



CANADA

2025



Highlights Canada

| | | | | | |
|-----------------|--|--|--|---|--|
| OVERALL |  ARRIVALS |  70,852 Visitors 2024 |  80,013 Visitors 2025 |  5.3% Share |  12.9% Growth |
| |  NIGHTS |  648,067 Nights 2024 |  704,856 Nights 2025 |  8.8% Growth |  8.8 2025 ALOS |
| |  SEASONS | |  43% Arrive in Winter |  21% Arrive in Summer |  36% Arrive in Fall |
| DEMOGRAPHICS |  FREQUENCY |  45,978 First-time visitors |  57.5% Share First-time |  33,766 Repeat Visitors |  42.5% Share Repeaters |
| |  MAIN AGE GROUP |  20.2% 50 – 59 years |  17.3% 60 – 69 years |  15.9% 40 - 49 years |  13.2% 30 - 39 years |
| WHILE ON-ISLAND |  PLACE OF STAY |  38.2% Hotels |  13% Timeshare |  23% Apartments/Guest Hotels |  25% Private Homes |

Spending



SPEND PER CARDHOLDER: \$764
SPEND: 35.6 \$MILLION US
CARDHOLDERS: 46,627



THEY HAVE SPENT IN.....

| TOP Categories | Spend Amount (US \$) | Spend per Cardholder |
|----------------------|----------------------|----------------------|
| RESTAURANTS & DINING | \$10 228 701 | \$338 |
| RETAIL | \$8 110 229 | \$303 |
| HOTELS & LODGING | \$6 569 874 | \$1040 |
| FOOD & GROCERY | \$3 416 124 | \$187 |
| TRANSPORTATION | \$2 397 924 | \$345 |
| ENTERTAINMENT | \$1 005 693 | \$168 |
| FUEL | \$255 968 | \$45 |



AND also in.....



\$307,699
CLOTHING



\$3,222,141
JEWELRY



\$541,228
COSMETICS



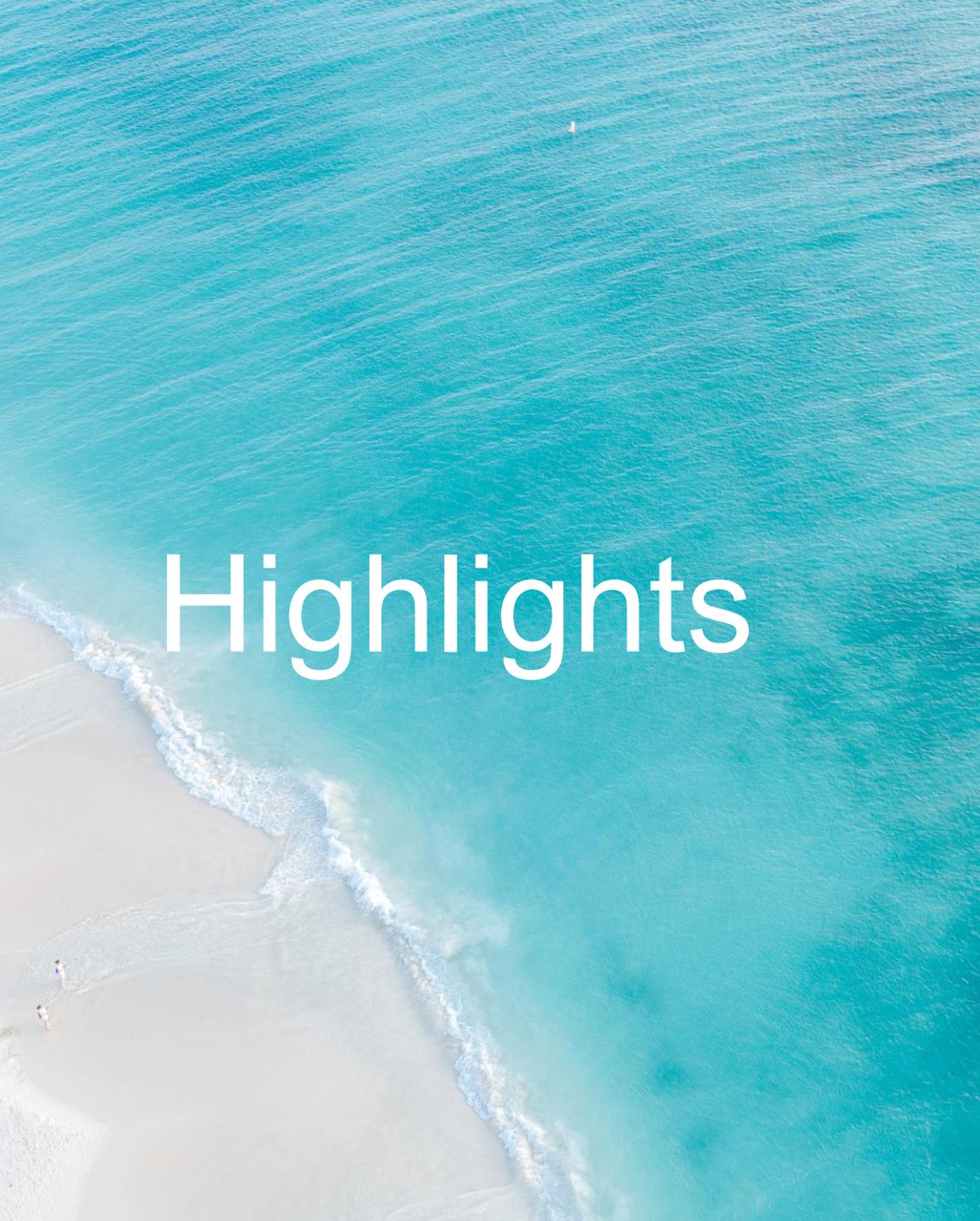
\$490,851
GIFT, CARD, NOVELTY
STORES



\$58,773
BOAT RENTAL



\$361,087
BARS, LOUNGE, DISCO



Highlights

In 2025, Aruba welcomed 80,013 visitors from Canada, an increase of 12.9% over the previous year. The nights were up by 8.8%, and the average length of stay was 8.8 in 2025, compared to 9.1 in 2024.

The Canadian market showed the strongest performance in December, March, and November, with 11,159, 10,058, and 10,053 visitors, respectively. The month with the largest increase was May, at 41.3%. The two months with a decrease were January (-5%) and April (-1.6%).

73.6% of the Canadian visitors originated from Ontario. Together with Quebec (11.7%), these two provinces account for 85.3% of Canadians.

Hotels remain the most important type of accommodation, with 38.2% of Canadian visitors staying in hotels/resorts. 13% stayed at a timeshare property, 23% at apartments/guest houses, and 25.2% at a private home.

The top four hotels, by Canada-origin client base relative to total guests, are RIU Antillas (12.4%), RIU Aruba Grand (11.1%), Embassy Suites (7.1%), and Courtyard by Marriott (7.8%). In terms of share of total Canadian visitors, the top 3 hotels were RIU Aruba Grand (10%), RIU Antillas (5.7%), and Embassy Suites (2.8%).

57.7% of Canadian visitors experienced Aruba for the first time, compared to 42.3% who are repeaters. This represents a 16.2% increase in first-timers and also a 11% growth in repeaters.

20.2% of Canadian visitors were aged 50-59 years, followed by the 40-49 year age group, from which 15.9% belongs to this age group. The 12-19 years group experienced the largest relative growth at 19%, while the 60-69 year group had the largest absolute increase, with 1,691 visitors.

WestJet Airlines is the top carrier to Aruba, accounting for 58.5% of Canadian visitors; followed by Air Canada at 19.4%, and Sunwing Airlines and United Airlines at 6.1% each. WestJet experienced the largest relative growth with 46.2%, and an absolute increase of 14,787 visitors.

| ARRIVALS | | | | NIGHTS | | | | ALOS | | | |
|--|---------------|---------------|---------------|--------------------------------------|----------------|----------------|----------------|---|------------|------------|------------|
| TABLE 1 - TOTAL CANADA ARRIVALS | | | | TABLE 2 - TOTAL CANADA NIGHTS | | | | TABLE 3 - TOTAL CANADA AVERAGE LENGTH OF STAY (ALOS) | | | |
| Arrivals | 2023 | 2024 | 2025 | Nights | 2023 | 2024 | 2025 | ALOS | 2023 | 2024 | 2025 |
| January | 8,233 | 9,424 | 8,951 | January | 102,531 | 109,686 | 103,189 | January | 12.5 | 11.6 | 11.5 |
| February | 7,567 | 9,253 | 9,420 | February | 77,933 | 90,325 | 87,971 | February | 10.3 | 9.8 | 9.3 |
| March | 7,739 | 8,794 | 10,058 | March | 64,823 | 75,153 | 82,092 | March | 8.4 | 8.5 | 8.2 |
| April | 4,607 | 5,957 | 5,863 | April | 38,529 | 46,743 | 45,011 | April | 8.4 | 7.8 | 7.7 |
| May | 2,914 | 2,862 | 4,045 | May | 24,189 | 22,864 | 29,951 | May | 8.3 | 8.0 | 7.4 |
| June | 2,005 | 2,479 | 3,417 | June | 16,991 | 19,673 | 25,343 | June | 8.5 | 7.9 | 7.4 |
| July | 2,980 | 3,371 | 4,674 | July | 27,618 | 29,568 | 38,556 | July | 9.3 | 8.8 | 8.2 |
| August | 2,976 | 3,728 | 4,452 | August | 24,862 | 30,076 | 34,467 | August | 8.4 | 8.1 | 7.7 |
| September | 2,516 | 2,795 | 3,206 | September | 22,279 | 23,787 | 26,426 | September | 8.9 | 8.5 | 8.2 |
| October | 3,998 | 4,709 | 4,715 | October | 36,498 | 40,855 | 39,276 | October | 9.1 | 8.7 | 8.3 |
| November | 6,847 | 7,502 | 10,053 | November | 65,253 | 60,295 | 84,071 | November | 9.5 | 8.0 | 8.4 |
| December | 10,872 | 9,978 | 11,159 | December | 109,412 | 99,042 | 108,503 | December | 10.1 | 9.9 | 9.7 |
| Total | 63,254 | 70,852 | 80,013 | Total | 610,918 | 648,067 | 704,856 | Average ALOS | 9.7 | 9.1 | 8.8 |

ARRIVALS BY SEASON

TABLE 4 – CANADA ARRIVALS BY SEASON

| | 2023 | 2024 | 2025 | Change 2025 vs. 2024 |
|---------------------|---------------|---------------|---------------|-------------------------|
| Jan | 8,233 | 9,424 | 8,951 | -5.0% |
| Feb | 7,567 | 9,253 | 9,420 | 1.8% |
| Mar | 7,739 | 8,794 | 10,058 | 14.4% |
| Apr | 4,607 | 5,957 | 5,863 | -1.6% |
| Total Winter | 28,146 | 33,428 | 34,292 | 2.6% |
| May | 2,914 | 2,862 | 4,045 | 41.3% |
| Jun | 2,005 | 2,479 | 3,417 | 37.8% |
| Jul | 2,980 | 3,371 | 4,674 | 38.7% |
| Aug | 2,976 | 3,728 | 4,452 | 19.4% |
| Total Summer | 10,875 | 12,440 | 16,588 | 33.3% |
| Sep | 2,516 | 2,795 | 3,206 | 14.7% |
| Oct | 3,998 | 4,709 | 4,715 | 0.1% |
| Nov | 6,847 | 7,502 | 10,053 | 34.0% |
| Dec | 10,872 | 9,978 | 11,159 | 11.8% |
| Total Fall | 24,233 | 24,984 | 29,133 | 16.6% |
| Total Canada | 63,254 | 70,852 | 80,013 | 12.9% |

ARRIVALS BY FREQUENCY

TABLE 5 – CANADA ARRIVALS BY FREQUENCY

| | 2023 | 2024 | Share 2024 | 2025 | Share 2025 | Change 2025 vs. 2024 |
|------------------|---------------|---------------|---------------|---------------|---------------|-------------------------|
| 1 visit | 34,779 | 39,561 | 55.8% | 45,978 | 57.5% | 16.2% |
| 2-5- visit | 17,966 | 20,163 | 28.5% | 23,764 | 29.7% | 17.9% |
| 6-9 visit | 4,185 | 4,435 | 6.3% | 4,012 | 5.0% | -9.5% |
| 10-14 visit | 2302 | 2584 | 3.6% | 2516 | 3.1% | -2.6% |
| 15-19 visit | 1,021 | 1,123 | 1.6% | 1,193 | 1.5% | 6.2% |
| 20+ visit | 1852 | 2052 | 2.9% | 2281 | 2.9% | 11.2% |
| Repeaters | 27,326 | 30,357 | 42.8% | 33,766 | 42.2% | 11.2% |
| Total | 63,254 | 70,852 | | 79,744 | 100% | 12.6% |

| TOTAL ARRIVALS BY PLACE OF STAY | | | | | TOTAL CANADIANS BY PLACE OF STAY | | | | | | | % SHARE OF CDN VS TOTAL | |
|---------------------------------|------------------|------------------|------------------|--------------|----------------------------------|---------------|---------------|---------------|---------------|---------------|----------------------|--|-------------|
| | Total Visitors | | | | Visitors from Canada 2024 | | | | | | | % share of CDN versus total staying at the accommodation | |
| | 2023 | 2024 | 2025 | Change | 2023 | Share | 2024 | Share | 2025 | Share | Change 2025 vs. 2024 | 2024 | 2025 |
| Total hotels | 559,095 | 595,896 | 632,036 | 6.1% | 25,944 | 41.0% | 27,039 | 38.2% | 30,583 | 38.2% | 13.1% | 4.5% | 4.8% |
| Aruba Marriott Resort | 38,716 | 41,360 | 34,512 | -16.6% | 616 | 1.0% | 966 | 1.4% | 688 | 0.9% | -28.8% | 2.3% | 2.0% |
| Barcelo Aruba | 39,676 | 39,790 | 39,475 | -0.8% | 1,176 | 1.9% | 982 | 1.4% | 1,220 | 1.5% | 24.2% | 2.5% | 3.1% |
| Embassy Suites by Hilton | 11,645 | 29,859 | 31,565 | 5.7% | 538 | 0.9% | 1,707 | 2.4% | 2,232 | 2.8% | 30.8% | 5.7% | 7.1% |
| Hilton | 47,030 | 36,295 | 42,474 | 17.0% | 1,012 | 1.6% | 919 | 1.3% | 915 | 1.1% | -0.4% | 2.5% | 2.2% |
| Holiday Inn | 55,652 | 59,103 | 60,246 | 1.9% | 1,723 | 2.7% | 1,673 | 2.4% | 1,790 | 2.2% | 7.0% | 2.8% | 3.0% |
| Hyatt Place | 8,053 | 9,566 | 9,423 | -1.5% | 311 | 0.5% | 350 | 0.5% | 264 | 0.3% | -24.6% | 3.7% | 2.8% |
| Hyatt Regency | 47,100 | 49,492 | 49,696 | 0.4% | 1,234 | 2.0% | 1,091 | 1.5% | 1,192 | 1.5% | 9.3% | 2.2% | 2.4% |
| Radisson Blu Aruba | 0 | 0 | 8,244 | | 0 | 0.0% | 0 | 0.0% | 350 | 0.4% | | | 4.2% |
| Renaissance Aruba | 46,156 | 45,725 | 41,722 | -8.8% | 1,495 | 2.4% | 1,048 | 1.5% | 1,343 | 1.7% | 28.1% | 2.3% | 3.2% |
| Ritz Carlton | 37,898 | 39,003 | 39,830 | 2.1% | 938 | 1.5% | 1,095 | 1.5% | 1,104 | 1.4% | 0.8% | 2.8% | 2.8% |
| RIU Antillas / Westin | 41,935 | 37,114 | 37,004 | -0.3% | 4,879 | 7.7% | 4,303 | 6.1% | 4,600 | 5.7% | 6.9% | 11.6% | 12.4% |
| RIU Palace x AUA Grand | 78,820 | 88,584 | 72,097 | -18.6% | 8,507 | 13.4% | 8,916 | 12.6% | 7,996 | 10.0% | -10.3% | 10.1% | 11.1% |
| Secrets Baby Beach AUA | 0 | 0 | 15,274 | | 0 | 0.0% | 0 | 0.0% | 692 | 0.9% | | | 4.5% |
| The St. Regis AUA Resort | 0 | 0 | 15,404 | | 0 | 0.0% | 0 | 0.0% | 579 | 0.7% | | | 3.8% |
| Amsterdam Manor | 7,076 | 8,240 | 7,455 | -9.5% | 272 | 0.4% | 267 | 0.4% | 361 | 0.5% | 35.2% | 3.2% | 4.8% |
| Brickell Bay | 4,086 | 5,505 | 7,275 | 32.2% | 257 | 0.4% | 240 | 0.3% | 358 | 0.4% | 49.2% | 4.4% | 4.9% |
| Bucuti Tara Beach | 9,985 | 9,874 | 10,070 | 2.0% | 302 | 0.5% | 326 | 0.5% | 313 | 0.4% | -4.0% | 3.3% | 3.1% |
| Victoria City Hotel | 645 | 2,040 | 2,458 | 20.5% | 30 | 0.0% | 46 | 0.1% | 89 | 0.1% | 93.5% | 2.3% | 3.6% |
| Courtyard by Marriott | 10,559 | 12,473 | 12,327 | -1.2% | 574 | 0.9% | 734 | 1.0% | 959 | 1.2% | 30.7% | 5.9% | 7.8% |
| Divi Aruba All Incl. Beach | 35,484 | 36,446 | 38,450 | 5.5% | 743 | 1.2% | 778 | 1.1% | 883 | 1.1% | 13.5% | 2.1% | 2.3% |
| Dorado Eagle Beach | 816 | 317 | 39 | -87.7% | 37 | 0.1% | 17 | 0.0% | 0 | 0.0% | -100.0% | 5.4% | 0.0% |
| Joia AUA By Iberostar | 0 | 287 | 16,068 | 5498.6% | 0 | 0.0% | 0 | 0.0% | 933 | 1.2% | #DIV/0! | 0.0% | 5.8% |
| Manchebo | 6,883 | 7,137 | 7,524 | 5.4% | 131 | 0.2% | 141 | 0.2% | 174 | 0.2% | 23.4% | 2.0% | 2.3% |
| Talk of the Town | 4,063 | 5,694 | 3,214 | -43.6% | 124 | 0.2% | 165 | 0.2% | 222 | 0.3% | 34.5% | 2.9% | 6.9% |
| Tamarijn Aruba | 23,487 | 25,664 | 24,582 | -4.2% | 837 | 1.3% | 972 | 1.4% | 1,042 | 1.3% | 7.2% | 3.8% | 4.2% |
| The Mill | 1,951 | 4,341 | 4,549 | 4.8% | 85 | 0.1% | 169 | 0.2% | 212 | 0.3% | 25.4% | 3.9% | 4.7% |
| Tierra Del Sol | 1,379 | 1,987 | 1,059 | -46.7% | 123 | 0.2% | 134 | 0.2% | 72 | 0.1% | -46.3% | 6.7% | 6.8% |
| Timeshare | 339,069 | 357,396 | 350,513 | -1.9% | 10,636 | 16.8% | 10,744 | 15.2% | 10,407 | 13.0% | -3.1% | 3.0% | 3.0% |
| Apartments/Guest House | 160,277 | 186,653 | 197,757 | 5.9% | 11,357 | 18.0% | 12,627 | 17.8% | 18,304 | 22.9% | 45.0% | 6.8% | 9.3% |
| Private Home | 197,141 | 276,169 | 327,776 | 18.7% | 14,909 | 23.6% | 19,974 | 28.2% | 20,184 | 25.2% | 1.1% | 7.2% | 6.2% |
| Other | 4820 | 5502 | 7020 | 27.6% | 408 | 0.6% | 468 | 0.7% | 535 | 0.7% | 14.3% | 8.5% | 7.6% |
| Total | 1,260,402 | 1,421,616 | 1,515,102 | 6.6% | 63,254 | 100.0% | 70,852 | 100.0% | 80,013 | 100.0% | 12.9% | 5.0% | 5.3% |

ARRIVALS BY PROVINCES

TABLE 6 - TOTAL CANADA ARRIVALS BY PROVINCES

| Provinces | 2024 | Share | 2025 | Share | Change 2025 vs. 2024 |
|-------------------|---------------|---------------|---------------|---------------|----------------------|
| Ontario | 53,055 | 74.9% | 58,865 | 73.6% | 11.0% |
| Quebec | 7,353 | 10.4% | 9,368 | 11.7% | 27.4% |
| Alberta | 2,511 | 3.5% | 3,544 | 4.4% | 41.1% |
| British Columbia | 2,397 | 3.4% | 2,707 | 3.4% | 12.9% |
| Nova Scotia | 838 | 1.2% | 990 | 1.2% | 18.1% |
| New Brunswick | 760 | 1.1% | 893 | 1.1% | 17.5% |
| Manitoba | 738 | 1.0% | 1,139 | 1.4% | 54.3% |
| Saskatchewan | 473 | 0.7% | 598 | 0.7% | 26.4% |
| New Foundland | 397 | 0.6% | 326 | 0.4% | -17.9% |
| Prince Edwards Is | 237 | 0.3% | 244 | 0.3% | 3.0% |
| Unknown | 2,093 | 3.0% | 1,339 | 1.7% | -36.0% |
| Total | 70,852 | 100.0% | 80,013 | 100.0% | 12.9% |

74% of our Canadian visitors are concentrated in the Ontario Area.

- Ontario continues to dominate with a total of 58,865 visitors.
- Together, Ontario + Quebec make up roughly 85% of all 2025 volume.
- Alberta (3,544 visitors) and British Columbia (3,113 visitors), each contributing around 4% of the total.
- Manitoba and Saskatchewan follow with 501 and 490 visitors respectively, each representing less than 1% of the total Canadians travelling to Aruba, though Manitoba shows the fastest growth at +54%.
- The remaining provinces, Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland, and the Unknown category each contribute between 0% and 2% individually, though collectively they account for approximately 5% of national volume.

ARRIVALS BY AGE GROUPS

TABLE 7 – CANADA VISITORS AGE GROUP

| | All Visitors | | | | Canada Visitors | | | | Change 2025 vs. 2024 | Share of total | |
|--------------|------------------|---------------|------------------|---------------|-----------------|---------------|---------------|---------------|-------------------------|----------------|-------------|
| | 2024 | Share | 2025 | Share | 2024 | Share | 2025 | Share | | 2024 | 2025 |
| 0 - 11 yrs | 100,421 | 7.1% | 109,477 | 7.2% | 5,610 | 7.9% | 6,508 | 8.1% | 16.0% | 5.6% | 5.9% |
| 12 - 19 yrs | 101,933 | 7.2% | 111,179 | 7.3% | 4,851 | 6.8% | 5,771 | 7.2% | 19.0% | 4.8% | 5.2% |
| 20 - 29 yrs | 175,005 | 12.3% | 185,498 | 12.2% | 7,553 | 10.7% | 8,479 | 10.6% | 12.3% | 4.3% | 4.6% |
| 30 - 39 yrs | 225,912 | 15.9% | 235,053 | 15.5% | 9,549 | 13.5% | 10,584 | 13.2% | 10.8% | 4.2% | 4.5% |
| 40 - 49 yrs | 235,607 | 16.6% | 255,461 | 16.9% | 11,179 | 15.8% | 12,744 | 15.9% | 14.0% | 4.7% | 5.0% |
| 50 - 59 yrs | 259,482 | 18.3% | 272,404 | 18.0% | 14,463 | 20.4% | 16,129 | 20.2% | 11.5% | 5.6% | 5.9% |
| 60 - 69 yrs | 211,183 | 14.9% | 224,792 | 14.8% | 12,150 | 17.1% | 13,841 | 17.3% | 13.9% | 5.8% | 6.2% |
| >70 | 112,040 | 7.9% | 121,217 | 8.0% | 5,495 | 7.8% | 5,957 | 7.4% | 8.4% | 4.9% | 4.9% |
| Total | 1,421,583 | 100.0% | 1,515,081 | 100.0% | 70,850 | 100.0% | 80,013 | 100.0% | 12.9% | 5.0% | 5.3% |

ARRIVALS BY CARRIERS

TABLE 8 - TOTAL CANADA ARRIVALS BY CARRIERS

| | 2023 | % share | 2024 | % share | 2025 | % share | Change 2025 vs. 2024 |
|-------------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------------|
| West Jet Airlines | 21,208 | 33.5% | 32,028 | 45.2% | 46,815 | 58.5% | 46.2% |
| Air Canada | 15,320 | 24.2% | 14,116 | 19.9% | 15,505 | 19.4% | 9.8% |
| Sunwing Airlines | 14,485 | 22.9% | 12,372 | 17.5% | 4,907 | 6.1% | -60.3% |
| United Airlines | 4,408 | 7.0% | 4,594 | 6.5% | 4,847 | 6.1% | 5.5% |
| American Airlines | 3,579 | 5.7% | 2,891 | 4.1% | 3,543 | 4.4% | 22.6% |
| Delta Airlines | 819 | 1.3% | 1,181 | 1.7% | 744 | 0.9% | -37.0% |
| Jetblue | 656 | 1.0% | 633 | 0.9% | 726 | 0.9% | 14.7% |
| Avianca | 400 | 0.6% | 474 | 0.7% | 559 | 0.7% | 17.9% |
| Divi Divi Air | 583 | 0.9% | 423 | 0.6% | 453 | 0.6% | 7.1% |
| Spirit Airlines | 254 | 0.4% | 480 | 0.7% | 297 | 0.4% | -38.1% |
| Other | 1,542 | 2.4% | 1,660 | 2.3% | 1,617 | 2.0% | -2.6% |
| Total | 63,254 | 100.0% | 70,852 | 100.0% | 80,013 | 100.0% | 12.9% |

WestJet dominates the market, accounting for 46,815 passengers, which is over half of the total volume (58%).

- Air Canada is the strong second carrier with 15,505 passengers, representing about 19% of total traffic.
- Together, WestJet + Air Canada make up roughly 77% of all 2025 passenger volume.
- Sunwing Airlines (4,907) and United Airlines (4,847) form a middle tier, each contributing around 6%.
- American Airlines follows with 3,543 passengers, or 4% of the total.
- The remaining carriers, Delta, JetBlue, Avianca, Divi Divi Air, Spirit, and Other, each represent 1% or less of total volume individually, though collectively they contribute ~6%.



Thank You

For additional enquiries on the presented,
Contact Melanie Evans Kelly
Manager, Strategy, Planning, and Research at
m.kelly@aruba.com