



JULY 2024

Monthly Report

VISA SPENDING Q2 2024



Q2 2024 AVERAGE VISA CREDIT CARD

USD\$. **615** Q2 2023 USD\$. 625

Q2 2024 TOTAL VISA CREDIT CARD AMOUNT SPEND

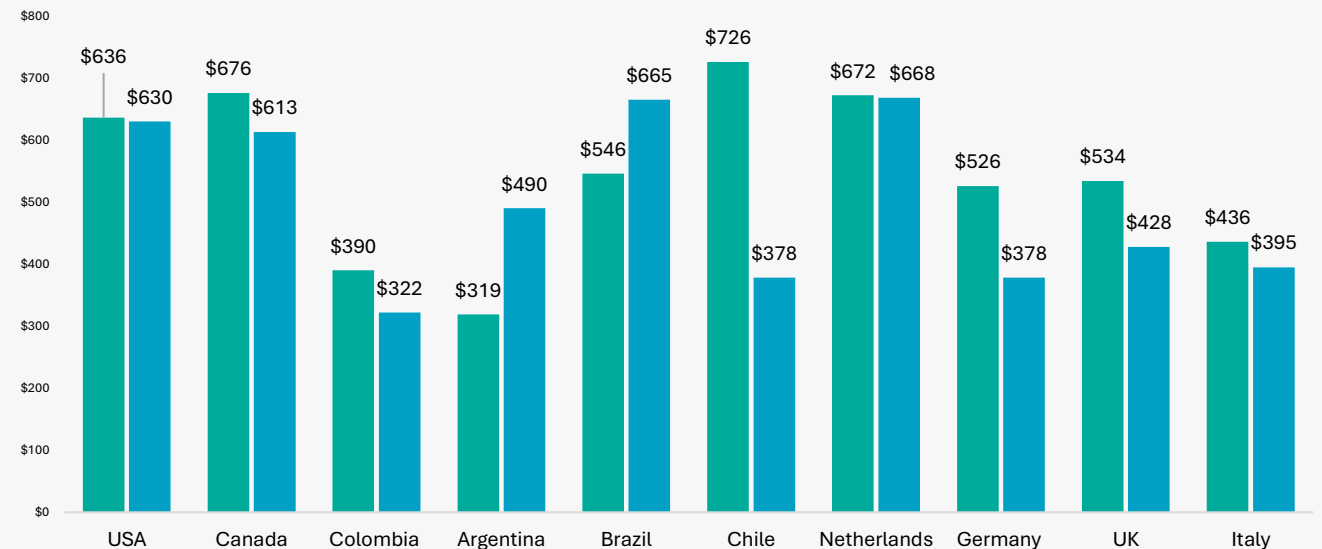
USD\$. **149,708,976**



TOP 10 Categories	Spend Amount (US \$)	\$ Y/Y Growth	Cardholder Count	Spend per Cardholder
RESTAURANTS	\$42 887 963	17,9%	160 358	\$267
HOTELS & LODGING	\$35 233 357	34,5%	39 323	\$896
RETAIL	\$33 755 015	6,2%	138 713	\$243
FOOD & GROCERY	\$8 888 986	18,5%	79 440	\$112
TRANSPORTATION	\$6 597 166	26,0%	28 298	\$233
ENTERTAINMENT	\$5 052 362	8,0%	28 550	\$177
HOME IMPROVEMENT & SUPPLY	\$908 380	2,5%	1 723	\$527
FUEL	\$835 674	27,3%	21 368	\$39
TRAVEL SERVICES	\$568 507	-27,7%	1 516	\$375

Q2 2024 VISA CREDIT CARD AVERAGE SPENDING WHILE ON ARUBA

■ Q2 2023 ■ Q2 2024



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 JULY 2024/2023



HOW MANY ARRIVALS?

861,128

17.5%



HOW LONG DID THEY STAY?

6,644,223

12.6%



WHAT DID THEY SPEND? **
Central Bank Aruba (Q1- Q3 2023)

Avg. 3,451.6 min

15%

Q1-Q3 2022: 2,993.70

**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



1,423,082

NIGHTS

21.4%

% Share

ALL INCLUSIVE



909,745

NIGHTS

13.7%

TIMESHARE



1,869,773

NIGHTS

28.1%

OTHERS



2,441,623

NIGHTS

36.7%



ARRIVALS YTD JULY 2024/2023

861,128
ARRIVALS

17.5%
GROWTH

	2023		Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
USA	568,046		88,556	656,602	15.6%	77.5%	76.2%
Canada	36,045		6,095	42,140	16.9%	4.9%	4.9%
NA	604,091		94,651	698,742	15.7%	82.5%	81.1%
Venezuela	1,131		604	1,735	53.4%	0.2%	0.2%
Colombia	26,534		11,112	37,646	41.9%	3.6%	4.4%
Brazil	7,410		2,095	9,505	28.3%	1.0%	1.1%
Argentina	10,468		5,666	16,134	54.1%	1.4%	1.9%
Chile	4,710		4,034	8,744	85.6%	0.6%	1.0%
Ecuador	3,123		3,323	6,446	106.4%	0.4%	0.7%
Peru	3,147		7,641	10,788	242.8%	0.4%	1.3%
Paraguay	504		165	669	32.7%	0.1%	0.1%
Uruguay	974		958	1,932	98.4%	0.1%	0.2%
Mexico	1,693		530	2,223	31.3%	0.2%	0.3%
Others	6,831		743	7,574	10.9%	0.9%	0.9%
SA	66,525		36,871	103,396	55.4%	9.1%	12.0%
Netherlands	22,957	-2,009		20,948	-8.8%	3.1%	2.4%
UK	3,375		922	4,297	27.3%	0.5%	0.5%
Germany	3,320	-881		2,439	-26.5%	0.5%	0.3%
Italy	2,398	-212		2,186	-8.8%	0.3%	0.3%
Sweden	1,692	-1,166		526	-68.9%	0.2%	0.1%
Belgium	1,206	-192		1,014	-15.9%	0.2%	0.1%
Austria	398	-47		351	-11.8%	0.1%	0.0%
Switzerland	1,055		128	1,183	12.1%	0.1%	0.1%
Others	5,563	-39		5,524	-0.7%	0.8%	0.6%
Europe	41,964	-3,496		38,468	-8.3%	5.7%	4.5%
ROW	20,013		509	20,522	2.5%	2.7%	2.4%
Total	732,593		128,535	861,128	17.5%		
W/O Ven.	731,462		127...	859,393	17.5%		



ARRIVALS USA

YTD JULY 2024/2023

656,602
ARRIVALS

15.6%
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
New York	107,766	20,342	128,108	18.9%	19.0%	19.5%
Massachusetts	76,349	5,215	81,564	6.8%	13.4%	12.4%
New Jersey	63,695	16,039	79,734	25.2%	11.2%	12.1%
Pennsylvania	34,278	5,916	40,194	17.3%	6.0%	6.1%
Illinois	14,990	1,011	16,001	6.7%	2.6%	2.4%
Connecticut	21,574	4,357	25,931	20.2%	3.8%	3.9%
Florida	29,573	5,217	34,790	17.6%	5.2%	5.3%
Ohio	16,560	3,264	19,824	19.7%	2.9%	3.0%
Maryland	17,408	3,515	20,923	20.2%	3.1%	3.2%
Michigan	11,408	402	11,810	3.5%	2.0%	1.8%
Virginia	16,104	2,819	18,923	17.5%	2.8%	2.9%
Georgia	14,015	708	14,723	5.1%	2.5%	2.2%
North Carolina	16,427	2,707	19,134	16.5%	2.9%	2.9%
Texas	17,617	1,152	18,769	6.5%	3.1%	2.9%
California	10,628	1,725	12,353	16.2%	1.9%	1.9%
Other	99,654	14,167	113,821	14.2%	17.5%	17.3%
Total	568,046	88,556	656,602	15.6%		



NIGHTS YTD JULY 2024/2023

6,644,223
ARRIVALS

12.6%
GROWTH

	2023		Growth	2024	% Growth	ALOS 2023	ALOS 2024
USA	4,296,031		501,832	4,797,863	11.7%	7.6	7.3
Canada	377,240		50,209	427,449	13.3%	10.5	10.1
NA	4,673,271		552,041	5,225,312	11.8%	7.7	7.5
Venezuela	12,165		8,867	21,032	72.9%	10.8	12.1
Colombia	194,355		55,234	249,589	28.4%	7.3	6.6
Brazil	47,179		14,649	61,828	31.0%	6.4	6.5
Argentina	96,938		49,153	146,091	50.7%	9.3	9.1
Chile	37,296		28,953	66,249	77.6%	7.9	7.6
Ecuador	16,511		11,872	28,383	71.9%	5.3	4.4
Peru	22,674		39,333	62,007	173.5%	7.2	5.7
Paraguay	3,464		846	4,310	24.4%	6.9	6.4
Uruguay	7,756		7,318	15,074	94.4%	8.0	7.8
Mexico	10,156		8,610	18,766	84.8%	6.0	8.4
Others	47,714		4,304	52,018	9.0%	7.0	6.9
SA	496,208		229,139	725,347	46.2%	7.5	7.0
Netherlands	398,300	-35,561		362,739	-8.9%	17.3	17.3
UK	30,485		11,446	41,931	37.5%	9.0	9.8
Germany	29,274	-3,972		25,302	-13.6%	8.8	10.4
Italy	21,232	-3,225		18,007	-15.2%	8.9	8.2
Sweden	20,677	-15,128		5,549	-73.2%	12.2	10.5
Belgium	15,010		860	15,870	5.7%	12.4	15.7
Austria	3,991	-26		3,965	-0.7%	10.0	11.3
Switzerland	9,919		2,027	11,946	20.4%	9.4	10.1
Others	59,036	-7,850		51,186	-13.3%	10.6	9.3
Europe	587,924	-51,429		536,495	-8.7%	14.0	13.9
ROW	141,218		15,851	157,069	11.2%	7.1	7.7
Total	5,898,621		745,602	6,644,223	12.6%	8.1	7.7



ACCOMMODATIONS

YTD JULY 2024/2023

861,128
ARRIVALS

17.5%
GROWTH

ARRIVALS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	199,679	29,458	229,137	14.8%	27.3%	26.6%
All Inclusive	129,480	6,570	136,050	5.1%	17.7%	15.8%
Timeshare	197,387	15,366	212,753	7.8%	26.9%	24.7%
Others	206,047	77,141	283,188	37.4%	28.1%	32.9%
Total	732,593	128,535	861,128	17.5%		

NIGHTS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	1,279,446	143,636	1,423,082	11.2%	21.7%	21.4%
All Inclusive	882,065	27,680	909,745	3.1%	15.0%	13.7%
Timeshare	1,776,961	92,812	1,869,773	5.2%	30.1%	28.1%
Others	1,960,149	481,474	2,441,623	24.6%	33.2%	36.7%
Total	5,898,621	745,602	6,644,223	12.6%		

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 JULY 2024

861,128
ARRIVALS

9.4%
GROWTH

	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	195,236	173,193	12.7%	110,841	104,065	6.5%	192,323	179,712	7.0%	158,202	111,076	42.4%
Venezuela	303	243	24.7%	22	12	83.3%	218	188	16.0%	1,192	688	73.3%
Netherlands	2,100	2,496	-15.9%	738	1,217	-39.4%	900	953	-5.6%	17,210	18,291	-5.9%
Canada	6,665	5,332	25.0%	9,327	9,234	1.0%	5,882	5,614	4.8%	20,266	15,865	27.7%
Brazil	2,949	2,411	22.3%	821	977	-16.0%	910	854	6.6%	4,825	3,168	52.3%
Colombia	3,963	2,669	48.5%	1,756	1,932	-9.1%	4,173	3,666	13.8%	27,754	18,267	51.9%
Argentina	2,198	1,521	44.5%	5,286	4,697	12.5%	2,366	1,464	61.6%	6,284	2,786	125.6%
Chile	1,385	649	113.4%	2,040	2,007	1.6%	1,169	573	104.0%	4,150	1,481	180.2%
Peru	1,927	524	267.7%	1,836	881	108.4%	1,012	379	167.0%	6,013	1,363	341.2%
UK	1,441	1,086	32.7%	301	391	-23.0%	344	354	-2.8%	2,211	1,544	43.2%
Italy	702	558	25.8%	323	645	-49.9%	182	120	51.7%	979	1,075	-8.9%
Total mainmkt	218,869	190,682	14.8%	133,291	126,058	5.7%	209,479	193,877	8.0%	249,086	175,604	41.8%
All visitors	229,137	199,679	14.8%	136,050	129,480	5.1%	212,753	197,387	7.8%	283,188	206,047	37.4%

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ACCOMMODATIONS - MARKETSHARE

YTD JULY 2024

861,128
ARRIVALS

9.4%
GROWTH

	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	85.2%	86.7%	-1.8%	81.5%	80.4%	1.4%	90.4%	91.0%	-0.7%	55.9%	53.9%	3.6%
Venezuela	0.1%	0.1%	8.7%	0.0%	0.0%	74.5%	0.1%	0.1%	7.6%	0.4%	0.3%	26.1%
Netherlands	0.9%	1.3%	-26.7%	0.5%	0.9%	-42.3%	0.4%	0.5%	-12.4%	6.1%	8.9%	-31.5%
Canada	2.9%	2.7%	8.9%	6.9%	7.1%	-3.9%	2.8%	2.8%	-2.8%	7.2%	7.7%	-7.1%
Brazil	1.3%	1.2%	6.6%	0.6%	0.8%	-20.0%	0.4%	0.4%	-1.1%	1.7%	1.5%	10.8%
Colombia	1.7%	1.3%	29.4%	1.3%	1.5%	-13.5%	2.0%	1.9%	5.6%	9.8%	8.9%	10.5%
Argentina	1.0%	0.8%	25.9%	3.9%	3.6%	7.1%	1.1%	0.7%	49.9%	2.2%	1.4%	64.1%
Chile	0.6%	0.3%	86.0%	1.5%	1.6%	-3.3%	0.5%	0.3%	89.3%	1.5%	0.7%	103.9%
Peru	0.8%	0.3%	220.5%	1.3%	0.7%	98.3%	0.5%	0.2%	147.7%	2.1%	0.7%	221.0%
UK	0.6%	0.5%	15.6%	0.2%	0.3%	-26.7%	0.2%	0.2%	-9.8%	0.8%	0.7%	4.2%
Italy	0.3%	0.3%	9.6%	0.2%	0.5%	-52.3%	0.1%	0.1%	40.7%	0.3%	0.5%	-33.7%
Total main mkt	95.5%	95.5%	0.0%	98.0%	97.4%	0.6%	98.5%	98.2%	0.2%	88.0%	85.2%	3.2%
All visitors	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%










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 JULY 2024/2023

861,128
ARRIVALS

17.5%
GROWTH

	2023	Growth	2024	% Growth
0 - 11	49,643	 12,993	62,636	26.2%
12-19	54,671	 13,024	67,695	23.8%
20 - 29	85,662	 19,706	105,368	23.0%
30 - 39	110,526	 22,367	132,893	20.2%
40 - 49	121,013	 22,420	143,433	18.5%
50 - 59	142,381	 14,716	157,097	10.3%
60 - 69	110,786	 15,467	126,253	14.0%
70 +	57,857	 7,870	65,727	13.6%
Not Stated	54	-28	26	-51.9%
Total	732,593	 128,535	861,128	17.5%



GENERATIONS

YTD JULY 2024/2023

861,128
VISITORS

17.5%
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
Gen A	38,763	10,118	48,881	26.1%	5.3%	5.7%
Gen Z	112,361	27,619	139,980	24.6%	15.3%	16.3%
Millennials	174,567	34,871	209,438	20.0%	23.8%	24.3%
Gen X	197,229	29,290	226,519	14.9%	26.9%	26.3%
Baby Boomers	189,147	23,510	212,657	12.4%	25.8%	24.7%
Silent Generations	20,472	3,155	23,627	15.4%	2.8%	2.7%
Age not specified	54	-28	26	-51.9%	0.0%	0.0%
Total	732,593	128,535	861,128	17.5%		



PURPOSE OF VISIT YTD JULY 2024/2023

861,128
VISITORS

17.5%
GROWTH

PURPOSE OF VISIT YTD JULY 2024

	2024	Market share 2024	2023	Market share 2023	% Growth
Sun, Sand and Sea	726,298	84.3%	602,263	82.2%	20.6%
Business	14,750	1.7%	13,828	1.9%	6.7%
Conference	5,376	0.6%	5,315	0.7%	1.1%
Honeymoon	19,044	2.2%	18,253	2.5%	4.3%
Diving	2,653	0.3%	2,471	0.3%	7.4%
Incentive	7,193	0.8%	7,568	1.0%	-5.0%
Meeting	5,145	0.6%	5,020	0.7%	2.5%
Not specified	58,864	6.8%	56,560	7.7%	4.1%
Shopping	5,137	0.6%	4,754	0.6%	8.1%
Wedding	16,668	1.9%	16,561	2.3%	0.6%
Total	861,128	100.0%	732,593	100.0%	17.5%

CONVINCING REASONS FOR VISIT YTD JULY 2024

Reasons for Choice	YTD June 2024	Market Share
Adventure Activities	36,010	4%
Direct Flights	35,453	4%
Ease/Comfort	57,893	7%
Familiarity	75,404	9%
Family Friendly Destination	231,000	27%
Not Specified	9,064	1%
Other	97,743	11%
Outside Hurricane Belt	17,293	2%
Points redemption	12,692	1%
Reliable weather	119,634	14%
Word of mouth	154,719	18%
Blanks	14,223	2%
Total	861,128	



CARRIERS YTD JULY 2024/2023

861,128
VISITORS

17.5%
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
JETBLUE	169,753	37,570	207,323	22.1%	23.2%	24.1%
AMERICAN AIRLINES	166,686	904	167,590	0.5%	22.8%	19.5%
UNITED AIRLINES	95,063	18,593	113,656	19.6%	13.0%	13.2%
DELTA AIRLINE	89,980	15,407	105,387	17.1%	12.3%	12.2%
SOUTHWEST AIRLINES	35,690	5,860	41,550	16.4%	4.9%	4.8%
AVIANCA	30,528	6,967	37,495	22.8%	4.2%	4.4%
COPA AIRLINES	24,386	12,549	36,935	51.5%	3.3%	4.3%
SPIRIT AIRLINES	8,723	11,690	20,413	134.0%	1.2%	2.4%
WINGO	11,755	7,075	18,830	60.2%	1.6%	2.2%
WESTJET AIRLINES	11,469	6,501	17,970	56.7%	1.6%	2.1%
KLM ROYAL DUTCH	20,323	-3,440	16,883	-16.9%	2.8%	2.0%
LATAM AIRLINES / PERU	0	11,144	11,144	-	0.0%	1.3%
DIVI DIVI AIR	11,331	-812	10,519	-7.2%	1.5%	1.2%
AIR CANADA	10,281	-396	9,885	-3.9%	1.4%	1.1%
SUNWING AIRLINES	9,175	-652	8,523	-7.1%	1.3%	1.0%
TUI FLY NL	8,944	-1,192	7,752	-13.3%	1.2%	0.9%
EZ AIR	6,719	-163	6,556	-2.4%	0.9%	0.8%
PRIVATE	6,219	-991	5,228	-15.9%	0.8%	0.6%
WINAIR	944	2,395	3,339	253.7%	0.1%	0.4%
SURINAM AIRWAYS	3,178	16	3,194	0.5%	0.4%	0.4%
BRITISH AIRWAYS	1,878	1,096	2,974	58.4%	0.3%	0.3%
SUN COUNTRY AIRLINES	2,256	632	2,888	28.0%	0.3%	0.3%
CHARTER	2,447	-726	1,721	-29.7%	0.3%	0.2%
ARAJET	620	434	1,054	70.0%	0.1%	0.1%
JETAIR CARIBBEAN	1,409	-502	907	-35.6%	0.2%	0.1%
SKY HIGH AVIATION	428	202	630	47.2%	0.1%	0.1%
OTHERS	2,408	-1,626	782	-67.5%	0.3%	0.1%
Total	732,593	128,535	861,128	17.5%		



CARRIERS YTD JULY 2024/2023

861,128
VISITORS

17.5%
GROWTH

Embarkation point	APO Code	JAN-JULY '24	Mkt Share	JAN-JULY'23	Mkt Share	24 vs 23
JFK NY	JFK	136,578	15.9%	126,907	17.3%	7.6%
Boston	BOS	103,031	12.0%	95,604	13.1%	7.8%
Newark	EWR	95,506	11.1%	63,042	8.6%	51.5%
Miami	MIA	61,561	7.1%	58,217	7.9%	5.7%
Charlotte	CLT	59,842	6.9%	60,602	8.3%	-1.3%
Atlanta	ATL	48,922	5.7%	36,060	4.9%	35.7%
Bogota	BOG	41,628	4.8%	36,956	5.0%	12.6%
Philadelphia	PHL	37,402	4.3%	38,133	5.2%	-1.9%
Panama City	PTY	37,007	4.3%	24,413	3.3%	51.6%
Toronto	YYZ	36,429	4.2%	30,950	4.2%	17.7%
Orlando	MCO	29,439	3.4%	28,247	3.9%	4.2%
G.Bush DC	IAD	26,578	3.1%	19,354	2.6%	37.3%
Amsterdam	AMS	24,643	2.9%	28,664	3.9%	-14.0%
Fort Lauderdale	FLL	20,824	2.4%	9,106	1.2%	128.7%
Curacao	CUR	19,607	2.3%	21,783	3.0%	-10.0%
Chicago	ORD	12,735	1.5%	10,300	1.4%	23.6%
Baltimore	BWI	12,131	1.4%	7,490	1.0%	62.0%
Lima, Peru	LIM	11,144	1.3%	0	0.0%	—
Medellin	MDE	10,112	1.2%	4,537	0.6%	122.9%
Houston International	IAH	5,312	0.6%	5,936	0.8%	-10.5%
Cali, Alfonso Bonilla Aragon	CLO	4,719	0.5%	906	0.1%	420.9%
Dallas Fort Worth Int Airport	DFW	3,781	0.4%	4,304	0.6%	-12.2%
LaGuardia Airport, NY	LGA	3,582	0.4%	3,907	0.5%	-8.3%
Sint Maarten	SXM	3,356	0.4%	958	0.1%	250.3%
Gatwick Airport , UK	LGW	2,975	0.3%	1,878	0.3%	58.4%
	Others	12,284	1.4%	14,339	2.0%	-14.3%
Grand Total		861,128	100.0%	732,593	100.0%	17.5%

JULY RESULT 2024

NORTH AMERICA



96,954

78.5%

SOUTH AMERICA



17,558

14.2%

EUROPE



5,487

4.4%

OTHERS



3,438

2.8%

TOTAL ARRIVALS

123,437

100%



ARRIVALS

JULY 2024/2023

123,437
ARRIVALS

9.4%
GROWTH

	2023		Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
USA	87,374		6,209	93,583	7.1%	77.4%	75.8%
Canada	2,980		391	3,371	13.1%	2.6%	2.7%
NA	90,354		6,600	96,954	7.3%	80.0%	78.5%
Venezuela	245		23	268	9.4%	0.2%	0.2%
Colombia	4,976		1,014	5,990	20.4%	4.4%	4.9%
Brazil	1,707		224	1,931	13.1%	1.5%	1.6%
Argentina	1,993		1,290	3,283	64.7%	1.8%	2.7%
Chile	824		412	1,236	50.0%	0.7%	1.0%
Ecuador	563		347	910	61.6%	0.5%	0.7%
Peru	722		1,221	1,943	169.1%	0.6%	1.6%
Paraguay	32		104	136	325.0%	0.0%	0.1%
Uruguay	235		287	522	122.1%	0.2%	0.4%
Mexico	320		63	383	19.7%	0.3%	0.3%
Others	1,049	-93		956	-8.9%	0.9%	0.8%
SA	12,666		4,892	17,558	38.6%	11.2%	14.2%
Netherlands	3,477	-458		3,019	-13.2%	3.1%	2.4%
UK	632	-136		496	-21.5%	0.6%	0.4%
Germany	317		2	319	0.6%	0.3%	0.3%
Italy	643	-145		498	-22.6%	0.6%	0.4%
Sweden	51	-7		44	-13.7%	0.0%	0.0%
Belgium	216	-103		113	-47.7%	0.2%	0.1%
Austria	74	-28		46	-37.8%	0.1%	0.0%
Switzerland	149		81	230	54.4%	0.1%	0.2%
Others	700		22	722	3.1%	0.6%	0.6%
Europe	6,259	-772		5,487	-12.3%	5.5%	4.4%
ROW	3,595	-157		3,438	-4.4%	3.2%	2.8%
Total	112,874		10,563	123,437	9.4%		
W/O Ven.	112,629		10,540	123,169	9.4%		



ARRIVALS USA

JULY 2024/2023

93,583
ARRIVALS

7.1%
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
New York	19,426	1,745	21,171	9.0%	22.2%	22.6%
Massachusetts	8,360	509	8,869	6.1%	9.6%	9.5%
New Jersey	12,237	1,717	13,954	14.0%	14.0%	14.9%
Pennsylvania	5,445	398	5,843	7.3%	6.2%	6.2%
Illinois	1,985	-81	1,904	-4.1%	2.3%	2.0%
Connecticut	3,131	594	3,725	19.0%	3.6%	4.0%
Florida	4,681	574	5,255	12.3%	5.4%	5.6%
Ohio	2,211	414	2,625	18.7%	2.5%	2.8%
Maryland	2,956	671	3,627	22.7%	3.4%	3.9%
Michigan	755	-101	654	-13.4%	0.9%	0.7%
Virginia	2,699	426	3,125	15.8%	3.1%	3.3%
Georgia	2,443	-108	2,335	-4.4%	2.8%	2.5%
North Carolina	2,612	192	2,804	7.4%	3.0%	3.0%
Texas	4,013	-321	3,692	-8.0%	4.6%	3.9%
California	1,974	259	2,233	13.1%	2.3%	2.4%
Other	12,446	-679	11,767	-5.5%	14.2%	12.6%
Total	87,374	6,209	93,583	7.1%		



NIGHTS JULY 2024/2023

944,418
NIGHTS

2.1%
GROWTH

	2023		Growth	2024	% Growth	ALOS 2023	ALOS 2024
USA	642,997		18,045	661,042	2.8%	7.4	7.1
Canada	28,056		2,244	30,300	8.0%	9.4	9.0
NA	671,053		20,289	691,342	3.0%	7.4	7.1
Venezuela	3,116		551	3,667	17.7%	12.7	13.7
Colombia	40,037		36	40,073	0.1%	8.0	6.7
Brazil	11,507		2,814	14,321	24.5%	6.7	7.4
Argentina	19,119		10,693	29,812	55.9%	9.6	9.1
Chile	6,873		2,408	9,281	35.0%	8.3	7.5
Ecuador	3,017		1,495	4,512	49.6%	5.4	5.0
Peru	4,992		6,458	11,450	129.4%	6.9	5.9
Paraguay	198		741	939	374.2%	6.2	6.9
Uruguay	2,044		1,914	3,958	93.6%	8.7	7.6
Mexico	2,030		1,545	3,575	76.1%	6.3	9.3
Others	7,714		59	7,773	0.8%	7.4	8.1
SA	100,647		28,714	129,361	28.5%	7.9	7.4
Netherlands	93,583	-29,479		64,104	-31.5%	26.9	21.2
UK	6,555	-1,000		5,555	-15.3%	10.4	11.2
Germany	3,211		510	3,721	15.9%	10.1	11.7
Italy	5,197	-1,848		3,349	-35.6%	8.1	6.7
Sweden	546	-143		403	-26.2%	10.7	9.2
Belgium	2,206	-1,023		1,183	-46.4%	10.2	10.5
Austria	733	-373		360	-50.9%	9.9	7.8
Switzerland	1,356		1,615	2,971	119.1%	9.1	12.9
Others	7,756	-173		7,583	-2.2%	11.1	10.5
Europe	121,143	-31,914		89,229	-26.3%	19.4	16.3
ROW	32,544		1,942	34,486	6.0%	9.1	10.0
Total	925,387		19,031	944,418	2.1%	8.2	7.7



ACCOMMODATIONS

JULY 2024/2023

123,437
ARRIVALS

9.4%
GROWTH

ARRIVALS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	30,848	814	31,662	2.6%	27.3%	25.7%
All Inclusive	19,874	694	20,568	3.5%	17.6%	16.7%
Timeshare	33,079	-1,659	31,420	-5.0%	29.3%	25.5%
Others	29,073	10,714	39,787	36.9%	25.8%	32.2%
Total	112,874	10,563	123,437	9.4%		

NIGHTS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	202,265	-717	201,548	-0.4%	21.9%	21.3%
All Inclusive	133,150	2,241	135,391	1.7%	14.4%	14.3%
Timeshare	284,598	-30,028	254,570	-10.6%	30.8%	27.0%
Others	305,374	47,535	352,909	15.6%	33.0%	37.4%
Total	925,387	19,031	944,418	2.1%		

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

JULY 2024/2023

123,437
ARRIVALS

9.4%
GROWTH

	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	26,729	26,450	1.1%	16,915	16,062	5.3%	27,642	29,419	-6.0%	22,297	15,443	44.4%
Venezuela	41	40	2.5%	9	0	-	59	67	-11.9%	159	138	15.2%
Netherlands	262	354	-26.0%	97	175	-44.6%	194	242	-19.8%	2,466	2,706	-8.9%
Canada	457	463	-1.3%	1,031	838	23.0%	305	385	-20.8%	1,578	1,294	21.9%
Brazil	739	711	3.9%	127	233	-45.5%	247	227	8.8%	818	536	52.6%
Colombia	598	601	-0.5%	275	226	21.7%	1,016	1,129	-10.0%	4,101	3,020	35.8%
Argentina	534	329	62.3%	847	873	-3.0%	622	393	58.3%	1,280	398	221.6%
Chile	227	150	51.3%	296	401	-26.2%	212	125	69.6%	501	148	238.5%
Peru	427	143	198.6%	342	217	57.6%	306	137	123.4%	868	225	285.8%
UK	145	182	-20.3%	48	131	-63.4%	55	82	-32.9%	248	237	4.6%
Italy	194	192	1.0%	107	302	-64.6%	43	22	95.5%	154	127	21.3%
Total main mkt	30,353	29,615	2.5%	20,094	19,458	3.3%	30,701	32,228	-4.7%	34,470	24,272	42.0%
All visitors	31,662	30,848	2.6%	20,568	19,874	3.5%	31,420	33,079	-5.0%	39,787	29,073	36.9%

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

JULY 2024/2023

123,437
ARRIVALS

9.4%
GROWTH

	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	84.4%	85.7%	-1.5%	82.2%	80.8%	1.8%	88.0%	88.9%	-1.1%	56.0%	53.1%	5.5%
Venezuela	0.1%	0.1%	-0.1%	0.0%	0.0%	#DIV/0!	0.2%	0.2%	-7.3%	0.4%	0.5%	-15.8%
Netherlands	0.8%	1.1%	-27.9%	0.5%	0.9%	-46.4%	0.6%	0.7%	-15.6%	6.2%	9.3%	-33.4%
Canada	1.4%	1.5%	-3.8%	5.0%	4.2%	18.9%	1.0%	1.2%	-16.6%	4.0%	4.5%	-10.9%
Brazil	2.3%	2.3%	1.3%	0.6%	1.2%	-47.3%	0.8%	0.7%	14.6%	2.1%	1.8%	11.5%
Colombia	1.9%	1.9%	-3.1%	1.3%	1.1%	17.6%	3.2%	3.4%	-5.3%	10.3%	10.4%	-0.8%
Argentina	1.7%	1.1%	58.1%	4.1%	4.4%	-6.3%	2.0%	1.2%	66.6%	3.2%	1.4%	135.0%
Chile	0.7%	0.5%	47.4%	1.4%	2.0%	-28.7%	0.7%	0.4%	78.6%	1.3%	0.5%	147.4%
Peru	1.3%	0.5%	190.9%	1.7%	1.1%	52.3%	1.0%	0.4%	135.2%	2.2%	0.8%	181.9%
UK	0.5%	0.6%	-22.4%	0.2%	0.7%	-64.6%	0.2%	0.2%	-29.4%	0.6%	0.8%	-23.5%
Italy	0.6%	0.6%	-1.6%	0.5%	1.5%	-65.8%	0.1%	0.1%	105.8%	0.4%	0.4%	-11.4%
Total main mkt	95.9%	96.0%	-0.1%	97.7%	97.9%	-0.2%	97.7%	97.4%	0.3%	86.6%	83.5%	3.8%
All visitors	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%










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 JULY 2024/2023

123,437
ARRIVALS

9.4%
GROWTH

	2023	Growth	2024	% Growth
0 - 11	10,045	 1,443	11,488	14.4%
12-19	14,820	 1,701	16,521	11.5%
20 - 29	14,146	 2,014	16,160	14.2%
30 - 39	15,803	 1,296	17,099	8.2%
40 - 49	20,938	 2,417	23,355	11.5%
50 - 59	20,184	 497	20,681	2.5%
60 - 69	11,091	 585	11,676	5.3%
70 +	5,843	 614	6,457	10.5%
Not Stated	4	-4	0	-100.0%
Total	112,874	 10,563	123,437	9.4%



GENERATIONS

JULY 2024/2023

123,437
ARRIVALS

9.4%
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
Gen A	7,524	987	8,511	13.1%	6.7%	6.9%
Gen Z	26,057	3,565	29,622	13.7%	23.1%	24.0%
Millennials	25,229	2,390	27,619	9.5%	22.4%	22.4%
Gen X	32,370	2,398	34,768	7.4%	28.7%	28.2%
Baby Boomers	19,495	1,034	20,529	5.3%	17.3%	16.6%
Silent Generations	2,195	193	2,388	8.8%	1.9%	1.9%
Age not specified	4	-4	0	-100.0%	0.0%	0.0%
Total	112,874	10,563	123,437	9.4%		



PURPOSE OF VISIT JULY 2024

123,437
ARRIVALS

9.4%
GROWTH

	2024	Market share 2024	2023	Market share 2023	% Growth
Sun, Sand, Sea	106,917	86.6%	89,036	78.9%	20.1%
Business	1,427	1.2%	1,205	1.1%	18.4%
Conference	507	0.4%	246	0.2%	106.1%
Honeymoon	3,255	2.6%	2,529	2.2%	28.7%
Diving	307	0.2%	316	0.3%	-2.8%
Incentive	721	0.6%	594	0.5%	21.4%
Meeting	552	0.4%	547	0.5%	0.9%
Not specified	6,302	5.1%	14,823	13.1%	-57.5%
Shopping	685	0.6%	741	0.7%	-7.6%
Wedding	2,764	2.2%	2,837	2.5%	-2.6%
Total	123,437	100.0%	112,874	100.0%	9.4%



CARRIERS JULY 2024/2023

123,437
ARRIVALS

9.4%
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
JETBLUE	28,567		34,078	19.3%	25.3%	27.6%
AMERICAN AIRLINES	25,626	-1,778	23,848	-6.9%	22.7%	19.3%
UNITED AIRLINES	16,940	409	17,349	2.4%	15.0%	14.1%
DELTA AIRLINE	10,597	-264	10,333	-2.5%	9.4%	8.4%
AVIANCA	5,456	1,746	7,202	32.0%	4.8%	5.8%
SOUTHWEST AIRLINES	5,386	1,097	6,483	20.4%	4.8%	5.3%
COPA AIRLINES	4,391	1,098	5,489	25.0%	3.9%	4.4%
WINGO	2,679	457	3,136	17.1%	2.4%	2.5%
KLM ROYAL DUTCH	2,649	-216	2,433	-8.2%	2.3%	2.0%
SPIRIT AIRLINES	1,343	717	2,060	53.4%	1.2%	1.7%
WESTJET AIRLINES	1,280	655	1,935	51.2%	1.1%	1.6%
DIVI DIVI AIR	1,718	-51	1,667	-3.0%	1.5%	1.4%
LATAM AIRLINES / PERU	0	1,659	1,659	-	0.0%	1.3%
EZ AIR	1,124	65	1,189	5.8%	1.0%	1.0%
TUI FLY NL	1,259	-275	984	-21.8%	1.1%	0.8%
SUNWING AIRLINES	899	22	921	2.4%	0.8%	0.7%
PRIVATE	666	170	836	25.5%	0.6%	0.7%
WINAIR	289	286	575	99.0%	0.3%	0.5%
SURINAM AIRWAYS	532	-115	417	-21.6%	0.5%	0.3%
BRITISH AIRWAYS	624	-287	337	-46.0%	0.6%	0.3%
CHARTER	230	-34	196	-14.8%	0.2%	0.2%
ARAJET	90	30	120	33.3%	0.1%	0.1%
AIR CENTURY	67	50	117	74.6%	0.1%	0.1%
SKY HIGH AVIATION	130	-57	73	-43.8%	0.1%	0.1%
JETAIR CARIBBEAN	331	-331	0	-100.0%	0.3%	0.0%
VENSECAR INTERNACIONAL	1	-1	0	-100.0%	0.0%	0.0%
OTHERS	0		0	-	0.0%	0.0%
Total	112,874	10,563	123,437	9.4%		



CARRIERS JULY 2024/2023

123,437
ARRIVALS

9.4%
GROWTH

Embarkation Point	APO Code	July '24	Market share 2024	July'23	Market share 2023	2024 vs 2023
JFK NY	JFK	23,026	18.7%	22,579	20.0%	2.0%
Newark	EWR	14,500	11.7%	11,456	10.1%	26.6%
Boston	BOS	11,904	9.6%	10,499	9.3%	13.4%
Miami	MIA	8,868	7.2%	9,111	8.1%	-2.7%
Charlotte	CLT	8,709	7.1%	9,503	8.4%	-8.4%
Bogota	BOG	7,094	5.7%	6,730	6.0%	5.4%
Panama City	PTY	5,490	4.4%	4,391	3.9%	25.0%
Philadelphia	PHL	5,134	4.2%	5,416	4.8%	-5.2%
G.Bush DC	IAD	5,098	4.1%	3,010	2.7%	69.4%
Atlanta	ATL	4,964	4.0%	5,346	4.7%	-7.1%
Orlando	MCO	3,686	3.0%	4,012	3.6%	-8.1%
Curacao	CUR	3,478	2.8%	3,667	3.2%	-5.2%
Amsterdam	AMS	3,420	2.8%	3,911	3.5%	-12.6%
Toronto	YYZ	2,858	2.3%	2,181	1.9%	31.0%
Baltimore	BWI	2,799	2.3%	1,379	1.2%	103.0%
Medellin	MDE	2,302	1.9%	507	0.4%	354.0%
Fort Lauderdale	FLL	2,091	1.7%	1,374	1.2%	52.2%
Lima, Peru	LIM	1,659	1.3%	0	0.0%	—
Chicago	ORD	1,187	1.0%	1,632	1.4%	-27.3%
Houston International	IAH	1,100	0.9%	1,616	1.4%	-31.9%
Cali, Alfonso Bonilla Aragon	CLO	953	0.8%	902	0.8%	5.7%
Dallas Fort Worth Int Airport	DFW	617	0.5%	826	0.7%	-25.3%
Sint Maarten	SXM	588	0.5%	237	0.2%	148.1%
LaGuardia Airport, NY	LGA	573	0.5%	802	0.7%	-28.6%
Johan A. Pengel Int Airport, Suriname	PBM	379	0.3%	534	0.5%	-29.0%
	Others	960	0.8%	1,253	1.1%	-23.4%
Grand Total		123,437	100.0%	112,874	100.0%	9.4%



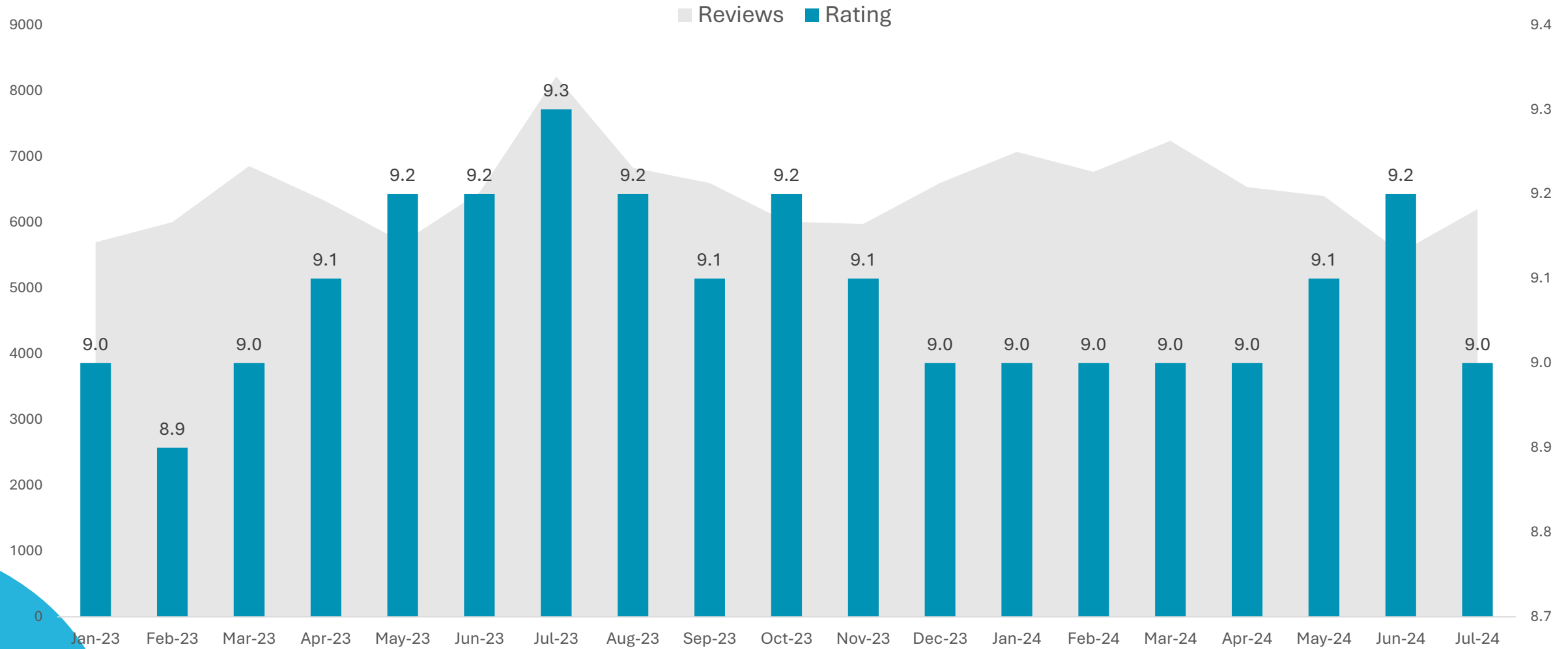
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GUEST EXPERIENCE INDEX (GEI)

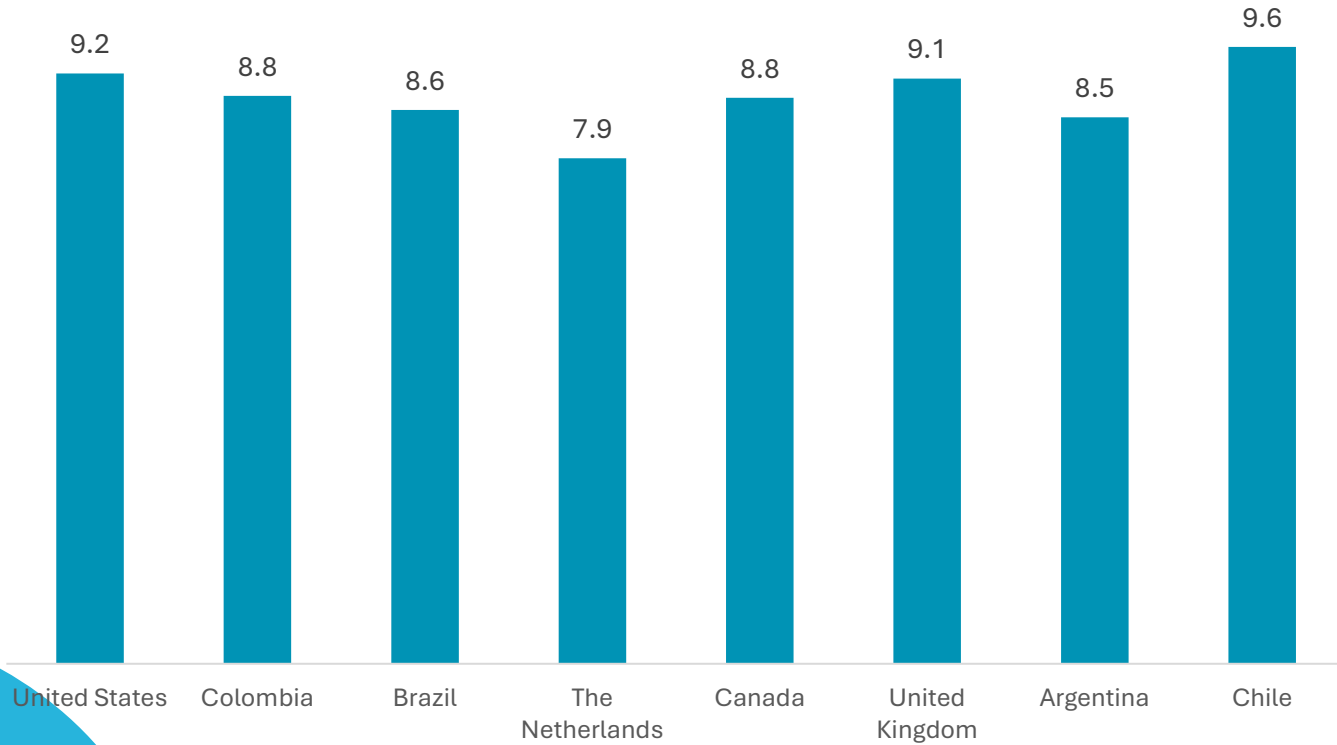
Reviews and Ratings





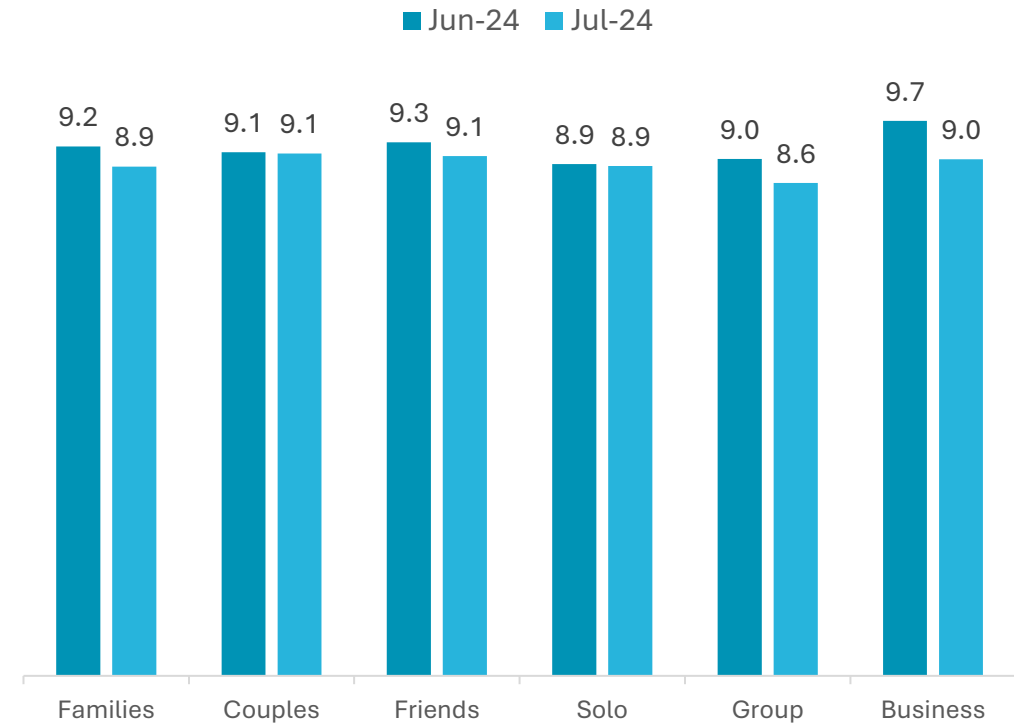
GEI JULY 2024

MARKETS



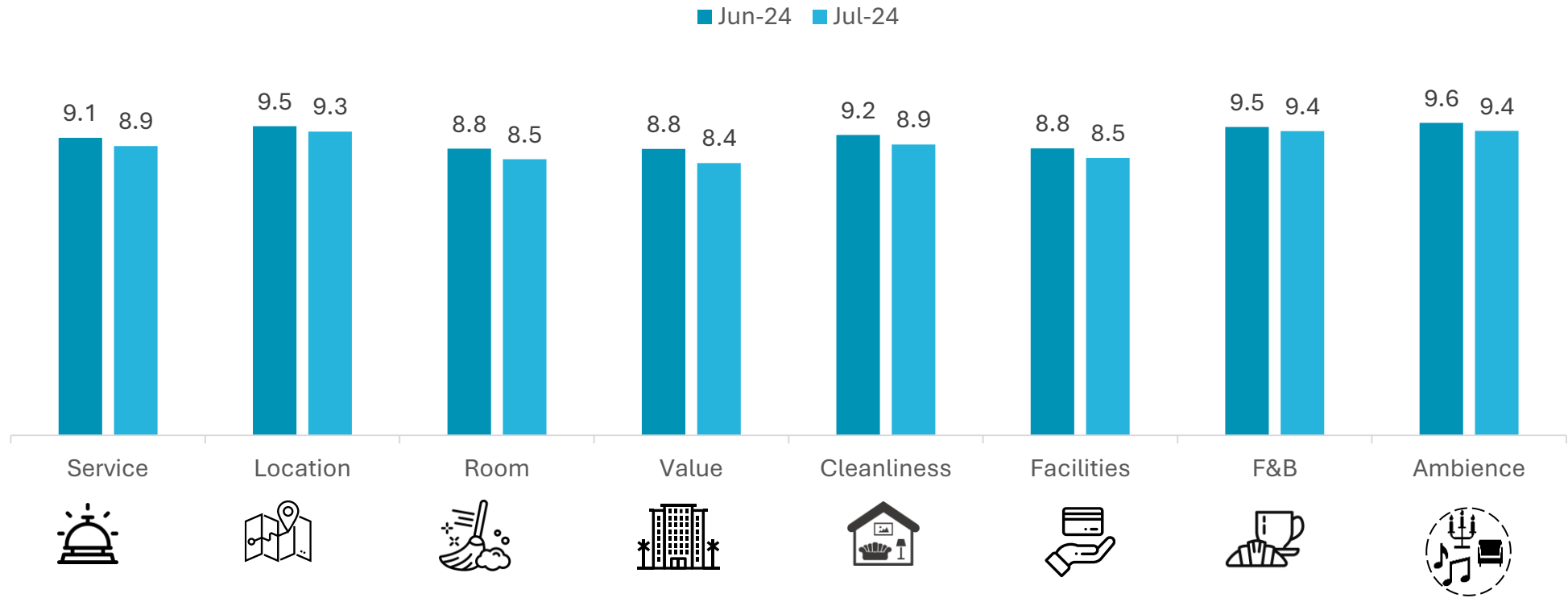
TRAVEL PARTY

Compared to Previous Month



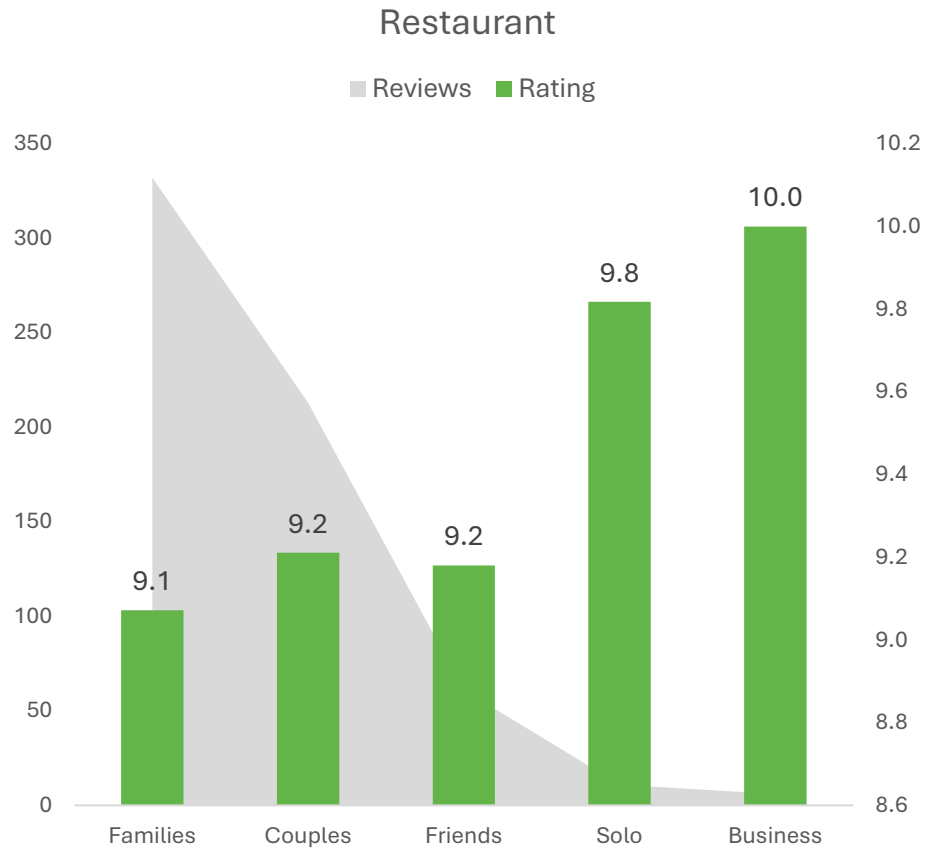


GEI JULY 2024





RESTAURANT GEI JULY 2024





VACATIONS RENTALS

 **Transparent**

an OTA INSIGHT company

INTRODUCTION

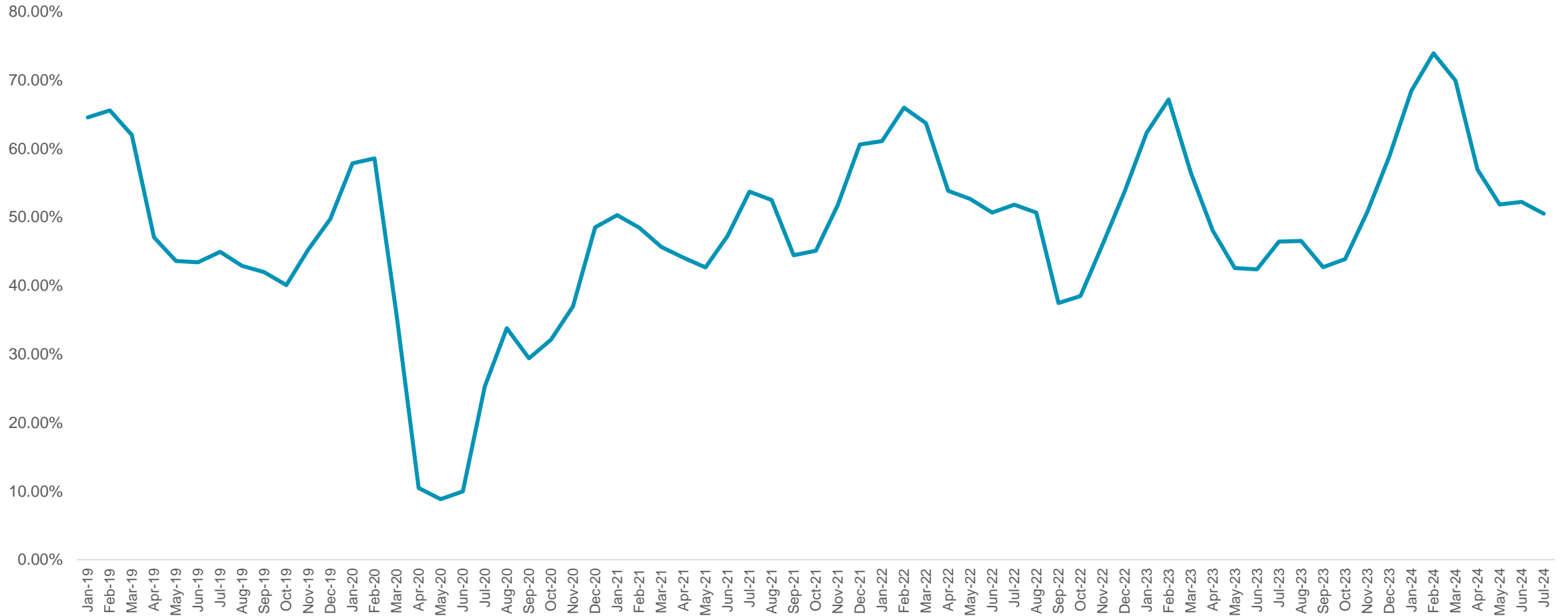
- ▶ In 2023, A.T.A. started working with Transparent Insights. Transparent tracks short-term rentals at the property level through their dashboard.
- ▶ With Transparent, A.T.A. is able to do the following:
 - Measure the economic impact of short-term rental, track (ADR) and occupancy and analyse the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

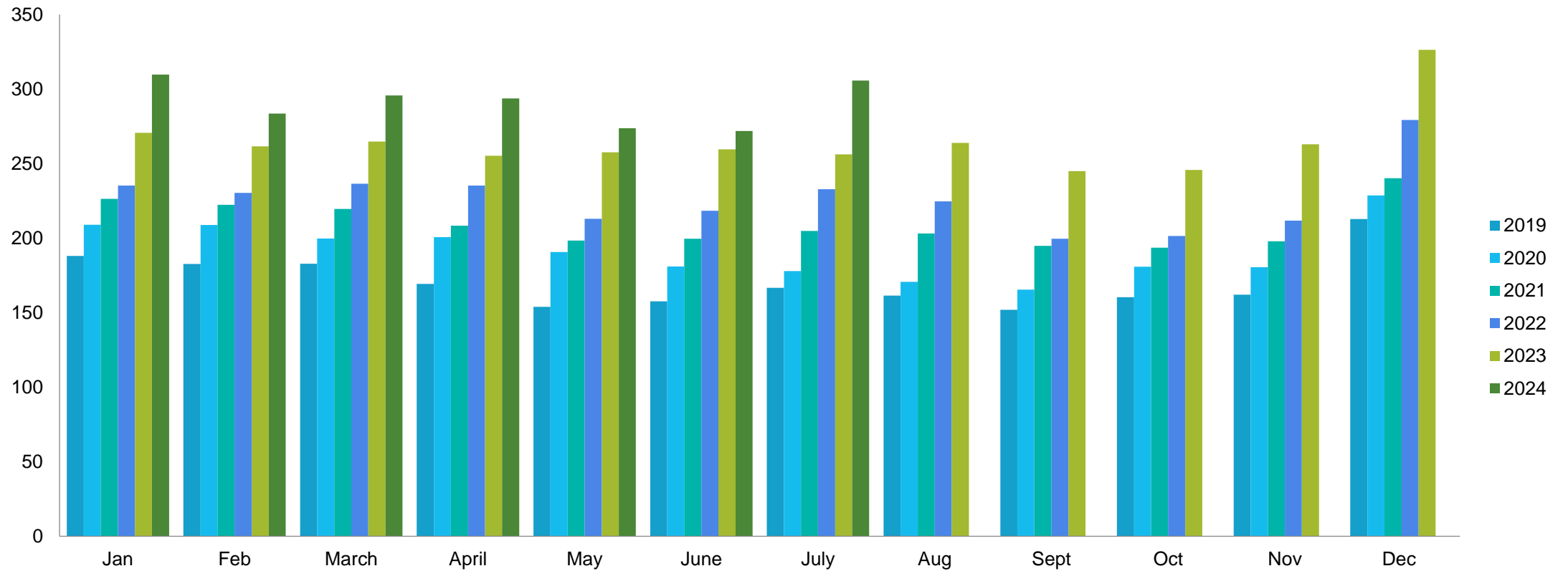
July 2023 Occupancy: 46.4% | July 2024 Occupancy: 50.5%

Occupancy



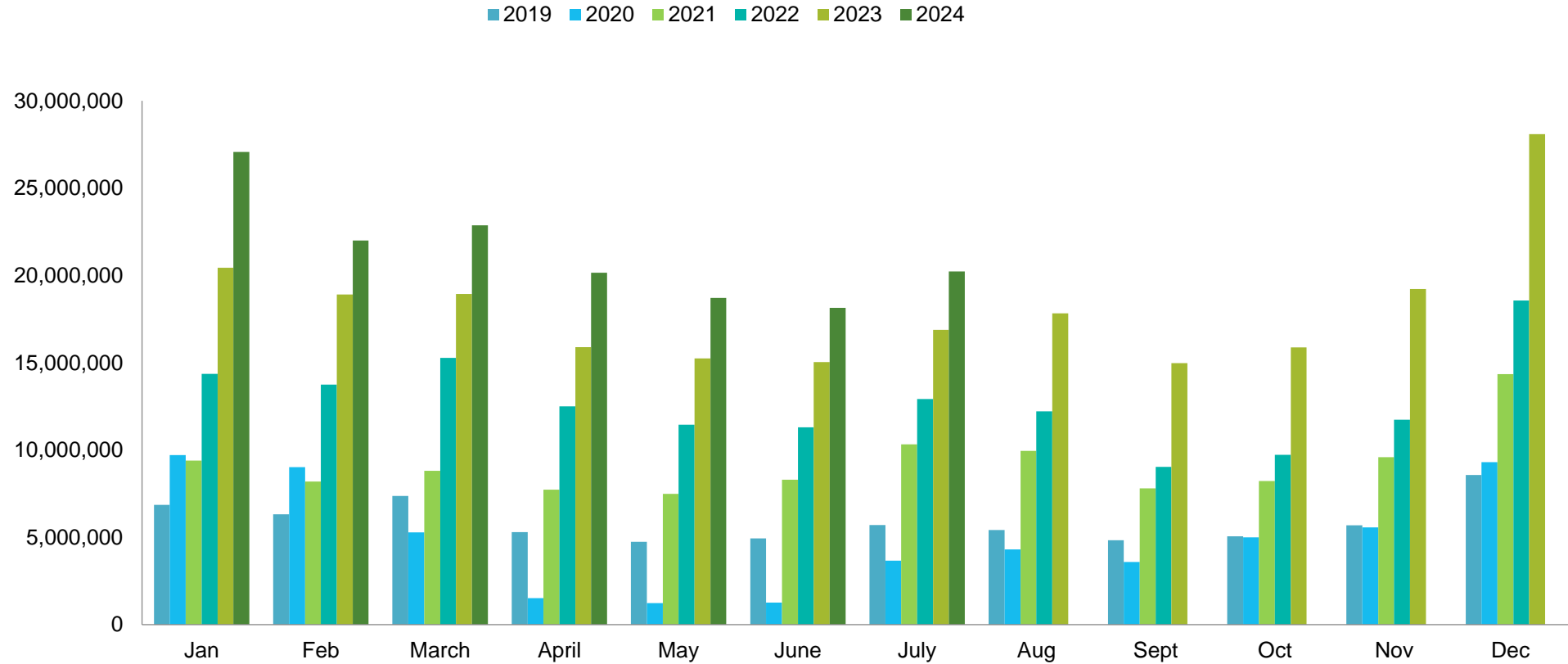
ADR

July 2023 ADR: \$256 | July 2024 ADR: \$306



REVENUE

Total Revenue YTD July 2024: USD\$149,199,564 | Total Revenue YTD July 2023: USD\$121,341,318
July 2024: USD\$20,231,887 | July 2023: USD\$16,881,174



T I D B I T S

Visa Credit Card



Visa Cardholders' Spending in Aruba

2024 – Q2 REPORT

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 in Aruba**. Visa Destination Insights data is empirical, based on verified transaction data from VisaNet. It 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 Q2 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.

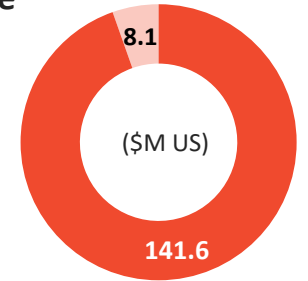
Spending Trends

OVERALL SPENDING & Y/Y EVOLUTIONS

<i>Sales transactions</i>	# of Issuer Countries	Total Spend Amount	Y/Y Growth	Average Ticket / transaction	Spend / Cardholder
Q2 2024	137	\$ 149 708 976	↑ 16.2%	\$ 110	\$ 615

Spend by Card Type

- Consumer (95%)
- Business (5%)



Q2 2024 – Card transactions

Y/Y Growth

	Cardholder Count (Net)	Total Spend Amount	Spend per Cardholder	Trans Count	Avg Ticket	Cardholder Count (Net)	Total Spend Amount	Spend per Cardholder	Trans Count	Avg Ticket
Consumer	233 999	\$141,566,933	\$ 605	1 318 258	\$ 107	18.1%	17.0%	-1.0%	19.1%	-1.8%
Business	9 310	\$8,142,043	\$ 875	46 266	\$ 176	13.7%	3.6%	-8.9%	11.1%	-6.8%
Total	243 309	\$149,708,976	\$ 615	1 364 524	\$ 110	18.0%	16.2%	-1.5%	18.8%	-2.2%

Cash withdrawal

\$ 13 761 039

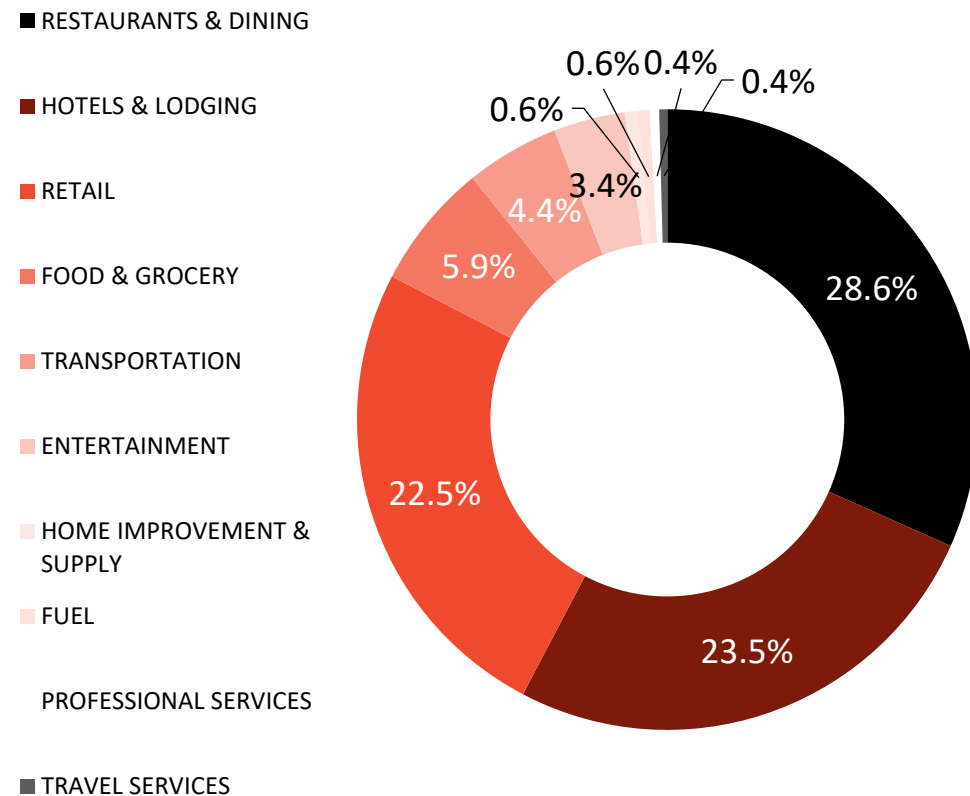


During Q2 2024, **243 309 VISA cardholders** from **137 issuer countries** have spent **US\$ 150 millions** in Aruba, generating a **Y/Y growth of 16.2%** in total sales, supported by an **increase in cardholder count (18%)** and **transactions count (18.8%)**. **US\$ 13.8 Million cash was withdrawn**. However, the spend per cardholder has slightly decreased in comparison with Q2 2023 (-1.5%).

Top Spend Categories

(% OF TOTAL SPEND AMOUNT)

In Q2 2024, **Restaurants & Dining** remains the highest spending category in Aruba, experiencing a 17.9% increase compared to the same period last year. The most significant increases compared to Q2 2023 in spending are observed in **Hotels & Lodging** (34.5%), **Fuel** (27.3%) and **Transportation** (26%). Conversely, expenditures on **Travel services** (-27.7%) have decreased in Y/Y comparison.



TOP 10 Categories	Spend Amount (US \$)	\$ Y/Y Growth	Cardholder Count	Spend per Cardholder
RESTAURANTS & DINING	\$42 887 963	17,9%	160 358	\$267
HOTELS & LODGING	\$35 233 357	34,5%	39 323	\$896
RETAIL	\$33 755 015	6,2%	138 713	\$243
FOOD & GROCERY	\$8 888 986	18,5%	79 440	\$112
TRANSPORTATION	\$6 597 166	26,0%	28 298	\$233
ENTERTAINMENT	\$5 052 362	8,0%	28 550	\$177
HOME IMPROVEMENT & SUPPLY	\$908 380	2,5%	1 723	\$527
FUEL	\$835 674	27,3%	21 368	\$39
TRAVEL SERVICES	\$568 507	-27,7%	1 516	\$375

Focus on Accommodation

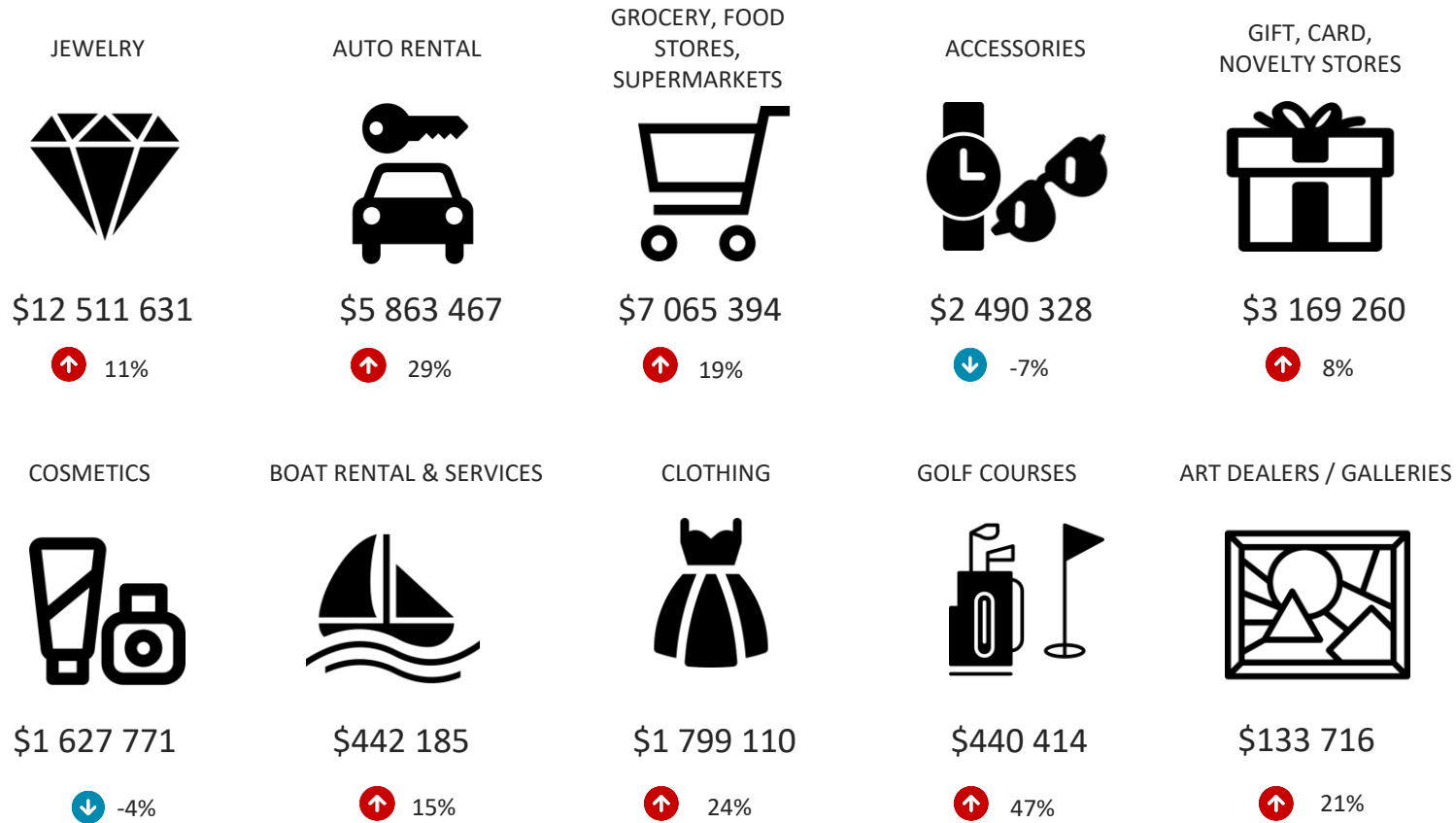
QUARTERLY TRENDS

PERIOD	Spend Amount (US \$)	% of Total Spend	Cardholder Count	Spend per Cardholder
Q4-2022	\$22 762 445	23%	34 640	\$657
Q1-2023	\$30 988 585	22%	33 106	\$936
Q2-2023	\$26 203 363	18%	32 001	\$819
Q3-2023	\$28 894 682	23%	32 244	\$896
Q4-2023	\$35 009 755	25%	37 044	\$945
Q1-2024	\$ 43 973 404	26%	43 764	\$ 1 005
Q2-2024	\$35 233 357	26%	39 323	\$896

In Q2 2024, the Lodging sector experience a decrease in spending, cardholder count and spend per cardholder compared to the previous quarter. However, **in comparison with Q2 2023, the spend amount has increased** from 26.2 Million to 35.2 Million **as well as the Cardholder Count**, from 32.001 to 39.323.

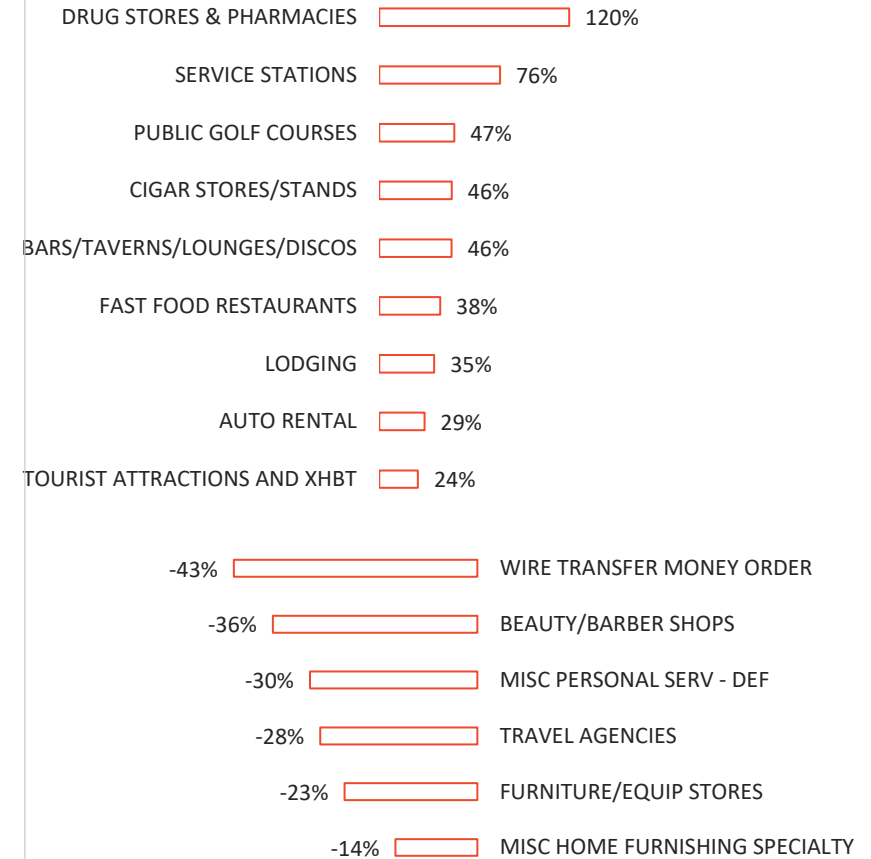
Focus on Sub-Categories

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)





MASHA DANKI

Thank You

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

Visit our website www.ata.aw

