

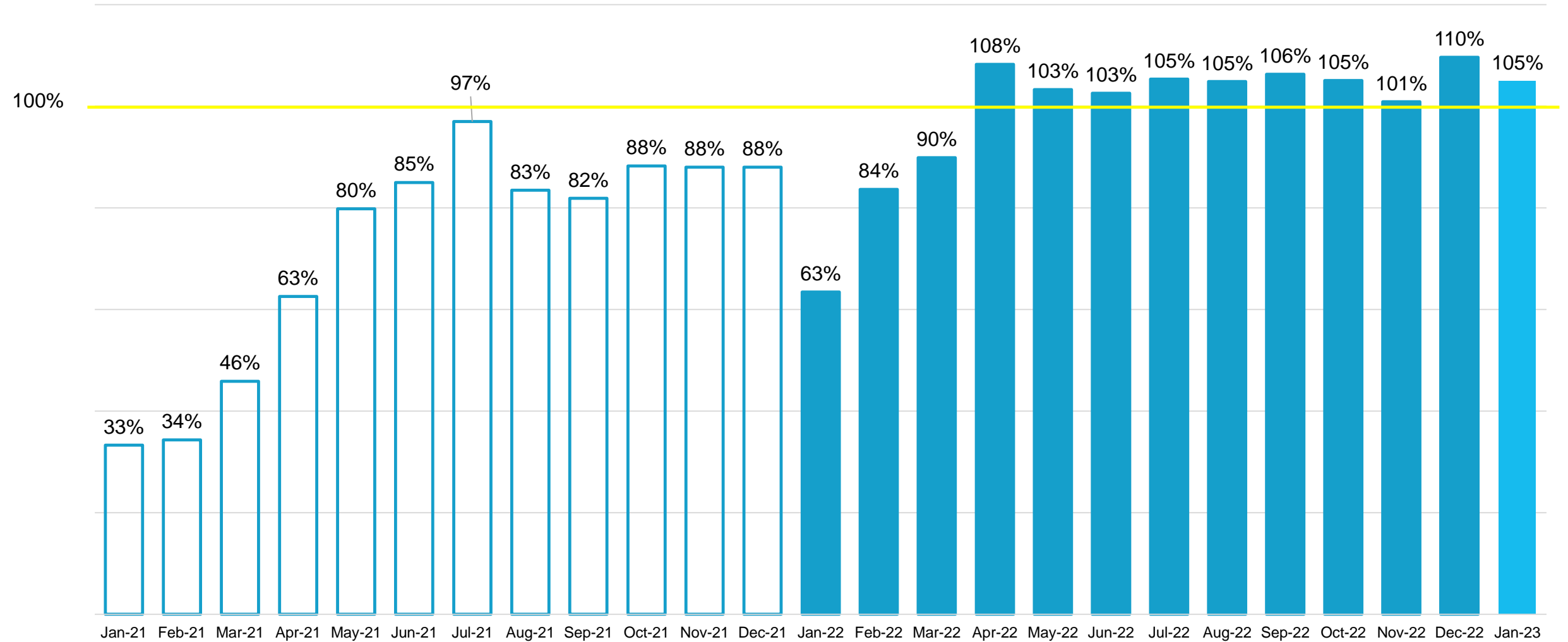


JANUARY 2023

Monthly Report

★ STAY-OVER VISITOR ARRIVALS RECOVERY VS 2019

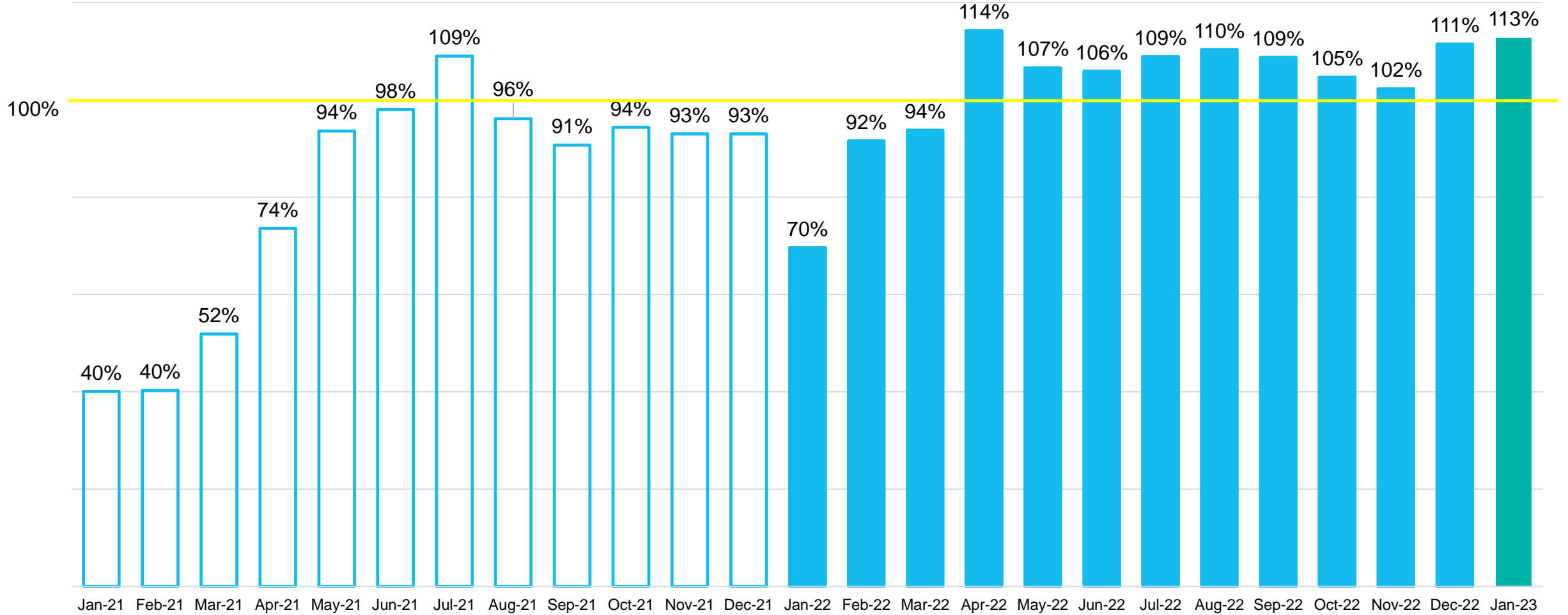
% MONTHLY RECOVERY TOTAL





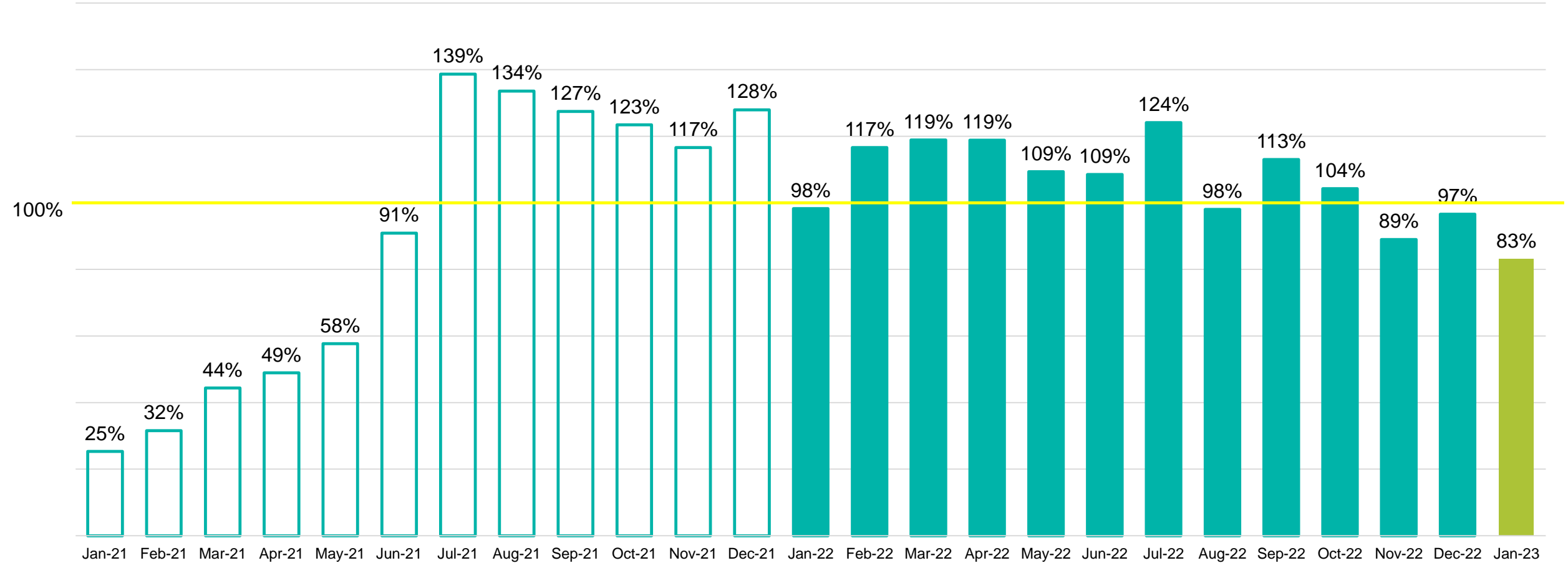
US VISITOR ARRIVALS RECOVERY VS 2019

% MONTHLY RECOVERY USA



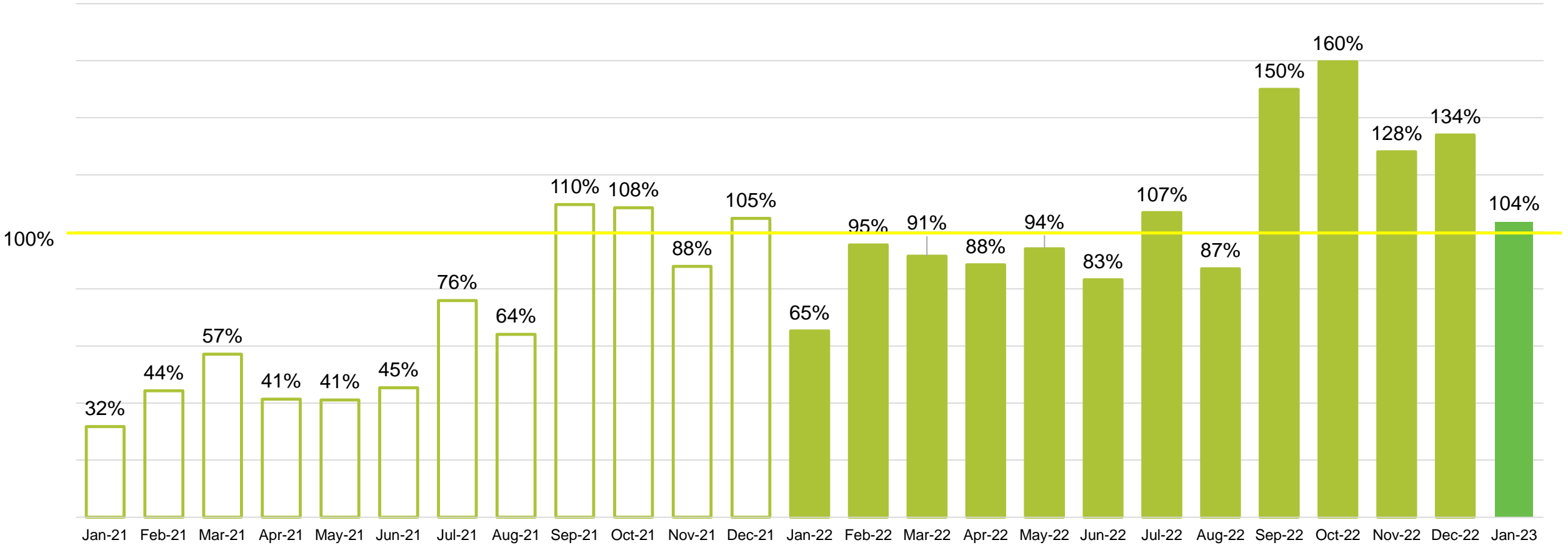
★ HOLLAND VISITOR ARRIVALS RECOVERY VS 2019

% MONTHLY RECOVERY HOLLAND



★ COLOMBIA VISITOR ARRIVALS RECOVERY VS 2019

% MONTHLY RECOVERY COLOMBIA





COMPARISON

2023 VERSUS 2022

JANUARY RESULT 2023

NORTH AMERICA



81,906

82.8%

SOUTH AMERICA



8,350

8.4%

EUROPE



6,562

6.6%

OTHERS



2,124

2.1%

TOTAL ARRIVALS

98,942

100%



ARRIVALS JANUARY 2023

98,942
ARRIVALS

65.5%
GROWTH

	2022	Growth	2023	% Growth
USA	45,556	28,228	73,784	62.0%
Canada	2,444	5,678	8,122	232.3%
NA	48,000	33,906	81,906	70.6%
Venezuela	118	38	156	32.2%
Colombia	2,173	1,275	3,448	58.7%
Brazil	395	595	990	150.6%
Argentina	806	861	1,667	106.8%
Chile	286	323	609	112.9%
Ecuador	87	121	208	139.1%
Peru	127	131	258	103.1%
Paraguay	215	-69	146	-32.1%
Uruguay	94	29	123	30.9%
Mexico	54	53	107	98.1%
Others	340	298	638	87.6%
SA	4,695	3,655	8,350	77.8%
Netherlands	4,079	-632	3,447	-15.5%
UK	220	52	272	23.6%
Germany	265	144	409	54.3%
Italy	298	104	402	34.9%
Sweden	81	598	679	738.3%
Belgium	143	39	182	27.3%
Austria	42	2	44	4.8%
Switzerland	110	16	126	14.5%
Others	633	368	1,001	58.1%
Europe	5,871	691	6,562	11.8%
ROW	1,227	897	2,124	73.1%
Total	59,793	39,149	98,942	65.5%
W/O Ven.	59,675	39,111	98,786	65.5%

	Marketshare 2022	Marketshare 2023
USA	76.2%	74.6%
Canada	4.1%	8.2%
NA	80.3%	82.8%
Venezuela	0.2%	0.2%
Colombia	3.6%	3.5%
Brazil	0.7%	1.0%
Argentina	1.3%	1.7%
Chile	0.5%	0.6%
Ecuador	0.1%	0.2%
Peru	0.2%	0.3%
Paraguay	0.4%	0.1%
Uruguay	0.2%	0.1%
Mexico	0.1%	0.1%
Others	0.6%	0.6%
SA	7.9%	8.4%
Netherlands	6.8%	3.5%
UK	0.4%	0.3%
Germany	0.4%	0.4%
Italy	0.5%	0.4%
Sweden	0.1%	0.7%
Belgium	0.2%	0.2%
Austria	0.1%	0.0%
Switzerland	0.2%	0.1%
Others	1.1%	1.0%
Europe	9.8%	6.6%
ROW	2.1%	2.1%



ARRIVALS USA JANUARY

73,784
ARRIVALS

62.0%
GROWTH

HIGHEST INCREASE IN %: VIRGINIA

	2022	Growth	2023	% Growth	Marketshare 2022	Marketshare 2023
New York	12,074	3,995	16,069	33.1%	26.5%	21.8%
Massachusetts	5,265	4,895	10,160	93.0%	11.6%	13.8%
New Jersey	4,949	2,615	7,564	52.8%	10.9%	10.3%
Pennsylvania	2,580	1,971	4,551	76.4%	5.7%	6.2%
Illinois	1,281	1,395	2,676	108.9%	2.8%	3.6%
Connecticut	1,394	1,059	2,453	76.0%	3.1%	3.3%
Florida	1,861	1,261	3,122	67.8%	4.1%	4.2%
Ohio	1,332	900	2,232	67.6%	2.9%	3.0%
Maryland	1,190	954	2,144	80.2%	2.6%	2.9%
Michigan	1,256	513	1,769	40.8%	2.8%	2.4%
Virginia	802	1,053	1,855	131.3%	1.8%	2.5%
Georgia	783	284	1,067	36.3%	1.7%	1.4%
North Carolina	999	874	1,873	87.5%	2.2%	2.5%
Texas	988	396	1,384	40.1%	2.2%	1.9%
California	858	185	1,043	21.6%	1.9%	1.4%
Other	7,944	5,878	13,822	74.0%	17.4%	18.7%
Total	45,556	28,228	73,784	62.0%		



NIGHTS JANUARY

830,440
NIGHTS

49.1%
GROWTH

	2022	Growth	2023	% Growth	ALOS 2022	ALOS 2023
USA	393,022	186,057	579,079	47.3%	8.6	7.8
Canada	39,346	57,273	96,619	145.6%	16.1	11.9
NA	432,368	243,330	675,698	56.3%	9.0	8.2
Venezuela	1,832	-445	1,387	-24.3%	15.5	8.9
Colombia	15,486	8,057	23,543	52.0%	7.1	6.8
Brazil	2,914	3,356	6,270	115.2%	7.4	6.3
Argentina	8,800	7,429	16,229	84.4%	10.9	9.7
Chile	2,436	2,545	4,981	104.5%	8.5	8.2
Ecuador	688	531	1,219	77.2%	7.9	5.9
Peru	913	1,198	2,111	131.2%	7.2	8.2
Paraguay	1,627	-509	1,118	-31.3%	7.6	7.7
Uruguay	837	153	990	18.3%	8.9	8.0
Mexico	445	292	737	65.6%	8.2	6.9
Others	2,877	1,416	4,293	49.2%	8.5	6.7
SA	38,855	24,023	62,878	61.8%	8.3	7.5
Netherlands	55,247	-10,297	44,950	-18.6%	13.5	13.0
UK	2,358	320	2,678	13.6%	10.7	9.8
Germany	3,582	1,135	4,717	31.7%	13.5	11.5
Italy	3,106	603	3,709	19.4%	10.4	9.2
Sweden	1,206	7,312	8,518	606.3%	14.9	12.5
Belgium	2,215	598	2,813	27.0%	15.5	15.5
Austria	604	-64	540	-10.6%	14.4	12.3
Switzerland	1,678	-120	1,558	-7.2%	15.3	12.4
Others	7,771	3,776	11,547	48.6%	12.3	11.5
Europe	77,767	3,263	81,030	4.2%	13.2	12.3
ROW	7,980	2,854	10,834	35.8%	6.5	5.1
Total	556,970	273,470	830,440	49.1%	9.3	8.4



ACCOMMODATIONS JANUARY

98,942
ARRIVALS

65.5%
GROWTH

THE LARGEST MARKETSHARE (%): HIGH RISE

ARRIVALS BY ACCOMMODATION

	2022	Growth	2023	% Growth	Marketshare 2022	Marketshare 2023
High Rise	17,683	18,006	35,689	101.8%	29.6%	36.1%
Low Rise	5,384	2,609	7,993	48.5%	9.0%	8.1%
Timeshare	19,366	6,448	25,814	33.3%	32.4%	26.1%
Others	17,360	12,086	29,446	69.6%	29.0%	29.8%
Total	59,793	39,149	98,942	65.5%		

NIGHTS BY ACCOMMODATION

	2022	Growth	2023	% Growth	Marketshare 2022	Marketshare 2023
High Rise	117,953	102,647	220,600	87.0%	21.2%	26.6%
Low Rise	37,822	18,124	55,946	47.9%	6.8%	6.7%
Timeshare	204,340	50,705	255,045	24.8%	36.7%	30.7%
Others	196,855	101,994	298,849	51.8%	35.3%	36.0%
Total	556,970	273,470	830,440	49.1%		



ACCOMMODATIONS MAIN MARKETS JANUARY

98,942
ARRIVALS

65.5%
GROWTH

THE LARGEST % GROWTH: CDN OTHERS

MARKET SHARE OF THE MARKET BY ACCOMMODATION CATEGORY

	HIGH RISE			LOW RISE			TIME SHARE			OTHERS		
	2022	2023	% Growth	2022	2023	% Growth	2022	2023	% Growth	2022	2023	% Growth
USA	82.9%	82.2%	-0.6%	76.1%	75.7%	-0.4%	91.7%	89.8%	-1.9%	52.1%	51.6%	-0.5%
Venezuela	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.5%	0.4%	-0.1%
Netherlands	2.8%	1.0%	-1.8%	10.1%	3.0%	-7.1%	1.0%	0.4%	-0.6%	16.3%	9.3%	-7.0%
Canada	3.6%	8.2%	4.6%	2.5%	6.8%	4.3%	2.7%	4.7%	2.1%	6.7%	11.7%	5.0%
Brazil	1.1%	1.0%	-0.1%	0.8%	1.2%	0.4%	0.3%	0.5%	0.3%	0.6%	1.3%	0.7%
Colombia	2.5%	1.4%	-1.2%	2.6%	2.0%	-0.6%	1.2%	1.2%	0.1%	7.8%	8.4%	0.6%
Argentina	2.2%	2.6%	0.3%	0.8%	1.0%	0.3%	1.0%	1.1%	0.1%	1.0%	1.3%	0.3%
Chile	0.9%	0.7%	-0.2%	0.5%	0.6%	0.1%	0.2%	0.4%	0.2%	0.4%	0.8%	0.4%
Peru	0.4%	0.2%	-0.2%	0.0%	0.2%	0.2%	0.1%	0.1%	0.0%	0.2%	0.5%	0.3%
UK	0.1%	0.3%	0.1%	0.5%	0.3%	-0.2%	0.2%	0.1%	-0.1%	0.8%	0.4%	-0.4%
Italy	0.5%	0.2%	-0.3%	0.9%	0.7%	-0.3%	0.2%	0.1%	-0.1%	0.7%	0.9%	0.2%
Total mainmkt	97.2%	97.8%	0.6%	95.0%	91.6%	-3.4%	98.5%	98.5%	0.0%	87.2%	86.6%	-0.6%



ACCOMMODATIONS JANUARY

98,942
ARRIVALS

65.5%
GROWTH

LARGEST ABSOLUT DECREASE: NETHERLANDS LOW RISE

VISITOR ARRIVALS AT THE ACCOMMODATION TYPE FOR THE MARKET

	HIGH RISE			LOW RISE			TIME SHARE			OTHERS		
	2022	2023	Growth	2022	2023	Growth	2022	2023	Growth	2022	2023	Growth
USA	14,658	29,353	14,695	4,098	6,052	1,954	17,757	23,184	5,427	9,043	15,195	6,152
Venezuela	17	30	13	6	5	-1	6	14	8	89	107	18
Netherlands	499	347	-152	544	241	-303	202	109	-93	2,834	2,750	-84
Canada	632	2,918	2,286	136	546	410	518	1,222	704	1,158	3,436	2,278
Brazil	193	366	173	42	93	51	50	134	84	110	397	287
Colombia	449	488	39	139	159	20	229	320	91	1,356	2,481	1,125
Argentina	397	920	523	42	83	41	190	285	95	177	379	202
Chile	157	235	78	28	47	19	35	100	65	66	227	161
Peru	73	81	8	2	16	14	10	14	4	42	147	105
UK	26	95	69	26	26	0	30	22	-8	138	129	-9
Italy	85	73	-12	51	52	1	41	18	-23	121	259	138
Total mainmkt	17,186	34,906	17,720	5,114	7,320	2,206	19,068	25,422	6,354	15,134	25,507	10,373



VISITORS BY AGE JANUARY

98,942
ARRIVALS

65.5%
GROWTH

MARKETSHARE 20-49 YEARS 2023: 40.0% vs. 2022: 47%

	2022	Growth	2023	% Growth
0 - 11	3,789	1,766	5,555	46.6%
12-19	3,110	1,412	4,522	45.4%
20 - 29	9,196	2,592	11,788	28.2%
30 - 39	10,533	3,528	14,061	33.5%
40 - 49	8,302	5,401	13,703	65.1%
50 - 59	11,023	8,729	19,752	79.2%
60 - 69	9,117	9,749	18,866	106.9%
70 +	4,720	5,964	10,684	126.4%
Not Stated	3	8	11	266.7%
Total	59,793	39,149	98,942	65.5%



GENERATIONS JANUARY

98,942
ARRIVALS

65.5%
GROWTH

	2022	Growth	2023	% Growth	Marketshare 2022	Marketshare 2023
Gen A	3,145	1,444	4,639	47.5%	6.3%	6.5%
Gen Z	8,845	4,261	12,179	37.7%	19.1%	19.3%
Millennials	16,442	2,722	22,179	34.9%	26.6%	24.1%
Gen X	14,202	5,604	23,935	68.5%	25.4%	25.7%
Baby Boomers	15,499	5,809	32,143	107.4%	20.5%	21.9%
Silent Generations	1,657	1,045	3,856	132.7%	2.0%	2.6%
Age not specified	3	9	11	266.7%	0.0%	0.0%
Total	59,793	20,894	98,942	65.5%		



CARRIERS JANUARY

98,942 ARRIVALS

65.5% GROWTH

	2022	Growth	2023	% Growth	Marketshare 2022	Marketshare 2023
AMERICAN AIRLINES	11,435	10,982	22,417	96.0%	19.1%	22.7%
JETBLUE	16,237	4,213	20,450	25.9%	27.2%	20.7%
DELTA AIRLINE	7,011	7,939	14,950	113.2%	11.7%	15.1%
UNITED AIRLINES	8,753	2,521	11,274	28.8%	14.6%	11.4%
SOUTHWEST AIRLINES	1,948	2,370	4,318	121.7%	3.3%	4.4%
KLM ROYAL DUTCH	3,511	80	3,591	2.3%	5.9%	3.6%
AVIANCA	2,012	1,570	3,582	78.0%	3.4%	3.6%
COPA AIRLINE	1,616	1,350	2,966	83.5%	2.7%	3.0%
AIR CANADA	944	1,755	2,699	185.9%	1.6%	2.7%
WESTJET AIRLINES	682	1,603	2,285	235.0%	1.1%	2.3%
SUNWING AIRLINES	448	1,734	2,182	387.1%	0.7%	2.2%
AERO REPUBLICA/ WINGO	809	792	1,601	97.9%	1.4%	1.6%
DIVI DIVI AIR	632	712	1,344	112.7%	1.1%	1.4%
TUI NL	1,604	-546	1,058	-34.0%	2.7%	1.1%
EZ AIR	187	548	735	293.0%	0.3%	0.7%
SUN COUNTRY	705	-32	673	-4.5%	1.2%	0.7%
SPIRIT AIRLINES	403	174	577	43.2%	0.7%	0.6%
SUNCLASS AIRLINES	0	574	574	-	0.0%	0.6%
PRIVATE	307	205	512	66.8%	0.5%	0.5%
SURINAM AIRWAYS	113	168	281	148.7%	0.2%	0.3%
CHARTER	133	143	276	107.5%	0.2%	0.3%
JETAIR CARIBBEAN	0	225	225	-	0.0%	0.2%
ARAJET	0	152	152	-	0.0%	0.2%
WINAIR	142	-71	71	-50.0%	0.2%	0.1%
SARPA	94	-32	62	-34.0%	0.2%	0.1%
SKY HIGH AVIATION	28	7	35	25.0%	0.0%	0.0%
OTHERS	39	13	52	33.3%	0.1%	0.1%
Total	59,793	39,149	98,942	65.5%		



COMPARISON

2023 VERSUS 2019



ARRIVALS JANUARY

98,942
ARRIVALS

5.0%
GROWTH

	2019		Growth	2023	% Growth
USA	65,434		8,350	73,784	12.8%
Canada	6,443		1,679	8,122	26.1%
NA	71,877		10,029	81,906	14.0%
Venezuela	3,775	-3,619		156	-95.9%
Colombia	3,329		119	3,448	3.6%
Brazil	1,085	-95		990	-8.8%
Argentina	2,022	-355		1,667	-17.6%
Chile	818	-209		609	-25.6%
Ecuador	94		114	208	121.3%
Peru	295	-37		258	-12.5%
Paraguay	250	-104		146	-41.6%
Uruguay	204	-81		123	-39.7%
Mexico	103		4	107	3.9%
Others	631		7	638	1.1%
SA	12,606	-4,256		8,350	-33.8%
Netherlands	4,152	-705		3,447	-17.0%
UK	290	-18		272	-6.2%
Germany	485	-76		409	-15.7%
Italy	534	-132		402	-24.7%
Sweden	871	-192		679	-22.0%
Belgium	144		38	182	26.4%
Austria	92	-48		44	-52.2%
Switzerland	170	-44		126	-25.9%
Others	1,139	-138		1,001	-12.1%
Europe	7,877	-1,315		6,562	-16.7%
ROW	1,887		237	2,124	12.6%
Total	94,247		4,695	98,942	5.0%
W/O Ven.	90,472		8,314	98,786	9.2%

	Marketshare 2019	Marketshare 2023
USA	69.4%	74.6%
Canada	6.8%	8.2%
NA	76.3%	82.8%
Venezuela	4.0%	0.2%
Colombia	3.5%	3.5%
Brazil	1.2%	1.0%
Argentina	2.1%	1.7%
Chile	0.9%	0.6%
Ecuador	0.1%	0.2%
Peru	0.3%	0.3%
Paraguay	0.3%	0.1%
Uruguay	0.2%	0.1%
Mexico	0.1%	0.1%
Others	0.7%	0.6%
SA	13.4%	8.4%
Netherlands	4.4%	3.5%
UK	0.3%	0.3%
Germany	0.5%	0.4%
Italy	0.6%	0.4%
Sweden	0.9%	0.7%
Belgium	0.2%	0.2%
Austria	0.1%	0.0%
Switzerland	0.2%	0.1%
Others	1.2%	1.0%
Europe	8.4%	6.6%
ROW	2.0%	2.1%



ARRIVALS USA JANUARY

73,784
ARRIVALS

12.8%
GROWTH

ONLY % DECREASE: CALIFORNIA

	2019	Growth	2023	% Growth	Marketshare 2019	Marketshare 2023
New York	14,717	1,352	16,069	9.2%	22.5%	21.8%
Massachusetts	8,590	1,570	10,160	18.3%	13.1%	13.8%
New Jersey	6,491	1,073	7,564	16.5%	9.9%	10.3%
Pennsylvania	3,630	921	4,551	25.4%	5.5%	6.2%
Illinois	2,113	563	2,676	26.6%	3.2%	3.6%
Connecticut	2,012	441	2,453	21.9%	3.1%	3.3%
Florida	3,061	61	3,122	2.0%	4.7%	4.2%
Ohio	1,999	233	2,232	11.7%	3.1%	3.0%
Maryland	1,970	174	2,144	8.8%	3.0%	2.9%
Michigan	1,571	198	1,769	12.6%	2.4%	2.4%
Virginia	1,375	480	1,855	34.9%	2.1%	2.5%
Georgia	876	191	1,067	21.8%	1.3%	1.4%
North Carolina	1,293	580	1,873	44.9%	2.0%	2.5%
Texas	1,261	123	1,384	9.8%	1.9%	1.9%
California	1,139	-96	1,043	-8.4%	1.7%	1.4%
Other	13,336	486	13,822	3.6%	20.4%	18.7%
Total	65,434	8,350	73,784	12.8%		



NIGHTS JANUARY

830,440
NIGHTS

10.0%
GROWTH

	2019		Growth	2023	% Growth	ALOS 2019	ALOS 2023
USA	501,019		78,060	579,079	15.6%	7.7	7.8
Canada	64,325		32,294	96,619	50.2%	10.0	11.9
NA	565,344		110,354	675,698	19.5%	7.9	8.2
Venezuela	27,459	-26,072		1,387	-94.9%	7.3	8.9
Colombia	23,772	-229		23,543	-1.0%	7.1	6.8
Brazil	7,077	-807		6,270	-11.4%	6.5	6.3
Argentina	19,470	-3,241		16,229	-16.6%	9.6	9.7
Chile	6,168	-1,187		4,981	-19.2%	7.5	8.2
Ecuador	699		520	1,219	74.4%	7.4	5.9
Peru	2,181	-70		2,111	-3.2%	7.4	8.2
Paraguay	1,783	-665		1,118	-37.3%	7.1	7.7
Uruguay	1,569	-579		990	-36.9%	7.7	8.0
Mexico	682		55	737	8.1%	6.6	6.9
Others	3,839		454	4,293	11.8%	6.1	6.7
SA	94,699	-31,821		62,878	-33.6%	7.5	7.5
Netherlands	46,694	-1,744		44,950	-3.7%	11.2	13.0
UK	2,567		111	2,678	4.3%	8.9	9.8
Germany	4,106		611	4,717	14.9%	8.5	11.5
Italy	4,728	-1,019		3,709	-21.6%	8.9	9.2
Sweden	10,935	-2,417		8,518	-22.1%	12.6	12.5
Belgium	1,587		1,226	2,813	77.3%	11.0	15.5
Austria	635	-95		540	-15.0%	6.9	12.3
Switzerland	1,680	-122		1,558	-7.3%	9.9	12.4
Others	10,815		732	11,547	6.8%	9.5	11.5
Europe	83,747	-2,717		81,030	-3.2%	10.6	12.3
ROW	11,294	-460		10,834	-4.1%	6.0	5.1
Total	755,084		75,356	830,440	10.0%	8.0	8.4



ACCOMMODATIONS JANUARY

98,942
ARRIVALS

5.0%
GROWTH

THE LARGEST MARKETSHARE (%): HIGH RISE

ARRIVALS BY ACCOMMODATION

	2019	Growth	2023	% Growth	Marketshare 2019	Marketshare 2023
High Rise	38,102	-2,413	35,689	-6.3%	40.4%	36.1%
Low Rise	8,006	-13	7,993	-0.2%	8.5%	8.1%
Timeshare	22,633	3,181	25,814	14.1%	24.0%	26.1%
Others	25,506	3,940	29,446	15.4%	27.1%	29.8%
Total	94,247	4,695	98,942	5.0%		

NIGHTS BY ACCOMMODATION

	2019	Growth	2023	% Growth	Marketshare 2019	Marketshare 2023
High Rise	243,372	-22,772	220,600	-9.4%	32.2%	26.6%
Low Rise	57,385	-1,439	55,946	-2.5%	7.6%	6.7%
Timeshare	221,325	33,720	255,045	15.2%	29.3%	30.7%
Others	233,002	65,847	298,849	28.3%	30.9%	36.0%
Total	755,084	75,356	830,440	10.0%		



ACCOMMODATIONS MAIN MARKETS

JANUARY 2023/2019

98,942
ARRIVALS

5.0%
GROWTH

THE LARGEST % GROWTH: USA LOW RISE

MARKET SHARE OF THE MARKET BY ACCOMMODATION CATEGORY

	HIGH RISE			LOW RISE			TIME SHARE			OTHERS		
	2019	2023	%Growth	2019	2023	%Growth	2019	2023	%Growth	2019	2023	% Growth
USA	78.1%	82.2%	4.2%	63.8%	75.7%	11.9%	85.8%	89.8%	4.1%	43.8%	51.6%	7.8%
Venezuela	1.5%	0.1%	-1.4%	4.7%	0.1%	-4.6%	2.0%	0.1%	-1.9%	9.4%	0.4%	-9.0%
Netherlands	1.1%	1.0%	-0.1%	5.0%	3.0%	-2.0%	0.6%	0.4%	-0.2%	12.6%	9.3%	-3.3%
Canada	7.5%	8.2%	0.7%	5.5%	6.8%	1.3%	4.9%	4.7%	-0.1%	8.0%	11.7%	3.6%
Brazil	1.5%	1.0%	-0.5%	0.7%	1.2%	0.5%	0.4%	0.5%	0.1%	1.4%	1.3%	-0.1%
Colombia	2.3%	1.4%	-0.9%	3.3%	2.0%	-1.3%	1.8%	1.2%	-0.5%	7.0%	8.4%	1.4%
Argentina	2.6%	2.6%	-0.1%	2.0%	1.0%	-0.9%	1.4%	1.1%	-0.3%	2.1%	1.3%	-0.8%
Chile	1.1%	0.7%	-0.5%	0.9%	0.6%	-0.3%	0.4%	0.4%	-0.1%	0.8%	0.8%	0.0%
Peru	0.3%	0.2%	-0.1%	0.2%	0.2%	0.0%	0.1%	0.1%	0.0%	0.6%	0.5%	-0.1%
UK	0.2%	0.3%	0.1%	0.7%	0.3%	-0.4%	0.1%	0.1%	0.0%	0.6%	0.4%	-0.1%
Italy	0.3%	0.2%	-0.1%	0.8%	0.7%	-0.2%	0.1%	0.1%	-0.1%	1.2%	0.9%	-0.3%
Total mainmkt	96.5%	97.8%	1.3%	87.5%	91.6%	4.1%	97.6%	98.5%	0.9%	87.5%	86.6%	-0.9%



ACCOMMODATIONS JANUARY

98,942
ARRIVALS

5.0%
GROWTH

LARGEST ABSOLUT DECREASE: VENEZUELA OTHERS

VISITOR ARRIVALS AT THE ACCOMMODATION TYPE FOR THE MARKET

	HIGH RISE			LOW RISE			TIME SHARE			OTHERS		
	2019	2023	Growth	2019	2023	Growth	2019	2023	Growth	2019	2023	Growth
USA	29,751	29,353	-398	5,106	6,052	946	19,409	23,184	3,775	11,168	15,195	4,027
Venezuela	557	30	-527	373	5	-368	451	14	-437	2,391	107	-2,284
Netherlands	401	347	-54	399	241	-158	140	109	-31	3,212	2,750	-462
Canada	2,848	2,918	70	443	546	103	1,105	1,222	117	2,047	3,436	1,389
Brazil	584	366	-218	54	93	39	86	134	48	361	397	36
Colombia	868	488	-380	264	159	-105	403	320	-83	1,794	2,481	687
Argentina	1,007	920	-87	158	83	-75	317	285	-32	540	379	-161
Chile	438	235	-203	72	47	-25	99	100	1	209	227	18
Peru	119	81	-38	14	16	2	20	14	-6	142	147	5
UK	69	95	26	55	26	-29	22	22	0	144	129	-15
Italy	127	73	-54	68	52	-16	32	18	-14	307	259	-48
Total mainmkt	36,769	34,906	-1,863	7,006	7,320	314	22,084	25,422	3,338	22,315	25,507	3,192



VISITORS BY AGE JANUARY

98,942
ARRIVALS

5.0%
GROWTH

MARKETSHARE 20-49 YEARS 2023: 40.0% vs. 2019: 41%

	2019	Growth	2023	% Growth
0 - 11	5,659	-104	5,555	-1.8%
12-19	4,230	292	4,522	6.9%
20 - 29	11,686	102	11,788	0.9%
30 - 39	13,338	723	14,061	5.4%
40 - 49	13,659	44	13,703	0.3%
50 - 59	19,779	-27	19,752	-0.1%
60 - 69	16,709	2,157	18,866	12.9%
70 +	9,169	1,515	10,684	16.5%
Not Stated	18	-7	11	-38.9%
Total	94,247	4,695	98,942	5.0%



GENERATIONS JANUARY

98,942
ARRIVALS

5.0%
GROWTH

	2019	Growth	2023	% Growth	Marketshare 2019	Marketshare 2023
Gen A	4,757	1,444	4,639	-2.5%	6.3%	6.5%
Gen Z	11,574	4,261	12,179	5.2%	19.1%	19.3%
Millennials	21,302	2,722	22,179	4.1%	26.6%	24.1%
Gen X	24,664	5,604	23,935	-3.0%	25.4%	25.7%
Baby Boomers	28,695	5,809	32,143	12.0%	20.5%	21.9%
Silent Generations	3,237	1,045	3,856	19.1%	2.0%	2.6%
Age not specified	18	9	11	-38.9%	0.0%	0.0%
Total	94,247	20,894	98,942	5.0%		



CARRIERS JANUARY

98,942
ARRIVALS

5.0%
GROWTH

	2019	Growth	2023	% Growth	Marketshare 2019	Marketshare 2023
AMERICAN AIRLINES	15,306	7,111	22,417	46.5%	16.2%	22.7%
JETBLUE	19,574	876	20,450	4.5%	20.8%	20.7%
DELTA AIRLINE	10,680	4,270	14,950	40.0%	11.3%	15.1%
UNITED AIRLINES	12,287	-1,013	11,274	-8.2%	13.0%	11.4%
SOUTHWEST AIRLINES	6,771	-2,453	4,318	-36.2%	7.2%	4.4%
KLM ROYAL DUTCH	2,843	748	3,591	26.3%	3.0%	3.6%
AVIANCA	4,112	-530	3,582	-12.9%	4.4%	3.6%
COPA AIRLINE	3,142	-176	2,966	-5.6%	3.3%	3.0%
AIR CANADA	1,587	1,112	2,699	70.1%	1.7%	2.7%
WESTJET AIRLINES	975	1,310	2,285	134.4%	1.0%	2.3%
SUNWING AIRLINES	2,152	30	2,182	1.4%	2.3%	2.2%
AERO REPUBLICA/ WINGO	303	1,298	1,601	428.4%	0.3%	1.6%
DIVI DIVI AIR	726	618	1,344	85.1%	0.8%	1.4%
TUI NL	0	1,058	1,058	-	0.0%	1.1%
EZ AIR	31	704	735	2271.0%	0.0%	0.7%
SUN COUNTRY	509	164	673	32.2%	0.5%	0.7%
SPIRIT AIRLINES	395	182	577	46.1%	0.4%	0.6%
SUNCLASS AIRLINES	0	574	574	-	0.0%	0.6%
PRIVATE	665	-153	512	-23.0%	0.7%	0.5%
SURINAM AIRWAYS	259	22	281	8.5%	0.3%	0.3%
CHARTER	3,966	-3,690	276	-93.0%	4.2%	0.3%
JETAIR CARIBBEAN	0	225	225	-	0.0%	0.2%
ARAJET	0	152	152	-	0.0%	0.2%
WINAIR	351	-280	71	-79.8%	0.4%	0.1%
SARPA	0	62	62	-	0.0%	0.1%
SKY HIGH AVIATION	21	14	35	66.7%	0.0%	0.0%
OTHERS	7,592	-7,540	52	-99.3%	8.1%	0.1%
Total	94,247	4,695	98,942	5.0%		



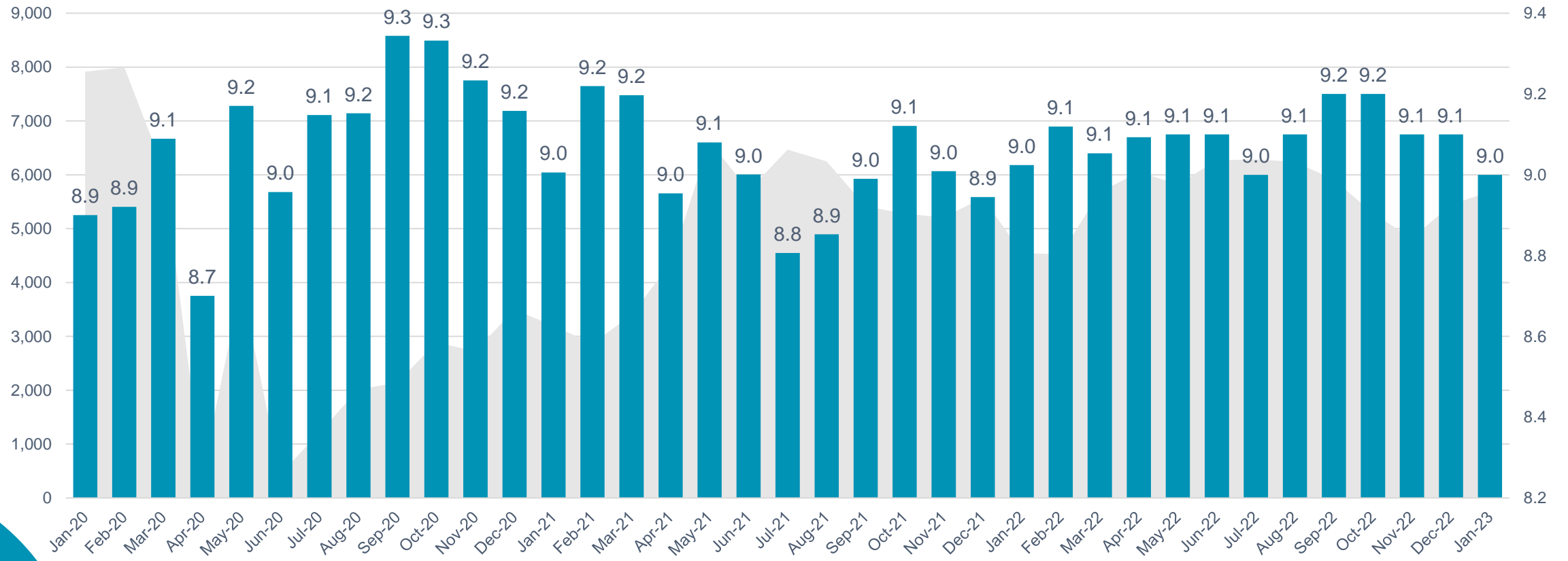
GUEST SATISFACTION



GUEST EXPERIENCE INDEX (GEI)

Reviews & Ratings

■ Reviews ■ Rating

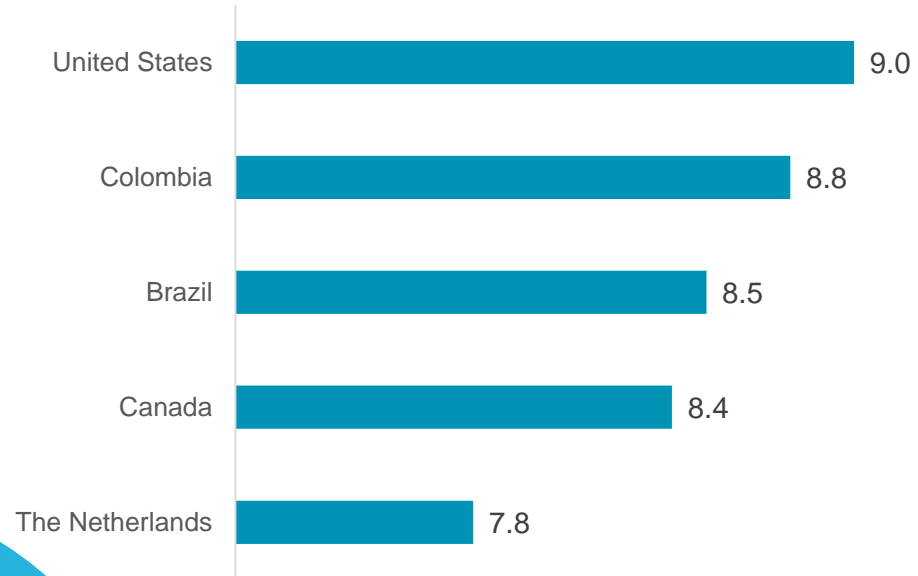




GUEST EXPERIENCE INDEX (GEI)

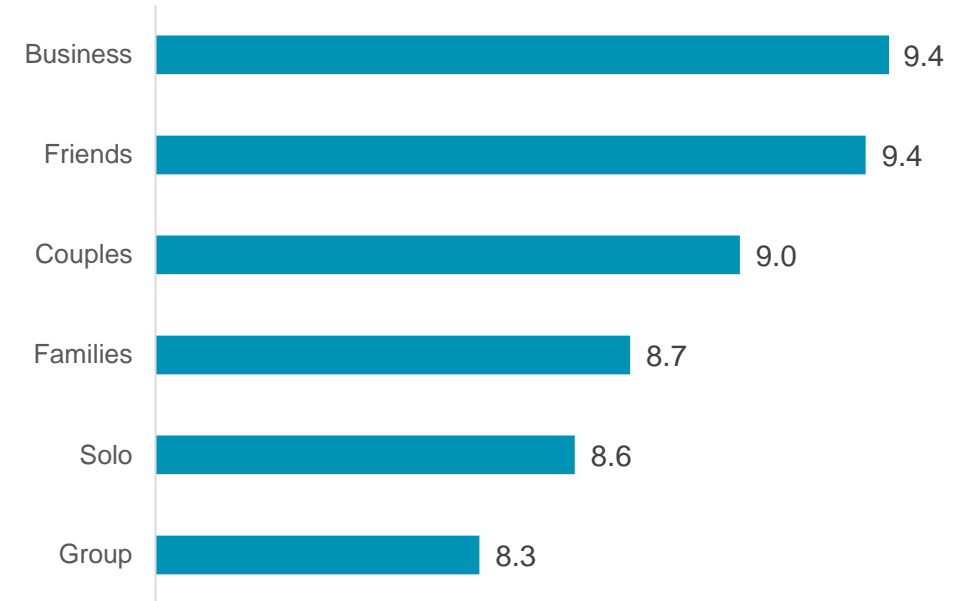
Value for Money Sentiment
per Markets

Top 5 Markets Sentiment



Travel Party Value for Money
Sentiment

Travel Party Sentiment





VACATIONS RENTALS

 **Transparent**
an OTA INSIGHT company

INTRODUCTION

- ▶ In 2022, 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

January 2023 Occupancy: 68% | January 2022 Occupancy: 61%

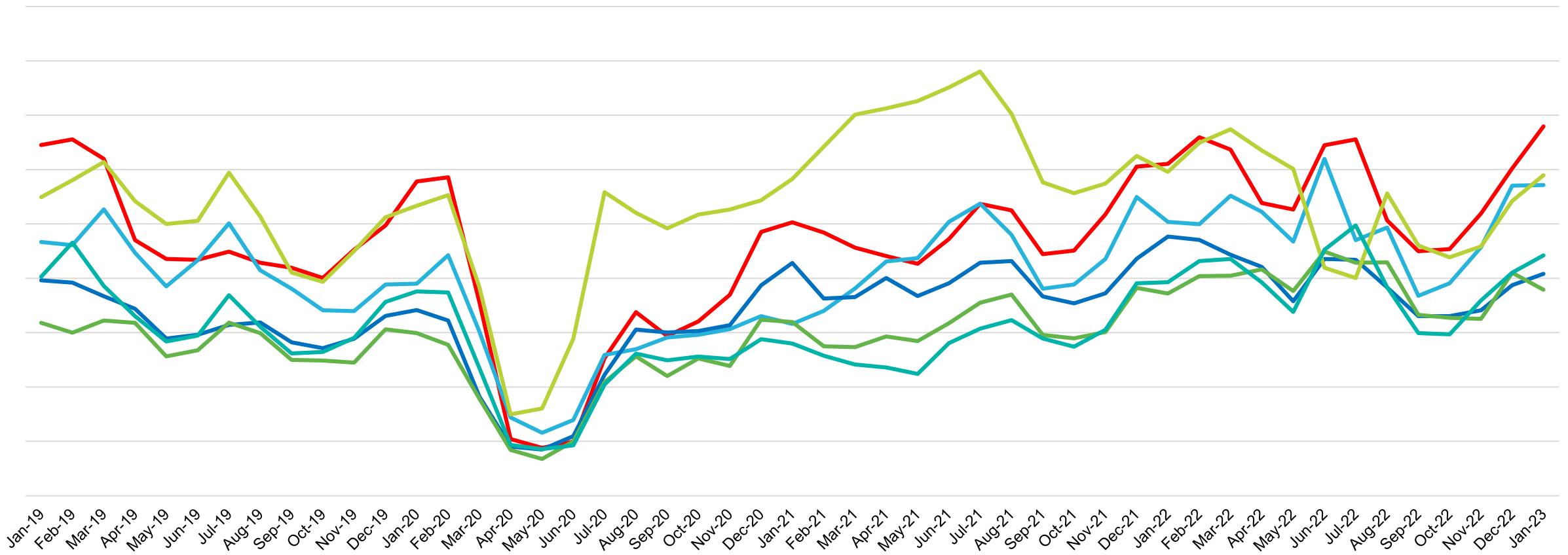


CARIBBEAN OCCUPANCY

January

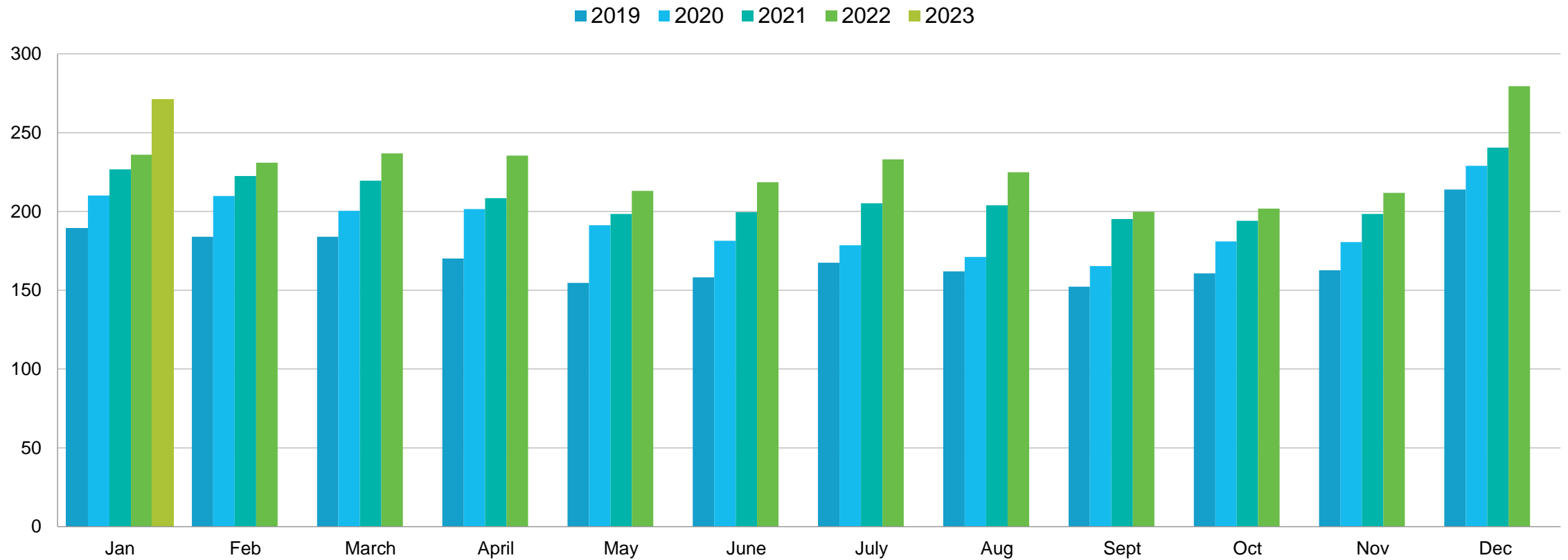
AUA: 68% | Bahamas: 57% | DR: 41% | Jamaica: 38% | PR: 59% | Sint Lucia: 44%

— Aruba — Bahamas — DR — Jamaica — Puerto Rico — Sint Lucia



AVERAGE DAILY RATE (ADR)

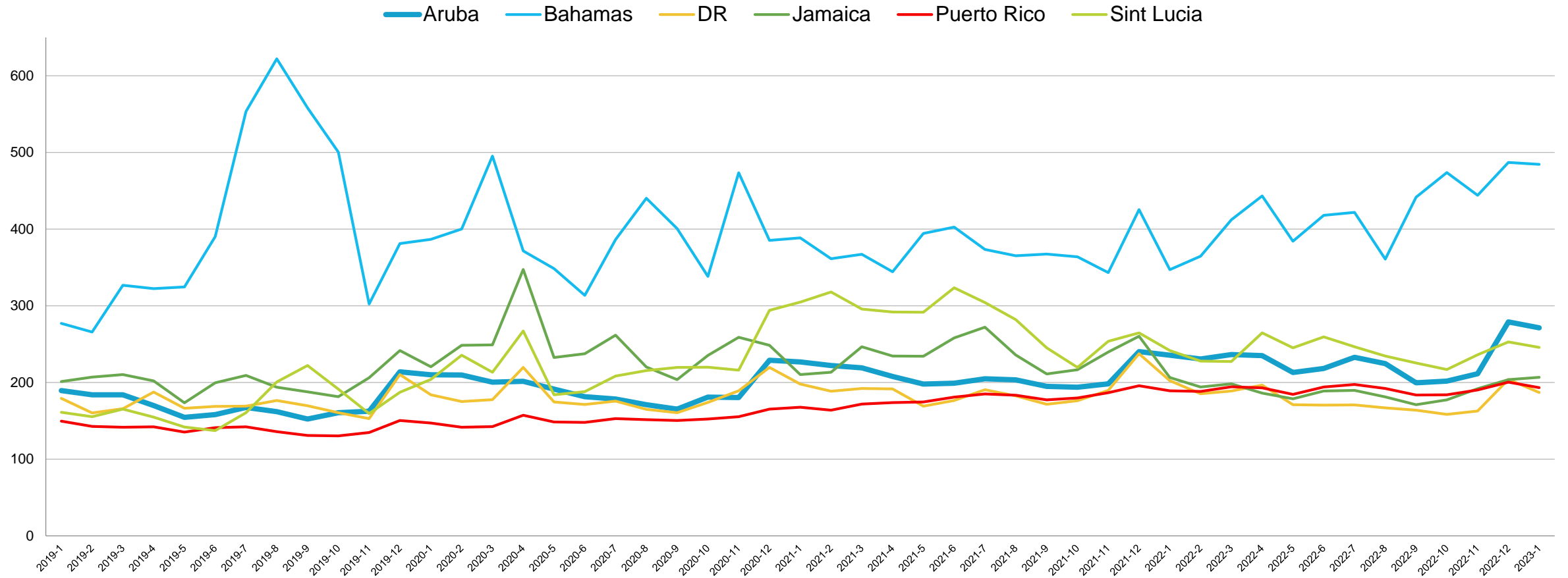
January 2023 ADR: USD\$271 | January 2022 ADR: USD\$236



CARIBBEAN ADR

January

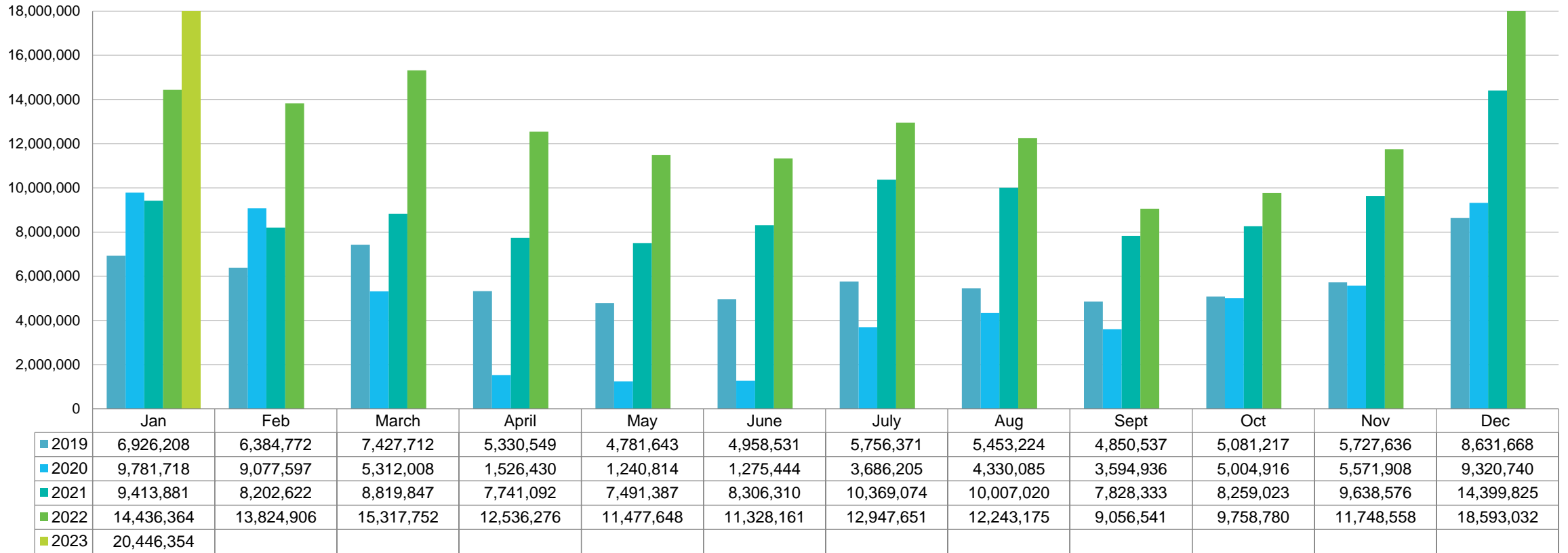
AUA: USD\$271 | Bahamas: USD\$485 | DR: USD\$187 | Jamaica: USD\$207 | PR: USD\$193 | Sint Lucia: USD\$246



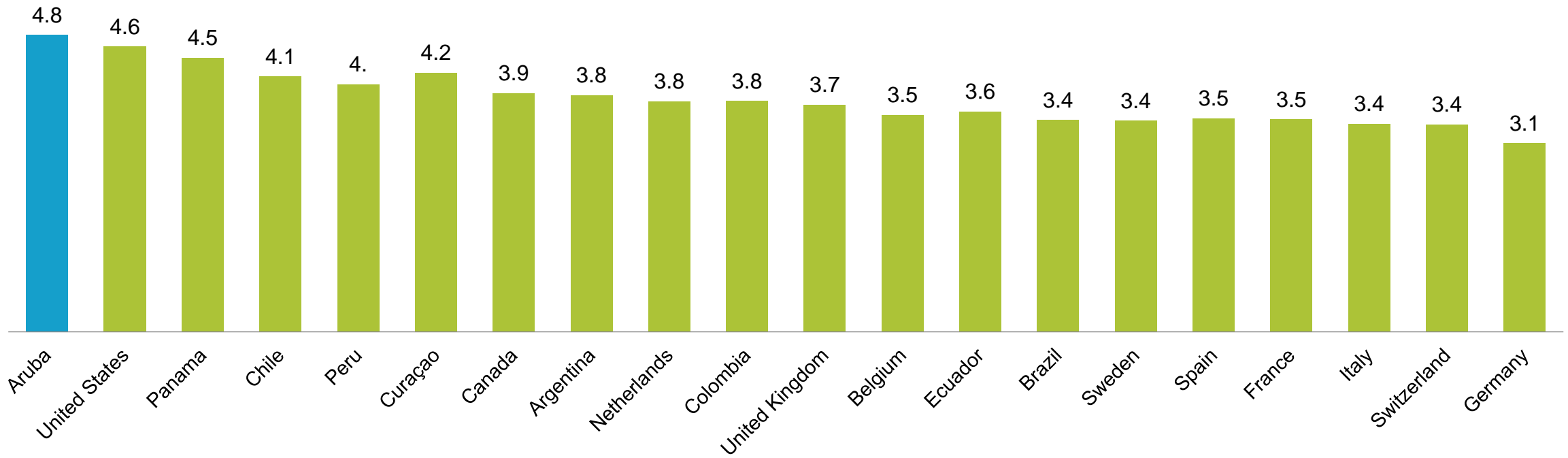
REVENUE

January 2023 Revenue: USD\$ 20,446,354 | January 2022 Revenue: USD\$ 14,436,364

■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023



AVERAGE PARTY SIZE



T I D B I T S

ATA RESEARCH AGENDA

Our tidbits content is adapted on monthly basis. In this section, we share with you several topics related to tourism such as research conducted by ATA or credit card spending information or other relevant topics.

Each year, A.T.A. sets up a research agenda for the upcoming year. The organization's priorities and innovative topics of interest are reflected in this agenda. This month's tidbits display findings of Metaverse. Worldwide, Metaverse is expected to be the next big thing. Several Metaverse-related technologies already offer significant business opportunities. In light of this, ATA conducted an exploratory on Metaverse to understand its adoption readiness amongst travelers.



Metaverse

Exploratory Research

Methodology

For this Exploratory Research, A.T.A. aimed to investigate the adoption rate of potential travelers' interest in gaming, the Metaverse, NFTs, Virtual Reality, and more. In addition, the survey further explored the income and demographics of the respondents.

Our desk research on the topic led us to discover the PCC study. In July 2022, PwC conducted a 2022 US Business and Consumer Metaverse Survey. The survey was conducted amongst over 5,000 US consumers and 1,000 US business leaders. Due to the limited amount of research conducted on the topic, ATA used similar questions as PwC however targeted these to potential travelers.

The primary research for this report consisted of quantitative methods. In addition, an online survey was created in English and deployed in December 2022. In total, we received 1,500 respondents worldwide. 69% of the respondents are from the US, and 10% are from Canada, Europe, and Latam countries. The following LATAM countries were surveyed: Argentina, Brazil, Chile, Colombia, and Ecuador. European countries: Germany, Italy, Holland, and the UK

The survey was distributed through Qualtrics's online service to their Database.

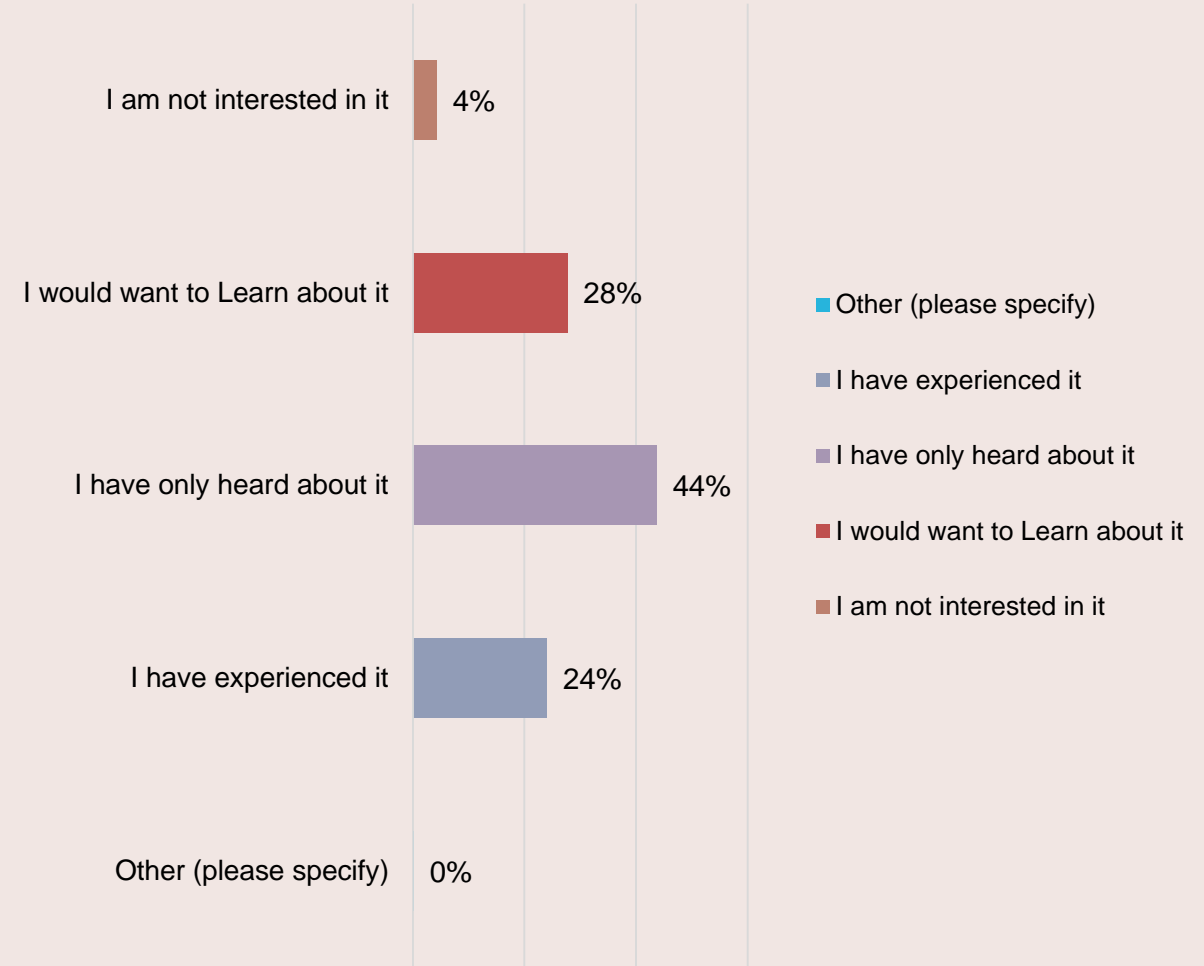
The following criteria were used to qualify:

- Have you ever heard of the Metaverse?
- Did you travel in the past 12 months?

The Survey consisted of 16 questions seeking to understand perceptions and adoption related to the topic. In this report, we included highlights of the PwC results from business leaders building a proof of concept, testing use cases, and generating revenue from the Metaverse environment or the underlying technology to compare the perception of business leaders vs. potential travelers.

Who knows Metaverse...

44% of consumers heard about the Metaverse when describing their understanding of the term

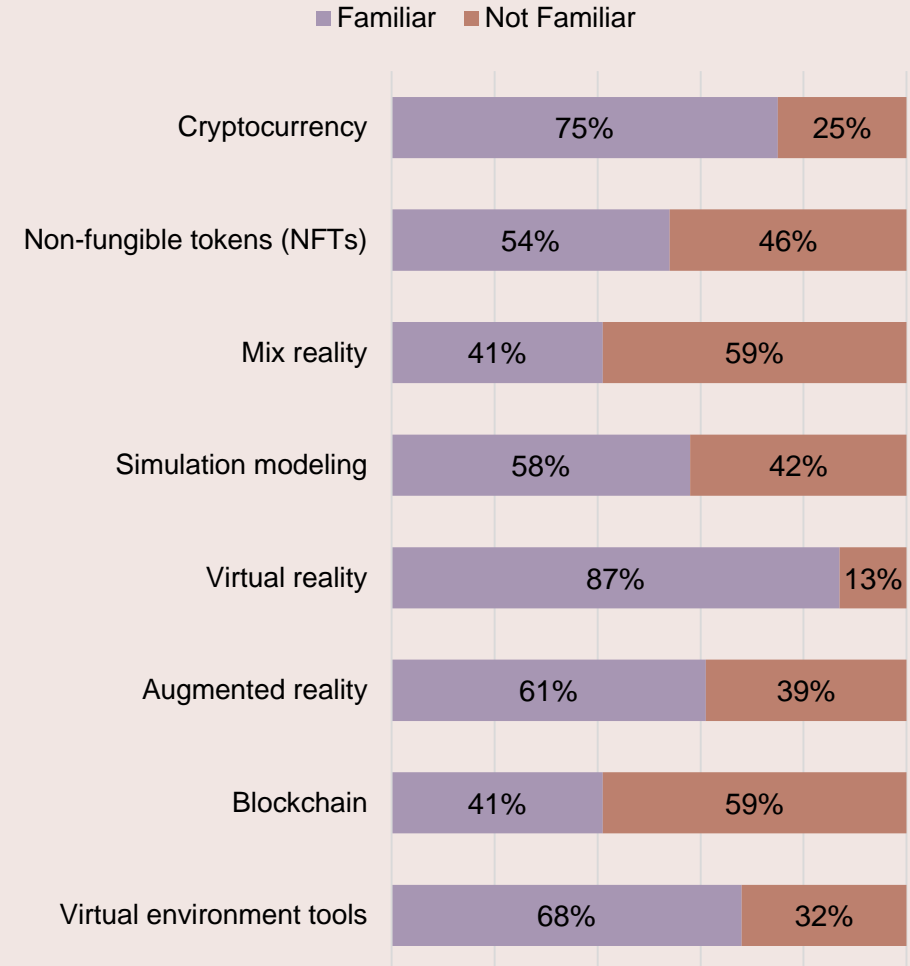


N: 1,522
Q: How would you best describe your understanding of the term "Metaverse"? - Selected Choice

Who knows the underlying Tech

87% of respondents are **familiar** with Virtual Reality, followed by 75% with Cryptocurrency.

59% of the respondents are **not familiar** with Blockchain and Mix Reality (highest score)



N: 1,522

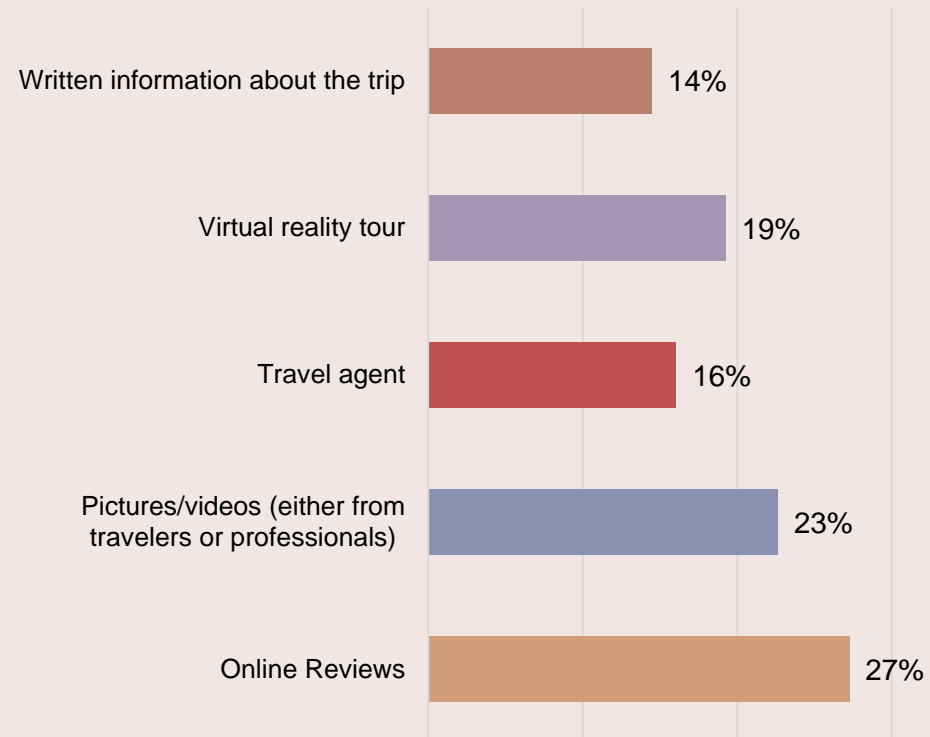
Q: To what extent are you familiar with the following technologies?



Travel and Tech

Most Influence on Booking

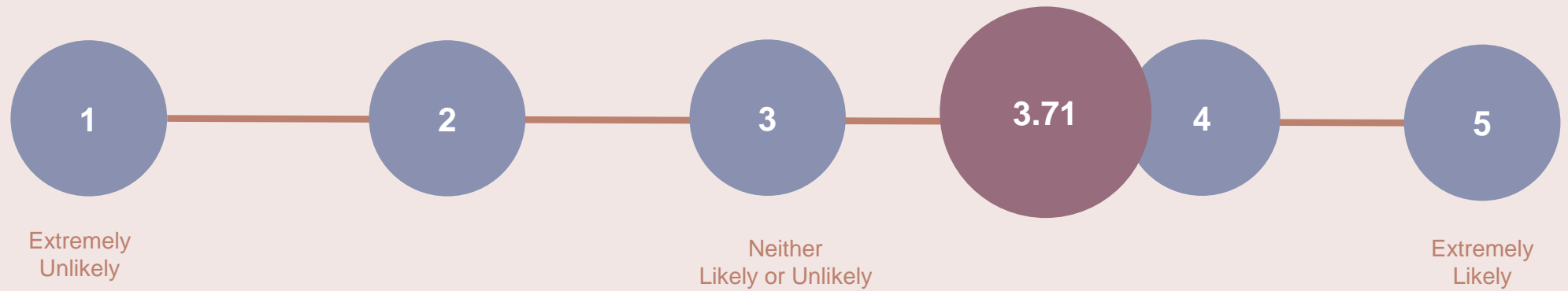
27% of respondents indicated that Online Reviews would be more influential when thinking of booking a vacation



N: 3,688 – excluded Others (N: 12)

Q: Which of the following would be more influential when thinking of booking a vacation? Select all that apply

Likelihood to visit

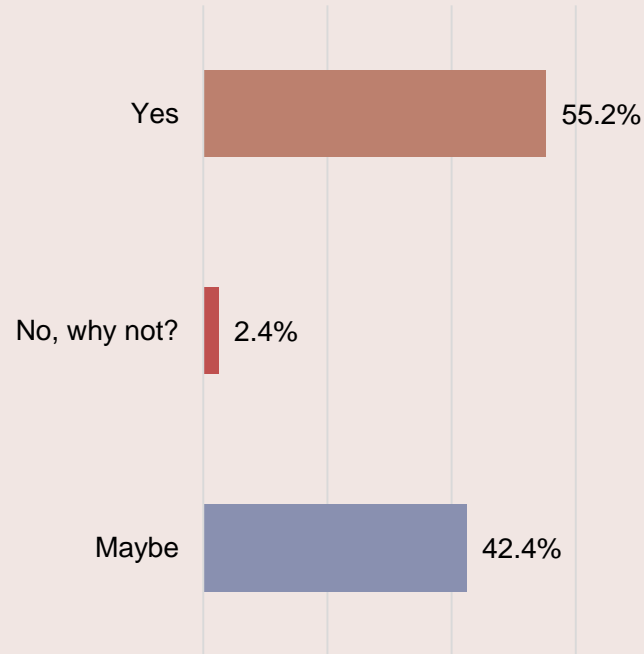


N: 1,522

Q: How likely are you to visit a destination after experiencing it in the Metaverse.

Increased Appeal

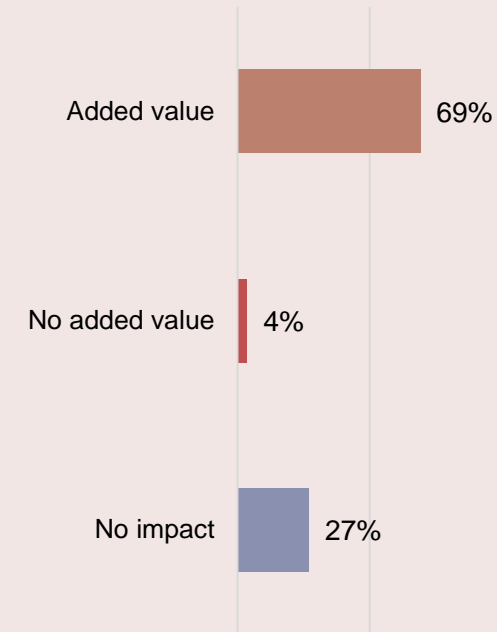
Appeal VR



55.2% indicated that VR appeals to them

69% indicated that the adoption of Metaverse increases the appeal of the destination

Appeal Adoption of Metaverse



Q: Will the adoption of Metaverse by a destination increase the overall appeal of the destination for you?

Q: Would a destination active in a virtual reality world appeal more to you?

Comments related to answer option No, why not?
N: 37. The comments are related to being more interested in experiencing the history and cultural aspects and trust.

JOIN THE

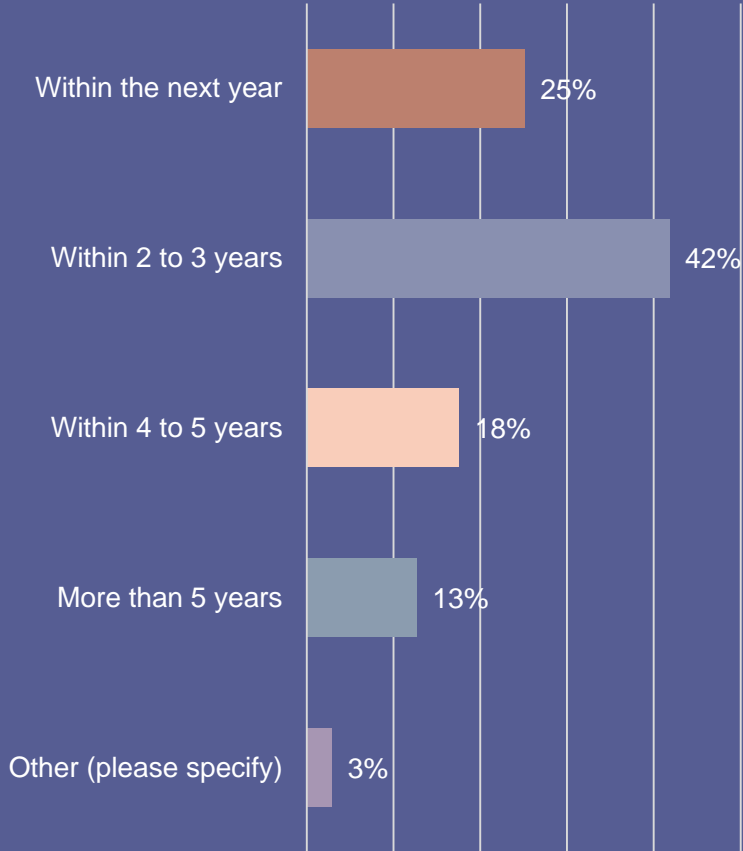
META ISLAND

Get your passport now!



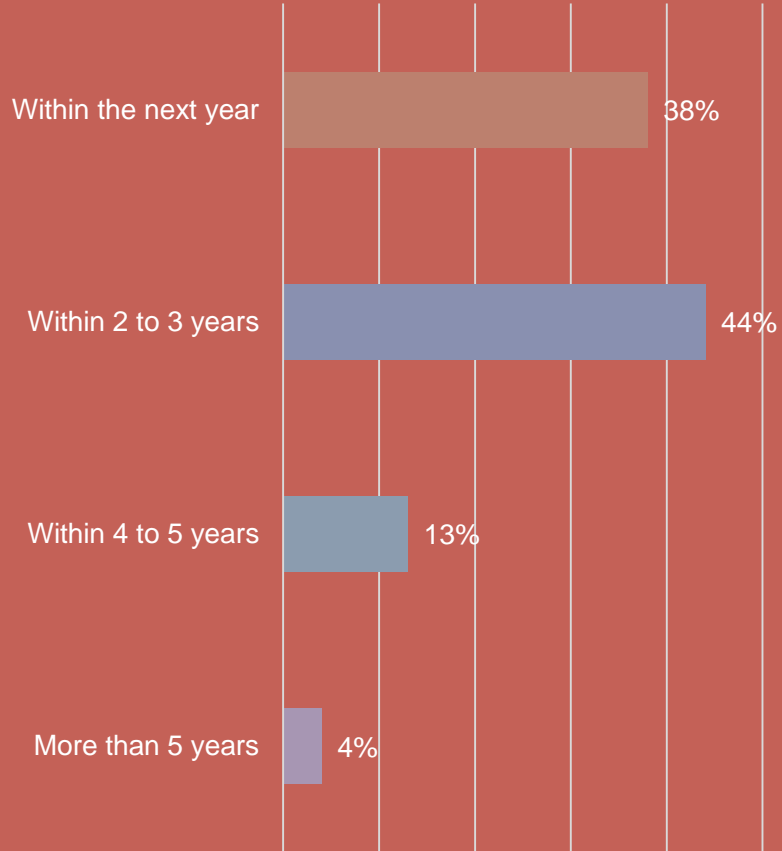
When will Metaverse become the norm

ATA:



N: 1,522
Q: Thinking about Metaverse plans, when do you expect these to be embedded fully and as part of your activities?

PwC 2022 US Business and Consumer Metaverse Survey, July 2022:



Base: All PwC respondents (1,004)
Q: Thinking about Metaverse plans, when do you expect these to be embedded fully and as part of your activities?

Appeal of Metaverse

The top statements respondents **either somewhat agree with or strongly agree with** are: 59% mentioned that Metaverse will accelerate the use of digital assets and 57% are excited and look forward to the opportunities to be creative in a virtual world

Top statements which were **either somewhat disagreed with or strongly disagreed with** are: A true Metaverse won't be achieved in the next 10 years (34%) and I worry about the societal impact (33%)

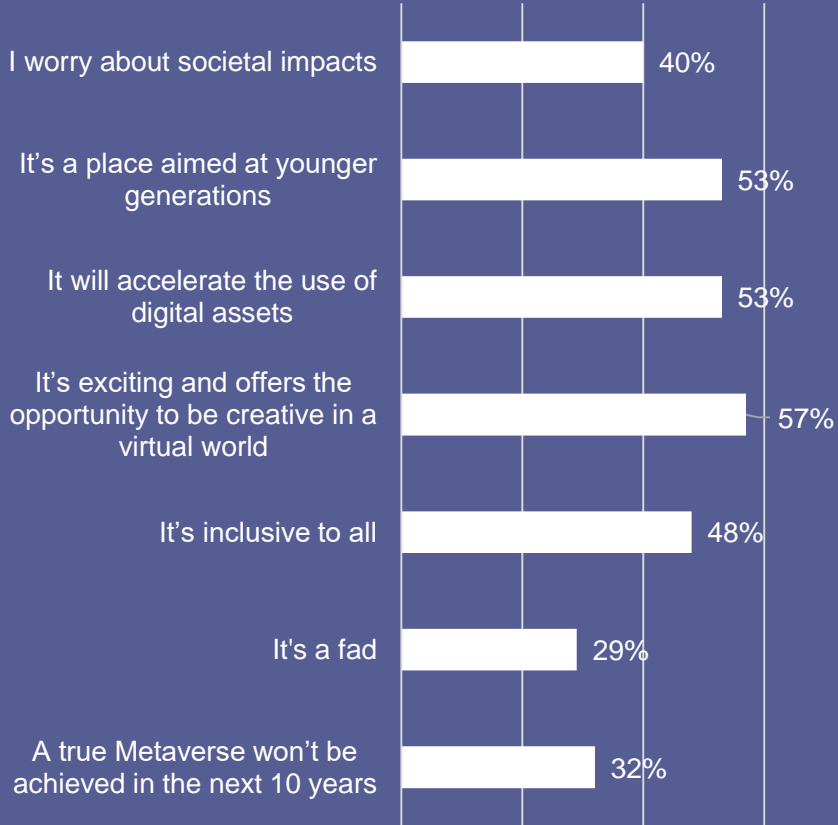
■ Neither agree nor disagree ■ Somewhat agree ■ Strongly agree



N: 1,522
 Q: Thinking about the Metaverse, to what extent do you agree or disagree with the following statements?
 Excluded Answer Options: Strongly disagree and Somewhat disagree

Appeal of Metaverse

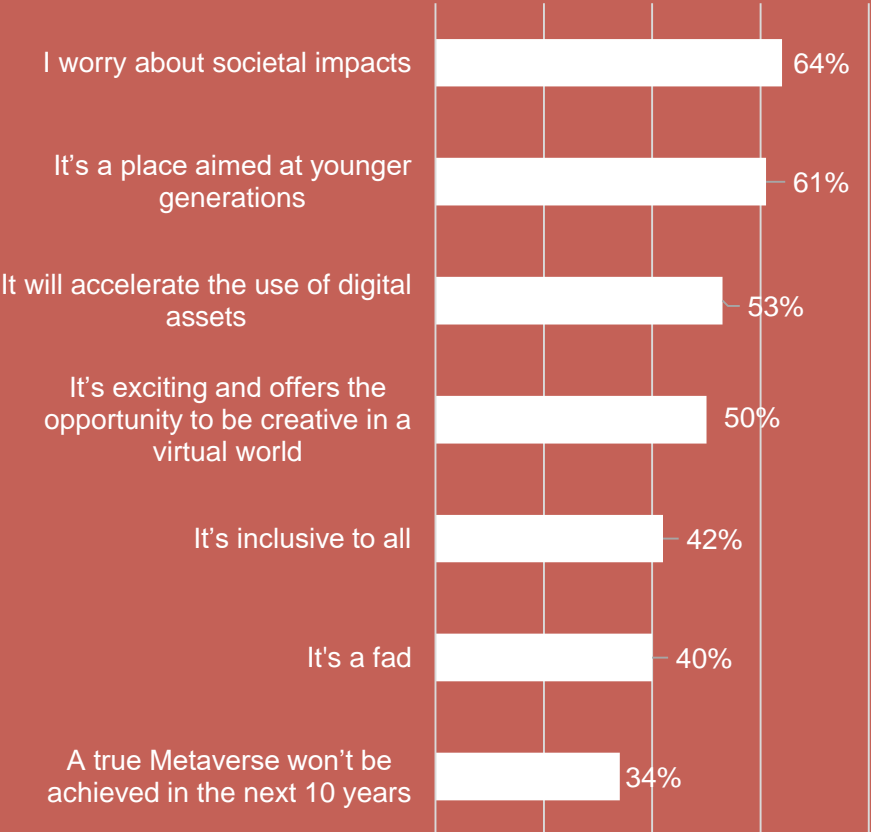
ATA



N: 1,522
 Q: Thinking about the Metaverse, to what extent do you agree or disagree with the following statements?
 Excluded Answer Options: Strongly disagree and Somewhat disagree

PwC 2022 US Business and Consumer Metaverse Survey, July 2022:

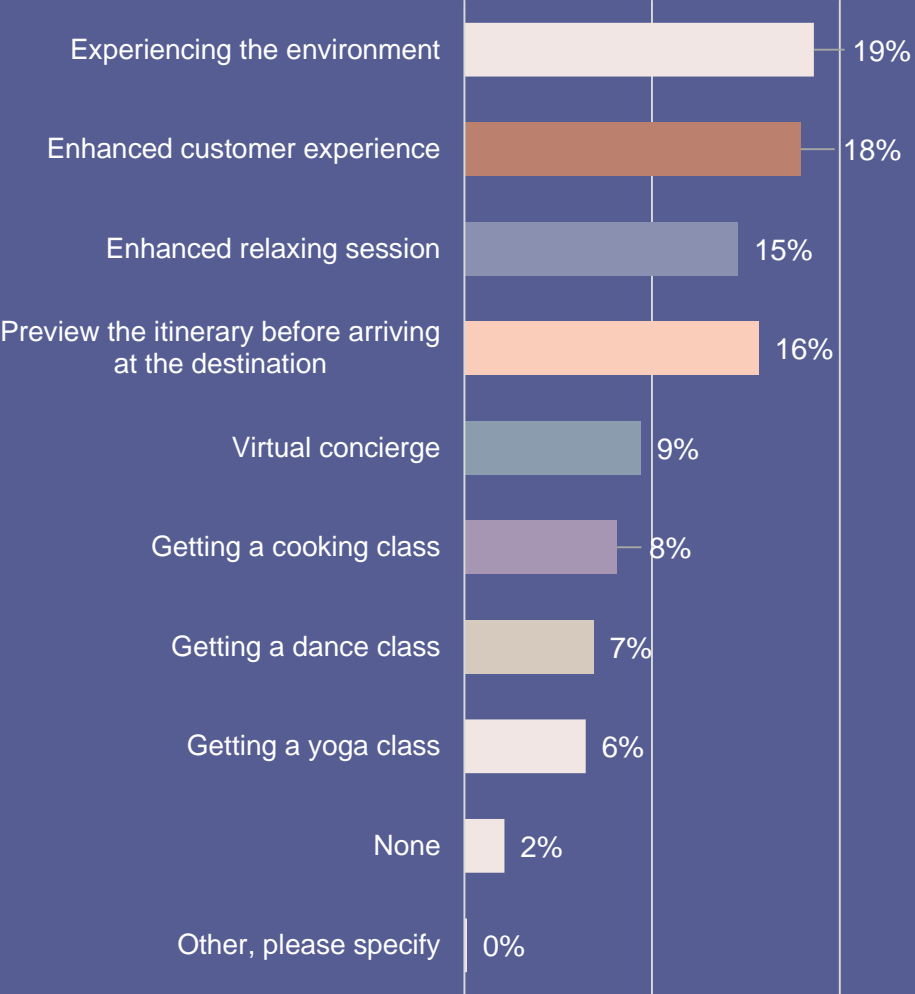
PWC



Source: PwC 2022 US Business and Consumer Metaverse Survey, July 2022. Base: 1,004;
 Thinking about the metaverse, to what extent do you agree or disagree with the following statements? Base: 5212

Benefits Metaverse

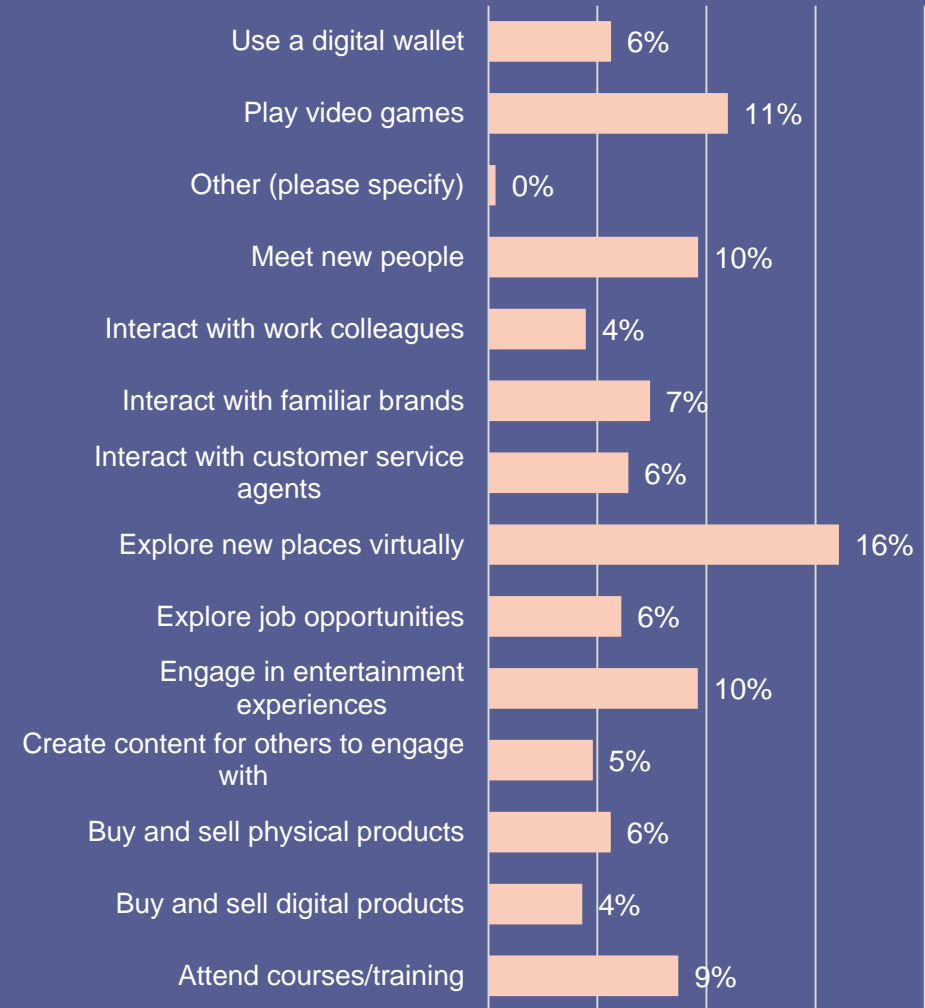
19% of respondents indicated that experiencing the environment is a potential benefit Metaverse will bring to their travel experience



N: 1,522
Q: Which of the following potential benefits will Metaverse bring to your travel experience?

Top Innovative Activities

Top answers: 16% Explore New places virtually, 11% Play video games and 10% Meet new people and Engage in entertainment experiences

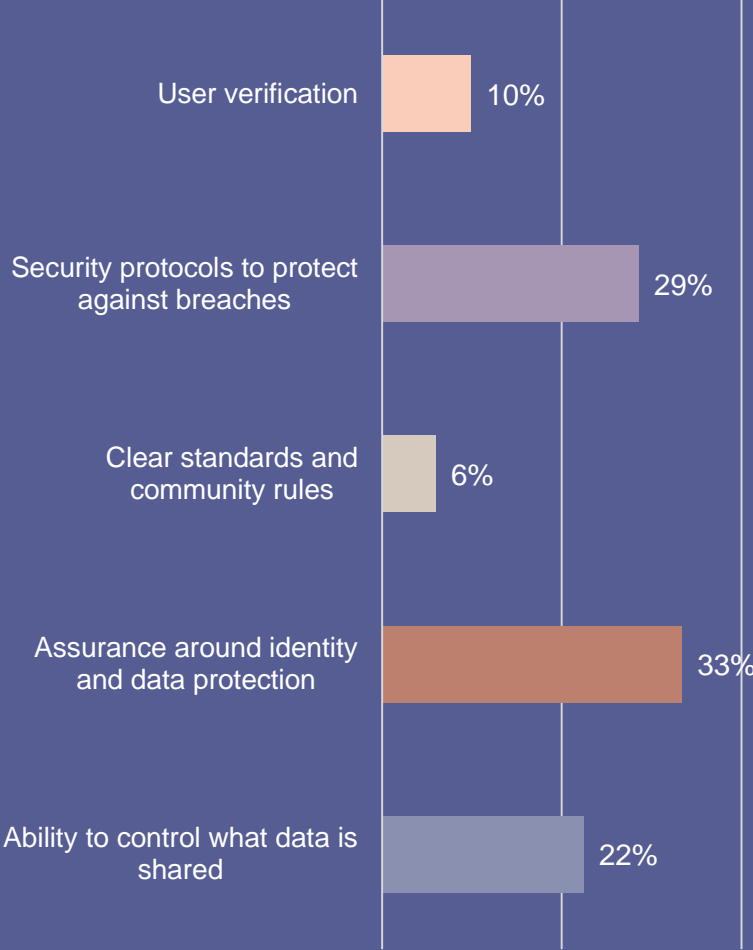


N: 6,420

Q: Below is a list of some of the activities that innovators say you will be able to do in the Metaverse. Please select which activities you would be interested in experiencing while in the Metaverse. Select all that apply.

Trust

33% of the respondents indicated that Assurance around identity and data protection could have the most impact in building trust in the Metaverse



N: 1,522
Q: Which of the following would have the most significant impact on building your trust in the Metaverse?



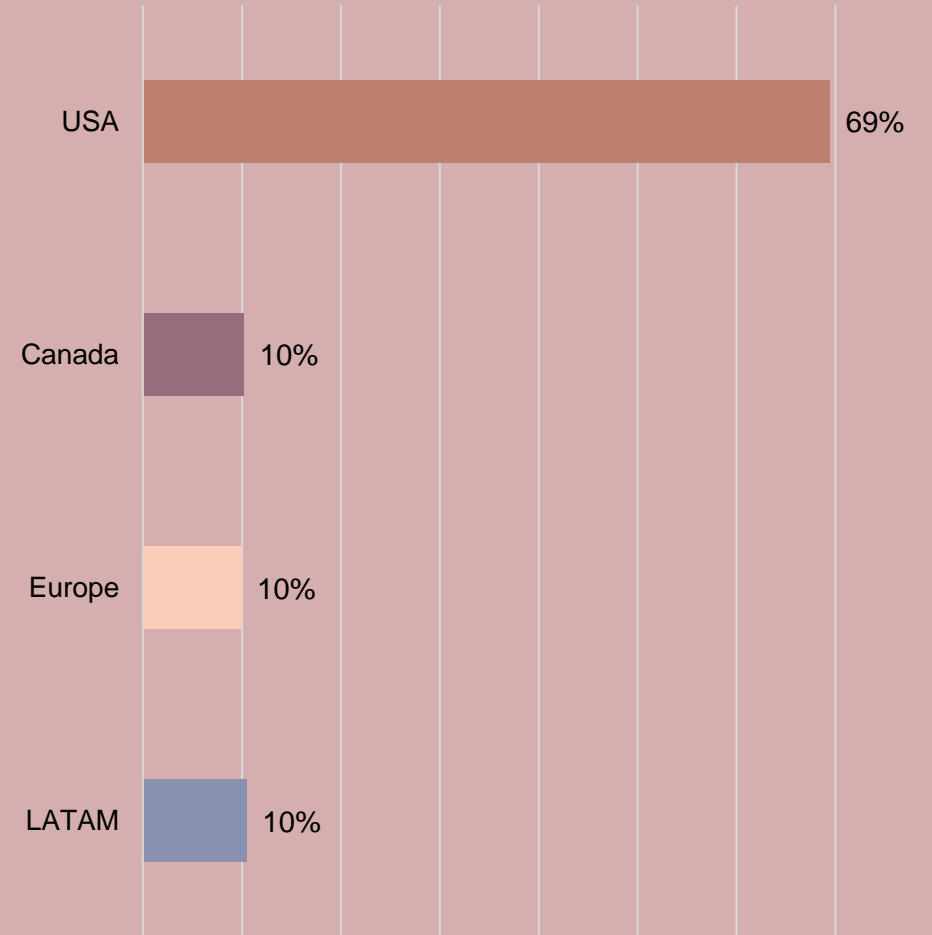
Demographics

Demographics

69% of the respondents are from the US, and 10% are from Canada, Europe, and Latam countries

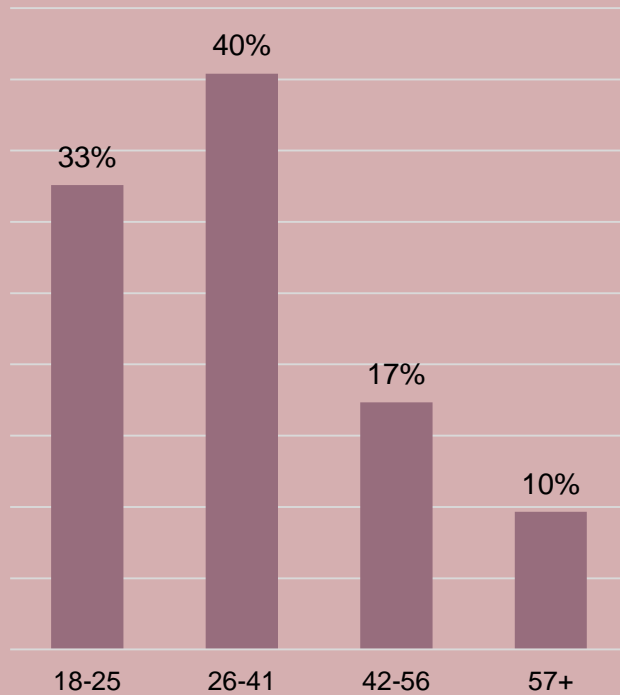
Notes:

LATAM countries: Argentina, Brazil, Chile, Colombia, and Ecuador. European countries: Germany, Italy, Holland, and the UK



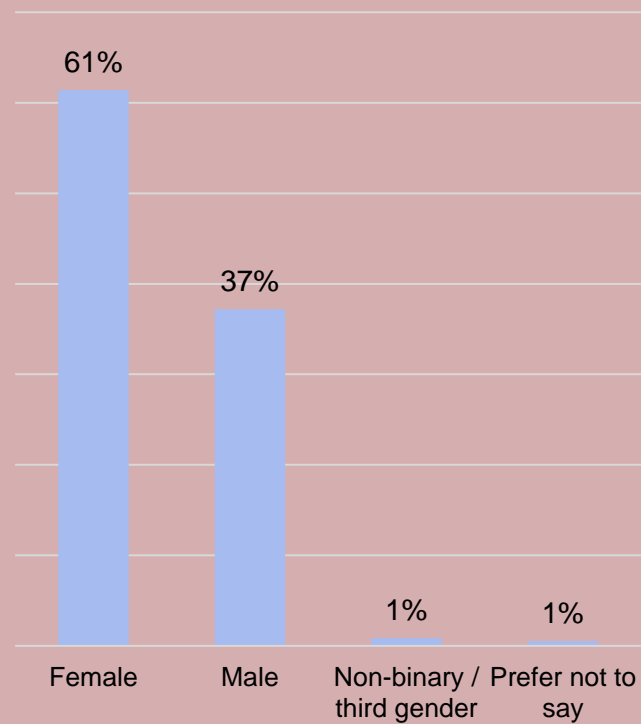
Demographics

Age



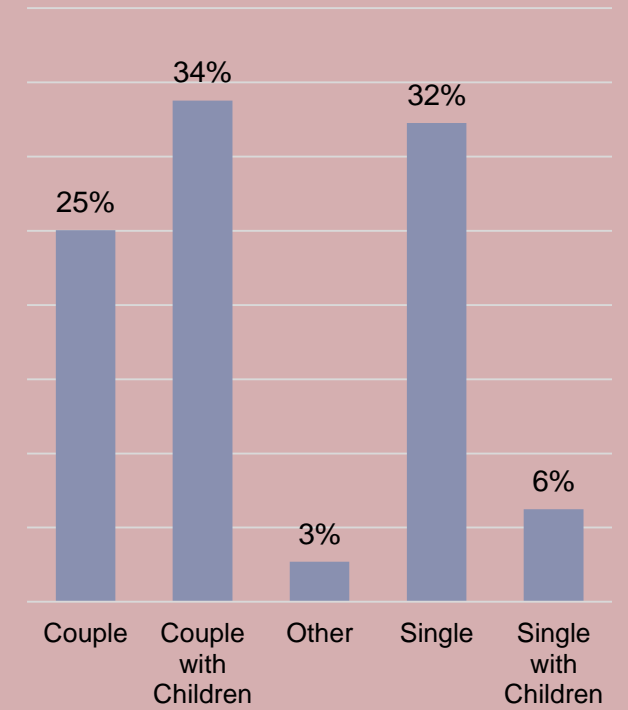
Q: Age

Gender



Q: What is your gender?

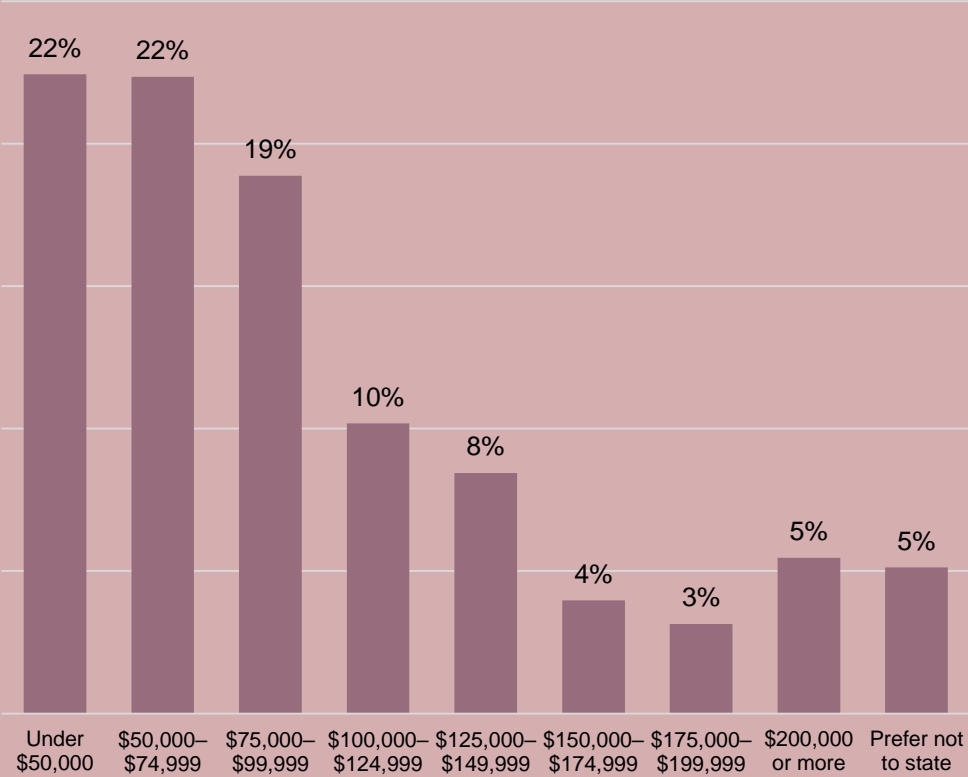
Household Composition



Q: Which of the following best describes your household?

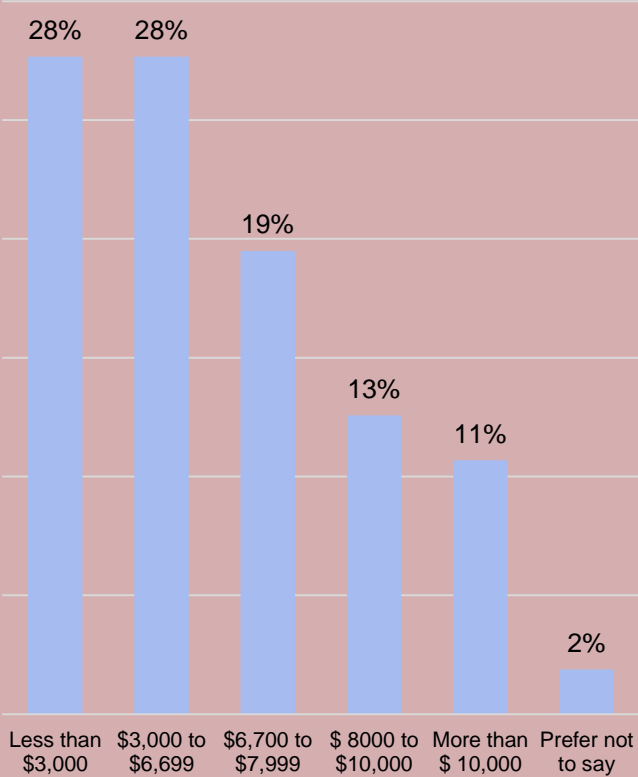
Demographics

HHI in USD\$



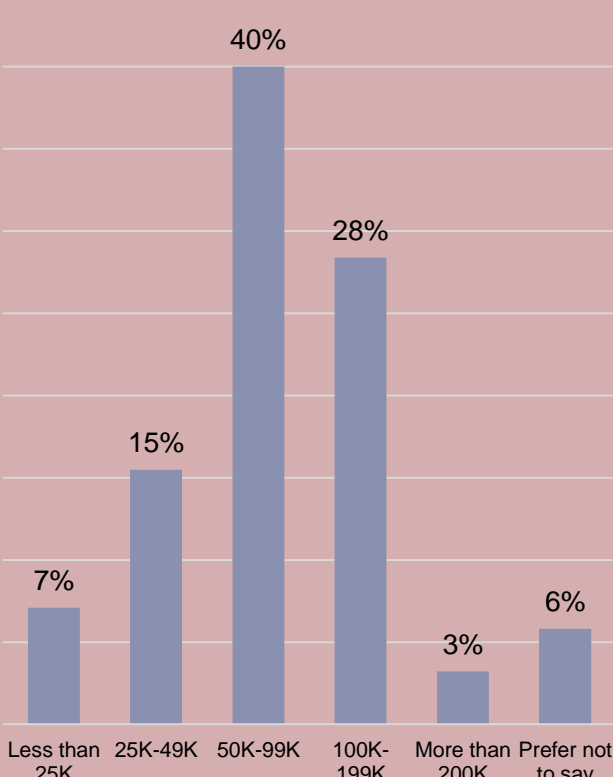
N: 1,208 | Q: *What is your average annual household income in USD?*
USA and European countries

Average Monthly Income



N: 159 | Q: *What is your average monthly Income?*
LATAM countries

HHI in CAD\$



N: 155 | Q: *What was your total household income?*
Canada



MASHA DANKI

Thank You

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