b>Total</b>	<b>6,730,551</b>		<b>829,400</b>	<b>7,559,951</b>	<b>12.3%</b>	<b>8.0</b>	<b>7.7</b>



# ACCOMMODATIONS YTD AUGUSTUS 2024/2023

**987,186**  
ARRIVALS

**17.5%**  
GROWTH

## ARRIVALS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	229,428	31,914	261,342	13.9%	27.3%	26.5%
All Inclusive	149,110	7,696	156,806	5.2%	17.8%	15.9%
Timeshare	226,524	19,467	245,991	8.6%	27.0%	24.9%
Others	234,934	88,113	323,047	37.5%	28.0%	32.7%
<b>Total</b>	<b>839,996</b>	<b>147,190</b>	<b>987,186</b>	<b>17.5%</b>		

## NIGHTS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	1,471,294	143,340	1,614,634	9.7%	21.9%	21.4%
All Inclusive	1,012,362	28,817	1,041,179	2.8%	15.0%	13.8%
Timeshare	2,014,948	121,145	2,136,093	6.0%	29.9%	28.3%
Others	2,231,947	536,098	2,768,045	24.0%	33.2%	36.6%
<b>Total</b>	<b>6,730,551</b>	<b>829,400</b>	<b>7,559,951</b>	<b>12.3%</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.



# ACCOMMODATIONS YTD AUGUSTUS 2024/2023

**987,186**  
ARRIVALS

**17.5%**  
GROWTH

	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	222,251	198,448	12.0%	127,440	119,279	6.8%	221,844	205,639	7.9%	179,289	125,525	42.8%
Venezuela	370	307	20.5%	28	14	100.0%	492	478	2.9%	1,385	899	54.1%
Netherlands	2,321	2,774	-16.3%	912	1,398	-34.8%	1,030	1,093	-5.8%	19,195	20,462	-6.2%
Canada	7,234	5,894	22.7%	10,211	10,105	1.0%	6,358	6,049	5.1%	22,065	16,973	30.0%
Brazil	3,270	2,729	19.8%	914	1,076	-15.1%	1,025	999	2.6%	5,471	3,639	50.3%
Colombia	4,497	3,191	40.9%	2,188	2,380	-8.1%	4,873	4,282	13.8%	32,560	21,711	50.0%
Argentina	2,398	1,831	31.0%	6,156	5,550	10.9%	2,722	1,755	55.1%	7,176	3,340	114.9%
Chile	1,486	731	103.3%	2,299	2,307	-0.3%	1,402	711	97.2%	4,702	1,727	172.3%
Peru	2,157	619	248.5%	2,211	1,108	99.5%	1,257	468	168.6%	7,154	1,598	347.7%
UK	1,777	1,411	25.9%	369	593	-37.8%	435	474	-8.2%	2,521	1,940	29.9%
Italy	1,521	1,108	37.3%	717	1,341	-46.5%	382	252	51.6%	1,708	1,677	1.8%
Total mainmkt	249,282	219,043	13.8%	153,445	145,151	5.7%	241,820	222,200	8.8%	283,226	199,491	42.0%
<b>All visitors</b>	<b>261,342</b>	<b>229,428</b>	<b>13.9%</b>	<b>156,806</b>	<b>149,110</b>	<b>5.2%</b>	<b>245,991</b>	<b>226,524</b>	<b>8.6%</b>	<b>323,047</b>	<b>234,934</b>	<b>37.5%</b>

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





# ACCOMMODATIONS YTD AUGUSTUS 2024/2023

**987,186**  
ARRIVALS

**17.5%**  
GROWTH

	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	85.0%	86.5%	-1.7%	81.3%	80.0%	1.6%	90.2%	90.8%	-0.7%	55.5%	53.4%	3.9%
Venezuela	0.1%	0.1%	5.8%	0.0%	0.0%	90.2%	0.2%	0.2%	-5.2%	0.4%	0.4%	12.0%
Netherlands	0.9%	1.2%	-26.5%	0.6%	0.9%	-38.0%	0.4%	0.5%	-13.2%	5.9%	8.7%	-31.8%
Canada	2.8%	2.6%	7.7%	6.5%	6.8%	-3.9%	2.6%	2.7%	-3.2%	6.8%	7.2%	-5.5%
Brazil	1.3%	1.2%	5.2%	0.6%	0.7%	-19.2%	0.4%	0.4%	-5.5%	1.7%	1.5%	9.3%
Colombia	1.7%	1.4%	23.7%	1.4%	1.6%	-12.6%	2.0%	1.9%	4.8%	10.1%	9.2%	9.1%
Argentina	0.9%	0.8%	15.0%	3.9%	3.7%	5.5%	1.1%	0.8%	42.8%	2.2%	1.4%	56.2%
Chile	0.6%	0.3%	78.5%	1.5%	1.5%	-5.2%	0.6%	0.3%	81.6%	1.5%	0.7%	98.0%
Peru	0.8%	0.3%	205.9%	1.4%	0.7%	89.8%	0.5%	0.2%	147.3%	2.2%	0.7%	225.6%
UK	0.7%	0.6%	10.6%	0.2%	0.4%	-40.8%	0.2%	0.2%	-15.5%	0.8%	0.8%	-5.5%
Italy	0.6%	0.5%	20.5%	0.5%	0.9%	-49.2%	0.2%	0.1%	39.6%	0.5%	0.7%	-25.9%
Total main mkt	95.4%	95.5%	-0.1%	97.9%	97.3%	0.5%	98.3%	98.1%	0.2%	87.7%	84.9%	3.2%
<b>All visitors</b>	<b>100.0%</b>	<b>100.0%</b>	<b>0.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>0.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>0.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>0.0%</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.



# VISITORS BY AGE YTD AUGUSTUS 2024/2023

**987,186**  
ARRIVALS

**17.5%**  
GROWTH

	2023	Growth	2024	% Growth
0 - 11	59,204	14,798	74,002	25.0%
12-19	64,370	15,172	79,542	23.6%
20 - 29	100,067	22,152	122,219	22.1%
30 - 39	128,385	25,665	154,050	20.0%
40 - 49	140,385	25,995	166,380	18.5%
50 - 59	160,809	17,257	178,066	10.7%
60 - 69	122,754	17,201	139,955	14.0%
70 +	63,964	8,982	72,946	14.0%
Not Stated	58	-32	26	-55.2%
<b>Total</b>	<b>839,996</b>	<b>147,190</b>	<b>987,186</b>	<b>17.5%</b>



# GENERATIONS YTD AUGUSTUS 2024/2023

**987,186**  
VISITORS

**17.5%**  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
Gen A	46,107	11,584	57,691	25.1%	5.5%	5.8%
Gen Z	132,245	31,494	163,739	23.8%	15.7%	16.6%
Millennials	202,957	39,873	242,830	19.6%	24.2%	24.6%
Gen X	226,128	34,286	260,414	15.2%	26.9%	26.4%
Baby Boomers	209,878	26,418	236,296	12.6%	25.0%	23.9%
Silent Generations	22,623	3,567	26,190	15.8%	2.7%	2.7%
Age not specified	58	-32	26	-55.2%	0.0%	0.0%
<b>Total</b>	<b>839,996</b>	147,190	<b>987,186</b>	<b>17.5%</b>		



# PURPOSE OF VISIT YTD AUGUSTUS 2024/2023

**987,186**  
VISITORS

**17.5%**  
GROWTH

## PURPOSE OF VISIT YTD AUGUST 2024

	2024	Market share 2024	2023	Market share 2023	% Growth
Sun, Sand, Sea	828,812	84.0%	689,761	82.1%	20.2%
Business	16,172	1.6%	15,167	1.8%	6.6%
Conference	5,697	0.6%	5,523	0.7%	3.2%
Honeymoon	22,843	2.3%	21,946	2.6%	4.1%
Diving	3,051	0.3%	2,801	0.3%	8.9%
Incentive	8,017	0.8%	8,272	1.0%	-3.1%
Meeting	5,714	0.6%	5,572	0.7%	2.5%
Not specified	72,223	7.3%	64,948	7.7%	11.2%
Shopping	5,834	0.6%	5,524	0.7%	5.6%
Wedding	18,823	1.9%	20,482	2.4%	-8.1%
<b>Total</b>	<b>987,186</b>	<b>100.0%</b>	<b>839,996</b>	<b>100.0%</b>	<b>17.5%</b>

## CONVINCING REASONS FOR VISIT YTD AUGUST 2024

Reasons for Choice	YTD Aug 2024	Market Share
Adventure Activities	41,158	4%
Direct Flights	39,254	4%
Ease/Comfort	65,001	7%
Familiarity	85,732	9%
Family Friendly Destination	266,802	27%
Not Specified	10,355	1%
Other	111,176	11%
Outside Hurricane Belt	25,776	3%
Points redemption	14,277	1%
Reliable weather	131,348	13%
Word of mouth	174,676	18%
Blanks	21,631	2%
<b>Total</b>	<b>987,186</b>	<b>100%</b>



# CARRIERS YTD AUGUSTUS 2024/2023

**987,186**  
VISITORS

**17.5%**  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
JETBLUE	197,822	44,891	242,713	22.7%	23.6%	24.6%
AMERICAN AIRLINES	190,489	1,303	191,792	0.7%	22.7%	19.4%
UNITED AIRLINES	109,682	22,507	132,189	20.5%	13.1%	13.4%
DELTA AIRLINE	100,383	16,034	116,417	16.0%	12.0%	11.8%
SOUTHWEST AIRLINES	40,301	6,605	46,906	16.4%	4.8%	4.8%
AVIANCA	35,814	8,932	44,746	24.9%	4.3%	4.5%
COPA AIRLINES	29,038	13,271	42,309	45.7%	3.5%	4.3%
SPIRIT AIRLINES	9,935	12,176	22,111	122.6%	1.2%	2.2%
WINGO	14,664	7,316	21,980	49.9%	1.7%	2.2%
WESTJET AIRLINES	12,847	7,236	20,083	56.3%	1.5%	2.0%
KLM ROYAL DUTCH	22,538	-3,487	19,051	-15.5%	2.7%	1.9%
LATAM AIRLINES PERU	0	13,243	13,243	-	0.0%	1.3%
DIVI DIVI AIR	13,034	-724	12,310	-5.6%	1.6%	1.2%
AIR CANADA	10,281	-396	9,885	-3.9%	1.2%	1.0%
SUNWING AIRLINES	9,898	-636	9,262	-6.4%	1.2%	0.9%
TUI FLY NL	10,088	-1,279	8,809	-12.7%	1.2%	0.9%
EZ AIR	7,762	-168	7,594	-2.2%	0.9%	0.8%
PRIVATE	7,004	-840	6,164	-12.0%	0.8%	0.6%
WINAIR	1,237	2,552	3,789	206.3%	0.1%	0.4%
SURINAM AIRWAYS	3,934	-281	3,653	-7.1%	0.5%	0.4%
BRITISH AIRWAYS	2,993	590	3,583	19.7%	0.4%	0.4%
SUN COUNTRY AIRLINES	2,256	632	2,888	28.0%	0.3%	0.3%
CHARTER	2,628	-630	1,998	-24.0%	0.3%	0.2%
ARAJET	728	490	1,218	67.3%	0.1%	0.1%
JET AIR CARIBBEAN	1,587	-680	907	-42.8%	0.2%	0.1%
SKY HIGH AVIATION	595	105	700	17.6%	0.1%	0.1%
Others	2,458	-1,572	886	-64.0%	0.3%	0.1%
<b>Total</b>	<b>839,996</b>	<b>147,190</b>	<b>987,186</b>	<b>17.5%</b>		



# CARRIERS YTD AUGUSTUS 2024/2023

**987,186**  
VISITORS

**17.5%**  
GROWTH

Embarkation point	APO Code	JAN-AUG '24	Mkt Share	JAN-AUG '23	Mkt Share	24 vs 23
JFK NY	JFK	161,126	16.3%	149,280	17.8%	7.9%
Boston	BOS	114,876	11.6%	105,992	12.6%	8.4%
Newark	EWR	110,930	11.2%	74,459	8.9%	49.0%
Miami	MIA	70,505	7.1%	66,715	7.9%	5.7%
Charlotte	CLT	68,289	6.9%	69,898	8.3%	-2.3%
Atlanta	ATL	54,178	5.5%	41,159	4.9%	31.6%
Bogota	BOG	48,633	4.9%	43,568	5.2%	11.6%
Philadelphia	PHL	42,783	4.3%	43,565	5.2%	-1.8%
Panama City	PTY	42,382	4.3%	29,074	3.5%	45.8%
Toronto	YYZ	39,281	4.0%	33,052	3.9%	18.8%
Orlando	MCO	33,323	3.4%	32,026	3.8%	4.0%
G.Bush DC	IAD	31,630	3.2%	21,311	2.5%	48.4%
Amsterdam	AMS	27,811	2.8%	32,023	3.8%	-13.2%
Curacao	CUR	23,316	2.4%	25,331	3.0%	-8.0%
Fort Lauderdale	FLL	22,547	2.3%	10,373	1.2%	117.4%
Chicago	ORD	14,228	1.4%	11,261	1.3%	26.3%
Baltimore	BWI	13,717	1.4%	8,323	1.0%	64.8%
Lima, Peru	LIM	13,243	1.3%	0	0.0%	—
Medellin	MDE	12,628	1.3%	5,352	0.6%	135.9%
Houston International	IAH	6,432	0.7%	6,848	0.8%	-6.1%
Cali, Alfonso Bonilla Aragon	CLO	5,619	0.6%	1,677	0.2%	235.1%
Dallas Fort Worth Int Airport	DFW	4,511	0.5%	4,602	0.5%	-2.0%
LaGuardia Airport, NY	LGA	4,355	0.4%	4,233	0.5%	2.9%
Sint Maarten	SXM	3,806	0.4%	1,239	0.1%	207.2%
Gatwick Airport , UK	LGW	3,584	0.4%	2,883	0.3%	24.3%
	Others	13,453	1.4%	15,752	1.9%	-14.6%
<b>Total</b>		<b>987,186</b>	<b>100.0%</b>	<b>839,996</b>	<b>100.0%</b>	<b>17.5%</b>



# CRUISE COMPARISON



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



# CRUISE YTD AUGUSTUS 2024/2023



2023



CRUISE PAX

**548,480**

CRUISE CALLS

**206**



2024



CRUISE PAX

**621,163**

**13.3%**

CRUISE CALLS

**222**

**7.8%**

ABSOLUTE GROWTH PAX YTD AUGUSTUS

**72,683**

**13.3%**

ABSOLUTE GROWTH CALLS YTD AUGUSTUS

**16**

**7.8%**



# AUGUST RESULT 2024

NORTH AMERICA



**97,950**  
77.7%

SOUTH AMERICA



**17,327**  
13.7%

EUROPE



**7,119**  
5.6%

OTHERS



**3,662**  
2.9%

TOTAL ARRIVALS

**126,058**  
100%



# ARRIVALS AUGUST 2024/2023

**126,058**  
ARRIVALS

**17.4%**  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
USA	80,845	13,377	94,222	16.5%	75.3%	74.7%
Canada	2,976	752	3,728	25.3%	2.8%	3.0%
<b>NA</b>	<b>83,821</b>	<b>14,129</b>	<b>97,950</b>	<b>16.9%</b>	<b>78.0%</b>	<b>77.7%</b>
Venezuela	567	-27	540	-4.8%	0.5%	0.4%
Colombia	5,030	1,442	6,472	28.7%	4.7%	5.1%
Brazil	1,033	142	1,175	13.7%	1.0%	0.9%
Argentina	2,008	310	2,318	15.4%	1.9%	1.8%
Chile	766	379	1,145	49.5%	0.7%	0.9%
Ecuador	911	358	1,269	39.3%	0.8%	1.0%
Peru	646	1,345	1,991	208.2%	0.6%	1.6%
Paraguay	83	25	108	30.1%	0.1%	0.1%
Uruguay	295	339	634	114.9%	0.3%	0.5%
Mexico	415	-16	399	-3.9%	0.4%	0.3%
Others	1,263	13	1,276	1.0%	1.2%	1.0%
<b>SA</b>	<b>13,017</b>	<b>4,310</b>	<b>17,327</b>	<b>33.1%</b>	<b>12.1%</b>	<b>13.7%</b>
Netherlands	2,770	-260	2,510	-9.4%	2.6%	2.0%
UK	1,043	-238	805	-22.8%	1.0%	0.6%
Germany	359	51	410	14.2%	0.3%	0.3%
Italy	1,980	162	2,142	8.2%	1.8%	1.7%
Sweden	20	21	41	105.0%	0.0%	0.0%
Belgium	120	-54	66	-45.0%	0.1%	0.1%
Austria	49	6	55	12.2%	0.0%	0.0%
Switzerland	131	11	142	8.4%	0.1%	0.1%
Others	754	194	948	25.7%	0.7%	0.8%
<b>Europe</b>	<b>7,226</b>	<b>-107</b>	<b>7,119</b>	<b>-1.5%</b>	<b>6.7%</b>	<b>5.6%</b>
<b>ROW</b>	<b>3,339</b>	<b>323</b>	<b>3,662</b>	<b>9.7%</b>	<b>3.1%</b>	<b>2.9%</b>
<b>Total</b>	<b>107,403</b>	<b>18,655</b>	<b>126,058</b>	<b>17.4%</b>		
<b>W/O Ven.</b>	<b>106,836</b>	<b>18,682</b>	<b>125,518</b>	<b>17.5%</b>		



# ARRIVALS USA

## AUGUST 2024/2023

**94,222**  
ARRIVALS

**16.5%**  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
New York	20,729	3,864	24,593	18.6%	25.6%	26.1%
Massachusetts	8,101	975	9,076	12.0%	10.0%	9.6%
New Jersey	13,268	3,017	16,285	22.7%	16.4%	17.3%
Pennsylvania	4,475	332	4,807	7.4%	5.5%	5.1%
Illinois	1,585	255	1,840	16.1%	2.0%	2.0%
Connecticut	2,914	411	3,325	14.1%	3.6%	3.5%
Florida	4,096	865	4,961	21.1%	5.1%	5.3%
Ohio	1,590	317	1,907	19.9%	2.0%	2.0%
Maryland	2,883	834	3,717	28.9%	3.6%	3.9%
Michigan	1,021	-103	918	-10.1%	1.3%	1.0%
Virginia	2,146	692	2,838	32.2%	2.7%	3.0%
Georgia	1,628	7	1,635	0.4%	2.0%	1.7%
North Carolina	2,244	277	2,521	12.3%	2.8%	2.7%
Texas	2,434	661	3,095	27.2%	3.0%	3.3%
California	1,602	255	1,857	15.9%	2.0%	2.0%
Other	10,129	718	10,847	7.1%	12.5%	11.5%
<b>Total</b>	<b>80,845</b>	<b>13,377</b>	<b>94,222</b>	<b>16.5%</b>		



# NIGHTS AUGUST 2024/2023

**915,728**  
NIGHTS

**10.1%**  
GROWTH

	2023	Growth	2024	% Growth	ALOS 2023	ALOS 2024
USA	581,820	53,180	635,000	9.1%	7.2	6.7
Canada	28,656	3,659	32,315	12.8%	9.6	8.7
<b>NA</b>	<b>610,476</b>	<b>56,839</b>	<b>667,315</b>	<b>9.3%</b>	<b>7.3</b>	<b>6.8</b>
Venezuela	7,374	-1,165	6,209	-15.8%	13.0	11.5
Colombia	33,929	3,091	37,020	9.1%	6.7	5.7
Brazil	6,258	3,414	9,672	54.6%	6.1	8.2
Argentina	18,148	2,128	20,276	11.7%	9.0	8.7
Chile	5,904	3,921	9,825	66.4%	7.7	8.6
Ecuador	4,269	3,871	8,140	90.7%	4.7	6.4
Peru	3,777	7,967	11,744	210.9%	5.8	5.9
Paraguay	508	627	1,135	123.4%	6.1	10.5
Uruguay	2,213	2,734	4,947	123.5%	7.5	7.8
Mexico	2,452	1,849	4,301	75.4%	5.9	10.8
Others	10,273	1,623	11,896	15.8%	8.1	9.3
<b>SA</b>	<b>95,105</b>	<b>30,060</b>	<b>125,165</b>	<b>31.6%</b>	<b>7.3</b>	<b>7.2</b>
Netherlands	57,969	-4,894	53,075	-8.4%	20.9	21.1
UK	10,868	-2,709	8,159	-24.9%	10.4	10.1
Germany	4,552	2,167	6,719	47.6%	12.7	16.4
Italy	16,678	1,472	18,150	8.8%	8.4	8.5
Sweden	210	61	271	29.0%	10.5	6.6
Belgium	2,513	-1,839	674	-73.2%	20.9	10.2
Austria	416	40	456	9.6%	8.5	8.3
Switzerland	973	71	1,044	7.3%	7.4	7.4
Others	7,367	2,635	10,002	35.8%	9.8	10.6
<b>Europe</b>	<b>101,546</b>	<b>-2,996</b>	<b>98,550</b>	<b>-3.0%</b>	<b>14.1</b>	<b>13.8</b>
<b>ROW</b>	<b>24,803</b>	<b>-105</b>	<b>24,698</b>	<b>-0.4%</b>	<b>7.4</b>	<b>6.7</b>
<b>Total</b>	<b>831,930</b>	<b>83,798</b>	<b>915,728</b>	<b>10.1%</b>	<b>7.7</b>	<b>7.3</b>



# ACCOMMODATIONS

## AUGUST 2024/2023

**126,058**  
ARRIVALS

**17.4%**  
GROWTH

### ARRIVALS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	29,749	2,456	32,205	8.3%	27.7%	25.5%
All Inclusive	19,630	1,126	20,756	5.7%	18.3%	16.5%
Timeshare	29,137	4,101	33,238	14.1%	27.1%	26.4%
Others	28,887	10,972	39,859	38.0%	26.9%	31.6%
<b>Total</b>	<b>107,403</b>	<b>18,655</b>	<b>126,058</b>	<b>17.4%</b>		

### NIGHTS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	191,848	-296	191,552	-0.2%	23.1%	20.9%
All Inclusive	130,297	1,137	131,434	0.9%	15.7%	14.4%
Timeshare	237,987	28,333	266,320	11.9%	28.6%	29.1%
Others	271,798	54,624	326,422	20.1%	32.7%	35.6%
<b>Total</b>	<b>831,930</b>	<b>83,798</b>	<b>915,728</b>	<b>10.1%</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.



# ACCOMMODATIONS AUGUST 2024/2023

**126,058**  
ARRIVALS

**17.4%**  
GROWTH

	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	27,015	25,255	7.0%	16,609	15,214	9.2%	29,521	25,927	13.9%	21,077	14,449	45.9%
Venezuela	67	64	4.7%	6	2	200.0%	274	290	-5.5%	193	211	-8.5%
Netherlands	221	278	-20.5%	174	181	-3.9%	130	140	-7.1%	1,985	2,171	-8.6%
Canada	569	562	1.2%	885	871	1.6%	476	435	9.4%	1,798	1,108	62.3%
Brazil	321	318	0.9%	93	99	-6.1%	115	145	-20.7%	646	471	37.2%
Colombia	534	522	2.3%	435	448	-2.9%	700	616	13.6%	4,803	3,444	39.5%
Argentina	200	310	-35.5%	870	853	2.0%	356	291	22.3%	892	554	61.0%
Chile	101	82	23.2%	259	300	-13.7%	233	138	68.8%	552	246	124.4%
Peru	230	95	142.1%	375	227	65.2%	245	89	175.3%	1,141	235	385.5%
UK	336	325	3.4%	68	202	-66.3%	91	120	-24.2%	310	396	-21.7%
Italy	819	550	48.9%	394	696	-43.4%	200	132	51.5%	729	602	21.1%
Total main mkt	30,413	28,361	7.2%	20,168	19,093	5.6%	32,341	28,323	14.2%	34,126	23,887	42.9%
<b>All visitors</b>	<b>32,205</b>	<b>29,749</b>	<b>8.3%</b>	<b>20,756</b>	<b>19,630</b>	<b>5.7%</b>	<b>33,238</b>	<b>29,137</b>	<b>14.1%</b>	<b>39,859</b>	<b>28,887</b>	<b>38.0%</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.



# ACCOMMODATIONS AUGUST 2024/2023

**126,058**  
ARRIVALS

**17.4%**  
GROWTH

	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	83.9%	84.9%	-1.2%	80.0%	77.5%	3.2%	88.8%	89.0%	-0.2%	52.9%	50.0%	5.7%
Venezuela	0.2%	0.2%	-3.3%	0.0%	0.0%	183.7%	0.8%	1.0%	-17.2%	0.5%	0.7%	-33.7%
Netherlands	0.7%	0.9%	-26.6%	0.8%	0.9%	-9.1%	0.4%	0.5%	-18.6%	5.0%	7.5%	-33.7%
Canada	1.8%	1.9%	-6.5%	4.3%	4.4%	-3.9%	1.4%	1.5%	-4.1%	4.5%	3.8%	17.6%
Brazil	1.0%	1.1%	-6.8%	0.4%	0.5%	-11.2%	0.3%	0.5%	-30.5%	1.6%	1.6%	-0.6%
Colombia	1.7%	1.8%	-5.5%	2.1%	2.3%	-8.2%	2.1%	2.1%	-0.4%	12.0%	11.9%	1.1%
Argentina	0.6%	1.0%	-40.4%	4.2%	4.3%	-3.5%	1.1%	1.0%	7.2%	2.2%	1.9%	16.7%
Chile	0.3%	0.3%	13.8%	1.2%	1.5%	-18.4%	0.7%	0.5%	48.0%	1.4%	0.9%	62.6%
Peru	0.7%	0.3%	123.6%	1.8%	1.2%	56.2%	0.7%	0.3%	141.3%	2.9%	0.8%	251.9%
UK	1.0%	1.1%	-4.5%	0.3%	1.0%	-68.2%	0.3%	0.4%	-33.5%	0.8%	1.4%	-43.3%
Italy	2.5%	1.8%	37.6%	1.9%	3.5%	-46.5%	0.6%	0.5%	32.8%	1.8%	2.1%	-12.2%
Total main mkt	94.4%	95.3%	-0.9%	97.2%	97.3%	-0.1%	97.3%	97.2%	0.1%	85.6%	82.7%	3.5%
<b>All visitors</b>	<b>100.0%</b>	<b>100.0%</b>	<b>0.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>0.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>0.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>0.0%</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.



# VISITORS BY AGE AUGUST 2024/2023

**126,058**  
ARRIVALS

**17.4%**  
GROWTH

	2023	Growth	2024	% Growth
0 - 11	9,561	1,805	11,366	18.9%
12-19	9,699	2,148	11,847	22.1%
20 - 29	14,405	2,446	16,851	17.0%
30 - 39	17,859	3,298	21,157	18.5%
40 - 49	19,372	3,575	22,947	18.5%
50 - 59	18,428	2,541	20,969	13.8%
60 - 69	11,968	1,734	13,702	14.5%
70 +	6,107	1,112	7,219	18.2%
Not Stated	4	-4	0	-100.0%
<b>Total</b>	<b>107,403</b>	<b>18,655</b>	<b>126,058</b>	<b>17.4%</b>





# GENERATIONS

## AUGUST 2024/2023

**126,058**  
ARRIVALS

**17.4%**  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
Gen A	7,344	1,466	8,810	20.0%	6.8%	7.0%
Gen Z	19,884	3,875	23,759	19.5%	18.5%	18.8%
Millennials	28,390	5,002	33,392	17.6%	26.4%	26.5%
Gen X	28,899	4,996	33,895	17.3%	26.9%	26.9%
Baby Boomers	20,731	2,908	23,639	14.0%	19.3%	18.8%
Silent Generations	2,151	412	2,563	19.2%	2.0%	2.0%
Age not specified	4	-4	0	-100.0%	0.0%	0.0%
<b>Total</b>	<b>107,403</b>	<b>18,655</b>	<b>126,058</b>	<b>17.4%</b>		



# PURPOSE OF VISIT AUGUST 2024/2023

**126,058**  
ARRIVALS

**17.4%**  
GROWTH

## PURPOSE OF VISIT AUGUST 2024

	2024	Market share 2024	2023	Market share 2023	% Growth
Sun, Sand, Sea	102,514	81.3%	87,498	81.5%	17.2%
Business	1,422	1.1%	1,339	1.2%	6.2%
Conference	321	0.3%	208	0.2%	54.3%
Honeymoon	3,799	3.0%	3,693	3.4%	2.9%
Diving	398	0.3%	330	0.3%	20.6%
Incentive	824	0.7%	704	0.7%	17.0%
Meeting	569	0.5%	552	0.5%	3.1%
Not specified	13,359	10.6%	8,388	7.8%	59.3%
Shopping	697	0.6%	770	0.7%	-9.5%
Wedding	2,155	1.7%	3,921	3.7%	-45.0%
<b>Total</b>	<b>126,058</b>	<b>100.0%</b>	<b>107,403</b>	<b>100.0%</b>	<b>17.4%</b>

## CONVINCING REASONS FOR VISIT AUGUST 2024

Reasons for Choice	Aug 2024	Market Share
Adventure Activities	5,148	4%
Direct Flights	3,801	3%
Ease/Comfort	7,108	6%
Familiarity	10,328	8%
Family Friendly Destination	35,802	28%
Not Specified	1,291	1%
Other	13,433	11%
Outside Hurricane Belt	8,483	7%
Points redemption	1,585	1%
Reliable weather	11,714	9%
Word of mouth	19,957	16%
Blanks	7,408	6%
<b>Total</b>	<b>126,058</b>	<b>100%</b>



# CARRIERS AUGUST 2024/2023

**126,058**  
ARRIVALS

**17.4%**  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
JETBLUE	28,069	7,321	35,390	26.1%	26.1%	28.1%
AMERICAN AIRLINES	23,803	399	24,202	1.7%	22.2%	19.2%
UNITED AIRLINES	14,619	3,914	18,533	26.8%	13.6%	14.7%
DELTA AIRLINE	10,403	627	11,030	6.0%	9.7%	8.7%
AVIANCA	5,286	1,965	7,251	37.2%	4.9%	5.8%
COPA AIRLINES	4,652	722	5,374	15.5%	4.3%	4.3%
SOUTHWEST AIRLINES	4,611	745	5,356	16.2%	4.3%	4.2%
WINGO	2,909	241	3,150	8.3%	2.7%	2.5%
KLM ROYAL DUTCH	2,215	-47	2,168	-2.1%	2.1%	1.7%
WESTJET AIRLINES	1,378	735	2,113	53.3%	1.3%	1.7%
LATAM AIRLINES PERU	0	2,099	2,099	-	0.0%	1.7%
DIVI DIVI AIR	1,703	88	1,791	5.2%	1.6%	1.4%
SPIRIT AIRLINES	1,212	486	1,698	40.1%	1.1%	1.3%
TUI FLY NL	1,144	-87	1,057	-7.6%	1.1%	0.8%
EZ AIR	1,043	-5	1,038	-0.5%	1.0%	0.8%
PRIVATE	785	151	936	19.2%	0.7%	0.7%
SUNWING AIRLINES	723	16	739	2.2%	0.7%	0.6%
BRITISH AIRWAYS	1,115	-506	609	-45.4%	1.0%	0.5%
SURINAM AIRWAYS	756	-297	459	-39.3%	0.7%	0.4%
WINAIR	293	157	450	53.6%	0.3%	0.4%
CHARTER	181	20	201	11.0%	0.2%	0.2%
ARAJET	108	56	164	51.9%	0.1%	0.1%
AIR CENTURY	50	107	157	214.0%	0.0%	0.1%
SKY HIGH AVIATION	167	-97	70	-58.1%	0.2%	0.1%
INTERCARIBBEAN AIRWAYS	0	16	16	-	0.0%	0.0%
GLOBAL X	0	7	7	-	0.0%	0.0%
OTHERS	178	-178	0	-100.0%	0.2%	0.0%
<b>Total</b>	<b>107,403</b>	<b>18,655</b>	<b>126,058</b>	<b>17.4%</b>		



# CARRIERS AUGUST 2024/2023

**126,058**  
ARRIVALS

**17.4%**  
GROWTH

Embarkation Point	APO Code	Aug'24	Market share 2024	Aug '23	Market share 2023	2024 vs 2023
JFK NY	JFK	24,548	19.5%	22,373	20.8%	9.7%
Newark	EWR	15,424	12.2%	11,417	10.6%	35.1%
Boston	BOS	11,845	9.4%	10,388	9.7%	14.0%
Miami	MIA	8,944	7.1%	8,498	7.9%	5.2%
Charlotte	CLT	8,447	6.7%	9,296	8.7%	-9.1%
Bogota	BOG	7,005	5.6%	6,612	6.2%	5.9%
Philadelphia	PHL	5,381	4.3%	5,432	5.1%	-0.9%
Panama City	PTY	5,375	4.3%	4,661	4.3%	15.3%
Atlanta	ATL	5,256	4.2%	5,099	4.7%	3.1%
G.Bush DC	IAD	5,052	4.0%	1,957	1.8%	158.2%
Orlando	MCO	3,884	3.1%	3,779	3.5%	2.8%
Curacao	CUR	3,709	2.9%	3,548	3.3%	4.5%
Amsterdam	AMS	3,168	2.5%	3,359	3.1%	-5.7%
Toronto	YYZ	2,852	2.3%	2,102	2.0%	35.7%
Medellin	MDE	2,516	2.0%	815	0.8%	208.7%
Lima, Peru	LIM	2,099	1.7%	0	0.0%	—
Fort Lauderdale	FLL	1,723	1.4%	1,267	1.2%	36.0%
Baltimore	BWI	1,586	1.3%	833	0.8%	90.4%
Chicago	ORD	1,493	1.2%	961	0.9%	55.4%
Houston International	IAH	1,120	0.9%	912	0.8%	22.8%
Cali, Alfonso Bonilla Aragon	CLO	900	0.7%	771	0.7%	16.7%
LaGuardia Airport, NY	LGA	773	0.6%	326	0.3%	137.1%
Dallas Fort Worth Int Airport	DFW	730	0.6%	298	0.3%	145.0%
Gatwick Airport , UK	LGW	609	0.5%	1,005	0.9%	-39.4%
Sint Maarten	SXM	450	0.4%	281	0.3%	60.1%
	Others	1,169	0.9%	1,413	1.3%	-17.3%
<b>Total</b>		<b>126,058</b>	<b>100.0%</b>	<b>107,403</b>	<b>100.0%</b>	<b>17.4%</b>



# CRUISE COMPARISON



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



# CRUISE YTD AUGUST



2023



CRUISE PAX  
**25,132**

CRUISE CALLS  
**8**



2024



CRUISE PAX  
**39,583**

CRUISE CALLS  
**13**

57.5%

62.5%

ABSOLUTE GROWTH PAX YTD AUGUST

**14,451**  
57.5%

ABSOLUTE GROWTH CALLS YTD AUGUST

**5**  
62.5%

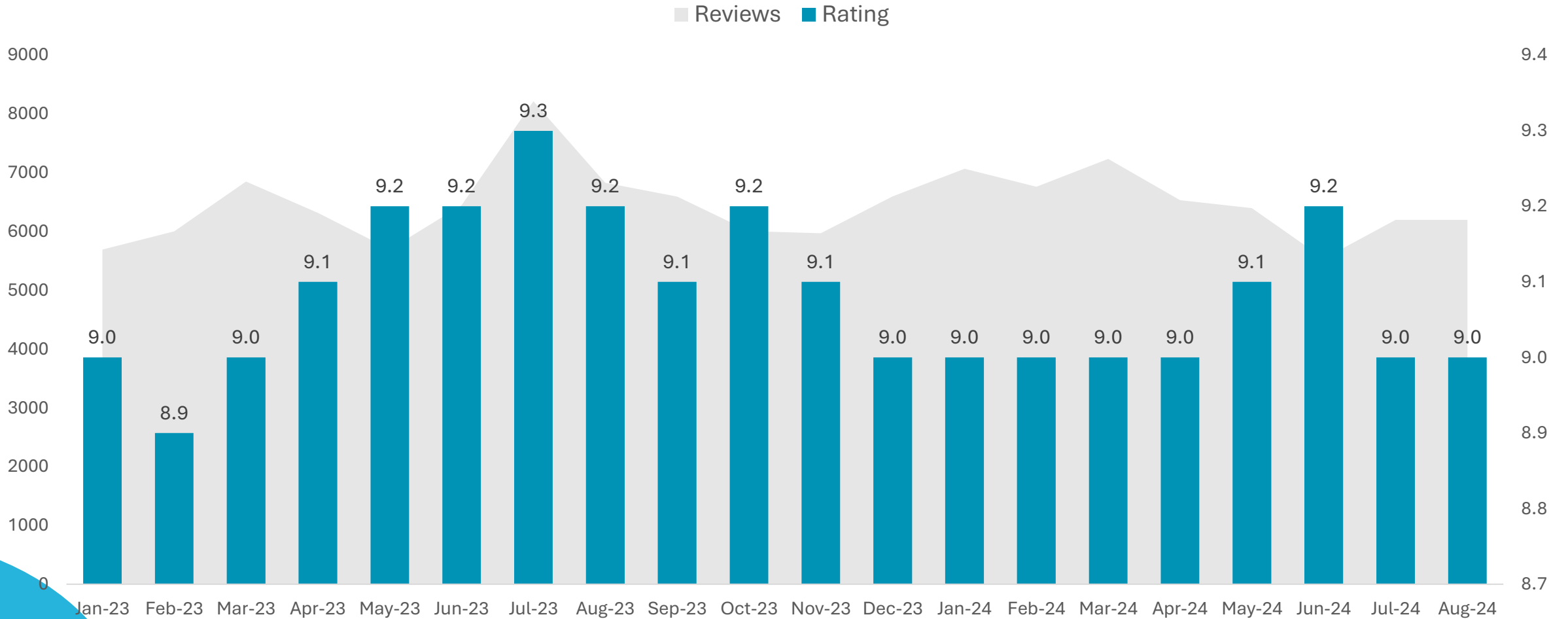


# GUEST SATISFACTION



# GUEST EXPERIENCE INDEX (GEI)

*Reviews and Ratings*



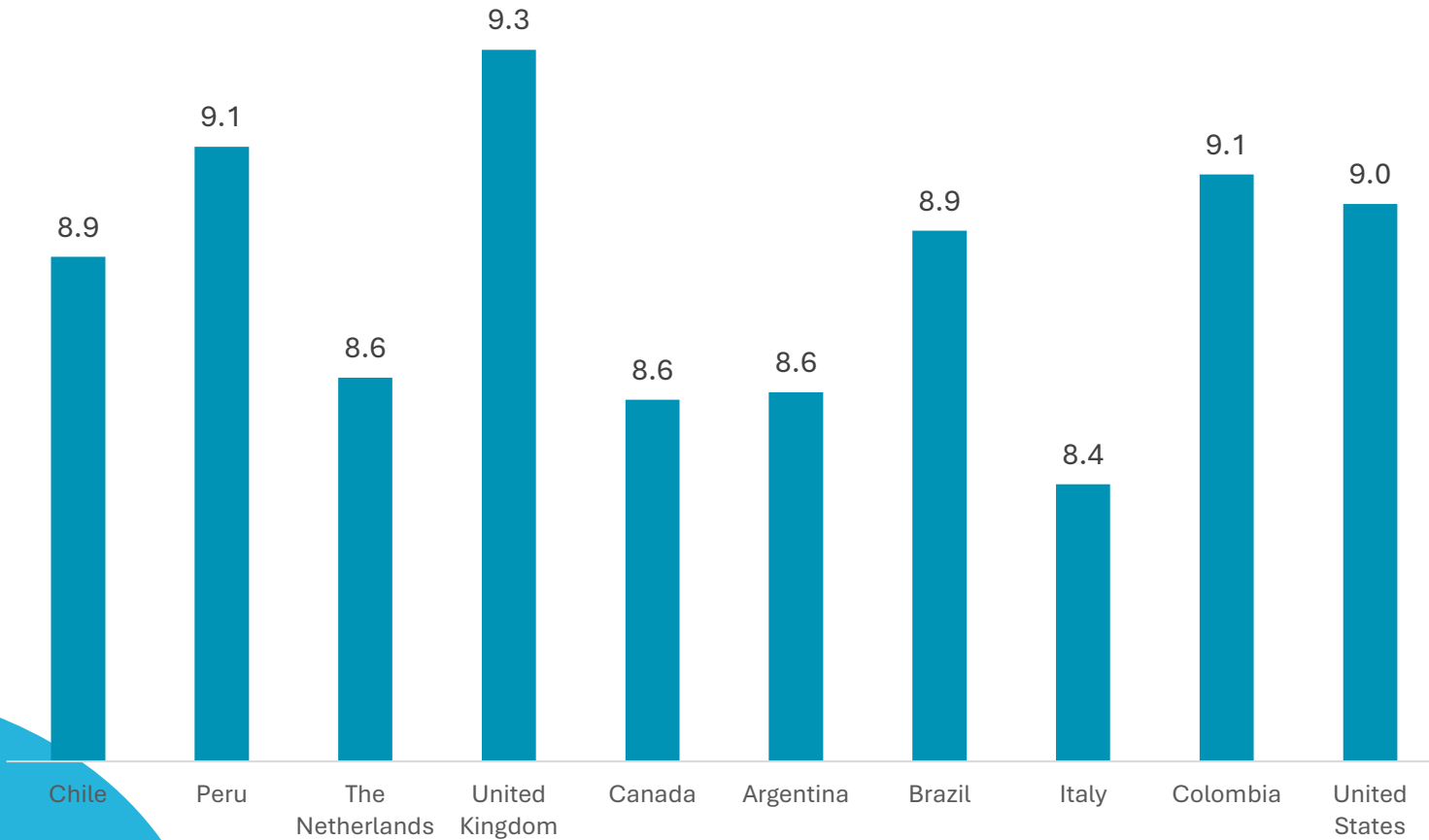




# GEI AUGUST 2024

## MARKETS

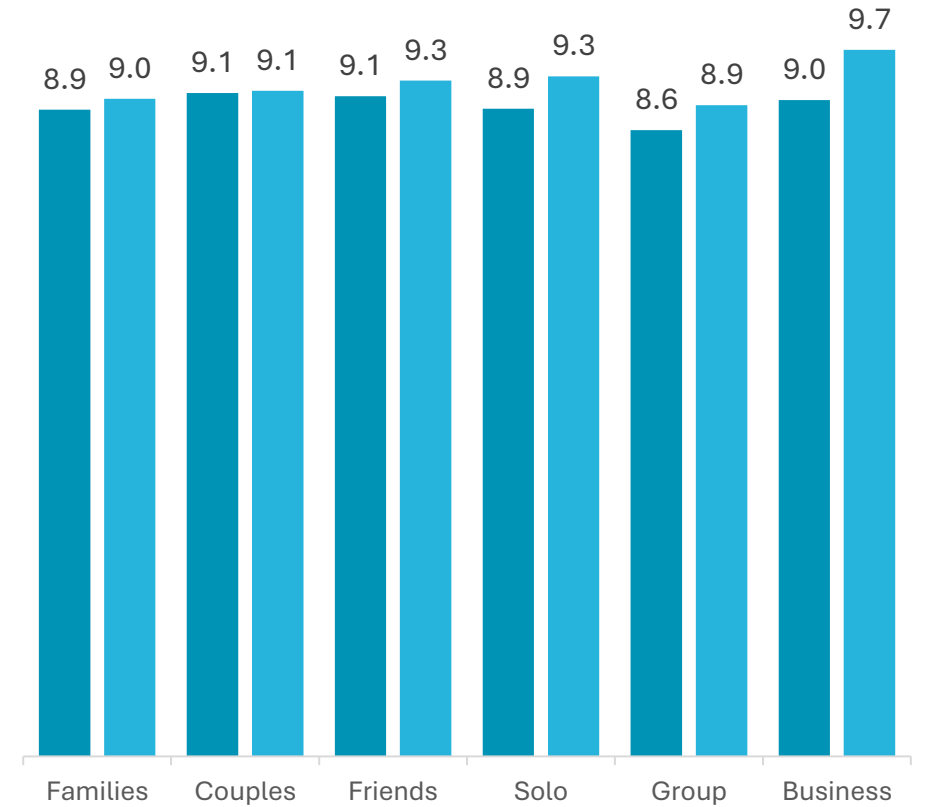
Top Markets



## TRAVEL PARTY

Compared to Previous Month

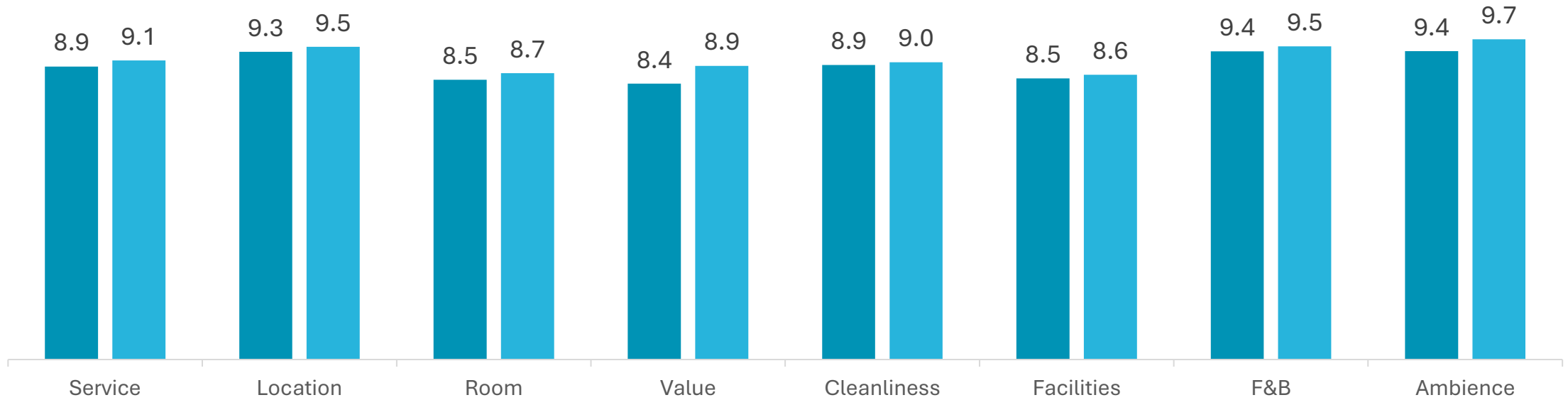
■ Jul-24 ■ Aug-24





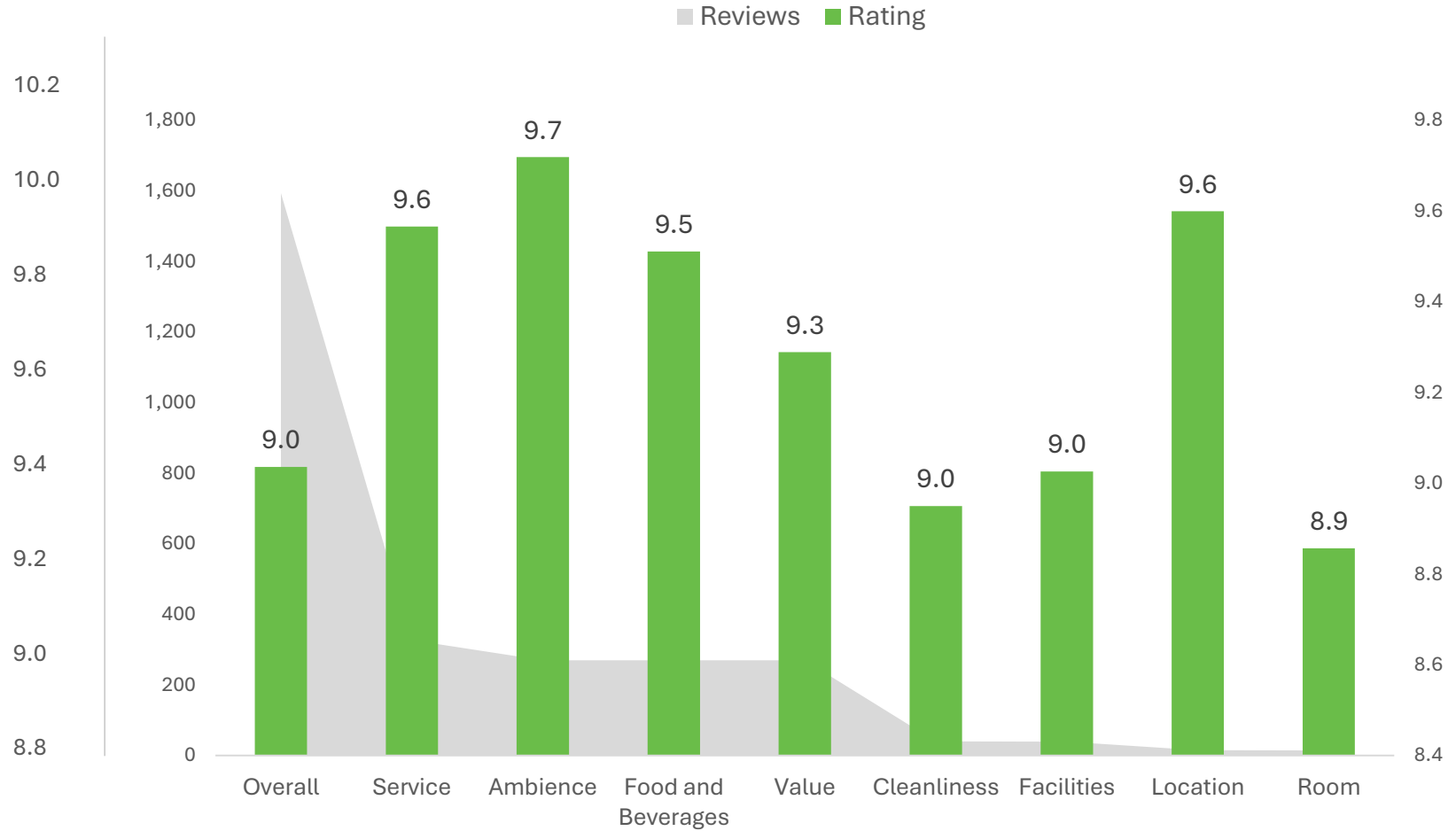
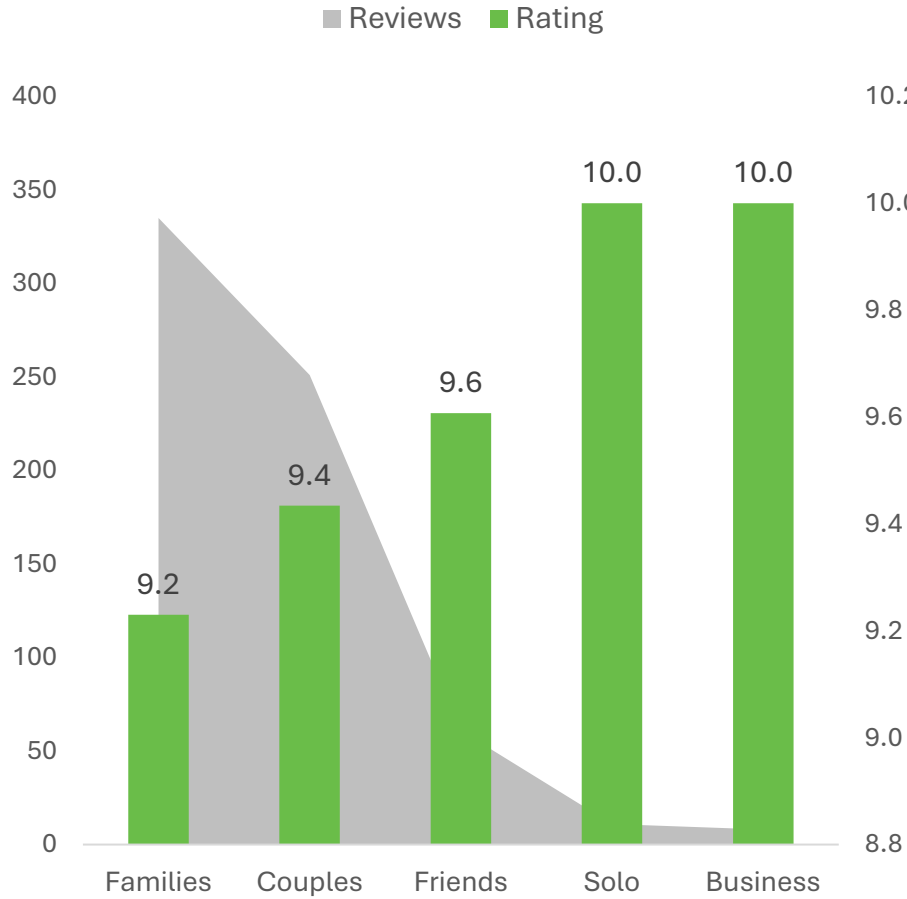
# GEI AUGUST 2024

■ Jul-24 ■ Aug-24





# RESTAURANT GEI AUGUST 2024





# VACATIONS RENTALS

 **Transparent**  
an OTA INSIGHT company

# INTRODUCTION

- ▶ In 2023, A.T.A. started working with Transparent Insights. Transparent tracks short-term rentals at the property level through their dashboard.
- ▶ With Transparent, A.T.A. 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.



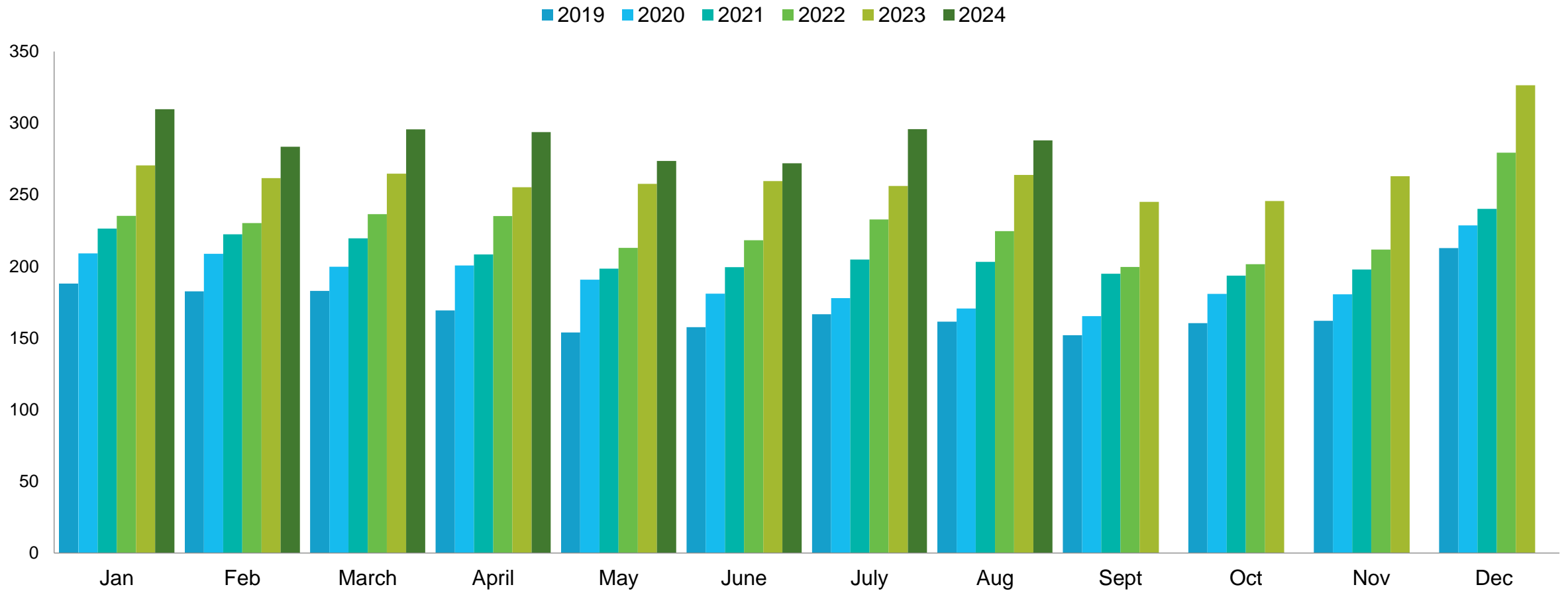
# OCCUPANCY

August 2023 Occupancy: 46.5% | August 2024 Occupancy: 54.6%



# ADR

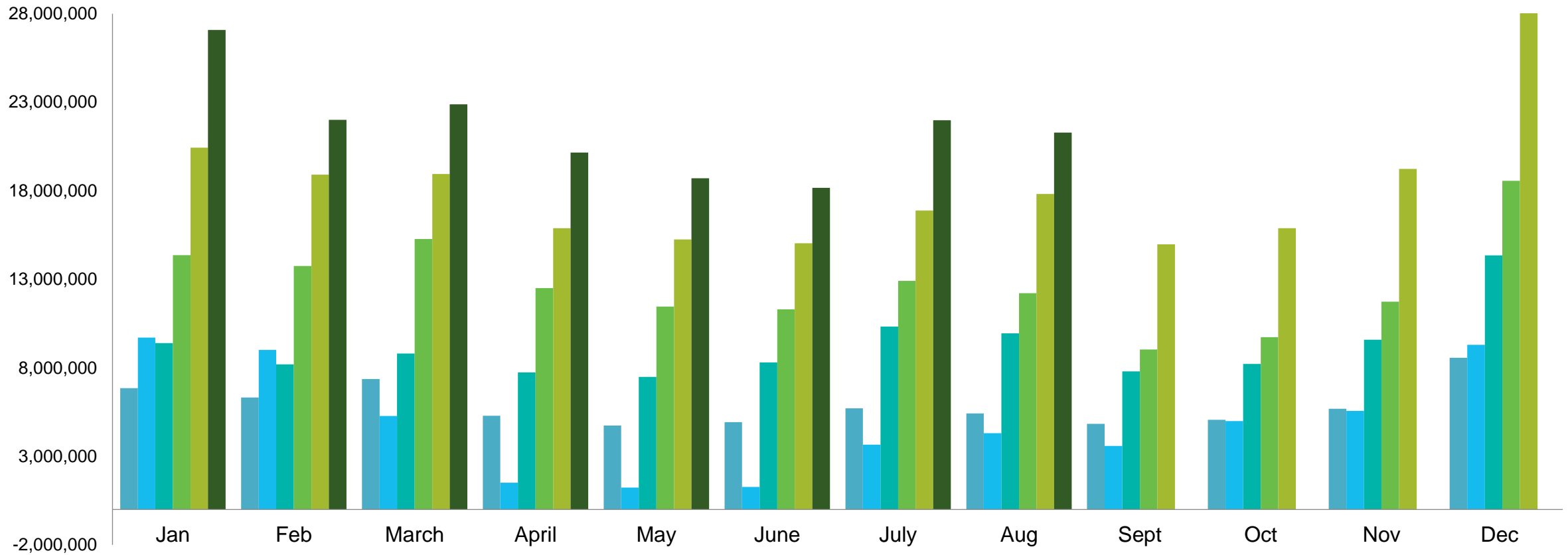
August 2023 ADR: \$288 | August 2024 ADR: \$264



# REVENUE

Total Revenue YTD August 2024: USD\$172,246,683 | Total Revenue YTD August 2023: USD\$139,165,018  
August 2024: USD\$ 21,279,255 | August 2023: USD\$ 17,823,700

■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023 ■ 2024





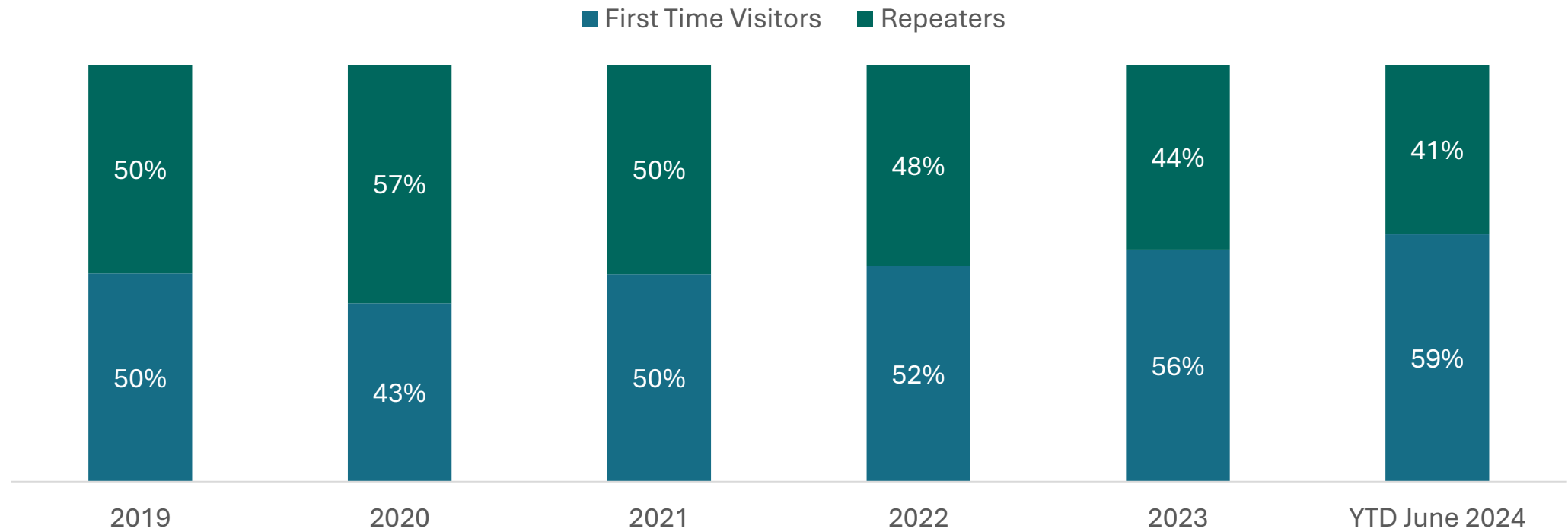
T I D B I T S

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US REPEATERS PROFILE  
2023

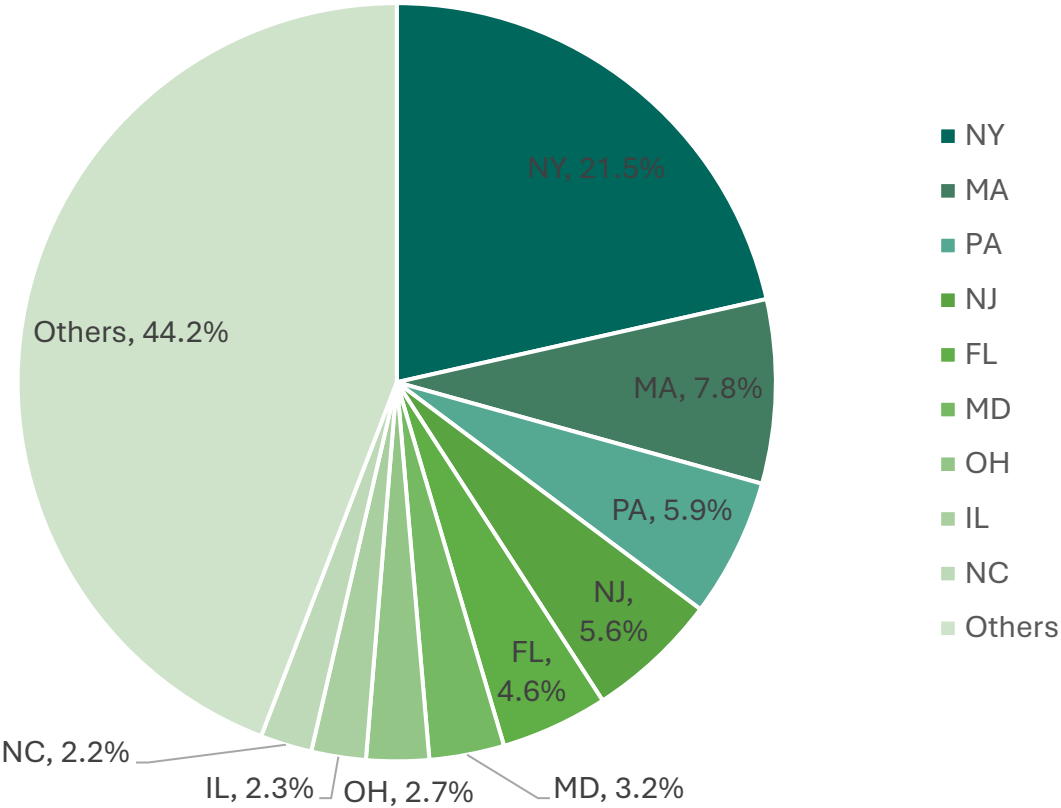
# Introduction

Aruba has always been known for its high rate of repeat visitors. Below is the share of repeat visitors from 2019 to YTD June 2024. This report contains additional information on US repeat visitors.



# US States

Share per USA State (%)

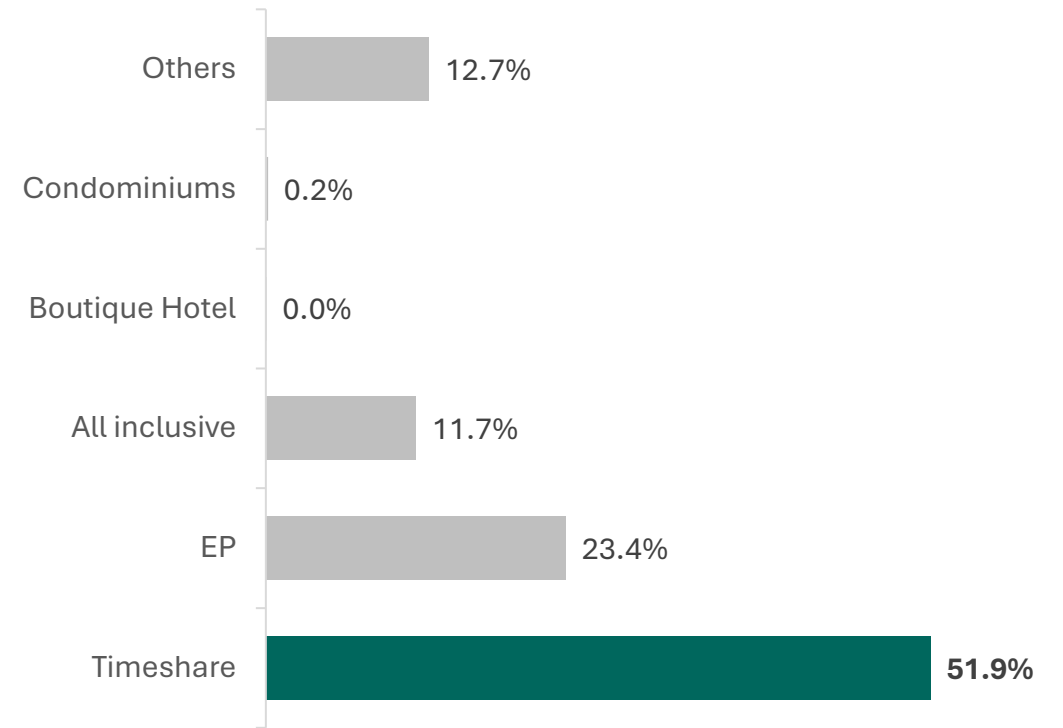
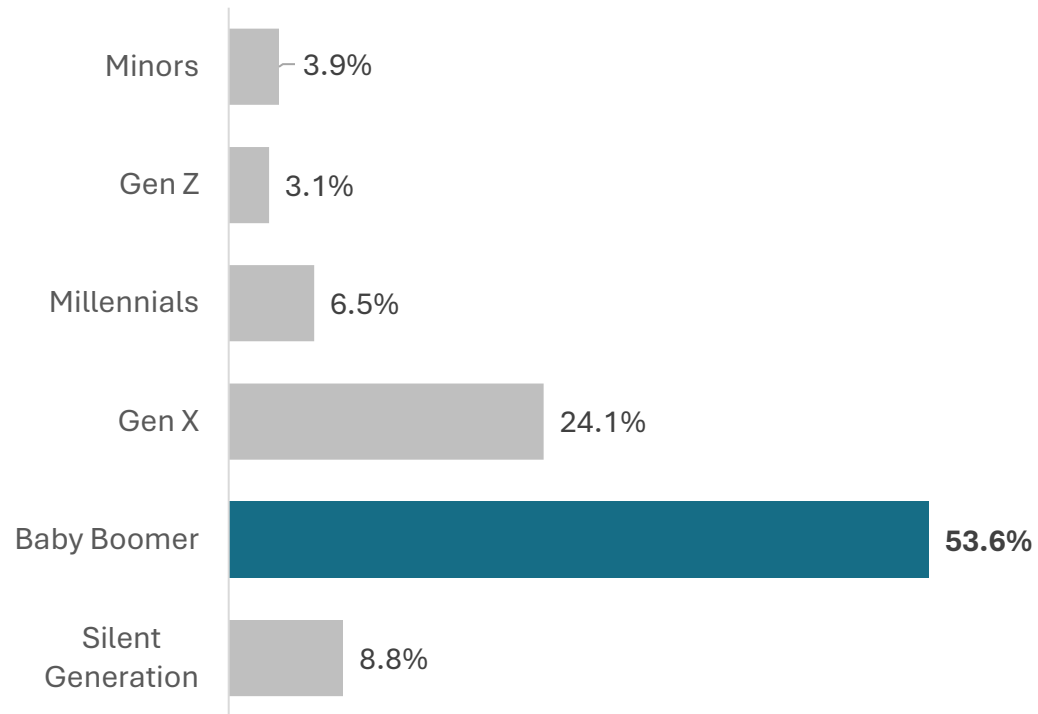


**56.8%** of our audience is from the top 10 States, and the rest of the states make up 44.2%.

Visitors from New York make up the larger population, with a **21.5%** share.

# Demographics

This report will focus on generations and places of stay. As can be seen in the graphs, **53.6%** of Baby Boomers stay mainly at Timeshares.

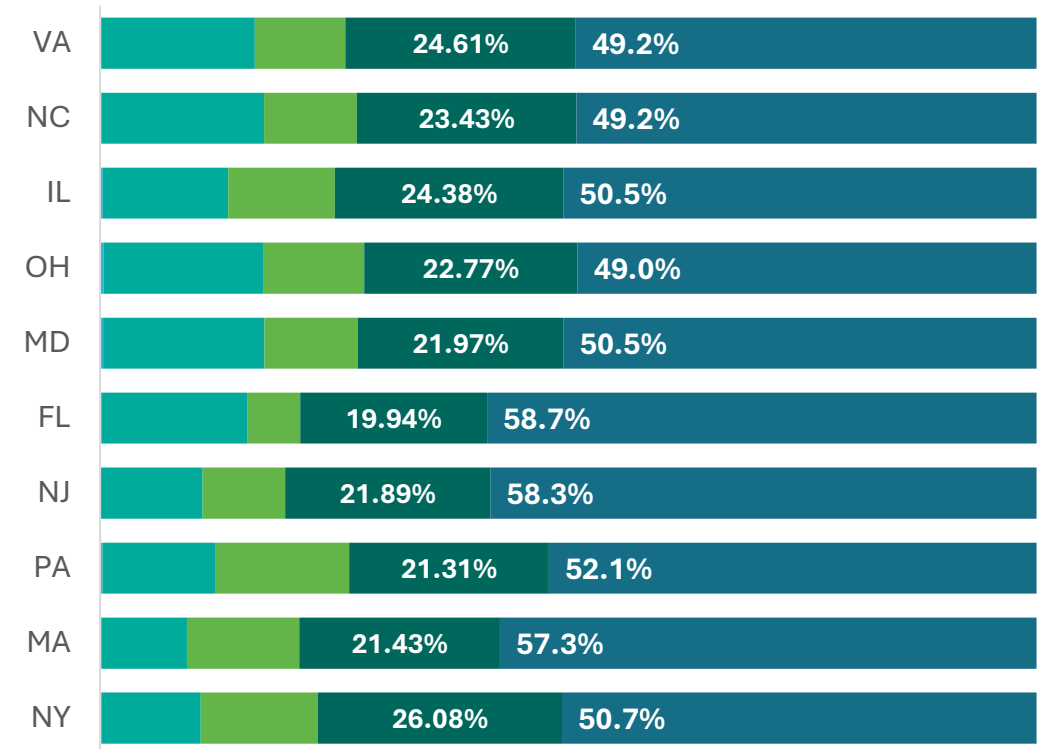
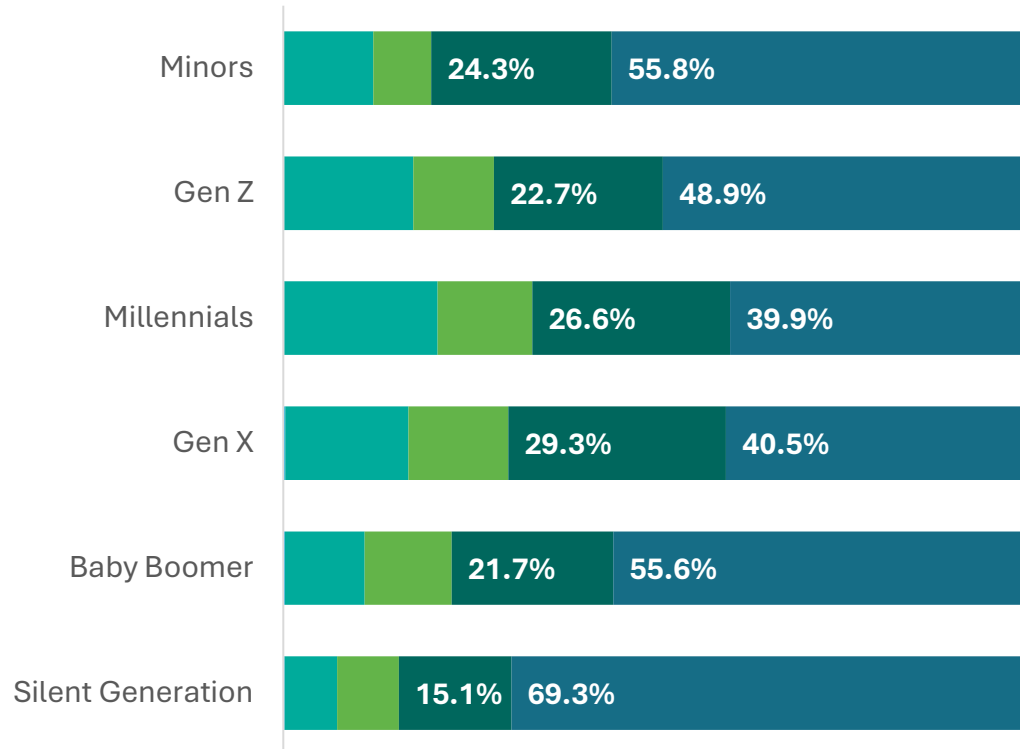


# Place of Stay

Millennials and Gen X tend to stay more in EP hotels than all other generations, **29.3%** compared to the average of **26.6%**. Places of stay remain evenly distributed at the state level.

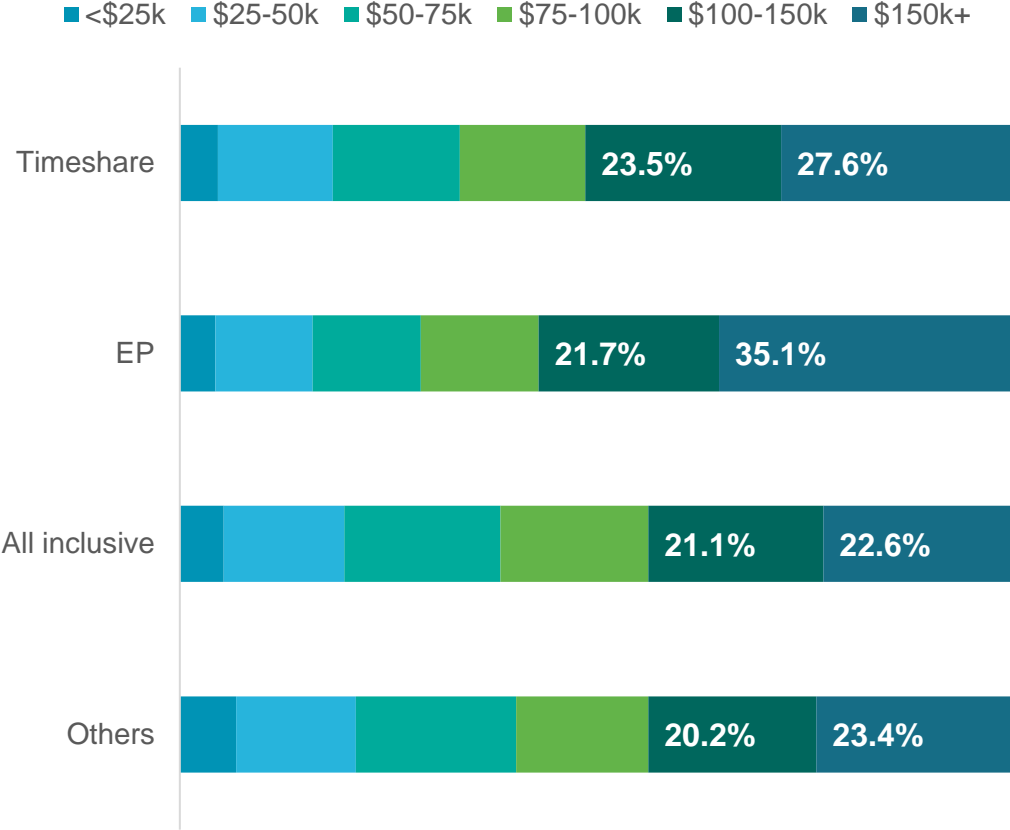
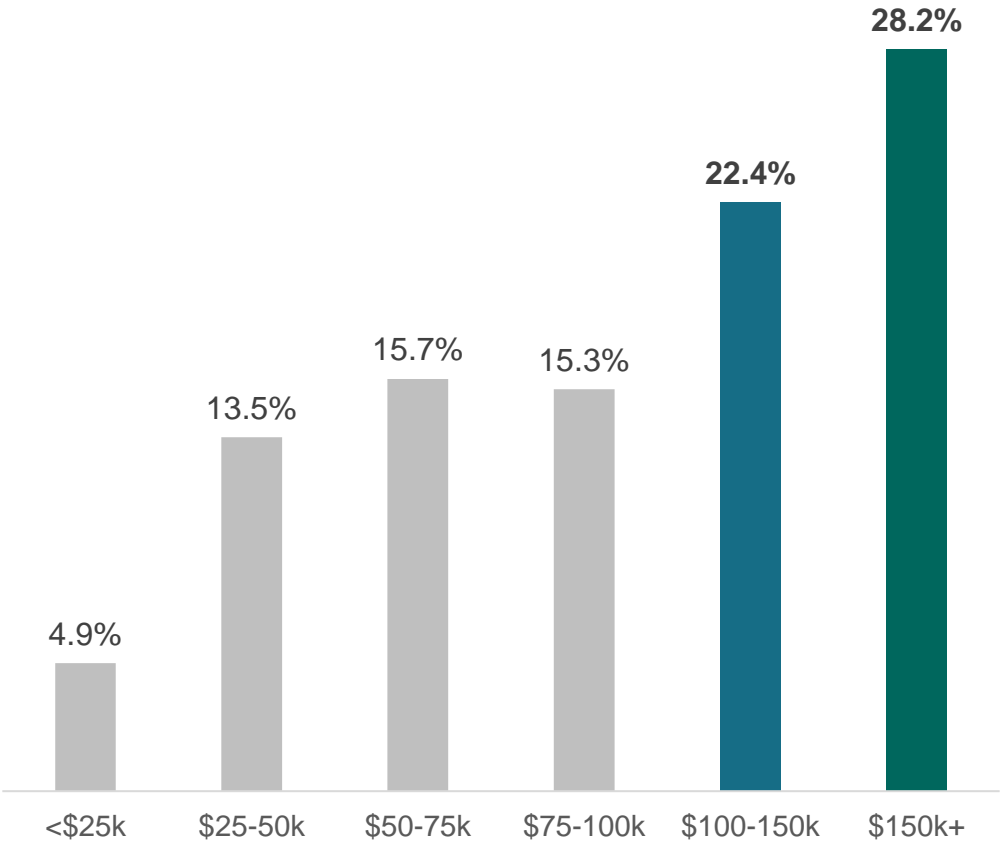
■ Boutique Hotel ■ Condominiums ■ Others ■ All inclusive ■ EP ■ Timeshare

■ Boutique Hotel ■ Condominiums ■ Others ■ All inclusive ■ EP ■ Timeshare



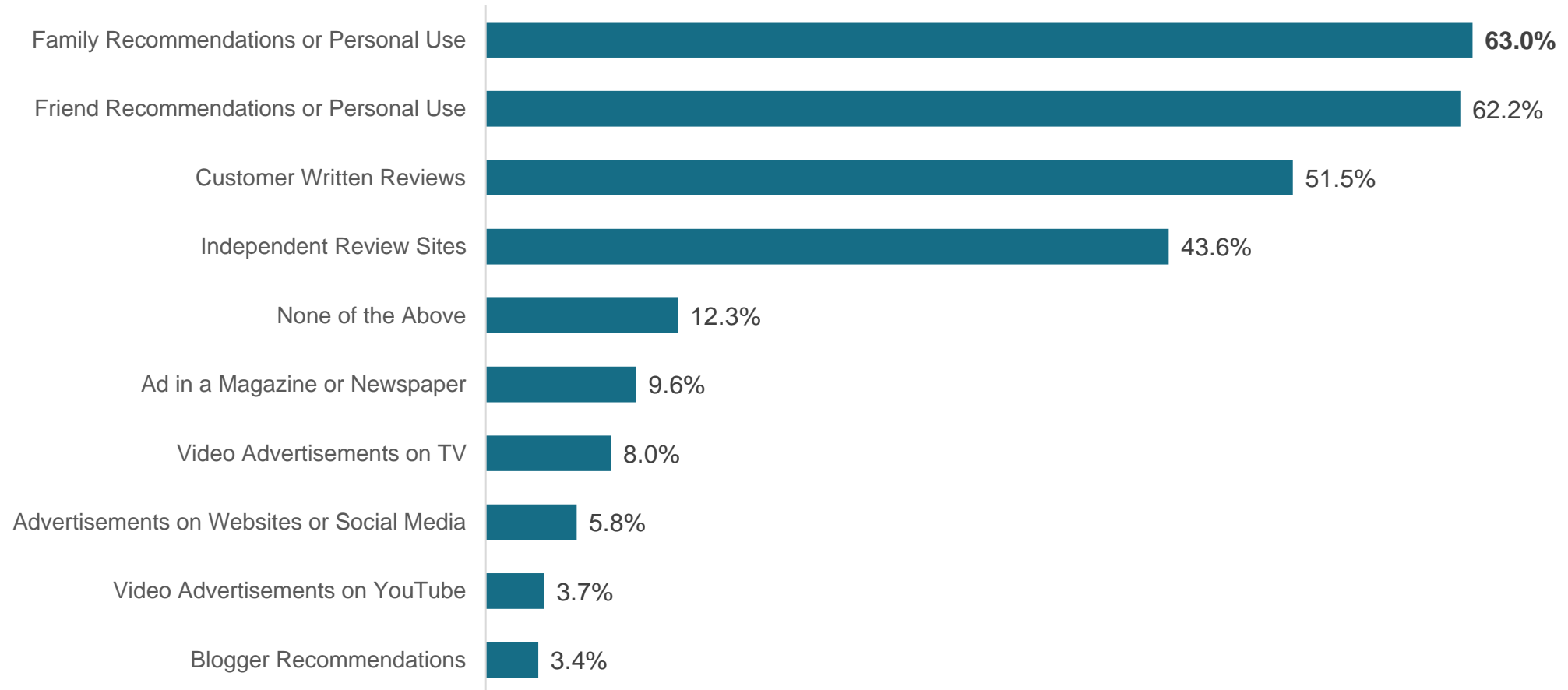
# Household Income

Aruba is attracting travelers with a high income. **50.7%** of which have a Household Income of \$100k or above. These travelers makes up most of the EP Hotels guests, **35.1%** and **21.7%**.



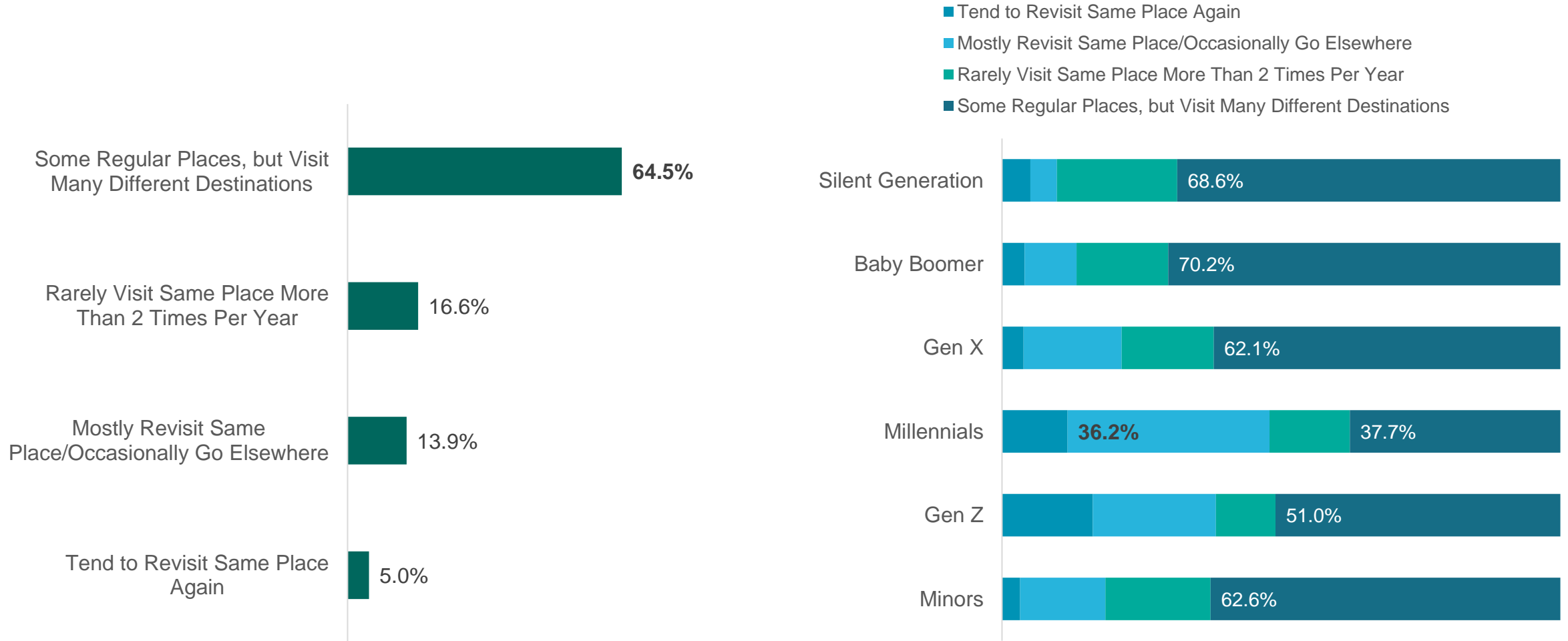
# Source of Information for all Purchases

63% of the repeaters indicated that they enlist their Family and Friends for advice on all purchases.



# Travel Pattern

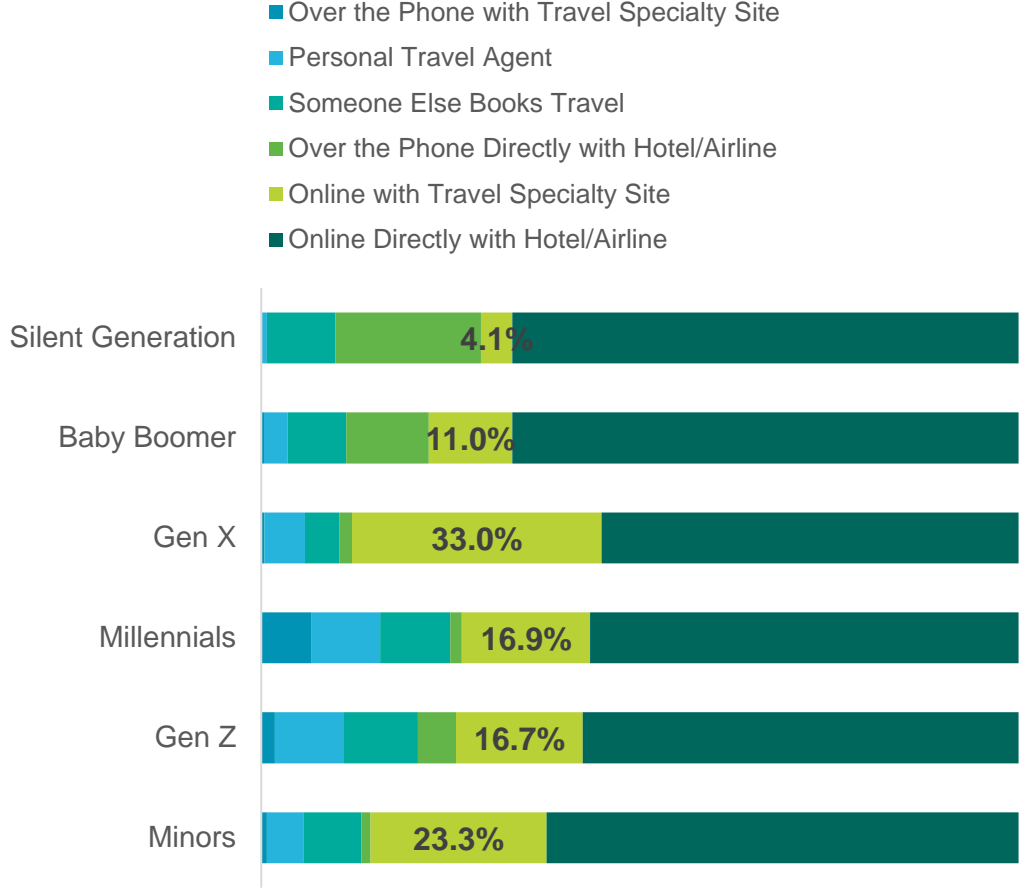
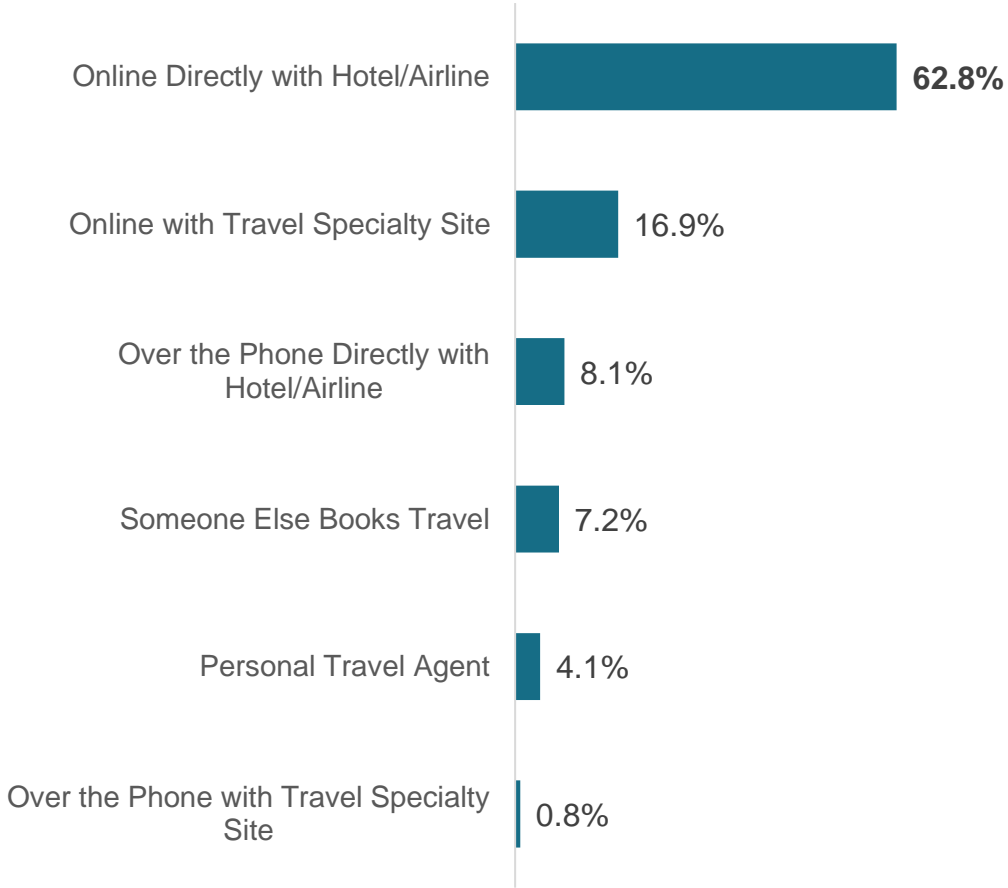
**64.5%** of our repeat guests exercise their variety while still revisiting Aruba. Even Millennials prefer regularly revisiting a destination such as Aruba.





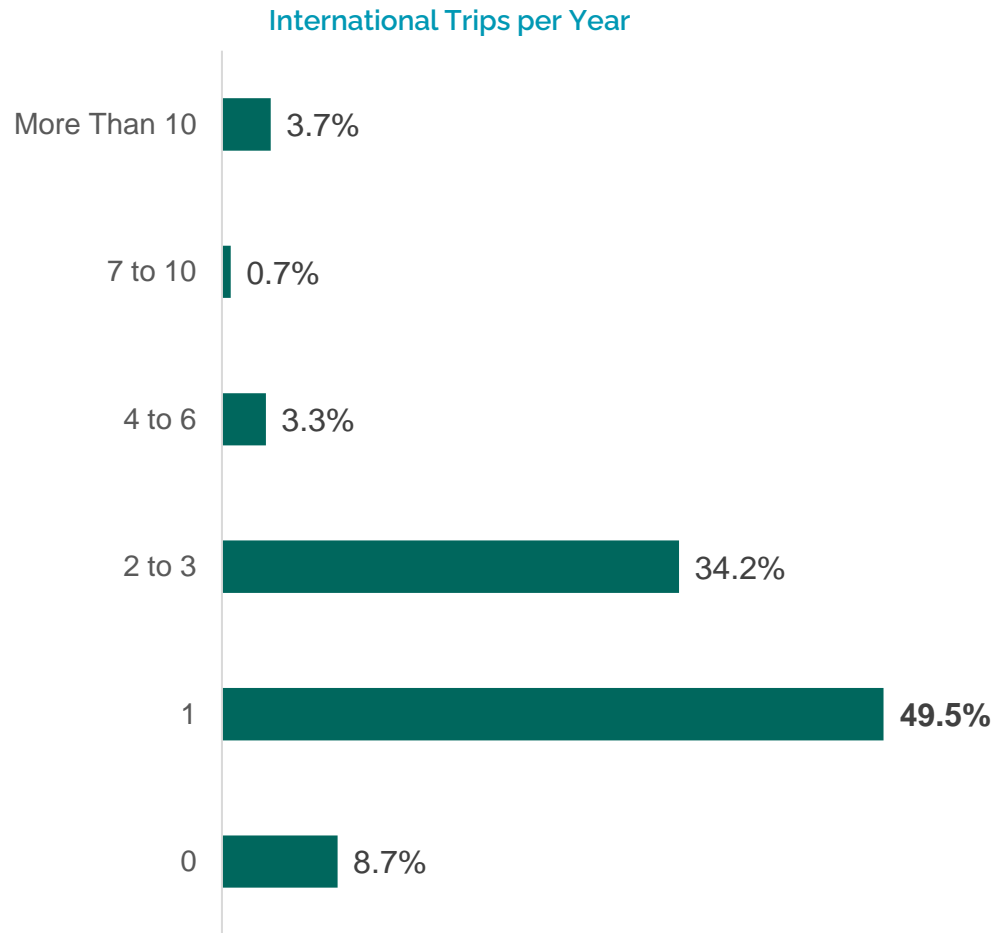
# Personal Travel Booking Method

It has become a common trend for travelers to book directly with hotels and airlines. This is also evident among our repeat guests, with **62.8%** doing so.

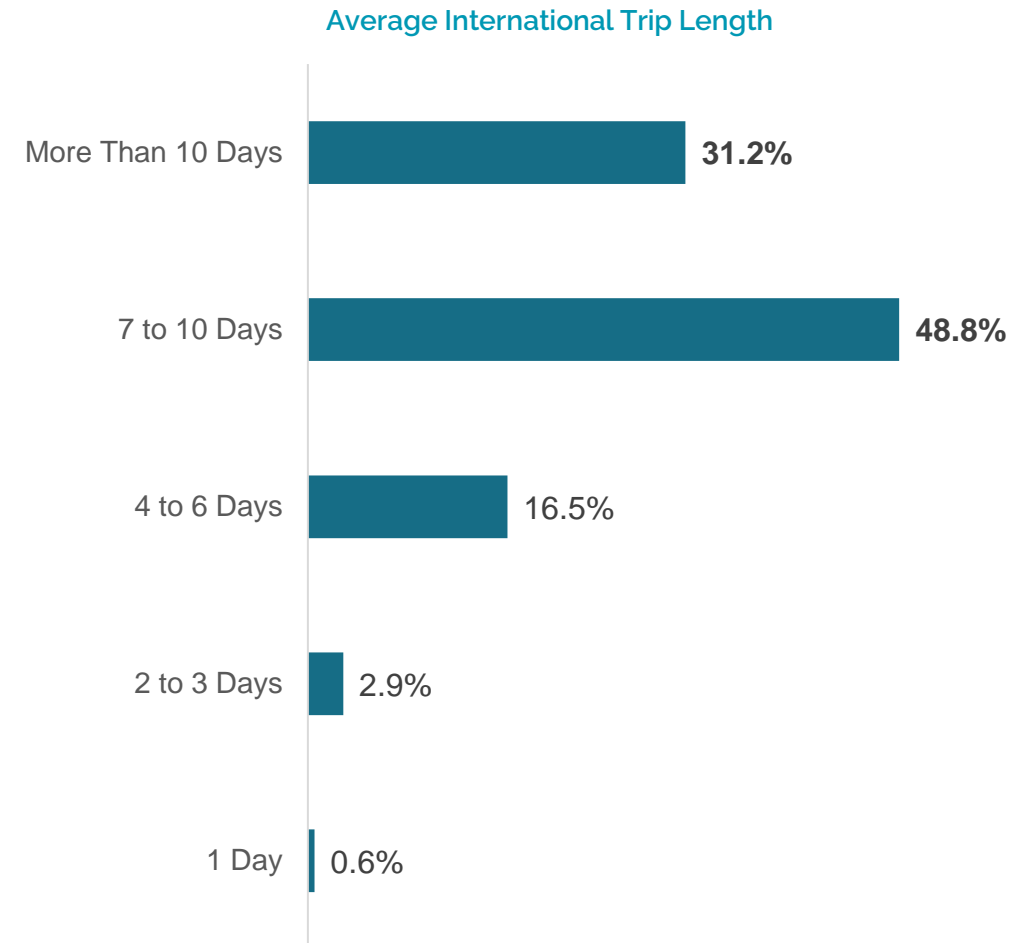


# International Trips per Year and its Average Trip Length

49.5% of our repeat guests only go on one international trip per year, **and 80%** tend to stay longer than the average seven days, from which 48.8% stay on average 7 to 10 days and 31.2% stay more than ten days.



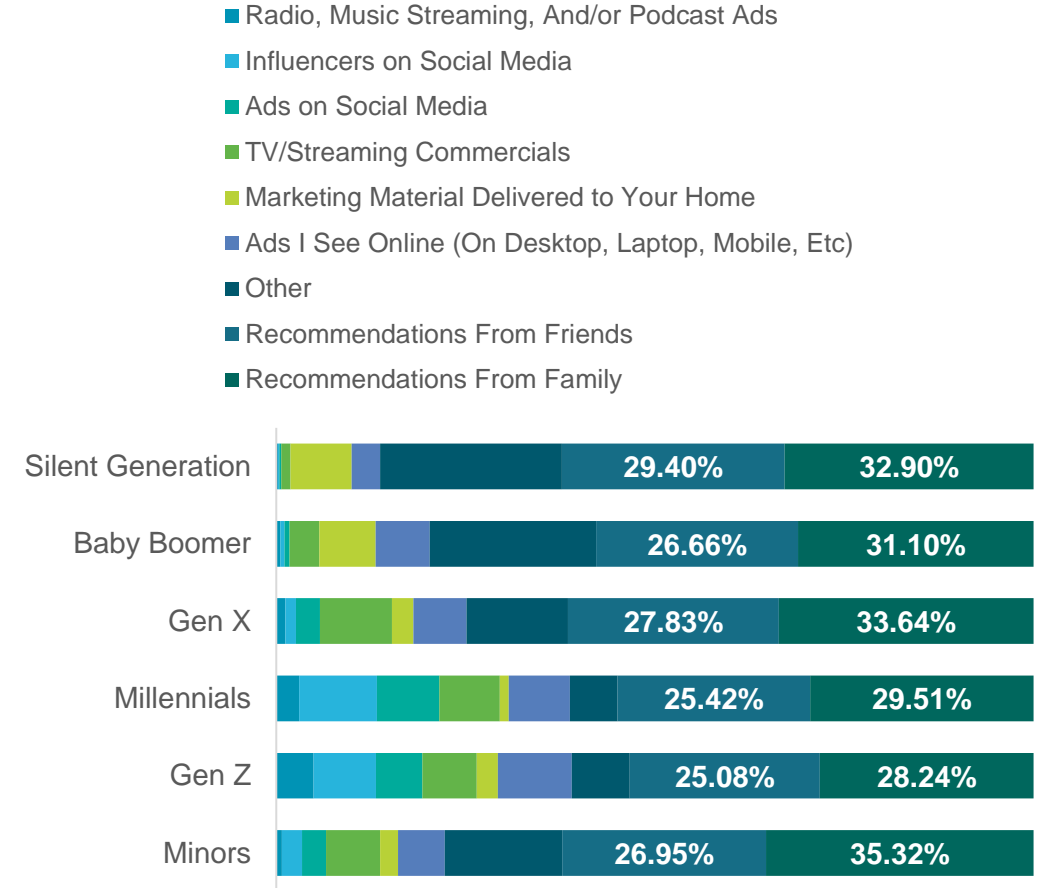
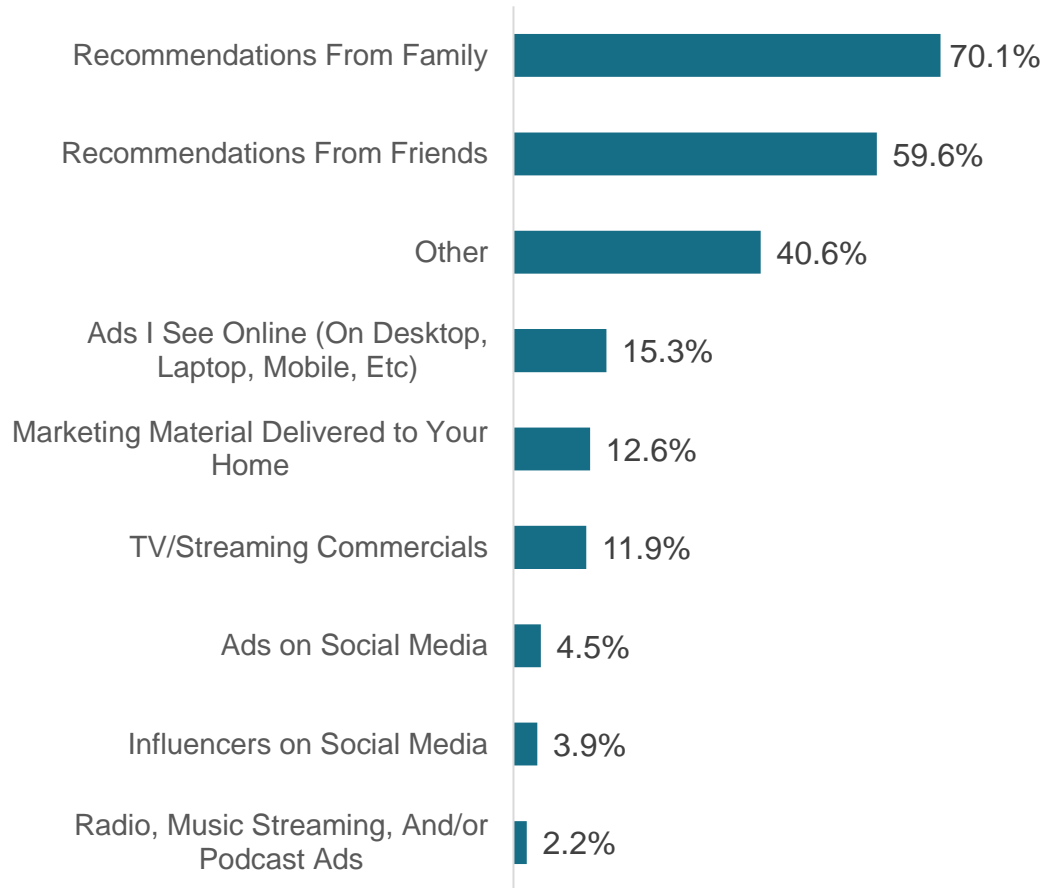
N = 13,290 Repeat USA visitors, 2023



N = 11,958 Repeat USA visitors, 2023

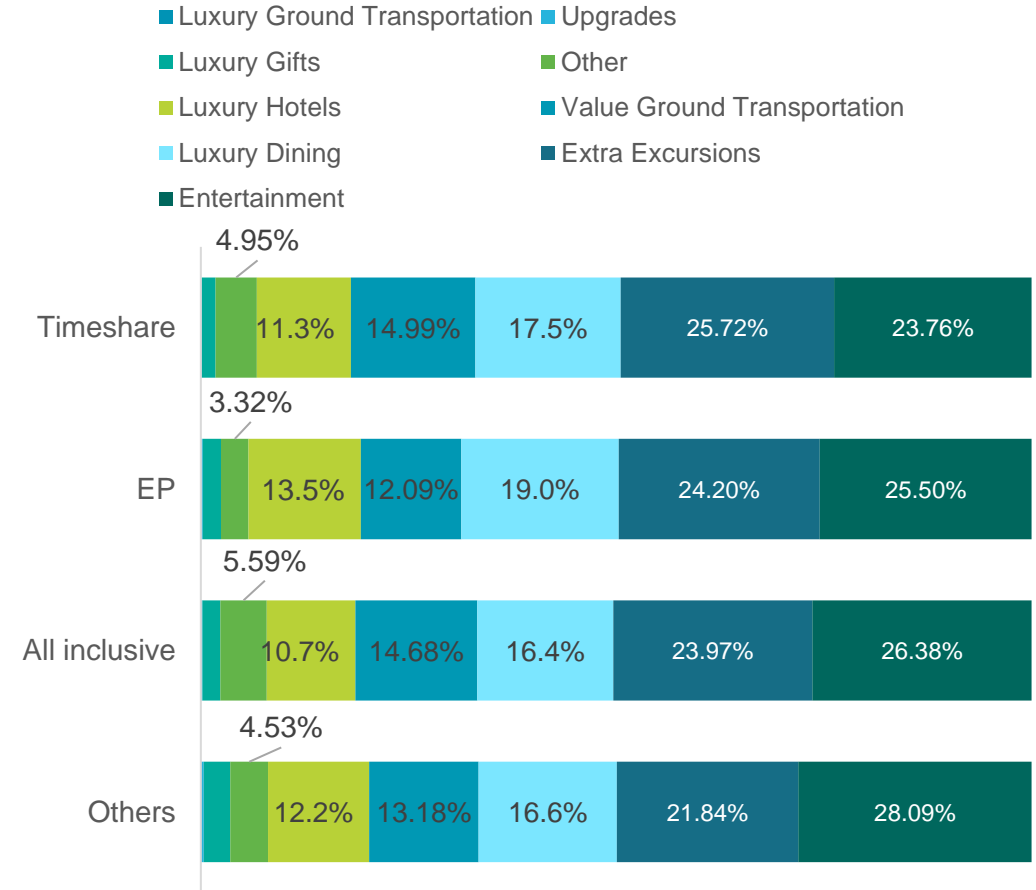
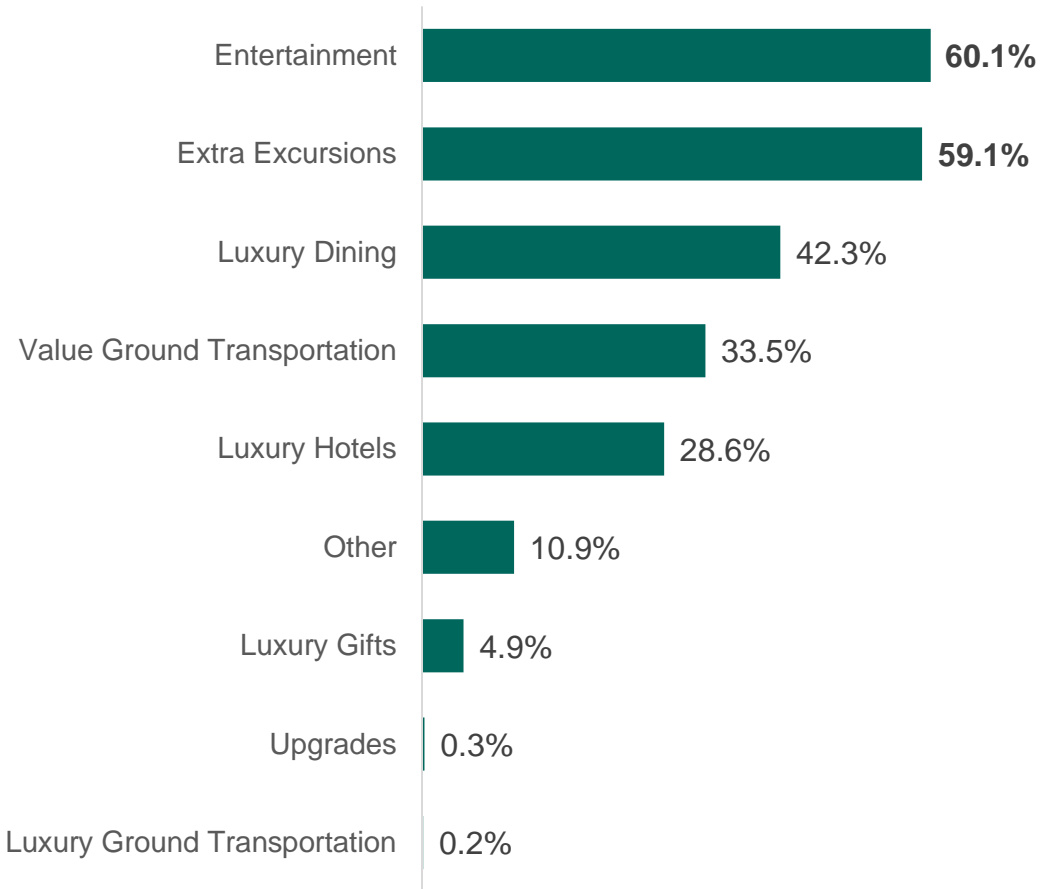
# Influential Sources of Info

While Marketing material delivered to their home had some influence on the older generation, it seems to have little to no influence on the younger generations. In comparison with the previous, word of mouth is the strongest influence with **70.1%** across generations.



# Spending While Traveling (Internationally)

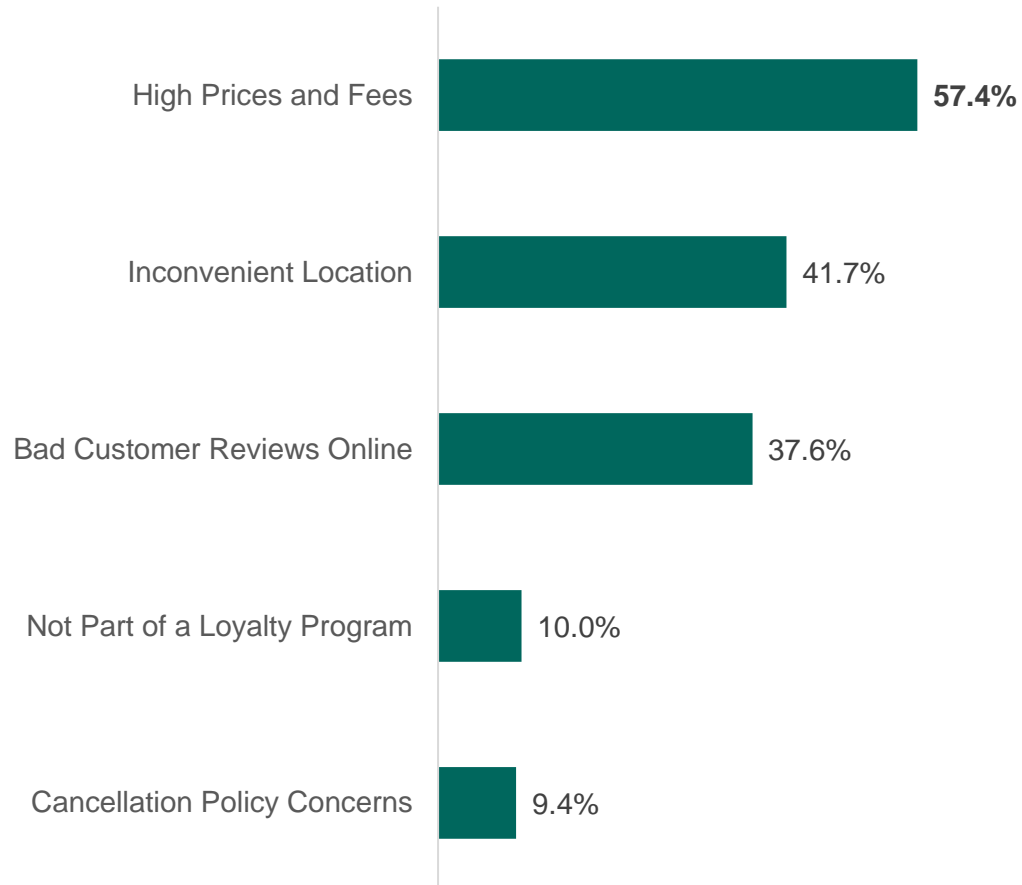
Repeat Aruban guests, like many, prefer to spend money on entertainment and extra excursions when travelling internationally. But it is the ones staying at an EP hotel that are more willing to splurge on luxury such as dining and hotels.



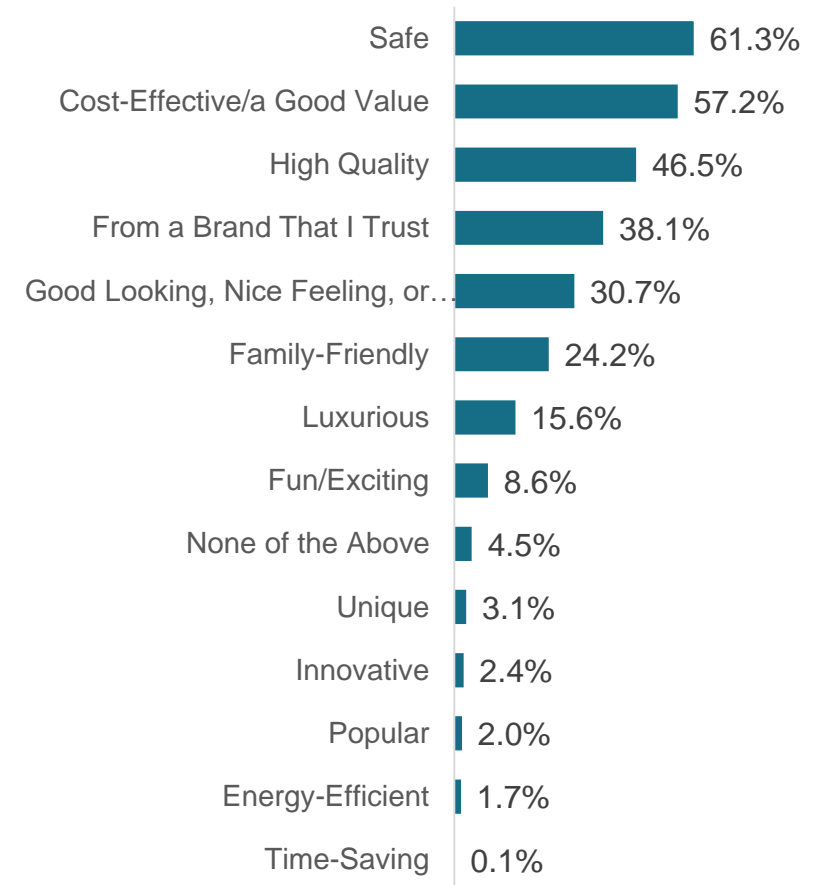
# Hotel Qualities

While high prices and fees is the biggest concern for repeat guests, inconvenient location seems to be an inconvenience mostly for the older generations. When looking at positive qualities, for Gen-X, high quality best cost-effective/good value.

Negative Hotel Qualities



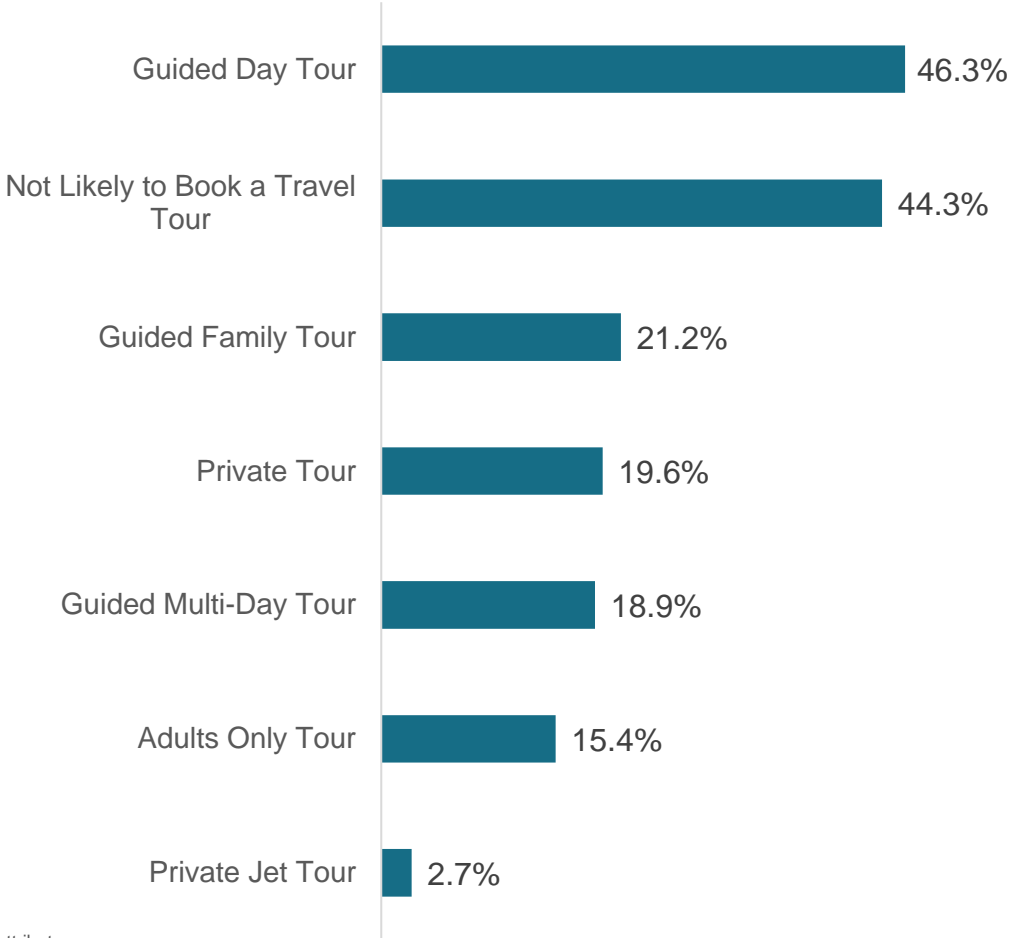
Positive Hotel Qualities



# Travel Tour Likely to Book and Type of Leisure Travel Planned

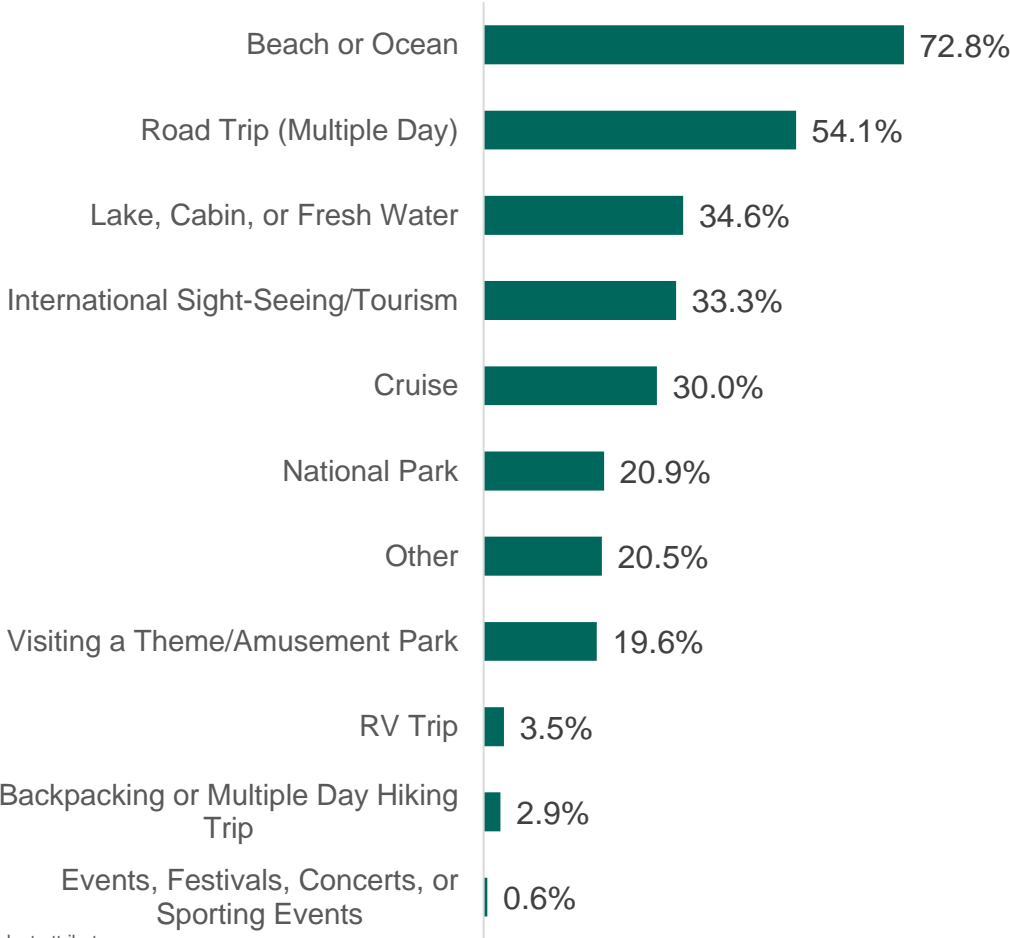
**72.8%** of our repeat guests are planning a beach or ocean vacation for the coming next 12 months. And are likely to pair this with a guided day tour. (**46.3%**)

Travel Tour Likely to Book



Multiple select attribute  
N = 63,805 Repeat USA visitors, 2023

Type of Leisure Travel Planned in Next 12 Months



Multiple select attribute  
N = 49,296 Repeat USA visitors, 2023



# 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)

