



MAY 2024

Monthly Report

# VISA SPENDING Q1 2024



## Q1 2024 AVERAGE VISA CREDIT CARD

USD\$. 666

## Q1 2024 TOTAL VISA CREDIT CARD AMOUNT SPEND

USD\$. 185,095,875



## Q1 2024 VISA CREDIT CARD AVERAGE SPENDING WHILE ON ARUBA

USA  
USD\$ 695

COLOMBIA  
USD\$ 362

CHILE  
USD\$ 792

BRAZIL  
USD\$ 580

ARGENTINA  
USD\$ 333

UK  
USD\$ 273

ITALY  
USD\$ 403

NETHERLANDS  
USD\$ 733

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.



TOP 10 Categories	Spend Amount (US \$)	\$ Y/Y Growth	Cardholder Count	Spend per Cardholder
RESTAURANTS & DINING	\$ 52,324,103	20.9%	176 752	\$ 296
HOTELS & LODGING	\$ 43,973,404	41.9%	43 764	\$ 1,005
RETAIL	\$ 42,305,568	9.0%	158 219	\$ 267
FOOD & GROCERY	\$ 11,789,492	22.3%	90 832	\$ 130
TRANSPORTATION	\$ 8,512,115	29.4%	29 291	\$ 291
ENTERTAINMENT	\$ 5,376,208	19.9%	29 901	\$ 180
HOME IMPROVEMENT & SUPPLY	\$ 974,212	6.2%	2 362	\$ 412
CASINO	\$ 914,227	-53.6%	602	\$ 1,519
FUEL	\$ 895,983	22.1%	22 835	\$ 39
TRAVEL SERVICES	\$ 721,025	-29.2%	1 074	\$ 671



### JEWELRY



\$17 023 644



6%

### AUTO RENTAL



\$7 672 723



30%

### GROCERY, FOOD STORES, SUPERMARKETS



\$9 436 031



19%

### ACCESSORIES



\$3 087 358



4%

### GIFT, CARD, NOVELTY STORES



\$3 423 736



13%

### COSMETICS



\$1 981 893



-23%

### BOAT RENTAL & SERVICES



\$447 956



21%

### CLOTHING



\$2 126 354



22%

### GOLF COURSES



\$539 125



15%

### ART DEALERS / GALLERIES



\$144 531



67%

# SNAPSHOT YTD MAY 2024/2023



HOW MANY  
ARRIVALS?

615,118

18.7%



HOW MANY  
CRUISE TOURISM?

500,184

6.4%

Compared to 2023



HOW LONG  
DID THEY STAY?

4,774,454

13.9%



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

Awg. 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

1,032,332

NIGHTS

21.6%



ALL INCLUSIVE

642,895

NIGHTS

13.5%

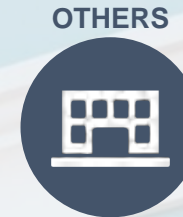


TIMESHARE

1,336,652

NIGHTS

28.0%



OTHERS

1,762,575

NIGHTS

36.9%





# ARRIVALS

## YTD MAY 2024/2023

615,118  
ARRIVALS

18.7%  
GROWTH

	2023		Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
USA	399,780		68,104	467,884	17.0%	77.1%	76.1%
Canada	31,060		5,230	36,290	16.8%	6.0%	5.9%
<b>NA</b>	<b>430,840</b>		<b>73,334</b>	<b>504,174</b>	<b>17.0%</b>	<b>83.1%</b>	<b>82.0%</b>
Venezuela	713		526	1,239	73.8%	0.1%	0.2%
Colombia	16,090		7,204	23,294	44.8%	3.1%	3.8%
Brazil	4,550		1,807	6,357	39.7%	0.9%	1.0%
Argentina	7,167		3,334	10,501	46.5%	1.4%	1.7%
Chile	3,130		2,656	5,786	84.9%	0.6%	0.9%
Ecuador	2,118		2,710	4,828	128.0%	0.4%	0.8%
Peru	2,048		5,535	7,583	270.3%	0.4%	1.2%
Paraguay	434		28	462	6.5%	0.1%	0.1%
Uruguay	588		454	1,042	77.2%	0.1%	0.2%
Mexico	1,177		258	1,435	21.9%	0.2%	0.2%
Others	4,652		838	5,490	18.0%	0.9%	0.9%
<b>SA</b>	<b>42,667</b>		<b>25,350</b>	<b>68,017</b>	<b>59.4%</b>	<b>8.2%</b>	<b>11.1%</b>
Netherlands	17,075	-1,424		15,651	-8.3%	3.3%	2.5%
UK	2,117		1,139	3,256	53.8%	0.4%	0.5%
Germany	2,669	-754		1,915	-28.3%	0.5%	0.3%
Italy	1,339	-31		1,308	-2.3%	0.3%	0.2%
Sweden	1,590	-1,157		433	-72.8%	0.3%	0.1%
Belgium	877	-102		775	-11.6%	0.2%	0.1%
Austria	302	-13		289	-4.3%	0.1%	0.0%
Switzerland	820		52	872	6.3%	0.2%	0.1%
Others	4,236	-74		4,162	-1.7%	0.8%	0.7%
<b>Europe</b>	<b>31,025</b>	<b>-2,364</b>		<b>28,661</b>	<b>-7.6%</b>	<b>6.0%</b>	<b>4.7%</b>
<b>ROW</b>	<b>13,669</b>		<b>597</b>	<b>14,266</b>	<b>4.4%</b>	<b>2.6%</b>	<b>2.3%</b>
<b>Total</b>	<b>518,201</b>		<b>96,917</b>	<b>615,118</b>	<b>18.7%</b>		
<b>W/O Ven.</b>	<b>517,488</b>		<b>96,391</b>	<b>613,879</b>	<b>18.6%</b>		



# ARRIVALS USA

## YTD MAY 2024/2023

**467,884**  
ARRIVALS

**17.0%**  
GROWTH

























































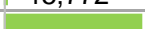


	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
New York	74,950	<div></div> 16,876	91,826	22.5%	<div></div> 18.7%	<div></div> 19.6%
Massachusetts	59,672	<div></div> 3,259	62,931	5.5%	<div></div> 14.9%	<div></div> 13.5%
New Jersey	41,569	<div></div> 12,382	53,951	29.8%	<div></div> 10.4%	<div></div> 11.5%
Pennsylvania	22,803	<div></div> 4,050	26,853	17.8%	<div></div> 5.7%	<div></div> 5.7%
Illinois	10,954	<div></div> 815	11,769	7.4%	<div></div> 2.7%	<div></div> 2.5%
Connecticut	15,306	<div></div> 3,059	18,365	20.0%	<div></div> 3.8%	<div></div> 3.9%
Florida	19,796	<div></div> 3,573	23,369	18.0%	<div></div> 5.0%	<div></div> 5.0%
Ohio	11,663	<div></div> 2,138	13,801	18.3%	<div></div> 2.9%	<div></div> 2.9%
Maryland	11,612	<div></div> 2,266	13,878	19.5%	<div></div> 2.9%	<div></div> 3.0%
Michigan	9,784	<div></div> 324	10,108	3.3%	<div></div> 2.4%	<div></div> 2.2%
Virginia	10,817	<div></div> 1,649	12,466	15.2%	<div></div> 2.7%	<div></div> 2.7%
Georgia	8,720	<div></div> 1,024	9,744	11.7%	<div></div> 2.2%	<div></div> 2.1%
North Carolina	11,061	<div></div> 1,863	12,924	16.8%	<div></div> 2.8%	<div></div> 2.8%
Texas	9,844	<div></div> 1,210	11,054	12.3%	<div></div> 2.5%	<div></div> 2.4%
California	6,711	<div></div> 1,241	7,952	18.5%	<div></div> 1.7%	<div></div> 1.7%
Other	74,518	<div></div> 12,375	86,893	16.6%	<div></div> 18.6%	<div></div> 18.6%
<b>Total</b>	<b>399,780</b>	<div></div> <b>68,104</b>	<b>467,884</b>	<b>17.0%</b>		



# NIGHTS YTD MAY 2024/2023

4,774,454  
ARRIVALS

13.9%  
GROWTH

	2023		Growth	2024	% Growth	ALOS 2023	ALOS 2024
USA	3,071,219		 384,972	3,456,191	12.5%	 7.7	 7.4
Canada	331,114		 45,632	376,746	13.8%	 10.7	 10.4
<b>NA</b>	<b>3,402,333</b>		 <b>430,604</b>	<b>3,832,937</b>	<b>12.7%</b>	 7.9	 7.6
Venezuela	6,914		7,525	14,439	108.8%	 9.7	 11.7
Colombia	115,215		39,150	154,365	34.0%	 7.2	 6.6
Brazil	27,436		12,605	40,041	45.9%	 6.0	 6.3
Argentina	64,906		30,684	95,590	47.3%	 9.1	 9.1
Chile	24,266		19,204	43,470	79.1%	 7.8	 7.5
Ecuador	11,594		9,445	21,039	81.5%	 5.5	 4.4
Peru	15,413		28,745	44,158	186.5%	 7.5	 5.8
Paraguay	3,024	-109		2,915	-3.6%	 7.0	 6.3
Uruguay	4,513		3,501	8,014	77.6%	 7.7	 7.7
Mexico	6,974		4,718	11,692	67.7%	 5.9	 8.1
Others	32,962		3,740	36,702	11.3%	 7.1	 6.7
<b>SA</b>	<b>313,217</b>		 <b>159,208</b>	<b>472,425</b>	<b>50.8%</b>	 7.3	 6.9
Netherlands	253,071	-10,680		242,391	-4.2%	 14.8	 15.5
UK	18,386		12,788	31,174	69.6%	 8.7	 9.6
Germany	22,518	-3,038		19,480	-13.5%	 8.4	 10.2
Italy	12,437	-1,116		11,321	-9.0%	 9.3	 8.7
Sweden	19,694	-15,016		4,678	-76.2%	 12.4	 10.8
Belgium	11,472		1,430	12,902	12.5%	 13.1	 16.6
Austria	3,088		334	3,422	10.8%	 10.2	 11.8
Switzerland	7,795		504	8,299	6.5%	 9.5	 9.5
Others	44,900	-7,690		37,210	-17.1%	 10.6	 8.9
<b>Europe</b>	<b>393,361</b>	<b>-22,484</b>		<b>370,877</b>	<b>-5.7%</b>	 12.7	 12.9
<b>ROW</b>	<b>82,443</b>		15,772	<b>98,215</b>	<b>19.1%</b>	 6.0	 6.9
<b>Total</b>	<b>4,191,354</b>		 <b>583,100</b>	<b>4,774,454</b>	<b>13.9%</b>	 8.1	 7.8
















# ACCOMMODATIONS

## YTD MAY 2024/2023














615,118  
ARRIVALS

18.7%  
GROWTH

### ARRIVALS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	141,397	 24,999	166,396	17.7%	 27.3%	 27.1%
All Inclusive	91,139	 4,388	95,527	4.8%	 17.6%	 15.5%
Timeshare	135,236	 12,825	148,061	9.5%	 26.1%	 24.1%
Others	150,429	 54,705	205,134	36.4%	 29.0%	 33.3%
<b>Total</b>	<b>518,201</b>	 96,917	<b>615,118</b>	<b>18.7%</b>		

### NIGHTS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	904,943	 127,389	1,032,332	14.1%	 21.6%	 21.6%
All Inclusive	631,188	 11,707	642,895	1.9%	 15.1%	 13.5%
Timeshare	1,257,758	 78,894	1,336,652	6.3%	 30.0%	 28.0%
Others	1,397,465	 365,110	1,762,575	26.1%	 33.3%	 36.9%
<b>Total</b>	<b>4,191,354</b>	 583,100	<b>4,774,454</b>	<b>13.9%</b>		

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



# ACCOMMODATIONS YTD MAY 2024/2023

615,118  
ARRIVALS

18.7%  
GROWTH

	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	141,568	122,500	15.6%	77,433	72,949	6.1%	135,095	123,733	9.2%	113,788	80,598	41.2%
Venezuela	235	159	47.8%	6	12	-50.0%	130	100	30.0%	868	442	96.4%
Netherlands	1,585	1,839	-13.8%	530	871	-39.2%	569	610	-6.7%	12,967	13,755	-5.7%
Canada	5,866	4,643	26.3%	7,580	7,652	-0.9%	5,288	5,042	4.9%	17,556	13,723	27.9%
Brazil	1,858	1,344	38.2%	598	606	-1.3%	539	484	11.4%	3,362	2,116	58.9%
Colombia	2,573	1,611	59.7%	1,050	1,212	-13.4%	1,571	1,424	10.3%	18,100	11,843	52.8%
Argentina	1,371	1,062	29.1%	3,665	3,145	16.5%	1,369	892	53.5%	4,096	2,068	98.1%
Chile	999	419	138.4%	1,316	1,263	4.2%	612	324	88.9%	2,859	1,124	154.4%
Peru	1,290	324	298.1%	1,169	556	110.3%	563	182	209.3%	4,561	986	362.6%
UK	1,088	718	51.5%	208	158	31.6%	244	202	20.8%	1,716	1,039	65.2%
Italy	369	237	55.7%	132	182	-27.5%	111	90	23.3%	696	830	-16.1%
Total main market	158,802	134,856	17.8%	93,687	88,606	5.7%	146,091	133,083	9.8%	180,569	128,524	40.5%
All visitors	166,396	141,397	17.7%	95,527	91,139	4.8%	148,061	135,236	9.5%	205,134	150,429	36.4%





# ACCOMMODATIONS YTD MAY 2024/2023

615,118  
ARRIVALS

18.7%  
GROWTH

	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	85.1%	86.6%	-1.8%	81.1%	80.0%	1.3%	91.2%	91.5%	-0.3%	55.5%	53.6%	3.5%
Venezuela	0.1%	0.1%	25.6%	0.0%	0.0%	-52.3%	0.1%	0.1%	18.7%	0.4%	0.3%	44.0%
Netherlands	1.0%	1.3%	-26.8%	0.6%	1.0%	-41.9%	0.4%	0.5%	-14.8%	6.3%	9.1%	-30.9%
Canada	3.5%	3.3%	7.4%	7.9%	8.4%	-5.5%	3.6%	3.7%	-4.2%	8.6%	9.1%	-6.2%
Brazil	1.1%	1.0%	17.5%	0.6%	0.7%	-5.9%	0.4%	0.4%	1.7%	1.6%	1.4%	16.5%
Colombia	1.5%	1.1%	35.7%	1.1%	1.3%	-17.3%	1.1%	1.1%	0.8%	8.8%	7.9%	12.1%
Argentina	0.8%	0.8%	9.7%	3.8%	3.5%	11.2%	0.9%	0.7%	40.2%	2.0%	1.4%	45.2%
Chile	0.6%	0.3%	102.6%	1.4%	1.4%	-0.6%	0.4%	0.2%	72.5%	1.4%	0.7%	86.5%
Peru	0.8%	0.2%	238.3%	1.2%	0.6%	100.6%	0.4%	0.1%	182.5%	2.2%	0.7%	239.2%
UK	0.7%	0.5%	28.8%	0.2%	0.2%	25.6%	0.2%	0.1%	10.3%	0.8%	0.7%	21.1%
Italy	0.2%	0.2%	32.3%	0.1%	0.2%	-30.8%	0.1%	0.1%	12.7%	0.3%	0.6%	-38.5%
Total main markets	95.4%	95.4%	0.1%	98.1%	97.2%	0.9%	98.7%	98.4%	0.3%	88.0%	85.4%	3.0%
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%



# VISITORS BY AGE

## YTD MAY 2024/2023

**615,118**  
ARRIVALS

**18.7%**  
GROWTH

	2023		Growth	2024	% Growth
0 - 11	32,630		9,196	41,826	28.2%
12-19	29,874		8,403	38,277	28.1%
20 - 29	56,708		15,023	71,731	26.5%
30 - 39	78,688		17,857	96,545	22.7%
40 - 49	82,817		15,934	98,751	19.2%
50 - 59	103,726		11,494	115,220	11.1%
60 - 69	87,774		12,982	100,756	14.8%
70 +	45,935		6,053	51,988	13.2%
Not Stated	49	-25		24	-51.0%
<b>Total</b>	<b>518,201</b>		96,917	<b>615,118</b>	<b>18.7%</b>






















# GENERATIONS

## YTD MAY 2024/2023

**615,118**  
VISITORS

**18.7%**  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
Gen A	25,838	 7,377	33,215	28.6%	 5.0%	 5.4%
Gen Z	66,229	 18,752	84,981	28.3%	 12.8%	 13.8%
Millennials	123,486	 27,474	150,960	22.2%	 23.8%	 24.5%
Gen X	137,456	 21,640	159,096	15.7%	 26.5%	 25.9%
Baby Boomers	149,067	 19,193	168,260	12.9%	 28.8%	 27.4%
Silent Generations	16,076	 2,506	18,582	15.6%	 3.1%	 3.0%
Age not specified	49	-25	24	-51.0%	0.0%	0.0%
<b>Total</b>	<b>518,201</b>	 96,917	<b>615,118</b>	<b>18.7%</b>		



## PURPOSE OF VISIT YTD MAY 2024/2023

**615,118**  
VISITORS

**18.7%**  
GROWTH

### PURPOSE OF VISIT YTD MAY 2024

	2024	Market share 2024	2023	Market share 2023	% Growth
Sun, Sand, Sea	522,680	85.0%	429,064	82.8%	21.8%
Business	11,498	1.9%	11,038	2.1%	4.2%
Conference	4,551	0.7%	4,816	0.9%	-5.5%
Honeymoon	12,692	2.1%	11,883	2.3%	6.8%
Diving	2,022	0.3%	1,776	0.3%	13.9%
Incentive	5,554	0.9%	6,147	1.2%	-9.6%
Meeting	3,979	0.6%	3,736	0.7%	6.5%
Not specified	37,391	6.1%	35,965	6.9%	4.0%
Shopping	3,778	0.6%	3,304	0.6%	14.3%
Wedding	10,973	1.8%	10,472	2.0%	4.8%
<b>Total</b>	<b>615,118</b>	<b>100.0%</b>	<b>518,201</b>	<b>100.0%</b>	<b>18.7%</b>

### CONVINCING REASONS FOR VISIT YTD MAY 2024

Reasons for Choice	YTD May 2024	Market Share
Adventure Activities	26,061	4%
Direct Flights	27,785	5%
Ease/Comfort	43,787	7%
Familiarity	54,552	9%
Family Friendly Destination	153,365	25%
NOT SPECIFIED	10,195	2%
OTHER	72,488	12%
Outside Hurricane Belt	9,099	1%
Points redemption	9,437	2%
Reliable weather	97,383	16%
Word of mouth	110,966	18%





# CARRIERS

## YTD MAY 2024/2023

615,118  
VISITORS

18.7%  
GROWTH

	2023		Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
JETBLUE	116,872		25,556	142,428	21.9%	22.6%	23.2%
AMERICAN AIRLINES	116,978		978	117,956	0.8%	22.6%	19.2%
DELTA AIRLINES	68,993		15,423	84,416	22.4%	13.3%	13.7%
UNITED AIRLINES	62,702		15,447	78,149	24.6%	12.1%	12.7%
SOUTHWEST AIRLINES	25,028		3,127	28,155	12.5%	4.8%	4.6%
COPA AIRLINES	16,637		9,369	26,006	56.3%	3.2%	4.2%
AVIANCA	19,738		3,475	23,213	17.6%	3.8%	3.8%
SPIRIT AIRLINES	5,968		9,727	15,695	163.0%	1.2%	2.6%
WESTJET AIRLINES	9,305		5,429	14,734	58.3%	1.8%	2.4%
KLM ROYAL DUTCH	15,581	-3,013		12,568	-19.3%	3.0%	2.0%
WINGO	6,469		5,060	11,529	78.2%	1.2%	1.9%
AIR CANADA	10,281	-396		9,885	-3.9%	2.0%	1.6%
DIVI DIVI AIR	8,004	-532		7,472	-6.6%	1.5%	1.2%
SUNWING AIRLINES	7,536	-631		6,905	-8.4%	1.5%	1.1%
LATAM AIRLINES	0		6,468	6,468	-	0.0%	1.1%
TUI FLY NL	6,603	-801		5,802	-12.1%	1.3%	0.9%
EZ AIR	4,699	-152		4,547	-3.2%	0.9%	0.7%
PRIVATE	5,074	-1,008		4,066	-19.9%	1.0%	0.7%
SUN COUNTRY AIRLINES	2,256		632	2,888	28.0%	0.4%	0.5%
SURINAM AIRWAYS	2,185		196	2,381	9.0%	0.4%	0.4%
WINAIR	542		1,767	2,309	326.0%	0.1%	0.4%
BRITISH AIRWAYS	787		1,419	2,206	180.3%	0.2%	0.4%
LATAM AIRLINES PERU	0		1,388	1,388	-	0.0%	0.2%
CHARTER	2,034	-657		1,377	-32.3%	0.4%	0.2%
ARAJET	443		353	796	79.7%	0.1%	0.1%
JET AIR CARIBBEAN	985	-205		780	-20.8%	0.2%	0.1%
OTHERS	2,501	-1,502		999	-60.1%	0.5%	0.2%
<b>Total</b>	<b>518,201</b>		96,917	<b>615,118</b>	<b>18.7%</b>		



# CARRIERS YTD MAY 2024/2023

615,118  
VISITORS

18.7%  
GROWTH

City	APO Code	JAN-MAY '24	Mkt Share	JAN-MAY'23	Mkt Share	24 vs 23
JFK NY	JFK	91,834	14.9%	84,090	16.2%	9.2%
Boston	BOS	79,676	13.0%	76,186	14.7%	4.6%
Newark	EWB	68,061	11.1%	41,141	7.9%	65.4%
Miami	MIA	43,388	7.1%	40,281	7.8%	7.7%
Charlotte	CLT	41,483	6.7%	42,027	8.1%	-1.3%
Atlanta	ATL	38,696	6.3%	25,460	4.9%	52.0%
Toronto	YYZ	31,559	5.1%	27,143	5.2%	16.3%
Bogota	BOG	27,406	4.5%	23,505	4.5%	16.6%
Philadelphia	PHL	26,924	4.4%	27,699	5.3%	-2.8%
Panama City	PTY	26,077	4.2%	16,652	3.2%	56.6%
Orlando	MCO	21,693	3.5%	20,097	3.9%	7.9%
Amsterdam	AMS	18,375	3.0%	21,578	4.2%	-14.8%
G.Bush DC	IAD	16,504	2.7%	13,666	2.6%	20.8%
Fort Lauderdale	FLL	16,056	2.6%	6,298	1.2%	154.9%
Curacao	CUR	13,706	2.2%	15,302	3.0%	-10.4%
Chicago	ORD	9,885	1.6%	7,357	1.4%	34.4%
Lima, Peru	LIM	7,856	1.3%	0	0.0%	—
Baltimore	BWI	6,480	1.1%	4,970	1.0%	30.4%
Medellin	MDE	4,726	0.8%	2,778	0.5%	70.1%
Cali, Alfonso Bonilla Aragon	CLO	2,733	0.4%	4	0.0%	68225.0%
Houston International	IAH	2,587	0.4%	2,997	0.6%	-13.7%
Minneapolis St. Paul Inter Airp	MSP	2544	0.4%	2,256	0.4%	12.8%
Dallas Fort Worth Int Airport	DFW	2,332	0.4%	2,794	0.5%	-16.5%
Sint Maarten	SXM	2,306	0.4%	608	0.1%	279.3%
LaGuardia Airport, NY	LGA	2,285	0.4%	2,573	0.5%	-11.2%
	Others	9,946	1.6%	10,739	2.1%	-7.4%
<b>Total</b>		<b>615,118</b>	<b>100.0%</b>	<b>518,201</b>	<b>100.0%</b>	<b>18.7%</b>



# CRUISE COMPARISON



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





## CRUISE YTD MAY 2024/2023



2023



CRUISE PAX  
**469,978**

CRUISE CALLS  
**181**



2024



CRUISE PAX  
**500,184**

6.4%

CRUISE CALLS  
**182**

0.6%

ABSOLUTE GROWTH PAX YTD MAY

**30,206**  
6.4%

ABSOLUTE GROWTH YTD MAY

**1**  
0.6%



# MAY RESULT 2024

## NORTH AMERICA



89,197

80.2%

## SOUTH AMERICA



13,827

12.4%

## EUROPE



4,956

4.5%

## OTHERS



3,200

2.9%

## TOTAL ARRIVALS

111,180

100%



# ARRIVALS

## MAY 2024/2023

111,180  
ARRIVALS

16.6%  
GROWTH

	2023		Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
USA	76,063		10,272	86,335	13.5%	79.8%	77.7%
Canada	2,914	-52		2,862	-1.8%	3.1%	2.6%
<b>NA</b>	<b>78,977</b>		<b>10,220</b>	<b>89,197</b>	<b>12.9%</b>	<b>82.8%</b>	<b>80.2%</b>
Venezuela	159		42	201	26.4%	0.2%	0.2%
Colombia	3,040		2,114	5,154	69.5%	3.2%	4.6%
Brazil	986		223	1,209	22.6%	1.0%	1.1%
Argentina	1,358		199	1,557	14.7%	1.4%	1.4%
Chile	469		495	964	105.5%	0.5%	0.9%
Ecuador	450		808	1,258	179.6%	0.5%	1.1%
Peru	554		1,005	1,559	181.4%	0.6%	1.4%
Paraguay	68		51	119	75.0%	0.1%	0.1%
Uruguay	117		140	257	119.7%	0.1%	0.2%
Mexico	311		62	373	19.9%	0.3%	0.3%
Others	983		193	1,176	19.6%	1.0%	1.1%
<b>SA</b>	<b>8,495</b>		<b>5,332</b>	<b>13,827</b>	<b>62.8%</b>	<b>8.9%</b>	<b>12.4%</b>
Netherlands	2,906	-83		2,823	-2.9%	3.0%	2.5%
UK	525		143	668	27.2%	0.6%	0.6%
Germany	370	-19		351	-5.1%	0.4%	0.3%
Italy	255	-38		217	-14.9%	0.3%	0.2%
Sweden	33		2	35	6.1%	0.0%	0.0%
Belgium	134	-14		120	-10.4%	0.1%	0.1%
Austria	49	-6		43	-12.2%	0.1%	0.0%
Switzerland	159	-28		131	-17.6%	0.2%	0.1%
Others	574	-6		568	-1.0%	0.6%	0.5%
<b>Europe</b>	<b>5,005</b>	<b>-49</b>		<b>4,956</b>	<b>-1.0%</b>	<b>5.2%</b>	<b>4.5%</b>
<b>ROW</b>	<b>2,889</b>		<b>311</b>	<b>3,200</b>	<b>10.8%</b>	<b>3.0%</b>	<b>2.9%</b>
<b>Total</b>	<b>95,366</b>		<b>15,814</b>	<b>111,180</b>	<b>16.6%</b>		
<b>W/O Ven.</b>	<b>95,207</b>		<b>15,772</b>	<b>110,979</b>	<b>16.6%</b>		



# ARRIVALS USA

## MAY 2024/2023

86,335  
ARRIVALS

13.5%  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
New York	13,552	1,632	15,184	12.0%	17.8%	17.6%
Massachusetts	7,812	1,239	9,051	15.9%	10.3%	10.5%
New Jersey	8,746	1,293	10,039	14.8%	11.5%	11.6%
Pennsylvania	4,476	430	4,906	9.6%	5.9%	5.7%
Illinois	1,807	281	2,088	15.6%	2.4%	2.4%
Connecticut	2,787	239	3,026	8.6%	3.7%	3.5%
Florida	5,187	310	5,497	6.0%	6.8%	6.4%
Ohio	2,049	342	2,391	16.7%	2.7%	2.8%
Maryland	2,997	526	3,523	17.6%	3.9%	4.1%
Michigan	1,407	-96	1,311	-6.8%	1.8%	1.5%
Virginia	2,296	529	2,825	23.0%	3.0%	3.3%
Georgia	2,704	99	2,803	3.7%	3.6%	3.2%
North Carolina	2,742	403	3,145	14.7%	3.6%	3.6%
Texas	2,860	359	3,219	12.6%	3.8%	3.7%
California	1,926	339	2,265	17.6%	2.5%	2.6%
Other	12,715	2,347	15,062	18.5%	16.7%	17.4%
<b>Total</b>	<b>76,063</b>	<b>10,272</b>	<b>86,335</b>	<b>13.5%</b>		



# NIGHTS MAY 2024/2023

812,514  
NIGHTS

15.4%  
GROWTH

	2023		Growth	2024	% Growth	ALOS 2023	ALOS 2024
USA	538,032		70,884	608,916	13.2%	7.1	7.1
Canada	25,586	-797		24,789	-3.1%	8.8	8.7
<b>NA</b>	<b>563,618</b>		<b>70,087</b>	<b>633,705</b>	<b>12.4%</b>	7.1	7.1
Venezuela	1,934		1,023	2,957	52.9%	12.2	14.7
Colombia	20,564		12,231	32,795	59.5%	6.8	6.4
Brazil	5,856		978	6,834	16.7%	5.9	5.7
Argentina	12,472		987	13,459	7.9%	9.2	8.6
Chile	3,847		2,956	6,803	76.8%	8.2	7.1
Ecuador	2,237		2,711	4,948	121.2%	5.0	3.9
Peru	3,254		5,231	8,485	160.8%	5.9	5.4
Paraguay	438		292	730	66.7%	6.4	6.1
Uruguay	852		1,024	1,876	120.2%	7.3	7.3
Mexico	1,713		1,309	3,022	76.4%	5.5	8.1
Others	5,835		945	6,780	16.2%	5.9	5.8
<b>SA</b>	<b>59,002</b>		29,687	<b>88,689</b>	<b>50.3%</b>	6.9	6.4
Netherlands	42,050		5,751	47,801	13.7%	14.5	16.9
UK	4,440		2,440	6,880	55.0%	8.5	10.3
Germany	3,584	-108		3,476	-3.0%	9.7	9.9
Italy	2,136	-587		1,549	-27.5%	8.4	7.1
Sweden	291		356	647	122.3%	8.8	18.5
Belgium	1,573		299	1,872	19.0%	11.7	15.6
Austria	387		75	462	19.4%	7.9	10.7
Switzerland	1,362	-321		1,041	-23.6%	8.6	7.9
Others	8,079	-2,834		5,245	-35.1%	14.1	9.2
<b>Europe</b>	<b>63,902</b>		5,071	<b>68,973</b>	<b>7.9%</b>	12.8	13.9
<b>ROW</b>	<b>17,414</b>		3,733	<b>21,147</b>	<b>21.4%</b>	6.0	6.6
<b>Total</b>	<b>703,936</b>		108,578	<b>812,514</b>	<b>15.4%</b>	7.4	7.3


















# ACCOMMODATIONS

## MAY 2024/2023














111,180  
ARRIVALS

16.6%  
GROWTH

### ARRIVALS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	26,338	 2,397	28,735	9.1%	 27.6%	 25.8%
All Inclusive	18,711	 670	19,381	3.6%	 19.6%	 17.4%
Timeshare	25,214	 3,316	28,530	13.2%	 26.4%	 25.7%
Others	25,103	 9,431	34,534	37.6%	 26.3%	 31.1%
<b>Total</b>	<b>95,366</b>	 15,814	<b>111,180</b>	<b>16.6%</b>		

### NIGHTS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	159,521	 15,073	174,594	9.4%	 22.7%	 21.5%
All Inclusive	124,988	 4,505	129,493	3.6%	 17.8%	 15.9%
Timeshare	206,339	 20,844	227,183	10.1%	 29.3%	 28.0%
Others	213,088	 68,156	281,244	32.0%	 30.3%	 34.6%
<b>Total</b>	<b>703,936</b>	 108,578	<b>812,514</b>	<b>15.4%</b>		

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



# ACCOMMODATIONS

## MAY 2024/2023

**111,180**  
ARRIVALS

**16.6%**  
GROWTH

	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	24,665	23,163	6.5%	16,547	15,872	4.3%	26,179	23,243	12.6%	18,944	13,785	37.4%
Venezuela	29	29	0.0%	0	0	0	22	41	-46.3%	150	89	68.5%
Netherlands	219	279	-21.5%	87	148	-41.2%	126	131	-3.8%	2,391	2,348	1.8%
Canada	399	453	-11.9%	745	867	-14.1%	456	477	-4.4%	1,262	1,117	13.0%
Brazil	307	335	-8.4%	121	92	31.5%	121	107	13.1%	660	452	46.0%
Colombia	628	250	151.2%	250	285	-12.3%	465	326	42.6%	3,811	2,179	74.9%
Argentina	196	155	26.5%	605	610	-0.8%	246	166	48.2%	510	427	19.4%
Chile	155	76	103.9%	246	217	13.4%	119	40	197.5%	444	136	226.5%
Peru	306	114	168.4%	302	138	118.8%	185	80	131.3%	766	222	245.0%
UK	252	186	35.5%	62	52	19.2%	52	68	-23.5%	302	219	37.9%
Italy	71	51	39.2%	28	62	-54.8%	16	17	-5.9%	102	125	-18.4%
Total main market	27,227	25,091	8.5%	18,993	18,343	3.5%	27,987	24,696	13.3%	29,342	21,099	39.1%
<b>All visitors</b>	<b>28,735</b>	<b>26,338</b>	<b>9.1%</b>	<b>19,381</b>	<b>18,711</b>	<b>3.6%</b>	<b>28,530</b>	<b>25,214</b>	<b>13.2%</b>	<b>34,534</b>	<b>25,103</b>	<b>37.6%</b>



# ACCOMMODATIONS

## MAY 2024/2023

111,180  
ARRIVALS

16.6%  
GROWTH

	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	85.8%	87.9%	-2.4%	85.4%	84.8%	0.6%	91.8%	92.2%	-0.5%	54.9%	54.9%	-0.1%
Venezuela	0.1%	0.1%	-8.3%	0.0%	0.0%	0	0.1%	0.2%	-52.6%	0.4%	0.4%	22.5%
Netherlands	0.8%	1.1%	-28.1%	0.4%	0.8%	-43.2%	0.4%	0.5%	-15.0%	6.9%	9.4%	-26.0%
Canada	1.4%	1.7%	-19.3%	3.8%	4.6%	-17.0%	1.6%	1.9%	-15.5%	3.7%	4.4%	-17.9%
Brazil	1.1%	1.3%	-16.0%	0.6%	0.5%	27.0%	0.4%	0.4%	-0.1%	1.9%	1.8%	6.1%
Colombia	2.2%	0.9%	130.2%	1.3%	1.5%	-15.3%	1.6%	1.3%	26.1%	11.0%	8.7%	27.1%
Argentina	0.7%	0.6%	15.9%	3.1%	3.3%	-4.2%	0.9%	0.7%	31.0%	1.5%	1.7%	-13.2%
Chile	0.5%	0.3%	86.9%	1.3%	1.2%	9.4%	0.4%	0.2%	162.9%	1.3%	0.5%	137.3%
Peru	1.1%	0.4%	146.0%	1.6%	0.7%	111.3%	0.6%	0.3%	104.4%	2.2%	0.9%	150.8%
UK	0.9%	0.7%	24.2%	0.3%	0.3%	15.1%	0.2%	0.3%	-32.4%	0.9%	0.9%	0.2%
Italy	0.2%	0.2%	27.6%	0.1%	0.3%	-56.4%	0.1%	0.1%	-16.8%	0.3%	0.5%	-40.7%
Total main market	94.8%	95.3%	-0.5%	98.0%	98.0%	0.0%	98.1%	97.9%	0.2%	85.0%	84.0%	1.1%
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%



# VISITORS BY AGE

## MAY 2024/2023

**111,180**  
ARRIVALS

**16.6%**  
GROWTH

	2023	Growth	2024	% Growth
0 - 11	3,826	1,200	5,026	31.4%
12-19	3,191	918	4,109	28.8%
20 - 29	13,618	2,774	16,392	20.4%
30 - 39	16,440	3,063	19,503	18.6%
40 - 49	15,121	2,302	17,423	15.2%
50 - 59	20,441	2,118	22,559	10.4%
60 - 69	15,608	2,383	17,991	15.3%
70 +	7,117	1,057	8,174	14.9%
Not Stated	4	-1	3	-25.0%
<b>Total</b>	<b>95,366</b>	<b>15,814</b>	<b>111,180</b>	<b>16.6%</b>





# GENERATIONS

## MAY 2024/2023

111,180  
ARRIVALS

16.6%  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
Gen A	3,231	<div></div> 1,056	4,287	32.7%	<div></div> 3.4%	<div></div> 3.9%
Gen Z	11,099	<div></div> 2,672	13,771	24.1%	<div></div> 11.6%	<div></div> 12.4%
Millennials	26,014	<div></div> 4,698	30,712	18.1%	<div></div> 27.3%	<div></div> 27.6%
Gen X	26,163	<div></div> 3,412	29,575	13.0%	<div></div> 27.4%	<div></div> 26.6%
Baby Boomers	26,476	<div></div> 3,514	29,990	13.3%	<div></div> 27.8%	<div></div> 27.0%
Silent Generations	2,379	<div></div> 463	2,842	19.5%	<div></div> 2.5%	<div></div> 2.6%
Age not specified	4	-1	3	-25.0%	<div></div> 0.0%	<div></div> 0.0%
<b>Total</b>	<b>95,366</b>	<div></div> 15,814	<b>111,180</b>	<b>16.6%</b>		



# PURPOSE OF VISIT

## MAY 2024/2023

111,180  
ARRIVALS

16.6%  
GROWTH

	2024	Market share 2024	2023	Market share 2023	% Growth
Sun, Sand, Sea	89,389	80.4%	74,299	77.9%	20.3%
Business	2,219	2.0%	2,218	2.3%	0.0%
Conference	723	0.7%	839	0.9%	-13.8%
Honeymoon	3,096	2.8%	3,306	3.5%	-6.4%
Diving	348	0.3%	307	0.3%	13.4%
Incentive	1,117	1.0%	1,370	1.4%	-18.5%
Meeting	745	0.7%	713	0.7%	4.5%
Not specified	9,423	8.5%	8,033	8.4%	17.3%
Shopping	666	0.6%	679	0.7%	-1.9%
Wedding	3,454	3.1%	3,602	3.8%	-4.1%
Total	111,180	100.0%	95,366	100.0%	16.6%



# CARRIERS

## MAY 2024/2023

111,180  
ARRIVALS

16.6%  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
AMERICAN AIRLINES	22,100	2,694	24,794	12.2%	23.2%	22.3%
JETBLUE	20,830	3,275	24,105	15.7%	21.8%	21.7%
UNITED AIRLINES	14,336	2,592	16,928	18.1%	15.0%	15.2%
DELTA AIRLINES	11,372	741	12,113	6.5%	11.9%	10.9%
SOUTHWEST AIRLINES	5,633	99	5,732	1.8%	5.9%	5.2%
COPA AIRLINES	3,559	2,145	5,704	60.3%	3.7%	5.1%
AVIANCA	3,932	895	4,827	22.8%	4.1%	4.3%
SPIRIT AIRLINES	1,547	1,002	2,549	64.8%	1.6%	2.3%
WINGO	1,242	1,292	2,534	104.0%	1.3%	2.3%
KLM ROYAL DUTCH	2,347	72	2,419	3.1%	2.5%	2.2%
DIVI DIVI AIR	1,618	-146	1,472	-9.0%	1.7%	1.3%
WESTJET AIRLINES	504	927	1,431	183.9%	0.5%	1.3%
LATAM AIRLINES PERU	0	1,388	1,388	-	0.0%	1.2%
EZ AIR	878	128	1,006	14.6%	0.9%	0.9%
TUI FLY NL	1,212	-240	972	-19.8%	1.3%	0.9%
SUNWING AIRLINES	900	-185	715	-20.6%	0.9%	0.6%
SURINAM AIRWAYS	448	127	575	28.3%	0.5%	0.5%
WINAIR	131	302	433	230.5%	0.1%	0.4%
BRITISH AIRWAYS	370	12	382	3.2%	0.4%	0.3%
JET AIR CARIBBEAN	163	150	313	92.0%	0.2%	0.3%
PRIVATE	586	-296	290	-50.5%	0.6%	0.3%
CHARTER	309	-71	238	-23.0%	0.3%	0.2%
SKY HIGH AVIATION	19	90	109	473.7%	0.0%	0.1%
ARAJET	90	10	100	11.1%	0.1%	0.1%
AIR CENTURY	51	-1	50	-2.0%	0.1%	0.0%
AMERIFLIGHT	0	1	1	-	0.0%	0.0%
OTHERS	1,189	-1,189	0	-100.0%	1.2%	0.0%
<b>Total</b>	<b>95,366</b>	<b>15,814</b>	<b>111,180</b>	<b>16.6%</b>		



# CARRIERS

## MAY 2024/2023

111,180  
ARRIVALS

16.6%  
GROWTH

City	APO Code	April '24	Market share 2024	April'23	Market share 2023	2024 vs 2023
JFK NY	JFK	18,529	16.7%	18,381	19.3%	0.8%
Newark	EWR	11,120	10.0%	10,349	10.9%	7.4%
Boston	BOS	10,576	9.5%	8,144	8.5%	29.9%
Miami	MIA	9,243	8.3%	7,811	8.2%	18.3%
Charlotte	CLT	9,061	8.1%	8,525	8.9%	6.3%
Atlanta	ATL	6,545	5.9%	5,787	6.1%	13.1%
Bogota	BOG	5,734	5.2%	4,683	4.9%	22.4%
Panama City	PTY	5,707	5.1%	3,559	3.7%	60.4%
Philadelphia	PHL	5,346	4.8%	4,664	4.9%	14.6%
G.Bush DC	IAD	4,793	4.3%	2,675	2.8%	79.2%
Orlando	MCO	4,685	4.2%	4,577	4.8%	2.4%
Amsterdam	AMS	3,391	3.1%	3,559	3.7%	63.3%
Curacao	CUR	2,811	2.5%	3,025	3.2%	-7.1%
Fort Lauderdale	FLL	2,592	2.3%	1,587	1.7%	-4.7%
Toronto	YYZ	2,148	1.9%	2,485	2.6%	-13.6%
Lima, Peru	LIM	1,388	1.2%	0	0.0%	—
Baltimore	BWI	1,049	0.9%	1,067	1.1%	-1.7%
Medellin	MDE	956	0.9%	494	0.5%	93.5%
Chicago	ORD	873	0.8%	672	0.7%	29.9%
Houston International	IAH	727	0.7%	647	0.7%	12.4%
Cali, Alfonso Bonilla Aragon	CLO	676	0.6%	0	0.0%	—
Dallas Fort Worth Int Airport	DFW	676	0.6%	643	0.7%	5.1%
LaGuardia Airport, NY	LGA	559	0.5%	507	0.5%	10.3%
Johan A. Pengel Int Airport, Suriname	PBM	517	0.5%	450	0.5%	14.9%
Sint Maarten	SXM	433	0.4%	150	0.2%	188.7%
	Others	1,045	0.9%	925	1.0%	13.0%
<b>Total</b>		<b>111,180</b>	<b>100.0%</b>	<b>95,366</b>	<b>100.0%</b>	<b>16.6%</b>





# CRUISE COMPARISON



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



## CRUISE MAY 2024/2023



2023



CRUISE PAX  
**44,358**

CRUISE CALLS  
**16**



2024



CRUISE PAX  
**34,663**

-21.9%

CRUISE CALLS  
**9**

-43.8%

ABSOLUTE GROWTH PAX MAY

**-9,695**  
-21.9%

ABSOLUTE GROWTH MAY

**-7**  
-43.8%



# VACATIONS RENTALS

**T Transparent**  
an OTA INSIGHT company

# INTRODUCTION

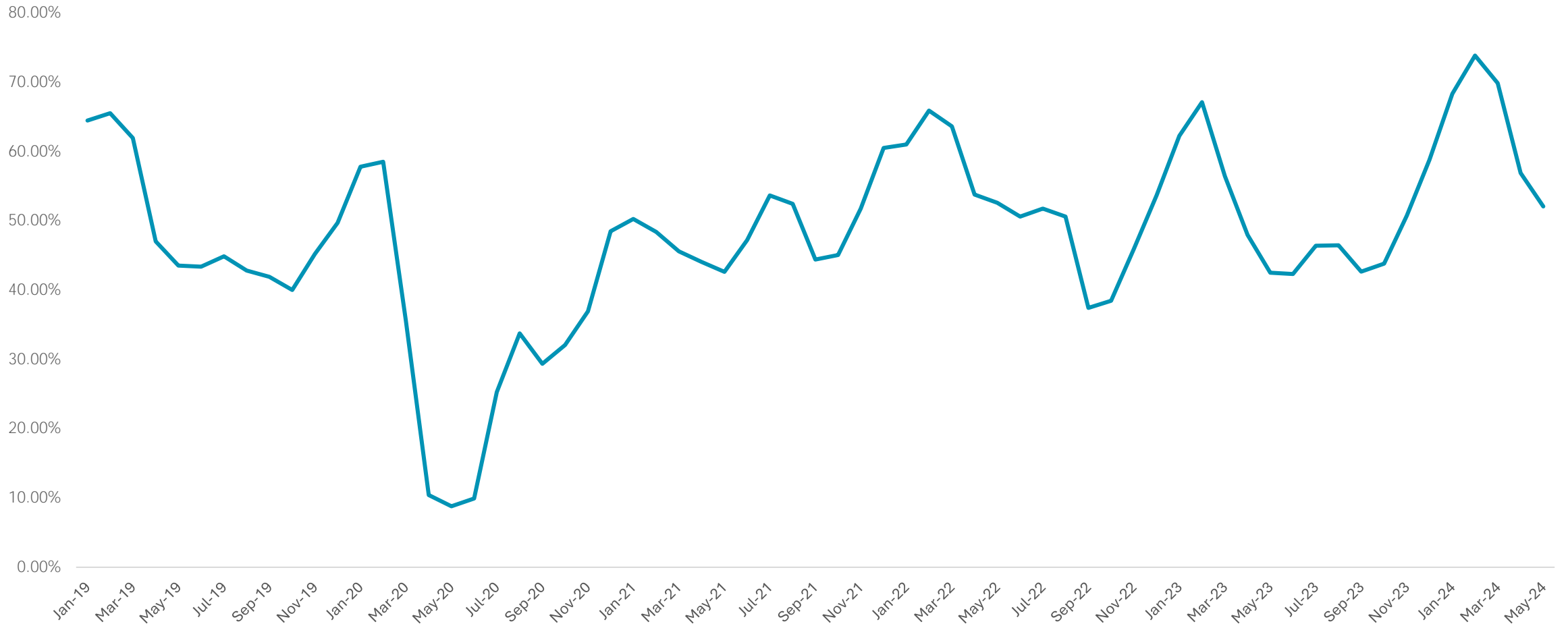
- ▶ In 2023, A.T.A. started working with Transparent Insights. Transparent tracks short-term rentals at the property level through their dashboard.
- ▶ With Transparent, A.T.A. is able to do the following:
  - Measure the economic impact of short-term rental, track (ADR) and occupancy and analyse the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





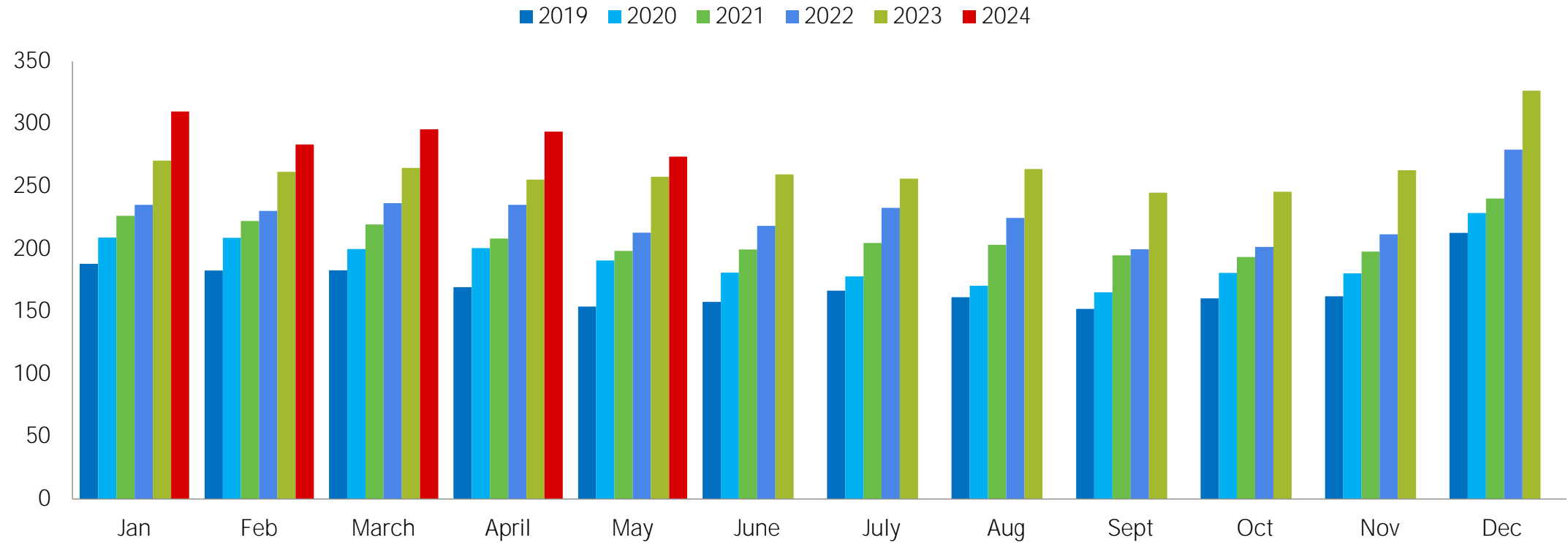
# OCCUPANCY

May 2023 Occupancy: 42.6% | May 2024 Occupancy: 52.1%



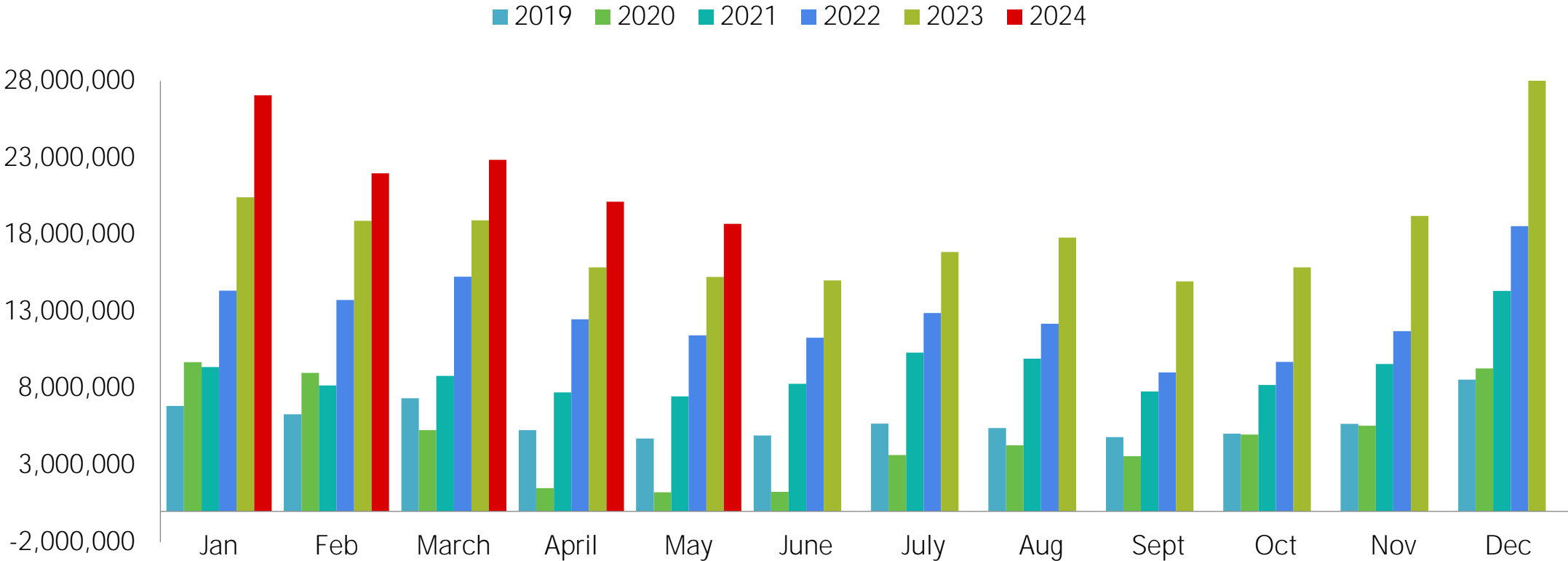
# ADR

May 2023 ADR: \$258 | May 2024 ADR: \$274



# REVENUE

Total Revenue YTD May 2024: USD\$110,830,262 | Total Revenue YTD April 2023: USD\$74,175,747  
May 2024: USD\$18,715,341 | May 2023: USD\$89,429,160





# MASHA DANKI

## Thank You

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

Melanie Evans Kelly, Manager Strategy, Research, and Planning at [m.kelly@aruba.com](mailto:m.kelly@aruba.com)

Or

Visit our website [www.ata.aw](http://www.ata.aw)

