

# JANUARY 2025

## Monthly Report

# SNAPSHOT JANUARY 2025



HOW MANY  
ARRIVALS?

124,787

4.7%



HOW MANY  
CRUISE TOURISM?

123,507

0.1%



HOW LONG  
DID THEY STAY?

970,549

0.9%



WHAT DID THEY SPEND?\*

Central Bank Aruba  
(Q1 and Q2 2024)

Avg. 2,874.70 min

19%

Q1 and Q2 2023: 2,413.40

\*\*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?



197,091

NIGHTS

20.3%



102,668

NIGHTS

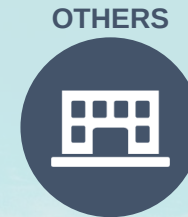
10.6%



255,426

NIGHTS

26.3%



415,364

NIGHTS

42.8%

# JANUARY RESULT 2025

NORTH AMERICA



97,251

77.9%

SOUTH AMERICA



19,322

15.5%

EUROPE



5,531

4.4%

OTHERS



2,683

2.2%

TOTAL ARRIVALS

124,787

100%



# ARRIVALS

## JANUARY 2025/2024

124,787  
ARRIVALS

4.7%  
GROWTH

|                 | 2024           |             | Growth                   | 2025           | % Growth      | Marketshare 2024         | Marketshare 2025         |
|-----------------|----------------|-------------|--------------------------|----------------|---------------|--------------------------|--------------------------|
| USA             | 85,849         |             | <div></div> 2,451        | 88,300         | 2.9%          | <div></div> 72.0%        | <div></div> 70.8%        |
| Canada          | 9,424          | -473        | <div></div>              | 8,951          | -5.0%         | <div></div> 7.9%         | <div></div> 7.2%         |
| <b>NA</b>       | <b>95,273</b>  |             | <div></div> <b>1,978</b> | <b>97,251</b>  | <b>2.1%</b>   | <div></div> <b>79.9%</b> | <div></div> <b>77.9%</b> |
| Venezuela       | 319            |             | <div></div> 14           | 333            | 4.4%          | <div></div> 0.3%         | <div></div> 0.3%         |
| Colombia        | 6,034          | -119        | <div></div>              | 5,915          | -2.0%         | <div></div> 5.1%         | <div></div> 4.7%         |
| Brazil          | 1,661          |             | <div></div> 1,508        | 3,169          | 90.8%         | <div></div> 1.4%         | <div></div> 2.5%         |
| Argentina       | 2,703          |             | <div></div> 2,243        | 4,946          | 83.0%         | <div></div> 2.3%         | <div></div> 4.0%         |
| Chile           | 1,344          | -47         | <div></div>              | 1,297          | -3.5%         | <div></div> 1.1%         | <div></div> 1.0%         |
| Ecuador         | 527            |             | <div></div> 19           | 546            | 3.6%          | <div></div> 0.4%         | <div></div> 0.4%         |
| Peru            | 1,088          |             | <div></div> 396          | 1,484          | 36.4%         | <div></div> 0.9%         | <div></div> 1.2%         |
| Paraguay        | 113            |             | <div></div> 6            | 119            | 5.3%          | <div></div> 0.1%         | <div></div> 0.1%         |
| Uruguay         | 137            |             | <div></div> 182          | 319            | 132.8%        | <div></div> 0.1%         | <div></div> 0.3%         |
| Mexico          | 209            | -16         | <div></div>              | 193            | -7.7%         | <div></div> 0.2%         | <div></div> 0.2%         |
| Others          | 972            |             | <div></div> 29           | 1,001          | 3.0%          | <div></div> 0.8%         | <div></div> 0.8%         |
| <b>SA</b>       | <b>15,107</b>  |             | <div></div> 4,215        | <b>19,322</b>  | <b>27.9%</b>  | <div></div> <b>12.7%</b> | <div></div> <b>15.5%</b> |
| Netherlands     | 3,278          | -416        | <div></div>              | 2,862          | -12.7%        | <div></div> 2.8%         | <div></div> 2.3%         |
| UK              | 593            | -181        | <div></div>              | 412            | -30.5%        | <div></div> 0.5%         | <div></div> 0.3%         |
| Germany         | 355            | -5          | <div></div>              | 350            | -1.4%         | <div></div> 0.3%         | <div></div> 0.3%         |
| Italy           | 362            | -18         | <div></div>              | 344            | -5.0%         | <div></div> 0.3%         | <div></div> 0.3%         |
| Sweden          | 112            |             | <div></div> 19           | 131            | 17.0%         | <div></div> 0.1%         | <div></div> 0.1%         |
| Belgium         | 142            |             | <div></div> 7            | 149            | 4.9%          | <div></div> 0.1%         | <div></div> 0.1%         |
| Austria         | 89             | -15         | <div></div>              | 74             | -16.9%        | <div></div> 0.1%         | <div></div> 0.1%         |
| Switzerland     | 150            | -13         | <div></div>              | 137            | -8.7%         | <div></div> 0.1%         | <div></div> 0.1%         |
| Others          | 1,110          | -38         | <div></div>              | 1,072          | -3.4%         | <div></div> 0.9%         | <div></div> 0.9%         |
| <b>Europe</b>   | <b>6,191</b>   | <b>-660</b> | <div></div>              | <b>5,531</b>   | <b>-10.7%</b> | <div></div> <b>5.2%</b>  | <div></div> <b>4.4%</b>  |
| <b>ROW</b>      | <b>2,623</b>   |             | <div></div> 60           | <b>2,683</b>   | <b>2.3%</b>   | <div></div> 2.2%         | <div></div> 2.2%         |
| <b>Total</b>    | <b>119,194</b> |             | <div></div> 5,593        | <b>124,787</b> | <b>4.7%</b>   |                          |                          |
| <b>W/O Ven.</b> | <b>118,875</b> |             | <div></div> 5,579        | <b>124,454</b> | <b>4.7%</b>   |                          |                          |



# ARRIVALS USA

## JANUARY 2025/2024

**88,300**  
ARRIVALS

**2.9%**  
GROWTH

|                | 2024          | Growth       | 2025          | % Growth    | Marketshare 2024 | Marketshare 2025 |
|----------------|---------------|--------------|---------------|-------------|------------------|------------------|
| New York       | 19,286        | -711         | 18,575        | -3.7%       | 22.5%            | 21.0%            |
| Massachusetts  | 10,971        | 318          | 11,289        | 2.9%        | 12.8%            | 12.8%            |
| New Jersey     | 9,317         | -526         | 8,791         | -5.6%       | 10.9%            | 10.0%            |
| Pennsylvania   | 5,663         | -661         | 5,002         | -11.7%      | 6.6%             | 5.7%             |
| Illinois       | 2,772         | -375         | 2,397         | -13.5%      | 3.2%             | 2.7%             |
| Connecticut    | 2,708         | -53          | 2,655         | -2.0%       | 3.2%             | 3.0%             |
| Florida        | 3,845         | -325         | 3,520         | -8.5%       | 4.5%             | 4.0%             |
| Ohio           | 2,642         | -176         | 2,466         | -6.7%       | 3.1%             | 2.8%             |
| Maryland       | 2,374         | -196         | 2,178         | -8.3%       | 2.8%             | 2.5%             |
| Michigan       | 1,973         | -145         | 1,828         | -7.3%       | 2.3%             | 2.1%             |
| Virginia       | 1,959         | 292          | 2,251         | 14.9%       | 2.3%             | 2.5%             |
| Georgia        | 1,306         | 67           | 1,373         | 5.1%        | 1.5%             | 1.6%             |
| North Carolina | 2,020         | 112          | 2,132         | 5.5%        | 2.4%             | 2.4%             |
| Texas          | 1,566         | 1,018        | 2,584         | 65.0%       | 1.8%             | 2.9%             |
| California     | 1,191         | 325          | 1,516         | 27.3%       | 1.4%             | 1.7%             |
| Other          | 16,256        | 3,487        | 19,743        | 21.5%       | 18.9%            | 22.4%            |
| <b>Total</b>   | <b>85,849</b> | <b>2,451</b> | <b>88,300</b> | <b>2.9%</b> |                  |                  |



# NIGHTS JANUARY 2025/2024

970,549  
NIGHTS

0.9%  
GROWTH

|             | 2024    | Growth  | 2025    | % Growth | ALOS 2024 | ALOS 2025 |
|-------------|---------|---------|---------|----------|-----------|-----------|
| USA         | 647,597 | -6,356  | 641,241 | -1.0%    | 7.5       | 7.3       |
| Canada      | 109,686 | -6,497  | 103,189 | -5.9%    | 11.6      | 11.5      |
| NA          | 757,283 | -12,853 | 744,430 | -1.7%    | 7.9       | 7.7       |
| Venezuela   | 2,930   |         | 2,958   | 1.0%     | 9.2       | 8.9       |
| Colombia    | 38,466  | -3,371  | 35,095  | -8.8%    | 6.4       | 5.9       |
| Brazil      | 10,162  |         | 19,568  | 92.6%    | 6.1       | 6.2       |
| Argentina   | 26,185  |         | 46,924  | 79.2%    | 9.7       | 9.5       |
| Chile       | 10,162  | -191    | 9,971   | -1.9%    | 7.6       | 7.7       |
| Ecuador     | 2,513   | -31     | 2,482   | -1.2%    | 4.8       | 4.5       |
| Peru        | 6,557   |         | 8,462   | 29.1%    | 6.0       | 5.7       |
| Paraguay    | 790     |         | 801     | 1.4%     | 7.0       | 6.7       |
| Uruguay     | 1,358   |         | 2,458   | 81.0%    | 9.9       | 7.7       |
| Mexico      | 1,450   | -26     | 1,424   | -1.8%    | 6.9       | 7.4       |
| Others      | 6,180   |         | 6,372   | 3.1%     | 6.4       | 6.4       |
| SA          | 106,753 |         | 136,515 | 27.9%    | 7.1       | 7.1       |
| Netherlands | 55,508  | -7,711  | 47,797  | -13.9%   | 16.9      | 16.7      |
| UK          | 5,385   | -1,587  | 3,798   | -29.5%   | 9.1       | 9.2       |
| Germany     | 3,831   | -888    | 2,943   | -23.2%   | 10.8      | 8.4       |
| Italy       | 3,007   |         | 3,091   | 2.8%     | 8.3       | 9.0       |
| Sweden      | 1,181   |         | 1,852   | 56.8%    | 10.5      | 14.1      |
| Belgium     | 1,837   |         | 3,058   | 66.5%    | 12.9      | 20.5      |
| Austria     | 1,206   | -693    | 513     | -57.5%   | 13.6      | 6.9       |
| Switzerland | 1,366   |         | 1,536   | 12.4%    | 9.1       | 11.2      |
| Others      | 10,505  | -437    | 10,068  | -4.2%    | 9.5       | 9.4       |
| Europe      | 83,826  | -9,170  | 74,656  | -10.9%   | 13.5      | 13.5      |
| ROW         | 14,202  |         | 14,948  | 5.3%     | 5.4       | 5.6       |
| Total       | 962,064 |         | 970,549 | 0.9%     | 8.1       | 7.8       |



# VISITORS BY AGE

## JANUARY 2025/2024

**124,787**  
ARRIVALS

**4.7%**  
GROWTH

|              | 2024           |    | Growth       | 2025           | % Growth    |
|--------------|----------------|----|--------------|----------------|-------------|
| 0 - 11       | 7,162          |    | 822          | 7,984          | 11.5%       |
| 12-19        | 5,936          |    | 643          | 6,579          | 10.8%       |
| 20 - 29      | 14,943         |    | 403          | 15,346         | 2.7%        |
| 30 - 39      | 18,202         |    | 43           | 18,245         | 0.2%        |
| 40 - 49      | 16,755         |    | 1,085        | 17,840         | 6.5%        |
| 50 - 59      | 22,034         |    | 493          | 22,527         | 2.2%        |
| 60 - 69      | 21,634         |    | 1,307        | 22,941         | 6.0%        |
| 70 +         | 12,525         |    | 799          | 13,324         | 6.4%        |
| Not Stated   | 3              | -2 |              | 1              | -66.7%      |
| <b>Total</b> | <b>119,194</b> |    | <b>5,593</b> | <b>124,787</b> | <b>4.7%</b> |



# GENERATIONS

## JANUARY 2025/2024

**124,787**  
ARRIVALS

**4.7%**  
GROWTH

|                    | 2024           | Growth                                                                                  | 2025           | % Growth    | Marketshare 2024                                                                          | Marketshare 2025                                                                          |
|--------------------|----------------|-----------------------------------------------------------------------------------------|----------------|-------------|-------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| Gen A              | 5,977          |  628   | 6,605          | 10.5%       |  5.0%  |  5.3%  |
| Gen Z              | 15,423         |  1,380 | 16,803         | 8.9%        |  12.9% |  13.5% |
| Millennials        | 28,513         |  119   | 28,632         | 0.4%        |  23.9% |  22.9% |
| Gen X              | 28,287         |  1,162 | 29,449         | 4.1%        |  23.7% |  23.6% |
| Baby Boomers       | 36,398         |  1,802 | 38,200         | 5.0%        |  30.5% |  30.6% |
| Silent Generations | 4,593          |  504   | 5,097          | 11.0%       |  3.9%  |  4.1%  |
| Age not specified  | 3              | -2                                                                                      | 1              | -66.7%      | 0.0%                                                                                      | 0.0%                                                                                      |
| <b>Total</b>       | <b>119,194</b> |  5,593 | <b>124,787</b> | <b>4.7%</b> |                                                                                           |                                                                                           |



# PURPOSE OF VISIT JANUARY 2025/2024

124,787  
ARRIVALS

4.7%  
GROWTH

## PURPOSE OF VISIT 2025

|                | 2025    | Market share 2025 | 2024    | Market share 2024 | % Growth |
|----------------|---------|-------------------|---------|-------------------|----------|
| Sun, Sand, Sea | 117,045 | 93.8%             | 101,405 | 85.1%             | 15.4%    |
| Business       | 2,891   | 2.3%              | 2,253   | 1.9%              | 28.3%    |
| Conference     | 0       | 0.0%              | 1,616   | 1.4%              | -100.0%  |
| Honeymoon      | 808     | 0.6%              | 2,308   | 1.9%              | -65.0%   |
| Diving         | 0       | 0.0%              | 392     | 0.3%              | -100.0%  |
| Incentive      | 278     | 0.2%              | 772     | 0.6%              | -64.0%   |
| Meeting        | 0       | 0.0%              | 789     | 0.7%              | -100.0%  |
| Not specified  | 3,375   | 2.7%              | 7,260   | 6.1%              | -53.5%   |
| Shopping       | 0       | 0.0%              | 805     | 0.7%              | -100.0%  |
| Wedding        | 390     | 0.3%              | 1,594   | 1.3%              | -75.5%   |
| Total          | 124,787 | 100.0%            | 119,194 | 100.0%            | 4.7%     |

## CONVINCING REASONS FOR VISIT 2025

| Reasons for Choice          | 2025    | Market Share |
|-----------------------------|---------|--------------|
| Adventure activities        | 6,617   | 5%           |
| Direct flights              | 6,346   | 5%           |
| Ease /comfort               | 9,682   | 8%           |
| Familiarity                 | 11,117  | 9%           |
| Family-friendly destination | 28,806  | 23%          |
| Not specified               | 215     | 0%           |
| Other                       | 18,893  | 15%          |
| Outside hurricane belt      | 1,749   | 1%           |
| Points redemption           | 2,784   | 2%           |
| Reliable weather            | 22,112  | 18%          |
| Word of mouth               | 16,318  | 13%          |
| (blank)                     | 148     | 0%           |
| Total                       | 124,787 | 100%         |



# CARRIERS JANUARY 2025/2024

124,787  
ARRIVALS

4.7%  
GROWTH

|                      | 2024           |        | Growth            | 2025           | % Growth    | Marketshare 2024  | Marketshare 2025  |
|----------------------|----------------|--------|-------------------|----------------|-------------|-------------------|-------------------|
| JETBLUE              | 24,570         | -2,899 | <div></div>       | 21,671         | -11.8%      | <div></div> 20.6% | <div></div> 17.4% |
| AMERICAN AIRLINES    | 21,701         | -205   | <div></div>       | 21,496         | -0.9%       | <div></div> 18.2% | <div></div> 17.2% |
| DELTA AIRLINES       | 17,407         |        | <div></div> 1,070 | 18,477         | 6.1%        | <div></div> 14.6% | <div></div> 14.8% |
| UNITED AIRLINES      | 14,403         |        | <div></div> 1,975 | 16,378         | 13.7%       | <div></div> 12.1% | <div></div> 13.1% |
| AVIANCA              | 5,282          |        | <div></div> 352   | 5,634          | 6.7%        | <div></div> 4.4%  | <div></div> 4.5%  |
| COPA AIRLINES        | 4,831          |        | <div></div> 782   | 5,613          | 16.2%       | <div></div> 4.1%  | <div></div> 4.5%  |
| WESTJET AIRLINES     | 3,598          |        | <div></div> 670   | 4,268          | 18.6%       | <div></div> 3.0%  | <div></div> 3.4%  |
| SOUTHWEST AIRLINES   | 5,067          | -803   | <div></div>       | 4,264          | -15.8%      | <div></div> 4.3%  | <div></div> 3.4%  |
| WINGO                | 2,928          |        | <div></div> 357   | 3,285          | 12.2%       | <div></div> 2.5%  | <div></div> 2.6%  |
| KLM ROYAL DUTCH      | 2,636          |        | <div></div> 484   | 3,120          | 18.4%       | <div></div> 2.2%  | <div></div> 2.5%  |
| CHARTER              | 311            |        | <div></div> 2,610 | 2,921          | 839.2%      | <div></div> 0.3%  | <div></div> 2.3%  |
| LATAM AIRLINES/ PERU | 1,665          |        | <div></div> 1,172 | 2,837          | 70.4%       | <div></div> 1.4%  | <div></div> 2.3%  |
| AIR CANADA           | 2,550          |        | <div></div> 112   | 2,662          | 4.4%        | <div></div> 2.1%  | <div></div> 2.1%  |
| GOL                  | 0              |        | <div></div> 1,792 | 1,792          | -           | <div></div> 0.0%  | <div></div> 1.4%  |
| SPIRIT AIRLINES      | 3,297          | -1,531 | <div></div>       | 1,766          | -46.4%      | <div></div> 2.8%  | <div></div> 1.4%  |
| DIVI DIVI AIR        | 1,482          |        | <div></div> 281   | 1,763          | 19.0%       | <div></div> 1.2%  | <div></div> 1.4%  |
| PRIVATE              | 1,347          | -98    | <div></div>       | 1,249          | -7.3%       | <div></div> 1.1%  | <div></div> 1.0%  |
| SUNWING AIRLINES     | 1,615          | -473   | <div></div>       | 1,142          | -29.3%      | <div></div> 1.4%  | <div></div> 0.9%  |
| EZ AIR               | 938            |        | <div></div> 136   | 1,074          | 14.5%       | <div></div> 0.8%  | <div></div> 0.9%  |
| WINAIR               | 521            |        | <div></div> 403   | 924            | 77.4%       | <div></div> 0.4%  | <div></div> 0.7%  |
| SUN COUNTRY AIRLINES | 690            |        | <div></div> 180   | 870            | 26.1%       | <div></div> 0.6%  | <div></div> 0.7%  |
| TUI FLY NL           | 1,060          | -233   | <div></div>       | 827            | -22.0%      | <div></div> 0.9%  | <div></div> 0.7%  |
| SURINAM AIRWAYS      | 481            | -142   | <div></div>       | 339            | -29.5%      | <div></div> 0.4%  | <div></div> 0.3%  |
| BRITISH AIRWAYS      | 412            | -227   | <div></div>       | 185            | -55.1%      | <div></div> 0.3%  | <div></div> 0.1%  |
| ARAJET               | 135            |        | <div></div> 2     | 137            | 1.5%        | <div></div> 0.1%  | <div></div> 0.1%  |
| AIR CENTURY          | 79             | -32    | <div></div>       | 47             | -40.5%      | <div></div> 0.1%  | <div></div> 0.0%  |
| OTHERS               | 188            | -142   | <div></div>       | 46             | -75.5%      | <div></div> 0.2%  | <div></div> 0.0%  |
| <b>Total</b>         | <b>119,194</b> |        | <div></div> 5,593 | <b>124,787</b> | <b>4.7%</b> |                   |                   |



# CARRIERS JANUARY 2025/2024

**124,787**  
ARRIVALS

**4.7%**  
GROWTH

| City                                | APO Code | January '25    | Mkt Share     | January'24     | Mkt Share     | 25 vs 24    |
|-------------------------------------|----------|----------------|---------------|----------------|---------------|-------------|
| JFK NY                              | JFK      | 17,275         | 13.8%         | 17,312         | 14.5%         | -0.2%       |
| Boston                              | BOS      | 15,515         | 12.4%         | 13,594         | 11.4%         | 14.1%       |
| Newark                              | EWR      | 12,079         | 9.7%          | 13,554         | 11.4%         | -10.9%      |
| Miami                               | MIA      | 8,738          | 7.0%          | 8,698          | 7.3%          | 0.5%        |
| Toronto                             | YYZ      | 8,072          | 6.5%          | 7,776          | 6.5%          | 3.8%        |
| Atlanta                             | ATL      | 7,741          | 6.2%          | 7,280          | 6.1%          | 6.3%        |
| Charlotte                           | CLT      | 6,970          | 5.6%          | 7,168          | 6.0%          | -2.8%       |
| Bogota                              | BOG      | 6,057          | 4.9%          | 6,279          | 5.3%          | -3.5%       |
| Panama City                         | PTY      | 5,633          | 4.5%          | 4,833          | 4.1%          | 16.6%       |
| Philadelphia                        | PHL      | 5,112          | 4.1%          | 5,067          | 4.3%          | 0.9%        |
| Amsterdam                           | AMS      | 3,948          | 3.2%          | 3,698          | 3.1%          | 6.8%        |
| Orlando                             | MCO      | 3,767          | 3.0%          | 3,964          | 3.3%          | -5.0%       |
| Curacao                             | CUR      | 3,012          | 2.4%          | 3,070          | 2.6%          | -1.9%       |
| G.Bush DC                           | IAD      | 2,973          | 2.4%          | 2,313          | 1.9%          | 28.5%       |
| Lima, Peru                          | LIM      | 2,837          | 2.3%          | 1,665          | 1.4%          | 70.4%       |
| Chicago                             | ORD      | 2,185          | 1.8%          | 2,637          | 2.2%          | -17.1%      |
| Medellin                            | MDE      | 2,160          | 1.7%          | 1,228          | 1.0%          | 75.9%       |
| Minneapolis St. Paul Inter Airp     | MSP      | 2,125          | 1.7%          | 690            | 0.6%          | 208.0%      |
| Fort Lauderdale                     | FLL      | 1,823          | 1.5%          | 3,423          | 2.9%          | -46.7%      |
| Sao Paolo                           | GRU      | 1,792          | 1.4%          | 3              | 0.0%          | 59633.3%    |
| Sint Maarten                        | SXM      | 928            | 0.7%          | 523            | 0.4%          | 77.4%       |
| Cali, Alfonso Bonilla Aragon        | CLO      | 668            | 0.5%          | 804            | 0.7%          | -16.9%      |
| Houston International               | IAH      | 642            | 0.5%          | 370            | 0.3%          | 73.5%       |
| Baltimore                           | BWI      | 497            | 0.4%          | 1,106          | 0.9%          | -55.1%      |
| Colombia, Rafael Nuñez Int. Airport | CTG      | 482            | 0.4%          | 220            | 0.2%          | 119.1%      |
|                                     | Others   | 1,756          | 1.4%          | 1,919          | 1.6%          | -8.5%       |
| <b>Total</b>                        |          | <b>124,787</b> | <b>100.0%</b> | <b>119,194</b> | <b>100.0%</b> | <b>4.7%</b> |



# CRUISE COMPARISON



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# CRUISE JANUARY 2025/2024



CRUISE PAX

**123,374**

2024



CRUISE CALLS

**48**



CRUISE PAX

**123,507**

0.1%

2025



CRUISE CALLS

**50**

4.2%

ABSOLUTE GROWTH PAX JANUARY

**133**

0.11%

ABSOLUTE GROWTH CALLS JANUARY

**2**

4.17%



# MASHA DANKI

## Thank You

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