



# JUNE 2024

## Monthly Report

# SNAPSHOT YTD JUNE 2024



HOW MANY  
ARRIVALS?

**737,691**

**19.0%**



HOW MANY  
CRUISE TOURISM?

**543,215**

**3.5%**

*Compared to 2023*



HOW LONG  
DID THEY STAY?

**6,699,805**

**14.6%**



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?



**1,221,534**

NIGHTS

**21.4%**

% Share

ALL INCLUSIVE



**774,354**

NIGHTS

**13.6%**

TIMESHARE



**1,615,203**

NIGHTS

**28.3%**

OTHERS



**2,088,714**

NIGHTS

**36.6%**



# ARRIVALS YTD JUNE 2024

737,691  
ARRIVALS

19.0%  
GROWTH

	2023		Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
USA	480,672		82,347	563,019	17.1%	77.6%	76.3%
Canada	33,065		5,704	38,769	17.3%	5.3%	5.3%
<b>NA</b>	<b>513,737</b>		<b>88,051</b>	<b>601,788</b>	<b>17.1%</b>	<b>82.9%</b>	<b>81.6%</b>
Venezuela	886		581	1,467	65.6%	0.1%	0.2%
Colombia	21,558		10,098	31,656	46.8%	3.5%	4.3%
Brazil	5,703		1,871	7,574	32.8%	0.9%	1.0%
Argentina	8,475		4,376	12,851	51.6%	1.4%	1.7%
Chile	3,886		3,622	7,508	93.2%	0.6%	1.0%
Ecuador	2,560		2,976	5,536	116.3%	0.4%	0.8%
Peru	2,425		6,420	8,845	264.7%	0.4%	1.2%
Paraguay	472		61	533	12.9%	0.1%	0.1%
Uruguay	739		671	1,410	90.8%	0.1%	0.2%
Mexico	1,373		467	1,840	34.0%	0.2%	0.2%
Others	5,782		836	6,618	14.5%	0.9%	0.9%
<b>SA</b>	<b>53,859</b>		<b>31,979</b>	<b>85,838</b>	<b>59.4%</b>	<b>8.7%</b>	<b>11.6%</b>
Netherlands	19,480	-1,551		17,929	-8.0%	3.1%	2.4%
UK	2,743		1,058	3,801	38.6%	0.4%	0.5%
Germany	3,003	-883		2,120	-29.4%	0.5%	0.3%
Italy	1,755	-67		1,688	-3.8%	0.3%	0.2%
Sweden	1,641	-1,159		482	-70.6%	0.3%	0.1%
Belgium	990	-89		901	-9.0%	0.2%	0.1%
Austria	324	-19		305	-5.9%	0.1%	0.0%
Switzerland	906		47	953	5.2%	0.1%	0.1%
Others	4,863	-61		4,802	-1.3%	0.8%	0.7%
<b>Europe</b>	<b>35,705</b>	<b>-2,724</b>		<b>32,981</b>	<b>-7.6%</b>	<b>5.8%</b>	<b>4.5%</b>
<b>ROW</b>	<b>16,418</b>		666	<b>17,084</b>	<b>4.1%</b>	<b>2.6%</b>	<b>2.3%</b>
<b>Total</b>	<b>619,719</b>		<b>117,972</b>	<b>737,691</b>	<b>19.0%</b>		
<b>W/O Ven.</b>	<b>618,833</b>		<b>117....</b>	<b>736,224</b>	<b>19.0%</b>		



# ARRIVALS USA YTD JUNE 2024

563,019  
ARRIVALS

17.1%  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
New York	88,340	18,597	106,937	21.1%	18.4%	19.0%
Massachusetts	67,989	4,706	72,695	6.9%	14.1%	12.9%
New Jersey	51,458	14,322	65,780	27.8%	10.7%	11.7%
Pennsylvania	28,833	5,518	34,351	19.1%	6.0%	6.1%
Illinois	13,005	1,092	14,097	8.4%	2.7%	2.5%
Connecticut	18,443	3,763	22,206	20.4%	3.8%	3.9%
Florida	24,892	4,643	29,535	18.7%	5.2%	5.2%
Ohio	14,349	2,850	17,199	19.9%	3.0%	3.1%
Maryland	14,452	2,844	17,296	19.7%	3.0%	3.1%
Michigan	10,653	503	11,156	4.7%	2.2%	2.0%
Virginia	13,405	2,393	15,798	17.9%	2.8%	2.8%
Georgia	11,572	816	12,388	7.1%	2.4%	2.2%
North Carolina	13,815	2,515	16,330	18.2%	2.9%	2.9%
Texas	13,604	1,473	15,077	10.8%	2.8%	2.7%
California	8,654	1,466	10,120	16.9%	1.8%	1.8%
Other	87,208	14,846	102,054	17.0%	18.1%	18.1%
<b>Total</b>	<b>480,672</b>	<b>82,347</b>	<b>563,019</b>	<b>17.1%</b>		



# NIGHTS YTD JUNE 2024

5,699,805  
ARRIVALS

14.6%  
GROWTH

	2023		Growth	2024	% Growth	ALOS 2023	ALOS 2024
USA	3,653,034		483,787	4,136,821	13.2%	7.6	7.3
Canada	349,184		47,965	397,149	13.7%	10.6	10.2
<b>NA</b>	<b>4,002,218</b>		<b>531,752</b>	<b>4,533,970</b>	<b>13.3%</b>	7.8	7.5
Venezuela	9,049		8,316	17,365	91.9%	10.2	11.8
Colombia	154,318		55,198	209,516	35.8%	7.2	6.6
Brazil	35,672		11,835	47,507	33.2%	6.3	6.3
Argentina	77,819		38,460	116,279	49.4%	9.2	9.0
Chile	30,423		26,545	56,968	87.3%	7.8	7.6
Ecuador	13,494		10,377	23,871	76.9%	5.3	4.3
Peru	17,682		32,875	50,557	185.9%	7.3	5.7
Paraguay	3,266		105	3,371	3.2%	6.9	6.3
Uruguay	5,712		5,404	11,116	94.6%	7.7	7.9
Mexico	8,126		7,065	15,191	86.9%	5.9	8.3
Others	40,000		4,245	44,245	10.6%	6.9	6.7
<b>SA</b>	<b>395,561</b>		<b>200,425</b>	<b>595,986</b>	<b>50.7%</b>	7.3	6.9
Netherlands	304,717	-6,082		298,635	-2.0%	15.6	16.7
UK	23,930		12,446	36,376	52.0%	8.7	9.6
Germany	26,063	-4,482		21,581	-17.2%	8.7	10.2
Italy	16,035	-1,377		14,658	-8.6%	9.1	8.7
Sweden	20,131	-14,985		5,146	-74.4%	12.3	10.7
Belgium	12,804		1,883	14,687	14.7%	12.9	16.3
Austria	3,258		347	3,605	10.7%	10.1	11.8
Switzerland	8,563		412	8,975	4.8%	9.5	9.4
Others	51,280	-7,677		43,603	-15.0%	10.5	9.1
<b>Europe</b>	<b>466,781</b>	<b>-19,515</b>		<b>447,266</b>	<b>-4.2%</b>	13.1	13.6
<b>ROW</b>	<b>108,674</b>		13,909	<b>122,583</b>	<b>12.8%</b>	6.6	7.2
<b>Total</b>	<b>4,973,234</b>		726,571	<b>5,699,805</b>	<b>14.6%</b>	8.0	7.7



## ACCOMMODATIONS YTD JUNE 2024

737,691  
ARRIVALS

19.0%  
GROWTH

### ARRIVALS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	168,831	28,644	197,475	17.0%	27.2%	26.8%
All Inclusive	109,606	5,876	115,482	5.4%	17.7%	15.7%
Timeshare	164,308	17,025	181,333	10.4%	26.5%	24.6%
Others	176,974	66,427	243,401	37.5%	28.6%	33.0%
<b>Total</b>	<b>619,719</b>	117,972	<b>737,691</b>	<b>19.0%</b>		

### NIGHTS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	1,077,181	144,353	1,221,534	13.4%	21.7%	21.4%
All Inclusive	748,915	25,439	774,354	3.4%	15.1%	13.6%
Timeshare	1,492,363	122,840	1,615,203	8.2%	30.0%	28.3%
Others	1,654,775	433,939	2,088,714	26.2%	33.3%	36.6%
<b>Total</b>	<b>4,973,234</b>	726,571	<b>5,699,805</b>	<b>14.6%</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 JUNE 2024

737,691  
ARRIVALS

19.0%  
GROWTH

	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	191,500	146,743	30.5%	71,130	88,003	-19.2%	164,877	150,293	9.7%	135,512	95,633	41.7%
Venezuela	217	203	6.9%	58	12	383.3%	159	121	31.4%	1,033	550	87.8%
Netherlands	1,953	2,142	-8.8%	554	1,042	-46.8%	728	711	2.4%	14,694	15,585	-5.7%
Canada	10,525	4,869	116.2%	4,017	8,396	-52.2%	5,589	5,229	6.9%	18,638	14,571	27.9%
Brazil	2,565	1,700	50.9%	350	744	-53.0%	671	627	7.0%	3,988	2,632	51.5%
Colombia	4,024	2,068	94.6%	889	1,706	-47.9%	3,187	2,537	25.6%	23,556	15,247	54.5%
Argentina	4,875	1,192	309.0%	1,239	3,824	-67.6%	1,753	1,071	63.7%	4,984	2,388	108.7%
Chile	2,339	499	368.7%	567	1,606	-64.7%	962	448	114.7%	3,640	1,333	173.1%
Peru	2,323	381	509.7%	684	664	3.0%	709	242	193.0%	5,129	1,138	350.7%
UK	1,185	904	31.1%	371	260	42.7%	291	272	7.0%	1,954	1,307	49.5%
Italy	546	366	49.2%	183	343	-46.6%	144	98	46.9%	815	948	-14.0%
Total main mkt	222,052	161,067	37.9%	80,042	106,600	-24.9%	179,070	161,649	10.8%	213,943	151,332	41.4%
All visitors	197,475	168,831	17.0%	115,482	109,606	5.4%	181,333	164,308	10.4%	243,401	176,974	37.5%

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## ACCOMMODATIONS YTD JUNE 2024

737,691  
ARRIVALS

19.0%  
GROWTH

	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	97.0%	86.9%	11.6%	61.6%	80.3%	-23.3%	90.9%	91.5%	-0.6%	55.7%	54.0%	3.0%
Venezuela	0.1%	0.1%	-8.6%	0.1%	0.0%	358.7%	0.1%	0.1%	19.1%	0.4%	0.3%	36.6%
Netherlands	1.0%	1.3%	-22.0%	0.5%	1.0%	-49.5%	0.4%	0.4%	-7.2%	6.0%	8.8%	-31.4%
Canada	5.3%	2.9%	84.8%	3.5%	7.7%	-54.6%	3.1%	3.2%	-3.2%	7.7%	8.2%	-7.0%
Brazil	1.3%	1.0%	29.0%	0.3%	0.7%	-55.4%	0.4%	0.4%	-3.0%	1.6%	1.5%	10.2%
Colombia	2.0%	1.2%	66.4%	0.8%	1.6%	-50.5%	1.8%	1.5%	13.8%	9.7%	8.6%	12.3%
Argentina	2.5%	0.7%	249.7%	1.1%	3.5%	-69.2%	1.0%	0.7%	48.3%	2.0%	1.3%	51.8%
Chile	1.2%	0.3%	300.7%	0.5%	1.5%	-66.5%	0.5%	0.3%	94.6%	1.5%	0.8%	98.5%
Peru	1.2%	0.2%	421.3%	0.6%	0.6%	-2.2%	0.4%	0.1%	165.5%	2.1%	0.6%	227.7%
UK	0.6%	0.5%	12.1%	0.3%	0.2%	35.4%	0.2%	0.2%	-3.1%	0.8%	0.7%	8.7%
Italy	0.3%	0.2%	27.5%	0.2%	0.3%	-49.4%	0.1%	0.1%	33.1%	0.3%	0.5%	-37.5%
Total main mkt	112.4%	95.4%	17.9%	69.3%	97.3%	-28.7%	98.8%	98.4%	0.4%	87.9%	85.5%	2.8%
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 YTD JUNE 2024

**737,691**  
ARRIVALS

**19.0%**  
GROWTH

	2023		Growth	2024	% Growth
0 - 11	39,598		11,550	51,148	29.2%
12-19	39,851		11,323	51,174	28.4%
20 - 29	71,516		17,692	89,208	24.7%
30 - 39	94,723		21,071	115,794	22.2%
40 - 49	100,075		20,003	120,078	20.0%
50 - 59	122,197		14,219	136,416	11.6%
60 - 69	99,695		14,882	114,577	14.9%
70 +	52,014		7,256	59,270	14.0%
Not Stated	50	-24		26	-48.0%
<b>Total</b>	<b>619,719</b>		117,972	<b>737,691</b>	<b>19.0%</b>



# GENERATIONS YTD JUNE 2024

**737,691**  
VISITORS

**19.0%**  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
Gen A	31,239	9,131	40,370	29.2%	5.0%	5.5%
Gen Z	86,304	24,054	110,358	27.9%	13.9%	15.0%
Millennials	149,338	32,481	181,819	21.7%	24.1%	24.6%
Gen X	164,859	26,892	191,751	16.3%	26.6%	26.0%
Baby Boomers	169,652	22,476	192,128	13.2%	27.4%	26.0%
Silent Generations	18,277	2,962	21,239	16.2%	2.9%	2.9%
Age not specified	50	-24	26	-48.0%	0.0%	0.0%
<b>Total</b>	<b>619,719</b>	117,972	<b>737,691</b>	<b>19.0%</b>		



GENERATIONS  
YTD JUNE 2024

737,691  
VISITORS

19.0%  
GROWTH

PURPOSE OF VISIT  
YTD JUNE 2024

	2024	Market share 2024	2023	Market share 2023	% Growth
Sun, Sand and Sea	619,381	84.0%	513,227	82.8%	20.7%
Business	13,323	1.8%	12,623	2.0%	5.5%
Conference	4,869	0.7%	5,069	0.8%	-3.9%
Honeymoon	15,789	2.1%	15,724	2.5%	0.4%
Diving	2,346	0.3%	2,155	0.3%	8.9%
Incentive	6,472	0.9%	6,974	1.1%	-7.2%
Meeting	4,593	0.6%	4,473	0.7%	2.7%
Not specified	52,562	7.1%	41,737	6.7%	25.9%
Shopping	4,452	0.6%	4,013	0.6%	10.9%
Wedding	13,904	1.9%	13,724	2.2%	1.3%
<b>Total</b>	<b>737,691</b>	<b>100.0%</b>	<b>619,719</b>	<b>100.0%</b>	<b>19.0%</b>

CONVINCING REASONS FOR  
VISIT YTD JUNE 2024

Reasons for Choice	YTD June 2024	Market Share
Adventure Activities	31,187	4%
Direct Flights	31,811	4%
Ease/Comfort	50,811	7%
Familiarity	64,358	9%
Family Friendly Destination	189,235	26%
Not Specified	7,741	1%
Other	85,121	12%
Outside Hurricane Belt	11,903	2%
Points redemption	11,238	2%
Reliable weather	108,293	15%
Word of mouth	132,572	18%
Blanks	13,421	2%
<b>Total</b>	<b>737,691</b>	



# CARRIERS YTD JUNE 2024

737,691  
VISITORS

19.0%  
GROWTH

	2023		Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
JETBLUE	141,186		32,059	173,245	22.7%	22.8%	23.5%
AMERICAN AIRLINES	141,060		2,682	143,742	1.9%	22.8%	19.5%
UNITED AIRLINES	78,123		18,184	96,307	23.3%	12.6%	13.1%
DELTA AIRLINE	79,383		15,671	95,054	19.7%	12.8%	12.9%
SOUTHWEST AIRLINES	30,304		4,763	35,067	15.7%	4.9%	4.8%
COPA AIRLINES	19,995		11,451	31,446	57.3%	3.2%	4.3%
AVIANCA	25,072		5,221	30,293	20.8%	4.0%	4.1%
SPIRIT AIRLINES	7,380		10,973	18,353	148.7%	1.2%	2.5%
WESTJET AIRLINES	10,189		5,846	16,035	57.4%	1.6%	2.2%
WINGO	9,076		6,618	15,694	72.9%	1.5%	2.1%
KLM ROYAL DUTCH	17,674	-3,224		14,450	-18.2%	2.9%	2.0%
AIR CANADA	10,281	-396		9,885	-3.9%	1.7%	1.3%
LATAM AIRLINES	0		9,485	9,485	-	0.0%	1.3%
DIVI DIVI AIR	9,613	-761		8,852	-7.9%	1.6%	1.2%
SUNWING AIRLINES	8,276	-674		7,602	-8.1%	1.3%	1.0%
TUI FLY NL	7,685	-917		6,768	-11.9%	1.2%	0.9%
EZ AIR	5,595	-228		5,367	-4.1%	0.9%	0.7%
PRIVATE	5,553	-1,161		4,392	-20.9%	0.9%	0.6%
SUN COUNTRY AIRLINES	2,256		632	2,888	28.0%	0.4%	0.4%
SURINAM AIRWAYS	2,646		131	2,777	5.0%	0.4%	0.4%
WINAIR	655		2,109	2,764	322.0%	0.1%	0.4%
BRITISH AIRWAYS	1,254		1,383	2,637	110.3%	0.2%	0.4%
CHARTER	2,217	-616		1,601	-27.8%	0.4%	0.2%
ARAJET	530		404	934	76.2%	0.1%	0.1%
JETAIR CARIBBEAN	1,078	-171		907	-15.9%	0.2%	0.1%
SKY HIGH AVIATION	298		259	557	86.9%	0.0%	0.1%
Others	2,340	-1,751		589	-74.8%	0.4%	0.1%
<b>Total</b>	<b>619,719</b>		117,972	<b>737,691</b>	<b>19.0%</b>		



# CARRIERS YTD JUNE 2024

737,691  
VISITORS

19.0%  
GROWTH

City	APO Code	JAN-MAY '24	Mkt Share	JAN-MAY'23	Mkt Share	24 vs 23
JFK NY	JFK	113,552	14.9%	104,328	16.2%	9.2%
Boston	BOS	91,127	13.0%	85,105	14.7%	4.6%
Newark	EWB	81,006	11.1%	51,586	7.9%	65.4%
Miami	MIA	52,693	7.1%	49,106	7.8%	7.7%
Charlotte	CLT	51,133	6.7%	51,099	8.1%	-1.3%
Atlanta	ATL	43,958	6.3%	30,714	4.9%	52.0%
Bogota	BOG	34,534	5.1%	30,226	5.2%	16.3%
Toronto	YYZ	33,571	4.5%	28,769	4.5%	16.6%
Philadelphia	PHL	32,268	4.4%	32,717	5.3%	-2.8%
Panama City	PTY	31,517	4.2%	20,022	3.2%	56.6%
Orlando	MCO	25,753	3.5%	24,235	3.9%	7.9%
G.Bush DC	IAD	21,480	3.0%	16,344	4.2%	-14.8%
Amsterdam	AMS	21,223	2.7%	24,753	2.6%	20.8%
Fort Lauderdale	FLL	18,733	2.6%	7,732	1.2%	154.9%
Curacao	CUR	16,129	2.2%	18,116	3.0%	-10.4%
Chicago	ORD	11,548	1.6%	8,668	1.4%	34.4%
Lima, Peru	LIM	9,485	1.3%	0	0.0%	—
Baltimore	BWI	9,332	1.1%	6,111	1.0%	30.4%
Medellin	MDE	7,810	0.8%	4,030	0.5%	70.1%
Houston International	IAH	4,212	0.4%	4,320	0.0%	68225.0%
Cali, Alfonso Bonilla Aragon	CLO	3,766	0.4%	4	0.6%	-13.7%
Dallas Fort Worth Int Airport	DFW	3164	0.4%	3,478	0.4%	12.8%
LaGuardia Airport, NY	LGA	3,009	0.4%	3,105	0.5%	-16.5%
Sint Maarten	SXM	2,768	0.4%	721	0.1%	279.3%
Gatwick Airport , UK	LGW	2,638	0.4%	1,254	0.5%	-11.2%
	Others	11,282	1.5%	13,176	2.1%	-14.4%
<b>Grand Total</b>		<b>737,691</b>	<b>100.0%</b>	<b>619,719</b>	<b>100.0%</b>	<b>19.0%</b>



# CRUISE COMPARISON



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## CRUISE YTD JUNE 2024



2023



CRUISE PAX  
**524,995**

CRUISE CALLS  
**190**



2024



CRUISE PAX  
**543,215**

3.5%

CRUISE CALLS  
**193**

1.6%

ABSOLUTE GROWTH PAX YTD JUNE

**18,220**  
3.5%

ABSOLUTE GROWTH CALLS YTD JUNE

**3**  
1.6%

# JUNE RESULT 2023

NORTH AMERICA



97,614

79.6%

SOUTH AMERICA



17,821

14.5%

EUROPE



4,320

3.5%

OTHERS



2,818

2.3%

TOTAL ARRIVALS

122,573

100%



# ARRIVALS JUNE 2024

122,573  
ARRIVALS

20.7%  
GROWTH

	2023		Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
USA	80,892		14,243	95,135	17.6%	79.7%	77.6%
Canada	2,005		474	2,479	23.6%	2.0%	2.0%
<b>NA</b>	<b>82,897</b>		<b>14,717</b>	<b>97,614</b>	<b>17.8%</b>	<b>81.7%</b>	<b>79.6%</b>
Venezuela	173		55	228	31.8%	0.2%	0.2%
Colombia	5,468		2,894	8,362	52.9%	5.4%	6.8%
Brazil	1,153		64	1,217	5.6%	1.1%	1.0%
Argentina	1,308		1,042	2,350	79.7%	1.3%	1.9%
Chile	756		966	1,722	127.8%	0.7%	1.4%
Ecuador	442		266	708	60.2%	0.4%	0.6%
Peru	377		885	1,262	234.7%	0.4%	1.0%
Paraguay	38		33	71	86.8%	0.0%	0.1%
Uruguay	151		217	368	143.7%	0.1%	0.3%
Mexico	196		209	405	106.6%	0.2%	0.3%
Others	1,130	-2		1,128	-0.2%	1.1%	0.9%
<b>SA</b>	<b>11,192</b>		<b>6,629</b>	<b>17,821</b>	<b>59.2%</b>	<b>11.0%</b>	<b>14.5%</b>
Netherlands	2,405	-127		2,278	-5.3%	2.4%	1.9%
UK	626	-81		545	-12.9%	0.6%	0.4%
Germany	334	-129		205	-38.6%	0.3%	0.2%
Italy	416	-36		380	-8.7%	0.4%	0.3%
Sweden	51	-2		49	-3.9%	0.1%	0.0%
Belgium	113		13	126	11.5%	0.1%	0.1%
Austria	22	-6		16	-27.3%	0.0%	0.0%
Switzerland	86	-5		81	-5.8%	0.1%	0.1%
Others	627		13	640	2.1%	0.6%	0.5%
<b>Europe</b>	<b>4,680</b>	<b>-360</b>		<b>4,320</b>	<b>-7.7%</b>	<b>4.6%</b>	<b>3.5%</b>
<b>ROW</b>	<b>2,749</b>		<b>69</b>	<b>2,818</b>	<b>2.5%</b>	<b>2.7%</b>	<b>2.3%</b>
<b>Total</b>	<b>101,518</b>		<b>21,055</b>	<b>122,573</b>	<b>20.7%</b>		
<b>W/O Ven.</b>	<b>101,345</b>		<b>21,000</b>	<b>122,345</b>	<b>20.7%</b>		



# ARRIVALS USA JUNE 2024

95,135  
ARRIVALS

17.6%  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
New York	13,390	1,721	15,111	12.9%	16.6%	15.9%
Massachusetts	8,317	1,447	9,764	17.4%	10.3%	10.3%
New Jersey	9,889	1,940	11,829	19.6%	12.2%	12.4%
Pennsylvania	6,030	1,468	7,498	24.3%	7.5%	7.9%
Illinois	2,051	277	2,328	13.5%	2.5%	2.4%
Connecticut	3,137	704	3,841	22.4%	3.9%	4.0%
Florida	5,096	1,070	6,166	21.0%	6.3%	6.5%
Ohio	2,686	712	3,398	26.5%	3.3%	3.6%
Maryland	2,840	578	3,418	20.4%	3.5%	3.6%
Michigan	869	179	1,048	20.6%	1.1%	1.1%
Virginia	2,588	744	3,332	28.7%	3.2%	3.5%
Georgia	2,852	-208	2,644	-7.3%	3.5%	2.8%
North Carolina	2,754	652	3,406	23.7%	3.4%	3.6%
Texas	3,760	263	4,023	7.0%	4.6%	4.2%
California	1,943	225	2,168	11.6%	2.4%	2.3%
Other	12,690	2,471	15,161	19.5%	15.7%	15.9%
<b>Total</b>	<b>80,892</b>	<b>14,243</b>	<b>95,135</b>	<b>17.6%</b>		



# NIGHTS JUNE 2024

925,351  
NIGHTS

18.3%  
GROWTH

	2023	Growth	2024	% Growth	ALOS 2023	ALOS 2024
USA	581,815	98,815	680,630	17.0%	7.2	7.2
Canada	18,070	2,333	20,403	12.9%	9.0	8.2
<b>NA</b>	<b>599,885</b>	<b>101,148</b>	<b>701,033</b>	<b>16.9%</b>	7.2	7.2
Venezuela	2,135	791	2,926	37.0%	12.3	12.8
Colombia	39,103	16,048	55,151	41.0%	7.2	6.6
Brazil	8,236	-770	7,466	-9.3%	7.1	6.1
Argentina	12,913	7,776	20,689	60.2%	9.9	8.8
Chile	6,157	7,341	13,498	119.2%	8.1	7.8
Ecuador	1,900	932	2,832	49.1%	4.3	4.0
Peru	2,269	4,130	6,399	182.0%	6.0	5.1
Paraguay	242	214	456	88.4%	6.4	6.4
Uruguay	1,199	1,903	3,102	158.7%	7.9	8.4
Mexico	1,152	2,347	3,499	203.7%	5.9	8.6
Others	7,038	505	7,543	7.2%	6.2	6.7
<b>SA</b>	<b>82,344</b>	<b>41,217</b>	<b>123,561</b>	<b>50.1%</b>	7.4	6.9
Netherlands	51,646	4,598	56,244	8.9%	21.5	24.7
UK	5,544	-342	5,202	-6.2%	8.9	9.5
Germany	3,545	-1,444	2,101	-40.7%	10.6	10.2
Italy	3,598	-261	3,337	-7.3%	8.6	8.8
Sweden	437	31	468	7.1%	8.6	9.6
Belgium	1,332	453	1,785	34.0%	11.8	14.2
Austria	170	13	183	7.6%	7.7	11.4
Switzerland	768	-92	676	-12.0%	8.9	8.3
Others	6,380	13	6,393	0.2%	10.2	10.0
<b>Europe</b>	<b>73,420</b>	<b>2,969</b>	<b>76,389</b>	<b>4.0%</b>	15.7	17.7
<b>ROW</b>	<b>26,231</b>	<b>-1,863</b>	<b>24,368</b>	<b>-7.1%</b>	9.5	8.6
<b>Total</b>	<b>781,880</b>	<b>143,471</b>	<b>925,351</b>	<b>18.3%</b>	7.7	7.5
















## ACCOMMODATIONS JUNE 2024














**122,573**  
ARRIVALS

**20.7%**  
GROWTH

### ARRIVALS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	27,434	 3,645	31,079	13.3%	 27.0%	 25.4%
All Inclusive	18,467	 1,488	19,955	8.1%	 18.2%	 16.3%
Timeshare	29,072	 4,200	33,272	14.4%	 28.6%	 27.1%
Others	26,545	 11,722	38,267	44.2%	 26.1%	 31.2%
<b>Total</b>	<b>101,518</b>	 21,055	<b>122,573</b>	<b>20.7%</b>		

### NIGHTS BY ACCOMMODATION

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
EP	172,238	 16,964	189,202	9.8%	 22.0%	 20.4%
All Inclusive	117,727	 13,732	131,459	11.7%	 15.1%	 14.2%
Timeshare	234,605	 43,946	278,551	18.7%	 30.0%	 30.1%
Others	257,310	 68,829	326,139	26.7%	 32.9%	 35.2%
<b>Total</b>	<b>781,880</b>	 143,471	<b>925,351</b>	<b>18.3%</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 JUNE 2024

**122,573**  
ARRIVALS

**20.7%**  
GROWTH

	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	31,435	24,243	29.7%	12,021	15,054	-20.1%	29,605	26,560	11.5%	22,074	15,035	46.8%
Venezuela	33	44	-25.0%	1	0	0	29	21	38.1%	165	108	52.8%
Netherlands	263	303	-13.2%	107	171	-37.4%	143	101	41.6%	1,765	1,830	-3.6%
Canada	734	226	224.8%	324	744	-56.5%	291	187	55.6%	1,130	848	33.3%
Brazil	386	356	8.4%	62	138	-55.1%	127	143	-11.2%	642	516	24.4%
Colombia	1,028	457	124.9%	204	494	-58.7%	1,593	1,113	43.1%	5,537	3,404	62.7%
Argentina	835	130	542.3%	232	679	-65.8%	381	179	112.8%	902	320	181.9%
Chile	464	80	480.0%	123	343	-64.1%	347	124	179.8%	788	209	277.0%
Peru	384	57	573.7%	155	108	43.5%	144	60	140.0%	579	152	280.9%
UK	179	186	-3.8%	75	102	-26.5%	45	70	-35.7%	246	268	-8.2%
Italy	173	129	34.1%	50	161	-68.9%	28	8	250.0%	129	118	9.3%
Total main mkt	35,914	26,211	37.0%	13,354	17,994	-25.8%	32,733	28,566	14.6%	33,957	22,808	48.9%
All visitors	31,079	27,434	13.3%	19,955	18,467	8.1%	33,272	29,072	14.4%	38,267	26,545	44.2%

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 JUNE 2024

122,573  
ARRIVALS

20.7%  
GROWTH

	EP			All Inclusive			Timeshare			Others		
	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth	2024	2023	% growth
USA	101.1%	88.4%	14.5%	60.2%	81.5%	-26.1%	89.0%	91.4%	-2.6%	57.7%	56.6%	1.8%
Venezuela	0.1%	0.2%	-33.8%	0.0%	0.0%	#DIV/0!	0.1%	0.1%	20.7%	0.4%	0.4%	6.0%
Netherlands	0.8%	1.1%	-23.4%	0.5%	0.9%	-42.1%	0.4%	0.3%	23.7%	4.6%	6.9%	-33.1%
Canada	2.4%	0.8%	186.7%	1.6%	4.0%	-59.7%	0.9%	0.6%	36.0%	3.0%	3.2%	-7.6%
Brazil	1.2%	1.3%	-4.3%	0.3%	0.7%	-58.4%	0.4%	0.5%	-22.4%	1.7%	1.9%	-13.7%
Colombia	3.3%	1.7%	98.6%	1.0%	2.7%	-61.8%	4.8%	3.8%	25.1%	14.5%	12.8%	12.8%
Argentina	2.7%	0.5%	467.0%	1.2%	3.7%	-68.4%	1.1%	0.6%	86.0%	2.4%	1.2%	95.5%
Chile	1.5%	0.3%	412.0%	0.6%	1.9%	-66.8%	1.0%	0.4%	144.5%	2.1%	0.8%	161.5%
Peru	1.2%	0.2%	494.7%	0.8%	0.6%	32.8%	0.4%	0.2%	109.7%	1.5%	0.6%	164.2%
UK	0.6%	0.7%	-15.1%	0.4%	0.6%	-32.0%	0.1%	0.2%	-43.8%	0.6%	1.0%	-36.3%
Italy	0.6%	0.5%	18.4%	0.3%	0.9%	-71.3%	0.1%	0.0%	205.8%	0.3%	0.4%	-24.2%
Total main mkt	115.6%	95.5%	20.9%	66.9%	97.4%	-31.3%	98.4%	98.3%	0.1%	88.7%	85.9%	3.3%
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 JUNE 2024

**122,573**  
ARRIVALS

**20.7%**  
GROWTH

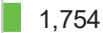











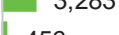









	2023	Growth	2024	% Growth
0 - 11	6,968	2,354	9,322	33.8%
12-19	9,977	2,920	12,897	29.3%
20 - 29	14,808	2,669	17,477	18.0%
30 - 39	16,035	3,214	19,249	20.0%
40 - 49	17,258	4,069	21,327	23.6%
50 - 59	18,471	2,725	21,196	14.8%
60 - 69	11,921	1,900	13,821	15.9%
70 +	6,079	1,203	7,282	19.8%
Not Stated	1	1	2	100.0%
<b>Total</b>	<b>101,518</b>	<b>21,055</b>	<b>122,573</b>	<b>20.7%</b>



## GENERATIONS JUNE 2024

**122,573**  
ARRIVALS

**20.7%**  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
Gen A	5,401	 1,754	7,155	32.5%	 5.3%	 5.8%
Gen Z	20,075	 5,302	25,377	26.4%	 19.8%	 20.7%
Millennials	25,852	 5,007	30,859	19.4%	 25.5%	 25.2%
Gen X	27,403	 5,252	32,655	19.2%	 27.0%	 26.6%
Baby Boomers	20,585	 3,283	23,868	15.9%	 20.3%	 19.5%
Silent Generations	2,201	 456	2,657	20.7%	 2.2%	 2.2%
Age not specified	1	 1	2	100.0%	 0.0%	 0.0%
<b>Total</b>	<b>101,518</b>	 21,055	<b>122,573</b>	<b>20.7%</b>		



## PURPOSE OF VISIT JUNE 2024

**122,573**  
ARRIVALS

**20.7%**  
GROWTH

	2024	Market share 2024	2023	Market share 2023	% Growth
Sun, Sand, Sea	96,701	78.9%	84,163	82.9%	14.9%
Business	1,825	1.5%	1,585	1.6%	15.1%
Conference	318	0.3%	253	0.2%	25.7%
Honeymoon	3,097	2.5%	3,841	3.8%	-19.4%
Diving	324	0.3%	379	0.4%	-14.5%
Incentive	918	0.7%	827	0.8%	11.0%
Meeting	614	0.5%	737	0.7%	-16.7%
Not specified	15,171	12.4%	5,772	5.7%	162.8%
Shopping	674	0.5%	709	0.7%	-4.9%
Wedding	2,931	2.4%	3,252	3.2%	-9.9%
<b>Total</b>	<b>122,573</b>	<b>100.0%</b>	<b>101,518</b>	<b>100.0%</b>	<b>20.7%</b>



# CARRIERS JUNE 2024

122,573  
ARRIVALS

20.7%  
GROWTH

	2023	Growth	2024	% Growth	Marketshare 2023	Marketshare 2024
JETBLUE	24,314	6,503	30,817	26.7%	24.0%	25.1%
AMERICAN AIRLINES	24,082	1,704	25,786	7.1%	23.7%	21.0%
UNITED AIRLINES	15,421	2,737	18,158	17.7%	15.2%	14.8%
DELTA AIRLINE	10,390	248	10,638	2.4%	10.2%	8.7%
AVIANCA	5,334	1,746	7,080	32.7%	5.3%	5.8%
SOUTHWEST AIRLINES	5,276	1,636	6,912	31.0%	5.2%	5.6%
COPA AIRLINES	3,358	2,082	5,440	62.0%	3.3%	4.4%
AERO REPUBLICA/ WINGO	2,607	1,558	4,165	59.8%	2.6%	3.4%
SPIRIT AIRLINES	1,412	1,246	2,658	88.2%	1.4%	2.2%
KLM ROYAL DUTCH	2,093	-211	1,882	-10.1%	2.1%	1.5%
LATAM AIRLINES	0	1,629	1,629	-	0.0%	1.3%
DIVI DIVI AIR	1,609	-229	1,380	-14.2%	1.6%	1.1%
WESTJET AIRLINES	884	417	1,301	47.2%	0.9%	1.1%
TUI FLY NL	1,082	-116	966	-10.7%	1.1%	0.8%
EZ AIR	896	-76	820	-8.5%	0.9%	0.7%
SUNWING AIRLINES	740	-43	697	-5.8%	0.7%	0.6%
WINAIR	113	342	455	302.7%	0.1%	0.4%
BRITISH AIRWAYS	467	-36	431	-7.7%	0.5%	0.4%
SURINAM AIRWAYS	461	-65	396	-14.1%	0.5%	0.3%
PRIVATE	479	-153	326	-31.9%	0.5%	0.3%
CHARTER	183	41	224	22.4%	0.2%	0.2%
ARAJET	87	51	138	58.6%	0.1%	0.1%
JETAIR CARIBBEAN	93	34	127	36.6%	0.1%	0.1%
SKY HIGH AVIATION	77	16	93	20.8%	0.1%	0.1%
AIR CENTURY	59	-5	54	-8.5%	0.1%	0.0%
VENSECAR INTERNACIONAL	1	-1	0	-100.0%	0.0%	0.0%
OTHERS	0		0	-	0.0%	0.0%
<b>Total</b>	<b>101,518</b>	21,055	<b>122,573</b>	<b>20.7%</b>		



# CARRIERS JUNE 2024

**122,573**  
ARRIVALS

**20.7%**  
GROWTH

City	APO Code	April '24	Market share 2024	April'23	Market share 2023	2024 vs 2023
JFK NY	JFK	21,718	16.7%	20,238	19.3%	0.8%
Newark	EWB	12,945	10.0%	10,445	10.9%	7.4%
Boston	BOS	11,451	9.5%	8,919	8.5%	29.9%
Charlotte	CLT	9,650	8.3%	9,072	8.2%	18.3%
Miami	MIA	9,305	8.1%	8,825	8.9%	6.3%
Bogota	BOG	7,128	5.9%	6,721	6.1%	13.1%
Panama City	PTY	5,440	5.2%	3,370	4.9%	22.4%
Philadelphia	PHL	5,344	5.1%	5,018	3.7%	60.4%
Atlanta	ATL	5,262	4.8%	5,254	4.9%	14.6%
G.Bush DC	IAD	4,976	4.3%	2,678	2.8%	79.2%
Orlando	MCO	4,060	4.2%	4,138	4.8%	2.4%
Medellin	MDE	3,084	3.1%	1,252	3.7%	63.3%
Baltimore	BWI	2,852	2.5%	1,141	3.2%	-7.1%
Amsterdam	AMS	2,848	2.3%	3,175	1.7%	-4.7%
Fort Lauderdale	FLL	2,677	1.9%	1,434	2.6%	-13.6%
Curacao	CUR	2,423	1.2%	2,814	0.0%	—
Toronto	YYZ	2,012	0.9%	1,626	1.1%	-1.7%
Chicago	ORD	1,663	0.9%	1,311	0.5%	93.5%
Lima, Peru	LIM	1,629	0.8%	0	0.7%	29.9%
Houston International	IAH	1,625	0.7%	1,323	0.7%	12.4%
Cali, Alfonso Bonilla Aragon	CLO	1,033	0.6%	0	0.0%	—
Dallas Fort Worth Int Airport	DFW	832	0.6%	684	0.7%	5.1%
LaGuardia Airport, NY	LGA	724	0.5%	532	0.5%	10.3%
Sint Maarten	SXM	462	0.5%	113	0.5%	14.9%
Gatwick Airport , UK	LGW	431	0.4%	467	0.2%	188.7%
	Others	999	0.8%	968	1.0%	3.2%
<b>Grand Total</b>		<b>122,573</b>	<b>100.0%</b>	<b>101,518</b>	<b>100.0%</b>	<b>20.7%</b>



# CRUISE COMPARISON



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



## CRUISE JUNE 2024



2023



CRUISE PAX  
**29,464**

CRUISE CALLS  
**9**



2024



CRUISE PAX  
**43,031**

46.1%

CRUISE CALLS  
**11**

22.2%

ABSOLUTE GROWTH PAX JUNE

**13,567**  
46.1%

ABSOLUTE GROWTH CALLS JUNE

**2**  
22.2%

# 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.



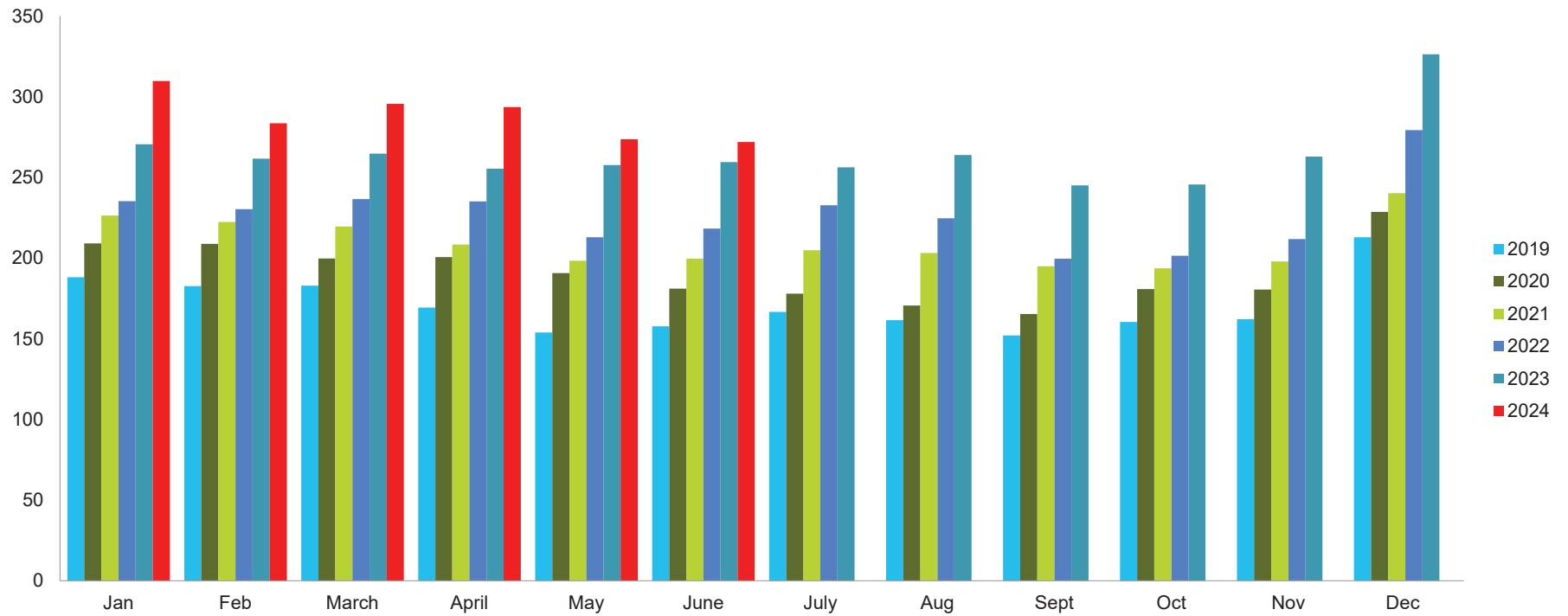
# OCCUPANCY

June 2023 Occupancy: 42.4% | June 2024 Occupancy: 52.2%



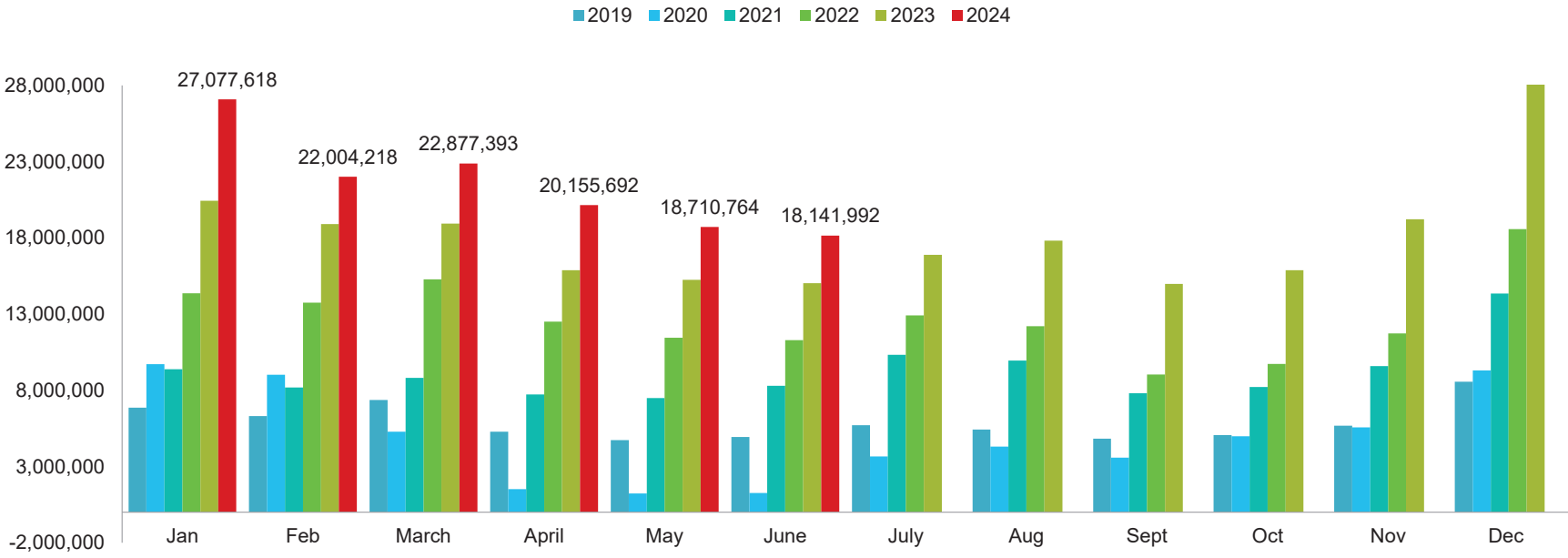
# ADR

June 2023 ADR: \$260 | June 2024 ADR: \$272



# REVENUE

Total Revenue YTD June 2024: USD\$128,967,677 | Total Revenue YTD June 2023: USD\$104,460,144  
June 2024: USD\$18,141,992 | June 2023: USD\$15,030,984





# 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](http://www.ata.aw)

