

JANUARY 2025

Monthly Report

SNAPSHOT JANUARY 2025



HOW MANY ARRIVALS?

124,787

4.7%



HOW MANY CRUISE TOURISM?

123,507

0.1%



HOW LONG DID THEY STAY?

970,549

0.9%



WHAT DID THEY SPEND?*

Central Bank Aruba
(Q1 and Q2 2024)

Avg. 2,874.70 min

19%

Q1 and Q2 2023: 2,413.40

**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



197,091

NIGHTS

20.3%

ALL INCLUSIVE



102,668

NIGHTS

10.6%

TIMESHARE



255,426

NIGHTS

26.3%

OTHERS



415,364

NIGHTS

42.8%

JANUARY RESULT 2025

NORTH AMERICA



97,251

77.9%

SOUTH AMERICA



19,322

15.5%

EUROPE



5,531

4.4%

OTHERS



2,683

2.2%

TOTAL ARRIVALS

124,787

100%



ARRIVALS JANUARY 2025/2024

124,787
ARRIVALS

4.7%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
USA	85,849		88,300	2.9%	72.0%	70.8%
Canada	9,424	-473	8,951	-5.0%	7.9%	7.2%
NA	95,273	1,978	97,251	2.1%	79.9%	77.9%
Venezuela	319	14	333	4.4%	0.3%	0.3%
Colombia	6,034	-119	5,915	-2.0%	5.1%	4.7%
Brazil	1,661	1,508	3,169	90.8%	1.4%	2.5%
Argentina	2,703	2,243	4,946	83.0%	2.3%	4.0%
Chile	1,344	-47	1,297	-3.5%	1.1%	1.0%
Ecuador	527	19	546	3.6%	0.4%	0.4%
Peru	1,088	396	1,484	36.4%	0.9%	1.2%
Paraguay	113	6	119	5.3%	0.1%	0.1%
Uruguay	137	182	319	132.8%	0.1%	0.3%
Mexico	209	-16	193	-7.7%	0.2%	0.2%
Others	972	29	1,001	3.0%	0.8%	0.8%
SA	15,107	4,215	19,322	27.9%	12.7%	15.5%
Netherlands	3,278	-416	2,862	-12.7%	2.8%	2.3%
UK	593	-181	412	-30.5%	0.5%	0.3%
Germany	355	-5	350	-1.4%	0.3%	0.3%
Italy	362	-18	344	-5.0%	0.3%	0.3%
Sweden	112	19	131	17.0%	0.1%	0.1%
Belgium	142	7	149	4.9%	0.1%	0.1%
Austria	89	-15	74	-16.9%	0.1%	0.1%
Switzerland	150	-13	137	-8.7%	0.1%	0.1%
Others	1,110	-38	1,072	-3.4%	0.9%	0.9%
Europe	6,191	-660	5,531	-10.7%	5.2%	4.4%
ROW	2,623	60	2,683	2.3%	2.2%	2.2%
Total	119,194	5,593	124,787	4.7%		
W/O Ven.	118,875	5,579	124,454	4.7%		



ARRIVALS USA JANUARY 2025/2024

88,300
ARRIVALS

2.9%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
New York	19,286	-711	18,575	-3.7%	22.5%	21.0%
Massachusetts	10,971	318	11,289	2.9%	12.8%	12.8%
New Jersey	9,317	-526	8,791	-5.6%	10.9%	10.0%
Pennsylvania	5,663	-661	5,002	-11.7%	6.6%	5.7%
Illinois	2,772	-375	2,397	-13.5%	3.2%	2.7%
Connecticut	2,708	-53	2,655	-2.0%	3.2%	3.0%
Florida	3,845	-325	3,520	-8.5%	4.5%	4.0%
Ohio	2,642	-176	2,466	-6.7%	3.1%	2.8%
Maryland	2,374	-196	2,178	-8.3%	2.8%	2.5%
Michigan	1,973	-145	1,828	-7.3%	2.3%	2.1%
Virginia	1,959	292	2,251	14.9%	2.3%	2.5%
Georgia	1,306	67	1,373	5.1%	1.5%	1.6%
North Carolina	2,020	112	2,132	5.5%	2.4%	2.4%
Texas	1,566	1,018	2,584	65.0%	1.8%	2.9%
California	1,191	325	1,516	27.3%	1.4%	1.7%
Other	16,256	3,487	19,743	21.5%	18.9%	22.4%
Total	85,849	2,451	88,300	2.9%		



NIGHTS JANUARY 2025/2024

970,549
NIGHTS

0.9%
GROWTH

	2024	Growth	2025	% Growth	ALOS 2024	ALOS 2025
USA	647,597	-6,356	641,241	-1.0%	7.5	7.3
Canada	109,686	-6,497	103,189	-5.9%	11.6	11.5
NA	757,283	-12,853	744,430	-1.7%	7.9	7.7
Venezuela	2,930	28	2,958	1.0%	9.2	8.9
Colombia	38,466	-3,371	35,095	-8.8%	6.4	5.9
Brazil	10,162	9,406	19,568	92.6%	6.1	6.2
Argentina	26,185	20,739	46,924	79.2%	9.7	9.5
Chile	10,162	-191	9,971	-1.9%	7.6	7.7
Ecuador	2,513	-31	2,482	-1.2%	4.8	4.5
Peru	6,557	1,905	8,462	29.1%	6.0	5.7
Paraguay	790	11	801	1.4%	7.0	6.7
Uruguay	1,358	1,100	2,458	81.0%	9.9	7.7
Mexico	1,450	-26	1,424	-1.8%	6.9	7.4
Others	6,180	192	6,372	3.1%	6.4	6.4
SA	106,753	29,762	136,515	27.9%	7.1	7.1
Netherlands	55,508	-7,711	47,797	-13.9%	16.9	16.7
UK	5,385	-1,587	3,798	-29.5%	9.1	9.2
Germany	3,831	-888	2,943	-23.2%	10.8	8.4
Italy	3,007	84	3,091	2.8%	8.3	9.0
Sweden	1,181	671	1,852	56.8%	10.5	14.1
Belgium	1,837	1,221	3,058	66.5%	12.9	20.5
Austria	1,206	-693	513	-57.5%	13.6	6.9
Switzerland	1,366	170	1,536	12.4%	9.1	11.2
Others	10,505	-437	10,068	-4.2%	9.5	9.4
Europe	83,826	-9,170	74,656	-10.9%	13.5	13.5
ROW	14,202	746	14,948	5.3%	5.4	5.6
Total	962,064	8,485	970,549	0.9%	8.1	7.8



ACCOMMODATIONS JANUARY 2025/2024

124,787
ARRIVALS

4.7%
GROWTH

ARRIVALS BY ACCOMMODATION

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	33,467	-1,697	31,770	-5.1%	28.1%	25.5%
All Inclusive	16,384	840	17,224	5.1%	13.7%	13.8%
Timeshare	27,528	76	27,604	0.3%	23.1%	22.1%
Others	41,815	6,374	48,189	15.2%	35.1%	38.6%
Total	119,194	5,593 	124,787	4.7%		

NIGHTS BY ACCOMMODATION

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
EP	201,047	-3,956	197,091	-2.0%	20.9%	20.3%
All Inclusive	106,372	-3,704	102,668	-3.5%	11.1%	10.6%
Timeshare	263,729	-8,303	255,426	-3.1%	27.4%	26.3%
Others	390,916	24,448	415,364	6.3%	40.6%	42.8%
Total	962,064	8,485 	970,549	0.9%		



VISITORS BY AGE JANUARY 2025/2024

124,787
ARRIVALS

4.7%
GROWTH

	2024	Growth	2025	% Growth
0 - 11	7,162	822	7,984	11.5%
12-19	5,936	643	6,579	10.8%
20 - 29	14,943	403	15,346	2.7%
30 - 39	18,202	43	18,245	0.2%
40 - 49	16,755	1,085	17,840	6.5%
50 - 59	22,034	493	22,527	2.2%
60 - 69	21,634	1,307	22,941	6.0%
70 +	12,525	799	13,324	6.4%
Not Stated	3	-2	1	-66.7%
Total	119,194	5,593	124,787	4.7%



GENERATIONS

JANUARY 2025/2024

124,787
ARRIVALS

4.7%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
Gen A	5,977	628	6,605	10.5%	5.0%	5.3%
Gen Z	15,423	1,380	16,803	8.9%	12.9%	13.5%
Millennials	28,513	119	28,632	0.4%	23.9%	22.9%
Gen X	28,287	1,162	29,449	4.1%	23.7%	23.6%
Baby Boomers	36,398	1,802	38,200	5.0%	30.5%	30.6%
Silent Generations	4,593	504	5,097	11.0%	3.9%	4.1%
Age not specified	3	-2	1	-66.7%	0.0%	0.0%
Total	119,194	5,593	124,787	4.7%		



PURPOSE OF VISIT JANUARY 2025/2024

124,787
ARRIVALS

4.7%
GROWTH

PURPOSE OF VISIT 2025

	2025	Market share 2025	2024	Market share 2024	% Growth
Sun, Sand, Sea	117,045	93.8%	101,405	85.1%	15.4%
Business	2,891	2.3%	2,253	1.9%	28.3%
Conference	0	0.0%	1,616	1.4%	-100.0%
Honeymoon	808	0.6%	2,308	1.9%	-65.0%
Diving	0	0.0%	392	0.3%	-100.0%
Incentive	278	0.2%	772	0.6%	-64.0%
Meeting	0	0.0%	789	0.7%	-100.0%
Not specified	3,375	2.7%	7,260	6.1%	-53.5%
Shopping	0	0.0%	805	0.7%	-100.0%
Wedding	390	0.3%	1,594	1.3%	-75.5%
Total	124,787	100.0%	119,194	100.0%	4.7%

CONVINCING REASONS FOR VISIT 2025

Reasons for Choice	2025	Market Share
Adventure activities	6,617	5%
Direct flights	6,346	5%
Ease /comfort	9,682	8%
Familiarity	11,117	9%
Family-friendly destination	28,806	23%
Not specified	215	0%
Other	18,893	15%
Outside hurricane belt	1,749	1%
Points redemption	2,784	2%
Reliable weather	22,112	18%
Word of mouth	16,318	13%
(blank)	148	0%
Total	124,787	100%



CARRIERS JANUARY 2025/2024

124,787
ARRIVALS

4.7%
GROWTH

	2024	Growth	2025	% Growth	Marketshare 2024	Marketshare 2025
JETBLUE	24,570	-2,899	21,671	-11.8%	20.6%	17.4%
AMERICAN AIRLINES	21,701	-205	21,496	-0.9%	18.2%	17.2%
DELTA AIRLINES	17,407	1,070	18,477	6.1%	14.6%	14.8%
UNITED AIRLINES	14,403	1,975	16,378	13.7%	12.1%	13.1%
AVIANCA	5,282	352	5,634	6.7%	4.4%	4.5%
COPA AIRLINES	4,831	782	5,613	16.2%	4.1%	4.5%
WESTJET AIRLINES	3,598	670	4,268	18.6%	3.0%	3.4%
SOUTHWEST AIRLINES	5,067	-803	4,264	-15.8%	4.3%	3.4%
WINGO	2,928	357	3,285	12.2%	2.5%	2.6%
KLM ROYAL DUTCH	2,636	484	3,120	18.4%	2.2%	2.5%
CHARTER	311	2,610	2,921	839.2%	0.3%	2.3%
LATAM AIRLINES/ PERU	1,665	1,172	2,837	70.4%	1.4%	2.3%
AIR CANADA	2,550	112	2,662	4.4%	2.1%	2.1%
GOL	0	1,792	1,792	-	0.0%	1.4%
SPIRIT AIRLINES	3,297	-1,531	1,766	-46.4%	2.8%	1.4%
DIVI DIVI AIR	1,482	281	1,763	19.0%	1.2%	1.4%
PRIVATE	1,347	-98	1,249	-7.3%	1.1%	1.0%
SUNWING AIRLINES	1,615	-473	1,142	-29.3%	1.4%	0.9%
EZ AIR	938	136	1,074	14.5%	0.8%	0.9%
WINAIR	521	403	924	77.4%	0.4%	0.7%
SUN COUNTRY AIRLINES	690	180	870	26.1%	0.6%	0.7%
TUI FLY NL	1,060	-233	827	-22.0%	0.9%	0.7%
SURINAM AIRWAYS	481	-142	339	-29.5%	0.4%	0.3%
BRITISH AIRWAYS	412	-227	185	-55.1%	0.3%	0.1%
ARAJET	135	2	137	1.5%	0.1%	0.1%
AIR CENTURY	79	-32	47	-40.5%	0.1%	0.0%
OTHERS	188	-142	46	-75.5%	0.2%	0.0%
Total	119,194	5,593	124,787	4.7%		



CARRIERS JANUARY 2025/2024

124,787
ARRIVALS

4.7%
GROWTH

City	APO Code	January '25	Mkt Share	January'24	Mkt Share	25 vs 24
JFK NY	JFK	17,275	13.8%	17,312	14.5%	-0.2%
Boston	BOS	15,515	12.4%	13,594	11.4%	14.1%
Newark	EWR	12,079	9.7%	13,554	11.4%	-10.9%
Miami	MIA	8,738	7.0%	8,698	7.3%	0.5%
Toronto	YYZ	8,072	6.5%	7,776	6.5%	3.8%
Atlanta	ATL	7,741	6.2%	7,280	6.1%	6.3%
Charlotte	CLT	6,970	5.6%	7,168	6.0%	-2.8%
Bogota	BOG	6,057	4.9%	6,279	5.3%	-3.5%
Panama City	PTY	5,633	4.5%	4,833	4.1%	16.6%
Philadelphia	PHL	5,112	4.1%	5,067	4.3%	0.9%
Amsterdam	AMS	3,948	3.2%	3,698	3.1%	6.8%
Orlando	MCO	3,767	3.0%	3,964	3.3%	-5.0%
Curacao	CUR	3,012	2.4%	3,070	2.6%	-1.9%
G.Bush DC	IAD	2,973	2.4%	2,313	1.9%	28.5%
Lima, Peru	LIM	2,837	2.3%	1,665	1.4%	70.4%
Chicago	ORD	2,185	1.8%	2,637	2.2%	-17.1%
Medellin	MDE	2,160	1.7%	1,228	1.0%	75.9%
Minneapolis St. Paul Inter Airp	MSP	2,125	1.7%	690	0.6%	208.0%
Fort Lauderdale	FLL	1,823	1.5%	3,423	2.9%	-46.7%
Sao Paolo	GRU	1,792	1.4%	3	0.0%	59633.3%
Sint Maarten	SXM	928	0.7%	523	0.4%	77.4%
Cali, Alfonso Bonilla Aragon	CLO	668	0.5%	804	0.7%	-16.9%
Houston International	IAH	642	0.5%	370	0.3%	73.5%
Baltimore	BWI	497	0.4%	1,106	0.9%	-55.1%
Colombia, Rafael Nuñez Int. Airport	CTG	482	0.4%	220	0.2%	119.1%
	Others	1,756	1.4%	1,919	1.6%	-8.5%
Total		124,787	100.0%	119,194	100.0%	4.7%



CRUISE COMPARISON



One happy island ✦ ARUBA.COM



CRUISE JANUARY 2025/2024



2024



CRUISE PAX
123,374

CRUISE CALLS
48



2025



CRUISE PAX
123,507

0.1%

CRUISE CALLS
50

4.2%

ABSOLUTE GROWTH PAX JANUARY

133
0.11%

ABSOLUTE GROWTH CALLS JANUARY

2
4.17%

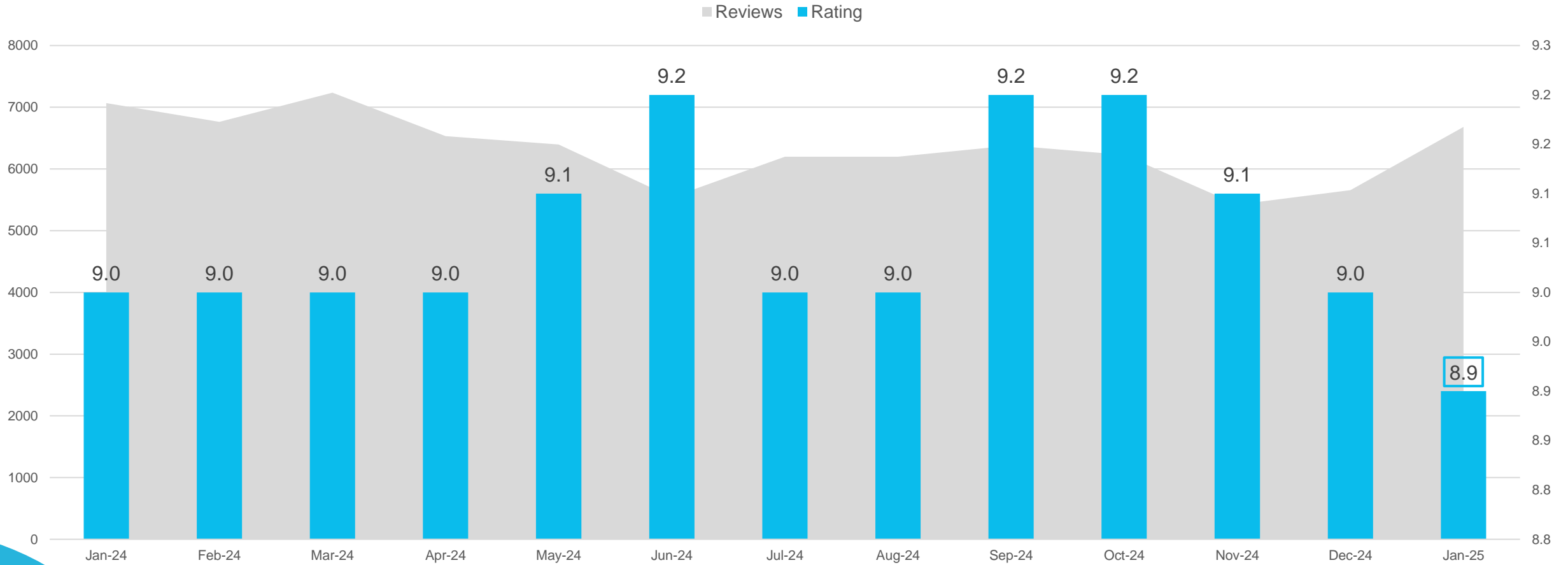
GUEST SATISFACTION





GUEST EXPERIENCE INDEX (GEI)

Monthly results



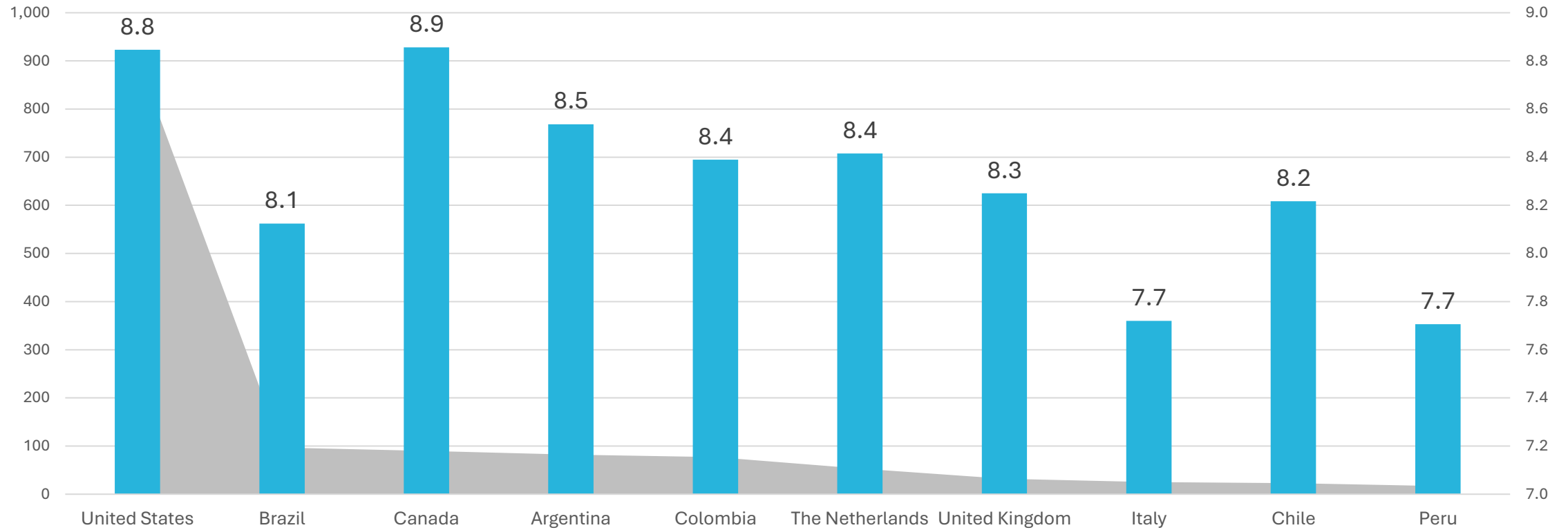


GEI JANUARY 2025

Results by market

January

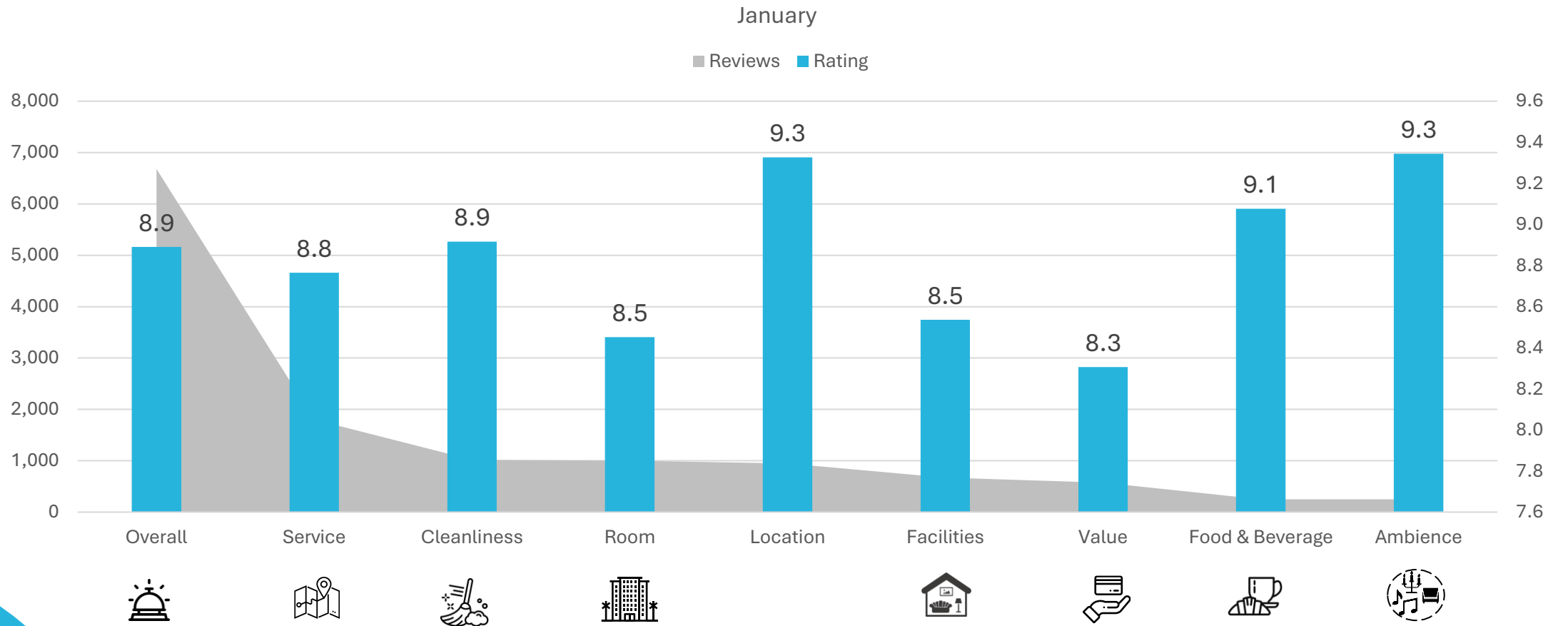
■ Reviews ■ Rating





GEI JANUARY 2025

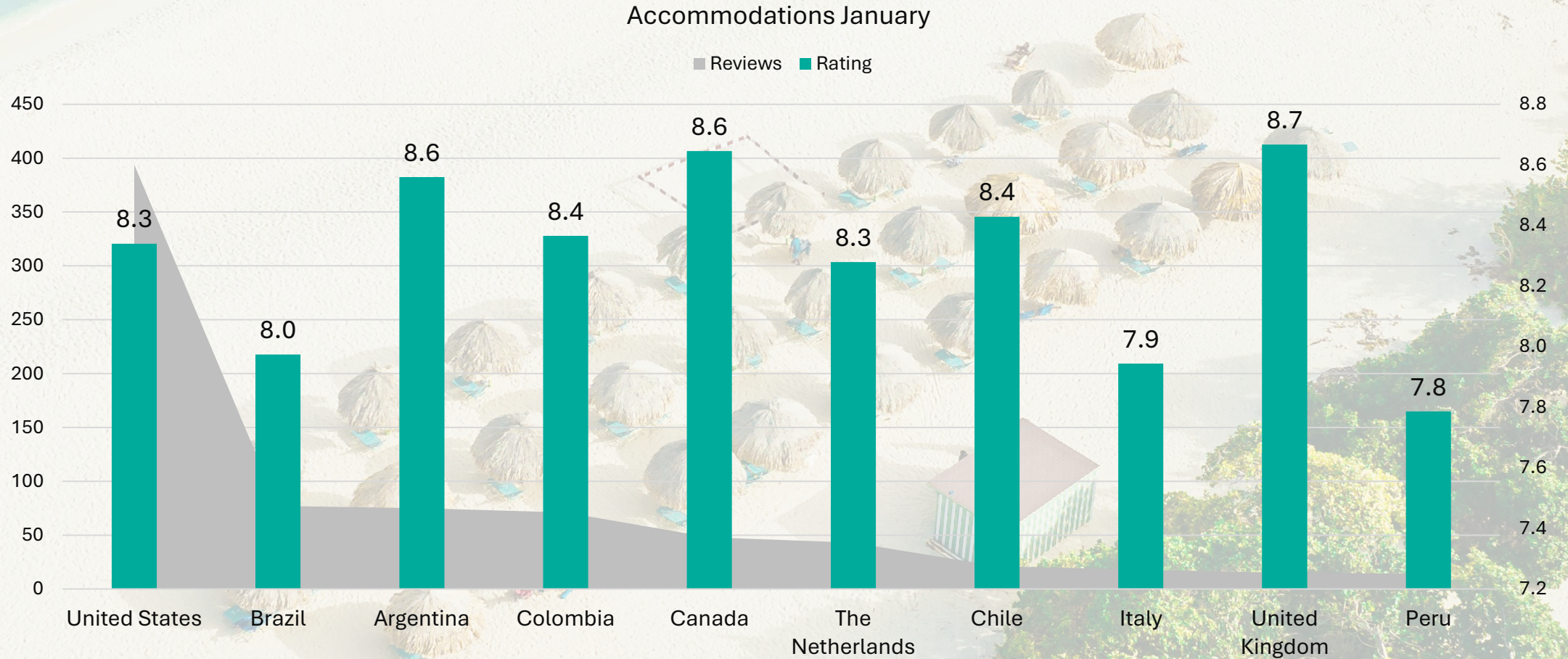
Results by Category





ACCOMMODATION GEI JANUARY 2025

Results by market

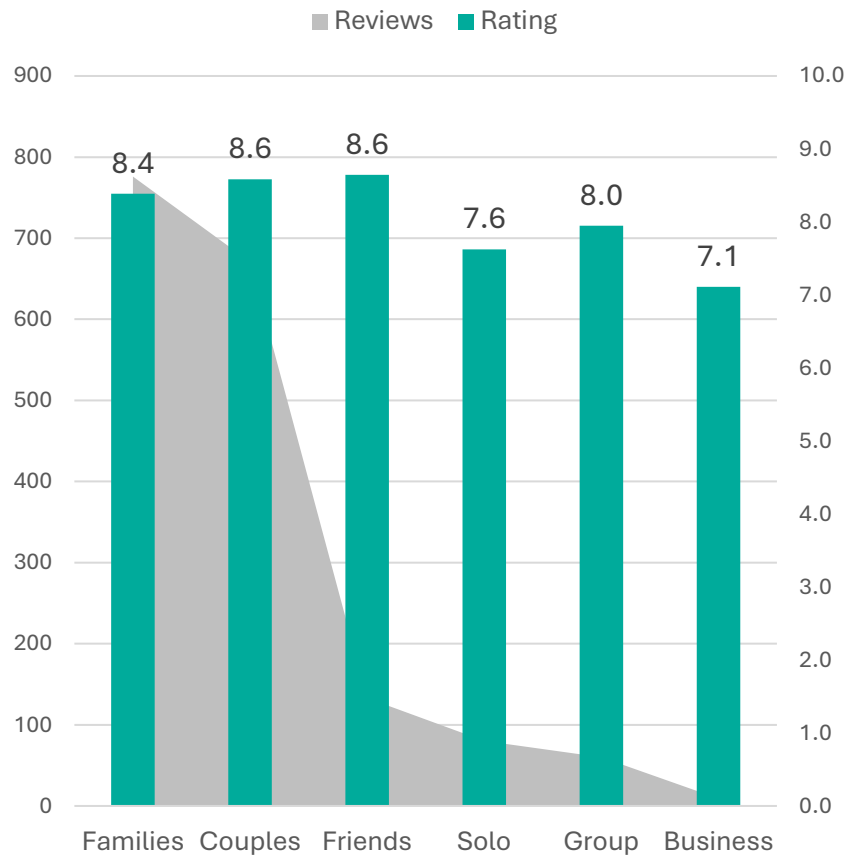




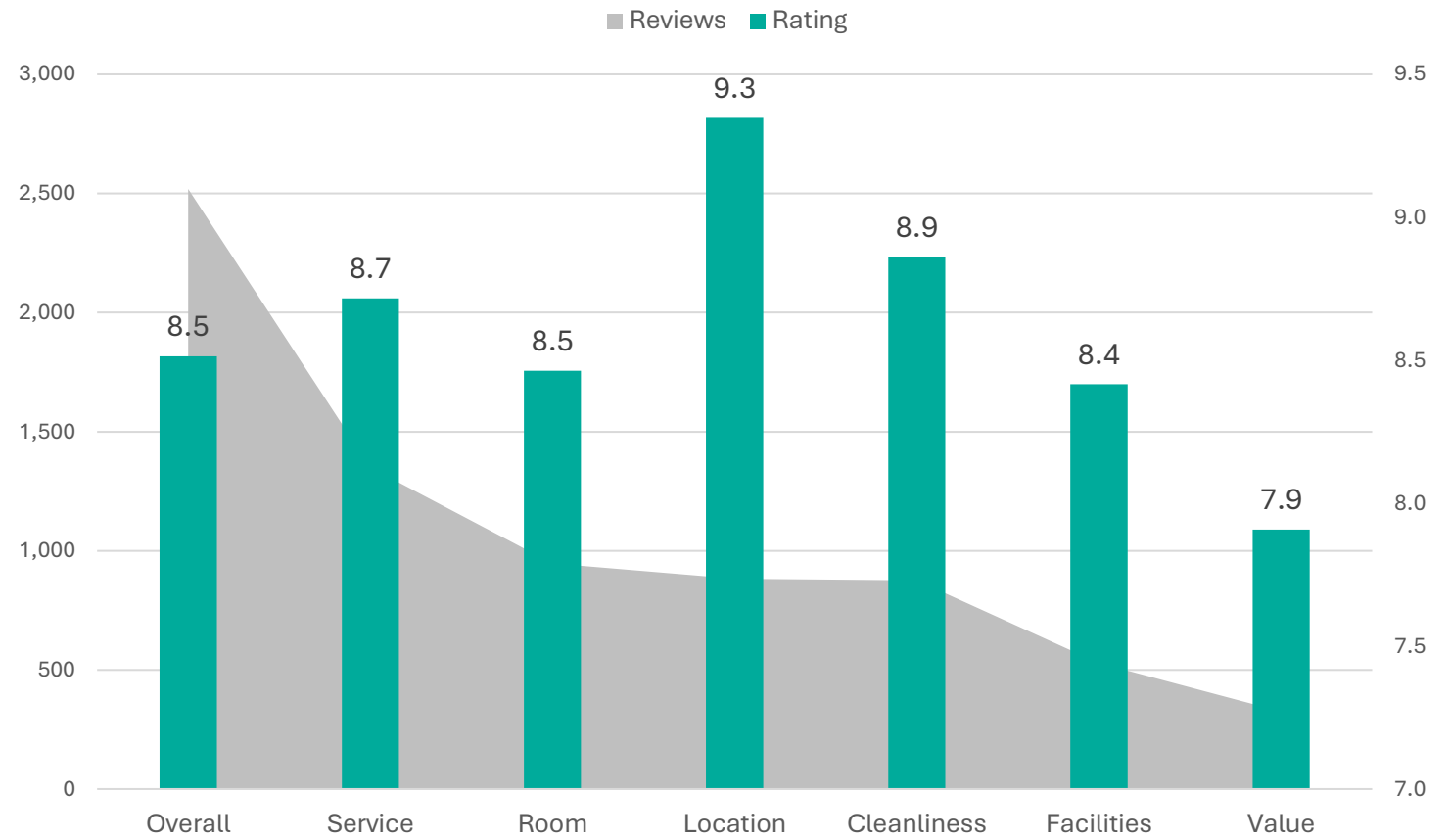
ACCOMODATION GEI JANUARY 2025



Travel Party



By Category

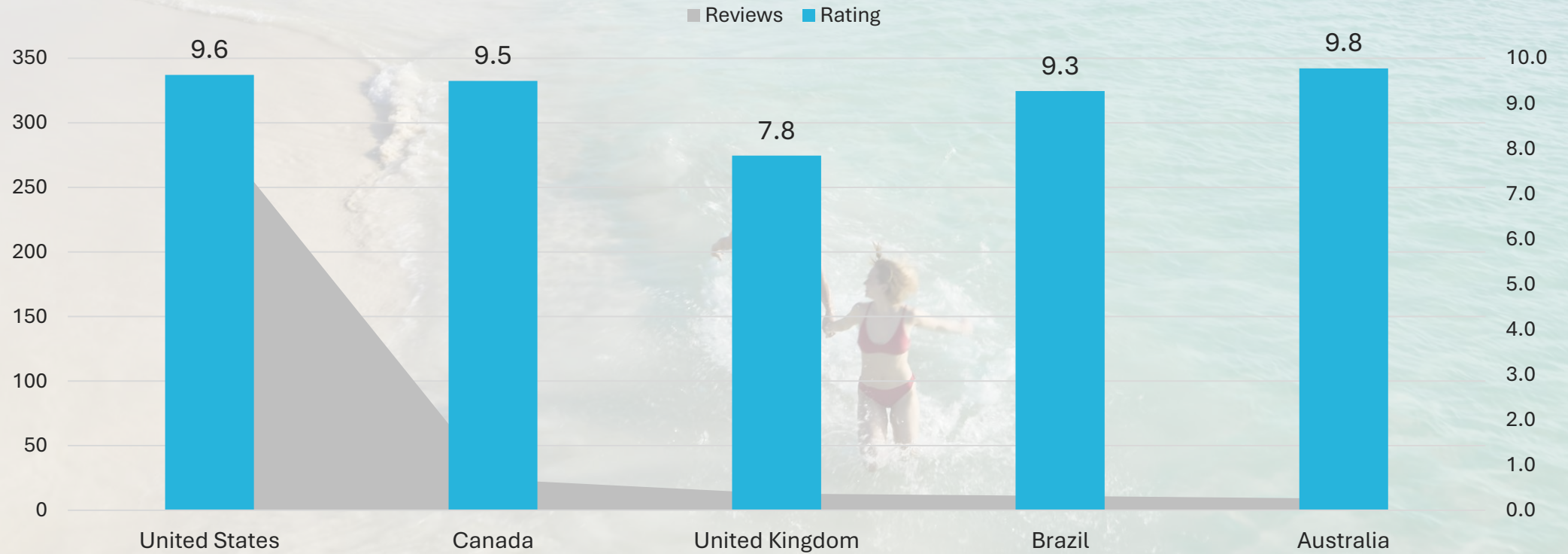




ATTRACTIONS GEI JANUARY 2025

Results by market

Attractions January

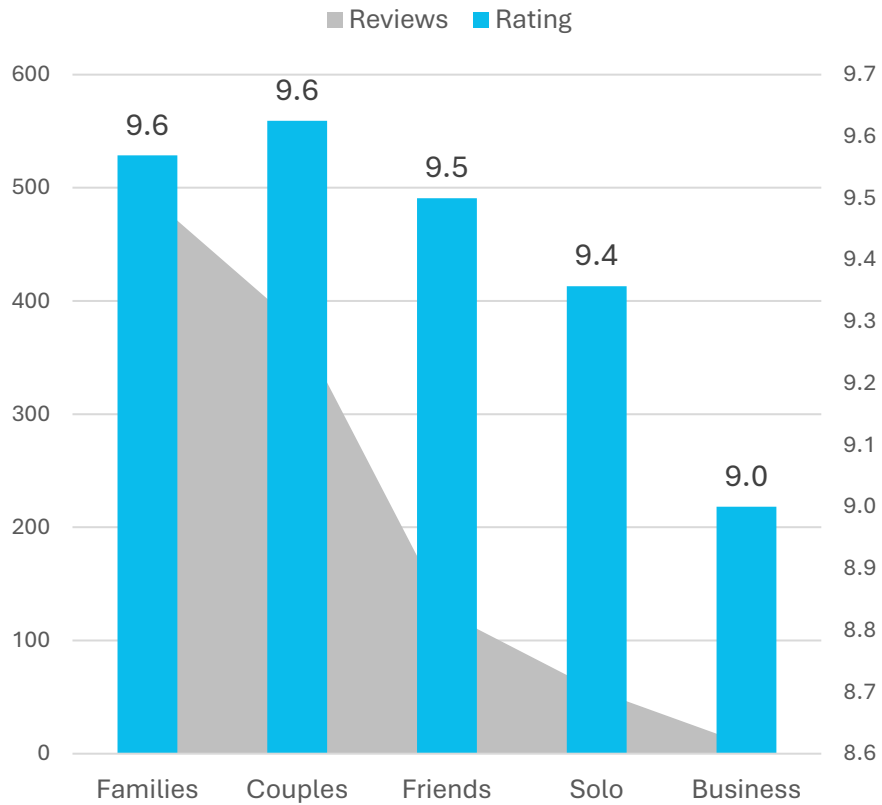




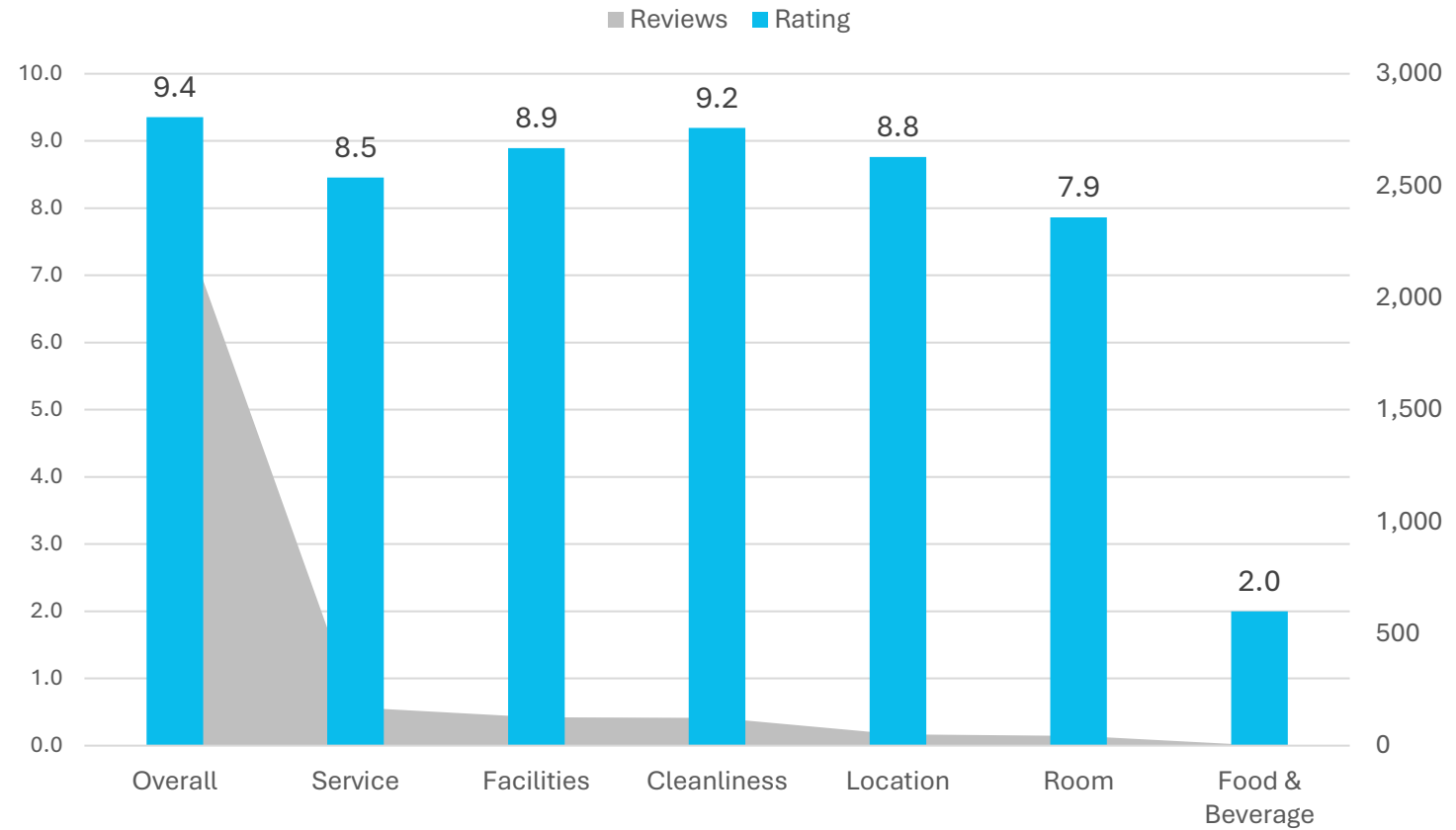
ATTRACTIONS GEI JANUARY 2025



Travel party



By category

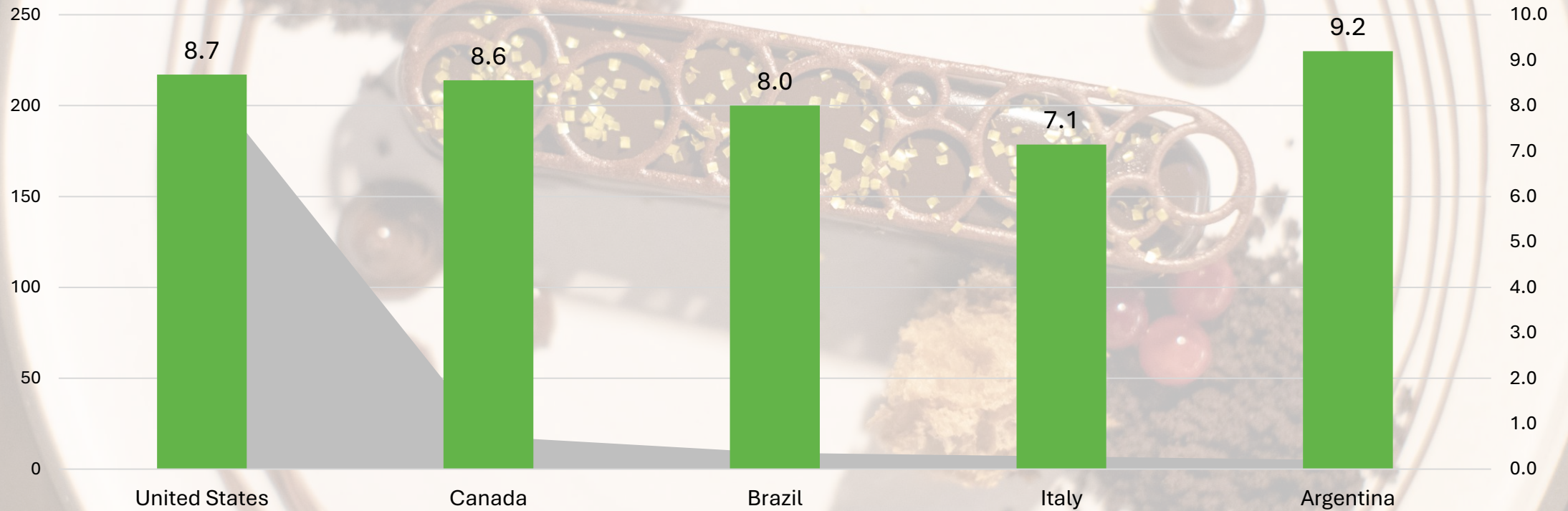


RESTAURANT GEI JANUARY 2025



Restaurant January

■ Reviews ■ Rating



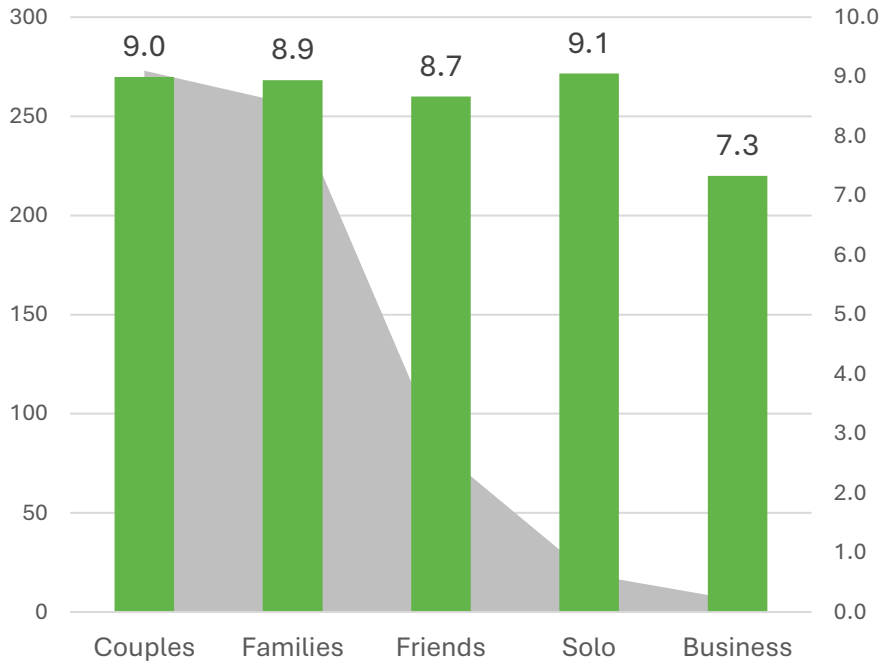


RESTAURANT GEI JANUARY 2025



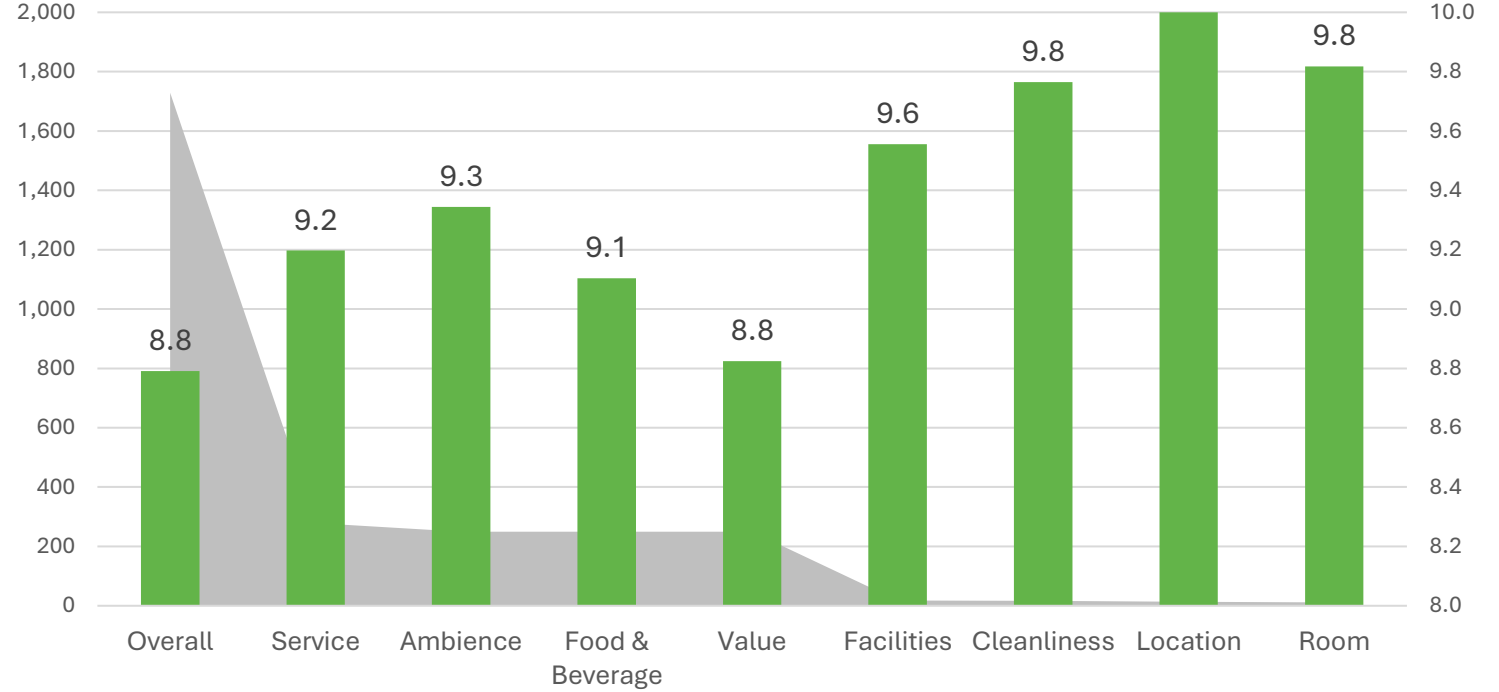
Travel Party

■ Reviews ■ Rating



By Category

■ Reviews ■ Rating





VACATIONS RENTALS

 **Transparent**
an OTA INSIGHT company

INTRODUCTION

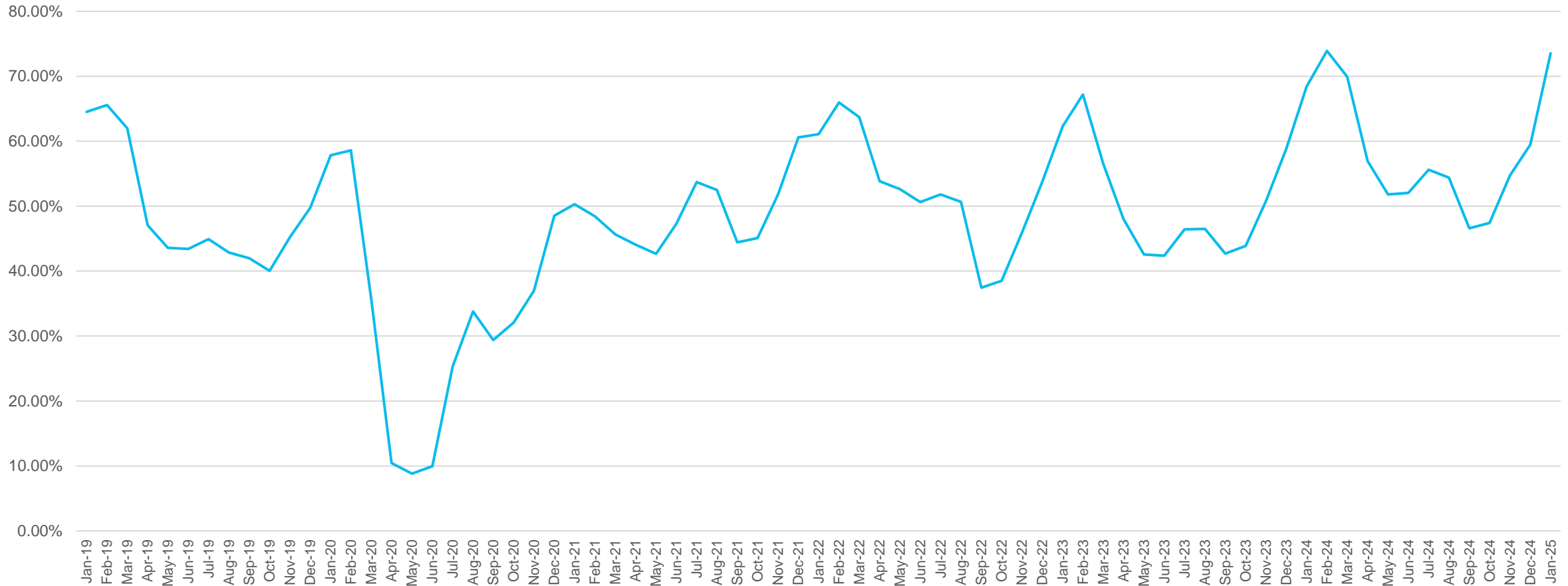
- ▶ In 2023, A.T.A. started working with Lighthouse, formerly Transparent Insights. Lighthouse tracks short-term rentals at the property level through their dashboard.
- ▶ With Lighthouse, A.T.A. is able to do the following:
 - Measure the economic impact of short-term rental, track (ADR) and occupancy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

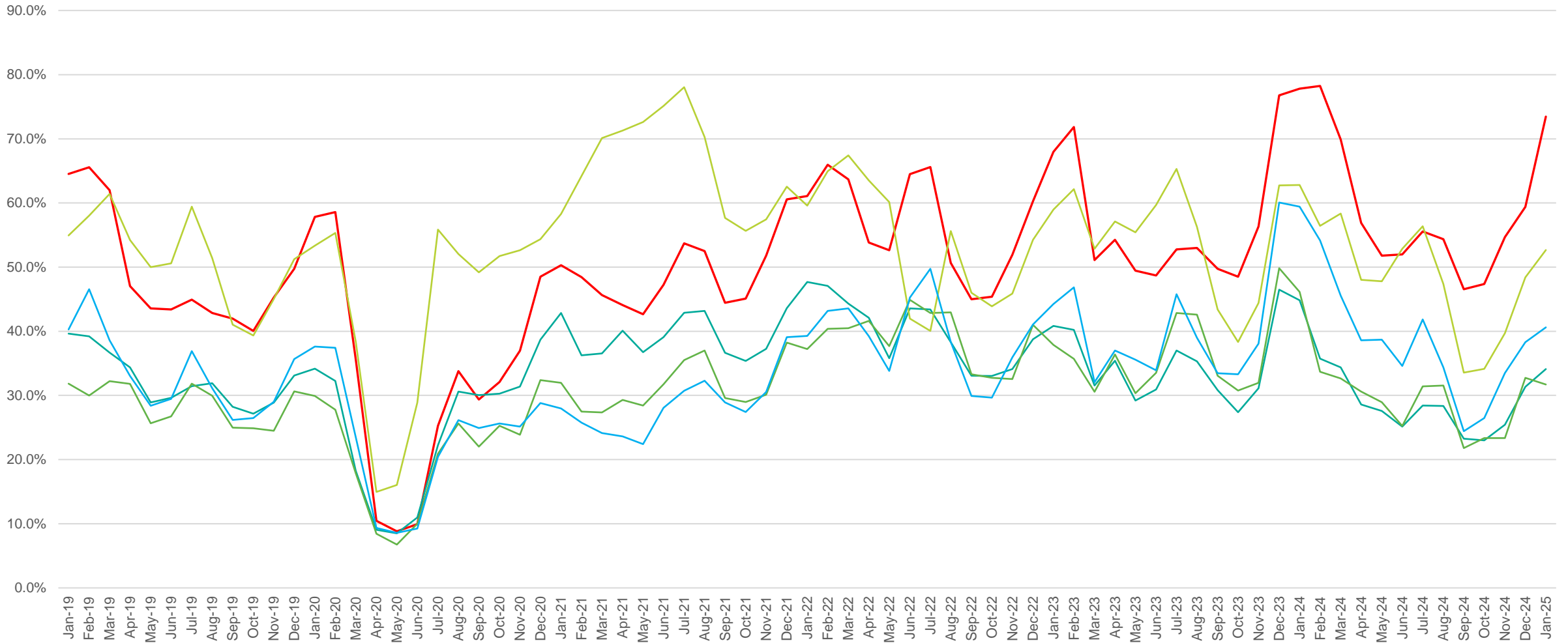
JAN 2024 Occupancy: 68.4% | JAN 2025 Occupancy: 73.5%

Occupancy



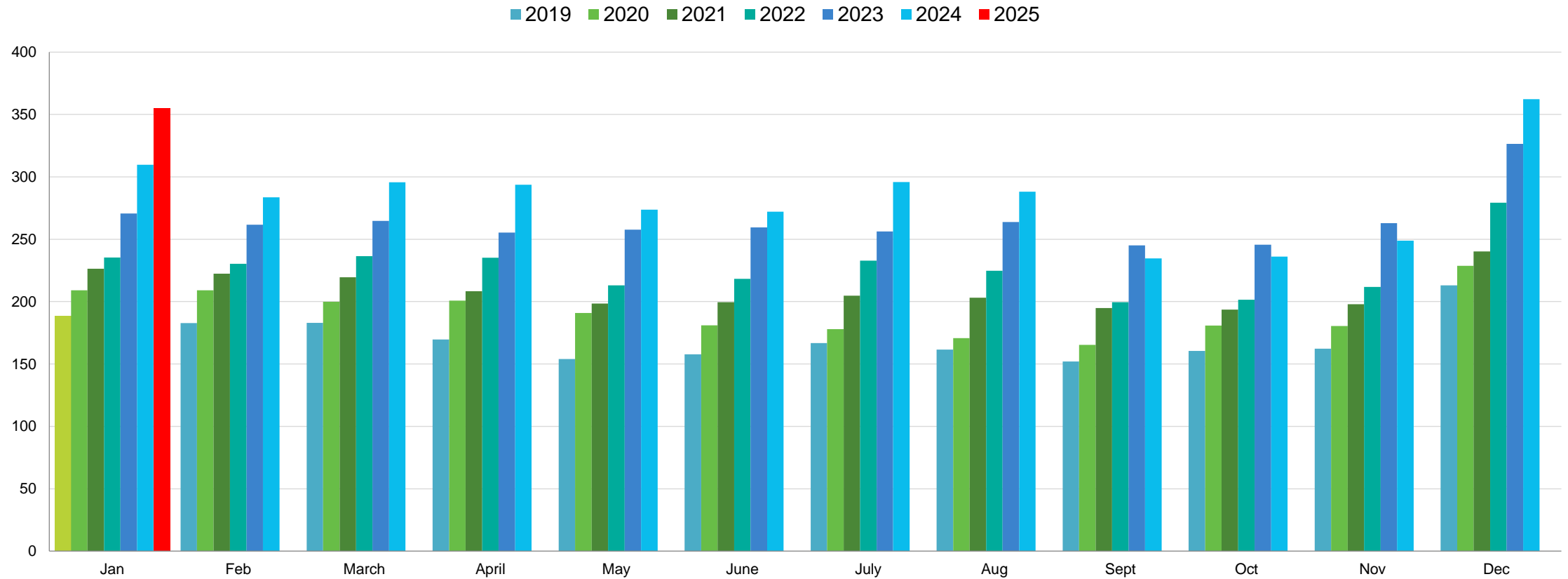
OCCUPANCY BENCHMARK

— Aruba — DR — Jamaica — Puerto Rico — Saint Lucia

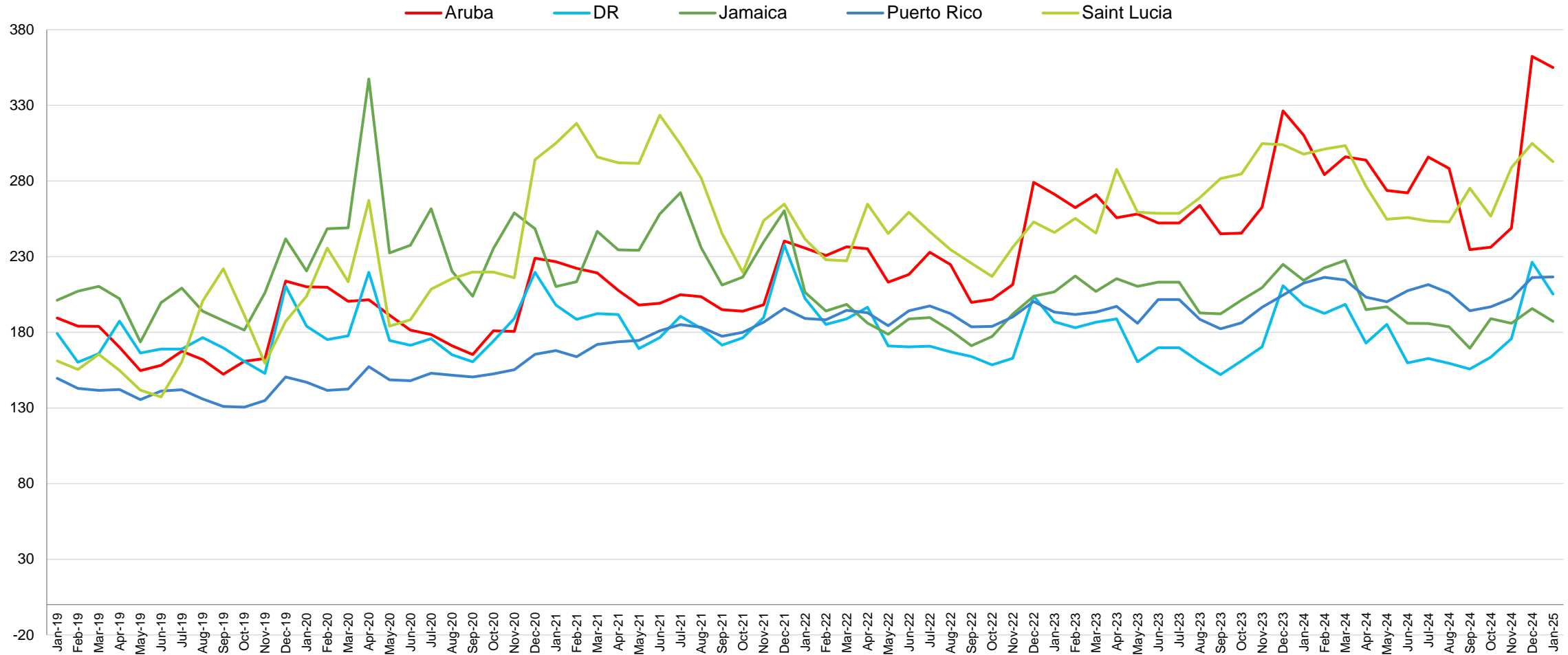


ADR

JAN 2024 ADR: \$310 | JAN 2025 ADR: \$355

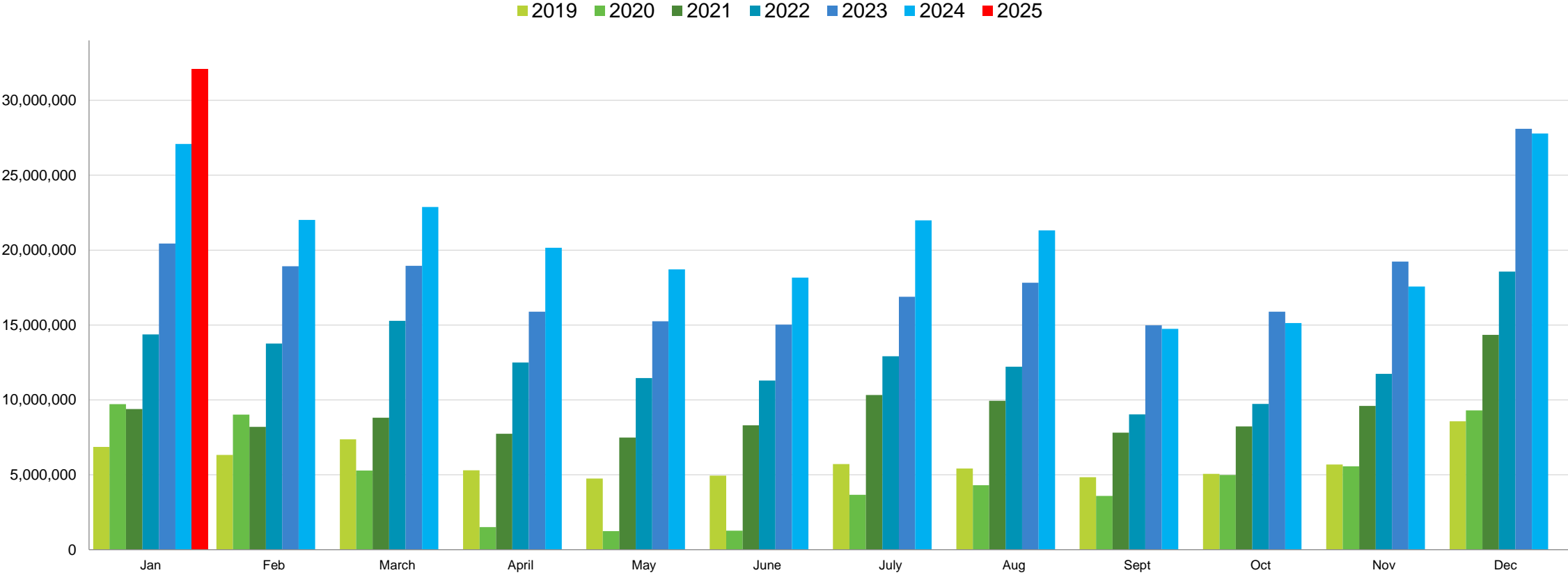


ADR BENCHMARK



REVENUE

Total Revenue JAN 2024: USD\$ 27,090,570 | Total Revenue JAN 2025: USD\$ 32,097,249



T I D B I T S

Visa Credit Card Spending Aruba

2024

Metrics Definition & Scope

METHODOLOGICAL OVERVIEW

Data scope definition

- The Visa Destination Insights reports **sales volume for international Visa Cardholders visiting Aruba.**
- The data is sourced from VisaNet, which contains **all transactions conducted using Visa-branded cards and settled through Visa's network “physically” present on Aruba.** Visa Destination Insights data is empirical, based on verified transaction data from VisaNet, includes all Visa credit, debit, prepaid, commercial and small business transactions, as well as ATM cash transactions processed through Visa’s PLUS ATM Network on Aruba.
- Data are selected with **the following criteria:**
 - ✓ The Visa card was issued by a **foreign bank.**
 - ✓ The transaction was conducted **in Aruba during 2024.**
 - ✓ The transaction was **conducted face-to-face, not through the Internet** or as a telephone transaction. *Online booking* of accommodations, travel packages and attractions are not included in the data.
 - ✓ The transaction **excluded the following merchant categories:** *Direct Marketing, Catalog Marketing, Telemarketing, Airlines, Schools, colleges and universities.*
- Any cardholder whose purchase history indicates that they are a **long-term resident** rather than a tourist will have all their transactions excluded (based on consecutive spending on the last 3 months and/or in specific categories such as electrical, phone, water, self storage or insurance...).
- No individual cardholder or merchant data is ever displayed or analyzed.

Glossary

METRICS DEFINITION & SCOPE



Merchant and Category Definition

Spend areas are reported at two levels:

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

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

Spending Trends

OVERALL SPENDING & Y/Y EVOLUTIONS

<i>Sales transactions</i>	# of Issuer Countries	Total Spend Amount	Y/Y Growth	Average Ticket / transaction	Spend / Cardholder
2024	153	\$ 637 826 028	⬆️ 13.6%	\$ 114	\$ 681

Cash withdrawal

\$ 58 436 497



In 2024, **936 013** VISA cardholders from **153** issuing countries spent nearly **US\$638** million in Aruba, reflecting a year-over-year growth of 13.6% in total sales.

This increase was driven by a 15% rise in the **number of cardholders** and a 17.6% growth in **transaction volume**.

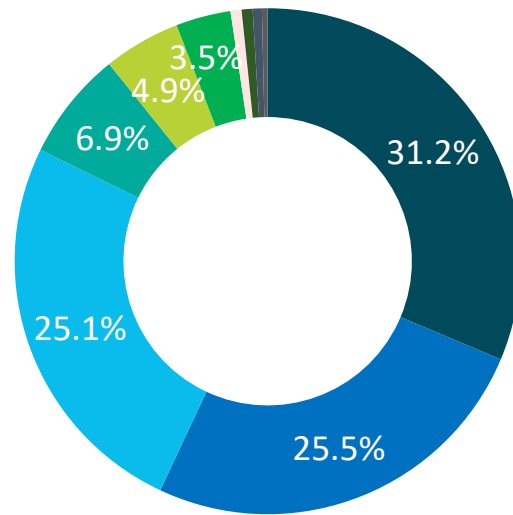
A total of US\$58.4 million was **withdrawn in cash**. However, **spend per cardholder** declined by 1.3% compared to 2023.

Top Spend Categories

(% OF TOTAL SPEND AMOUNT)

In 2024, **Restaurants & Dining** remained the highest spending category in Aruba, with a 16.5% increase compared to the previous year. The most significant spending growth was seen in **Hotel & Lodging** (+22.1%), **Transportation** (+20.8%), **Fuel** (+19.4%), and **Food & Grocery** (+18.3%). Conversely, expenditures on **Travel Services** (-33.3%) and **Professional Services** (-14.9%) declined year-over-year.

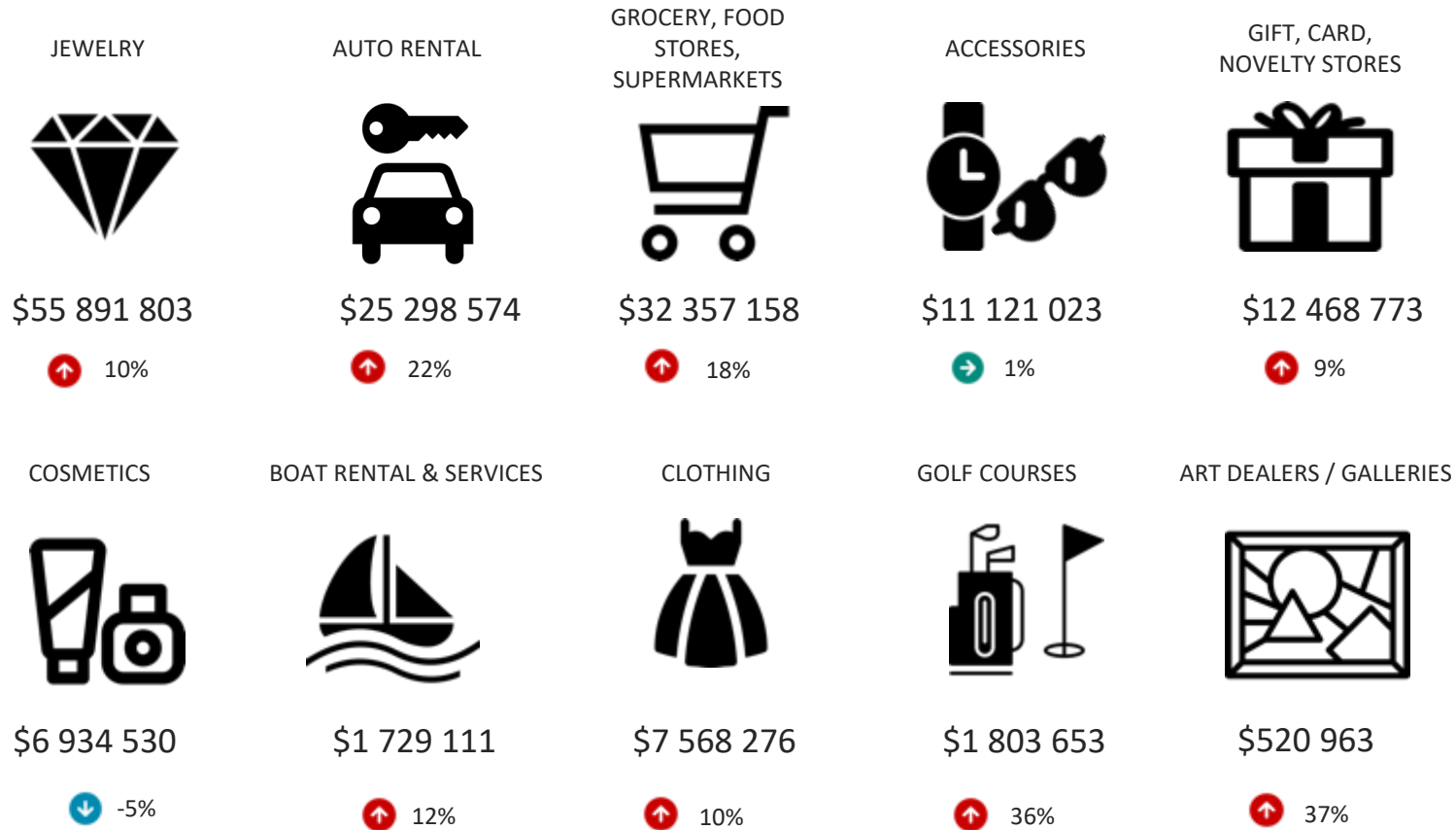
- RESTAURANTS & DINING
- HOTELS & LODGING
- RETAIL
- FOOD & GROCERY
- TRANSPORTATION
- ENTERTAINMENT
- PROFESSIONAL SERVICES
- HOME IMPROVEMENT & SUPPLY
- FUEL
- TRAVEL SERVICES



TOP 10 Categories	Spend Amount (US \$)	\$ Y/Y Growth	Cardholder Count	Spend per Cardholder
RESTAURANTS & DINING	\$180 714 363	16.5%	615 431	\$294
HOTELS & LODGING	\$147 824 561	22.1%	151 612	\$975
RETAIL	\$145 711 534	7.5%	542 459	\$269
FOOD & GROCERY	\$40 186 429	18.3%	314 107	\$128
TRANSPORTATION	\$28 343 608	20.8%	108 384	\$262
ENTERTAINMENT	\$20 223 811	10.2%	111 441	\$181
PROFESSIONAL SERVICES	\$4 067 990	-14.9%	2 367	\$1 719
HOME IMPROVEMENT & SUPPLY	\$4 023 177	7.3%	6 951	\$579
FUEL	\$3 370 090	19.4%	84 546	\$40
TRAVEL SERVICES	\$2 099 103	-33.3%	5 568	\$377

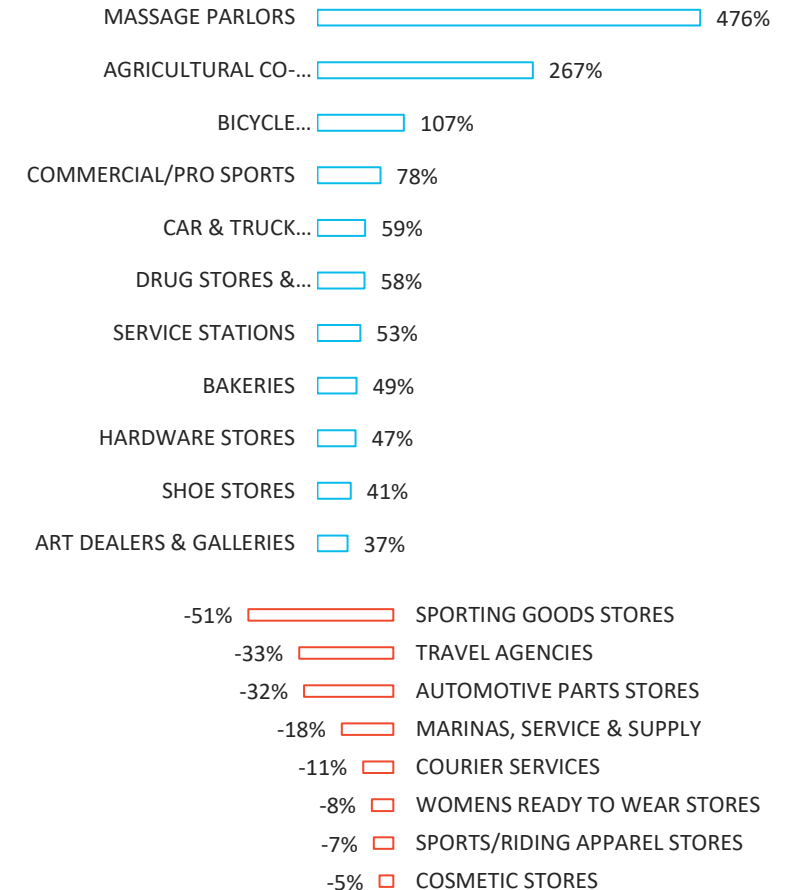
Focus on Sub-Categories

SPECIFIC MERCHANT CATEGORIES - ZOOM AMONG KEY CATEGORIES SELECTED BY ARUBA



Top Sub-Categories \$ Y/Y Growth

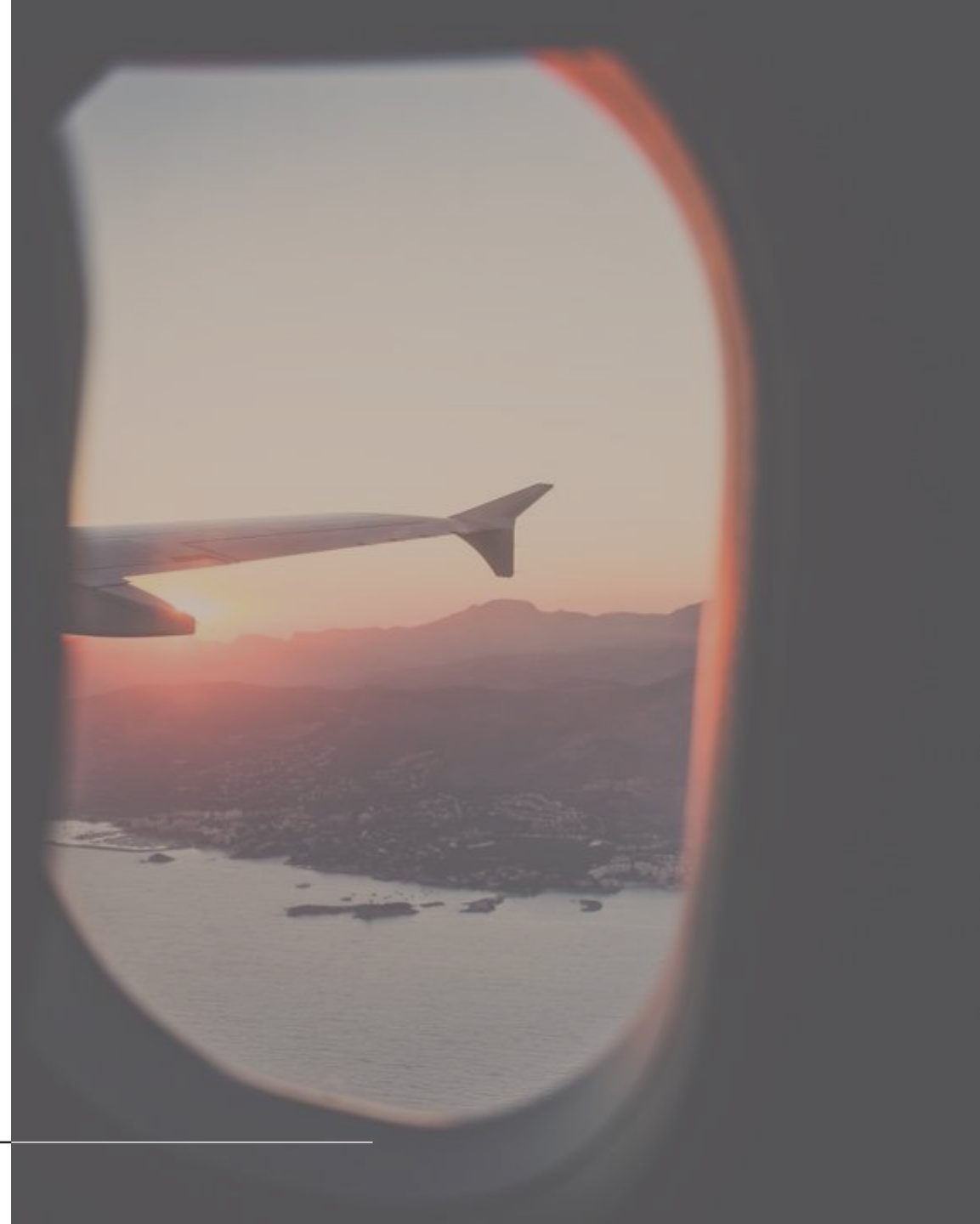
(based on all individual Visa Merchant Codes with min \$ 100k spend)



Aruba's Top 5 markets

VISA CARDHOLDER'S SPENDING PATTERNS IN ARUBA BY MARKET

- United States Of America
- Netherlands
- Canada
- Chile
- Brazil



USA - Visa Cardholders

VISA CARDHOLDER'S SPENDING PATTERNS IN ARUBA BY THE US MARKET



Spend / Cardholder



+\$17
vs avg market

They have spent in ...

TOP 10 Categories	Spend Amount (US \$)	Spend per Cardholder
Restaurants & Dining	\$159 738 436	\$308
Hotels & Lodging	\$131 296 657	\$1 007
Retail	\$120 871 423	\$268
Food & Grocery	\$31 015 470	\$124
Transportation	\$22 607 994	\$267
Entertainment	\$16 431 269	\$183
Professional services	\$3 581 906	\$1 601
Home improvement & supply	\$2 676 653	\$685
Fuel	\$2 423 839	\$38
Travel services	\$1 887 318	\$381

... And also in (selection of sub-categories)



\$5 838 278
CLOTHING



\$47 776 112
JEWELRY



\$5 556 604
COSMETICS



\$5 634 812
BARS, LOUNGE, DISCO



\$10 979 055
GIFT, CARD, NOVELTY
STORES



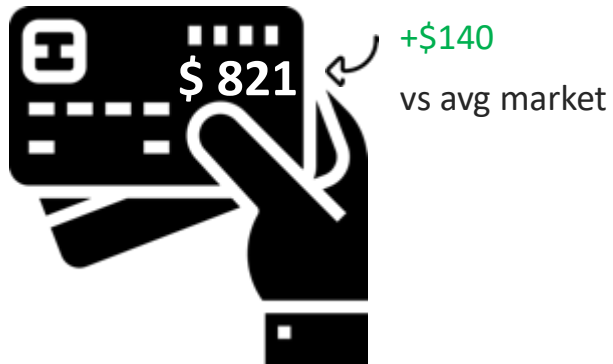
\$1 472 146
BOAT RENTAL

Netherlands - Visa Cardholders

VISA CARDHOLDER'S SPENDING PATTERNS IN ARUBA BY THE NETHERLANDS MARKET



Spend / Cardholder



They have spent in ...

TOP 10 Categories	Spend Amount (US \$)	Spend per Cardholder
Restaurants & dining	\$2 650 813	\$269
Retail	\$1 675 743	\$218
Food & grocery	\$1 354 472	\$181
Hotels & lodging	\$822 296	\$429
Transportation	\$540 482	\$227
Entertainment	\$333 253	\$127
Home improvement & supply	\$310 175	\$338
Fuel	\$210 819	\$64
Wholesale clubs	\$78 832	\$196
Automotive	\$57 152	\$221

... And also in (selection of sub-categories)



\$116 630
CLOTHING



\$324 927
JEWELRY



\$91 896
COSMETICS



\$152 559
BARS, LOUNGE, DISCO



\$68 841
GIFT, CARD, NOVELTY
STORES



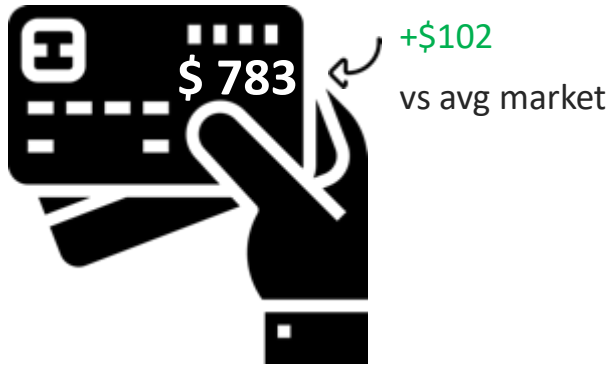
\$12 878
BOAT RENTAL

Canada - Visa Cardholders

VISA CARDHOLDER'S SPENDING PATTERNS IN ARUBA BY THE CANADIAN MARKET



Spend / Cardholder



They have spent in ...

TOP 10 Categories	Spend Amount (US \$)	Spend per Cardholder
Restaurants & Dining	\$8 320 273	\$324
Retail	\$8 318 239	\$346
Hotels & Lodging	\$5 288 442	\$958
Food & Grocery	\$2 985 933	\$194
Transportation	\$2 126 145	\$349
Entertainment	\$950 327	\$178
Home improvement & supply	\$410 346	\$716
Fuel	\$233 170	\$49
Professional services	\$231 859	\$3 410
Travel services	\$156 969	\$469

... And also in (selection of sub-categories)



\$339 344
CLOTHING



\$3 540 523
JEWELRY



\$461 632
COSMETICS



\$305 061
BARS, LOUNGE, DISCO



\$452 885
GIFT, CARD, NOVELTY
STORES



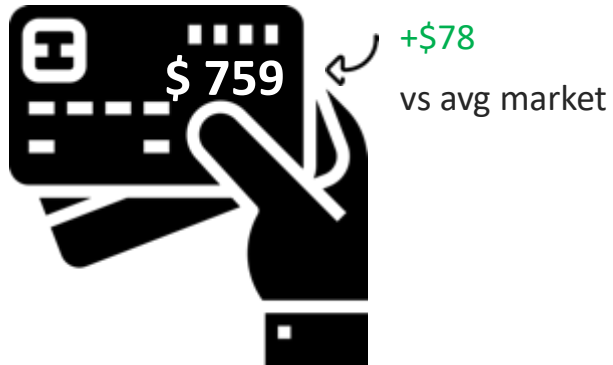
\$62 186
BOAT RENTAL

Chile - Visa Cardholders

VISA CARDHOLDER'S SPENDING PATTERNS IN ARUBA BY THE CHILE MARKET



Spend / Cardholder



They have spent in ...

TOP 10 Categories	Spend Amount (US \$)	Spend per Cardholder
Hotels & Lodging	\$1 557 378	\$1 192
Retail	\$1 380 661	\$306
Restaurants & Dining	\$781 385	\$192
Food & Grocery	\$424 473	\$136
Entertainment	\$324 610	\$223
Transportation	\$259 890	\$228
Fuel	\$36 430	\$36
Drug stores & pharmacies	\$20 890	\$32
Wholesale clubs	\$10 362	\$288
Home improvement & supply	\$5 582	\$95

... And also in (selection of sub-categories)



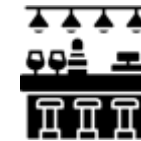
\$104 238
CLOTHING



\$535 727
JEWELRY



\$87 465
COSMETICS



\$50 218
BARS, LOUNGE, DISCO



\$132 827
GIFT, CARD, NOVELTY
STORES



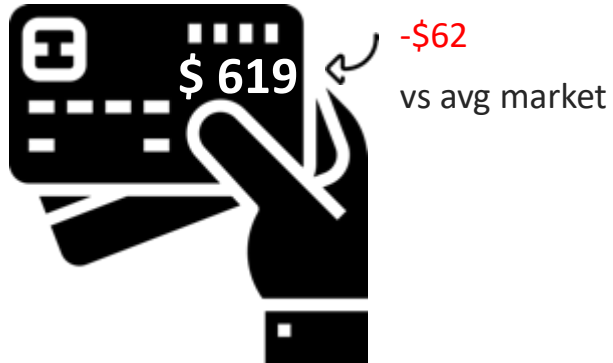
\$24 738
BOAT RENTAL

Brazil - Visa Cardholders

VISA CARDHOLDER'S SPENDING PATTERNS IN ARUBA BY THE BRAZILIAN MARKET



Spend / Cardholder



They have spent in ...

TOP 10 Categories	Spend Amount (US \$)	Spend per Cardholder
Retail	\$1 193 035	\$277
Restaurants & Dining	\$1 038 149	\$189
Hotels & Lodging	\$1 009 896	\$652
Food & Grocery	\$405 894	\$101
Entertainment	\$308 627	\$188
Transportation	\$277 798	\$163
Professional services	\$205 652	N/A
Fuel	\$41 297	\$30
Drug stores & Pharmacies	\$19 819	\$31
Home improvement & supply	\$4 991	\$100

... And also in (selection of sub-categories)



\$76 077
CLOTHING



\$440 707
JEWELRY



\$64 605
COSMETICS



\$42 035
BARS, LOUNGE, DISCO



\$79 691
GIFT, CARD, NOVELTY
STORES



\$26 468
BOAT RENTAL



MASHA DANKI

Thank You

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

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