

4th QUARTER TOURISM

PERFORMANCE 2017



TOTAL STAYOVER ARRIVALS

105,658

TOTAL CRUISE ARRIVALS

224,212

TOTAL VISITOR NIGHTS

935,402

AVERAGE HOTEL OCCUPANCY

71.7%

ECONOMIC IMPACT

\$142.6 million

HOW WAS OUR FOURTH QUARTER?

Curaçao welcomed altogether in the fourth quarter of the year 2017 a total of 329,870 tourist arrivals. The Curaçao Ports Authority recorded a total of 224,212 cruise arrivals, while the Curaçao Tourist Board registered a total of 105,658 stayover visitors who spent 935,402 nights in Curaçao. On average the stayover visitors spent 8.9 nights per person in the fourth quarter. Smith Travel Research reported an average occupancy rate of 71.7% during this period accompanied by an average daily rate \$151.92. The Ministry of Economic Development together with CTB calculated from the Turistika Model a direct economic impact from tourism at 142.6 million US \$ during the fourth quarter of 2017.



STAYOVER ARRIVALS Q4 2017/2016

	OCT	NOV	DEC	SUMMARY
2017	31,982	33,722	39,952	105,658
2016	34,318	34,387	39,601	108,306
% Change	-6.8%	-1.9%	0.9%	-2.4%



NORTH AMERICA



SOUTH AMERICA



CARIBBEAN



EUROPE








OTHERS

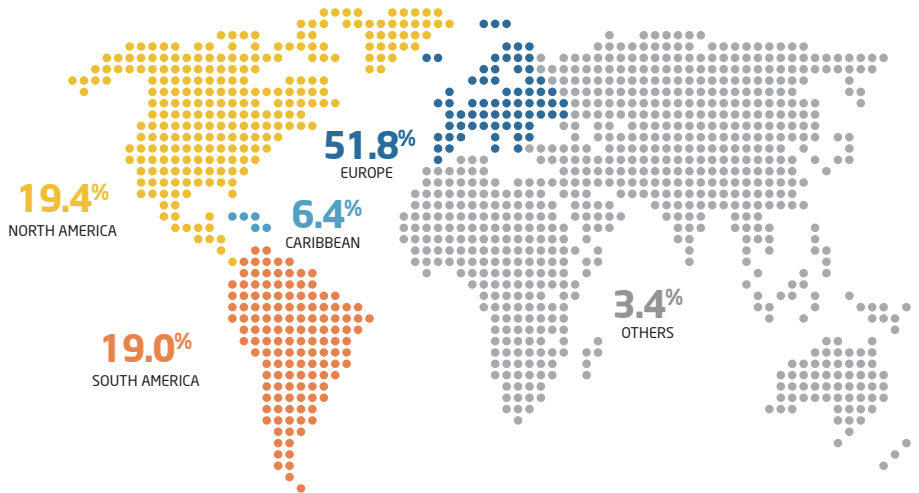
WHERE DID OUR VISITORS COME FROM: YEAR-ROUND 2017

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	2017	2016	% CHANGE
	8,414	8,641	9,133	6,391	5,842	6,009	5,216	5,480	4,676	5,227	6,626	8,611	80,279	77,797	3%
	7,818	6,112	5,051	6,404	5,651	6,191	5,511	6,301	6,427	5,644	6,116	8,333	75,569	107,641	-30%
	2,280	2,196	1,698	2,621	2,042	1,989	2,176	2,224	1,966	2,233	2,453	2,068	25,949	34,667	-25%
	19,304	18,082	17,730	18,799	14,943	12,953	16,072	16,173	16,847	17,812	17,430	19,478	205,644	207,472	-1%
	924	873	932	840	715	816	794	683	1,178	1,066	1,097	1,462	11,377	13,683	17%
SUMMARY	38,740	35,904	34,544	35,055	29,193	27,958	29,769	30,861	31,094	31,982	33,722	39,952	398,818	441,260	-10%

The year to date arrivals to Curaçao show a decrease of 10% visitors. In total 398,818 stayover visitors travelled to Curaçao in 2017. In 2016, we welcomed 441,260 stayover visitors.

MARKET SHARE BY REGION Q4 2017

	North America	19.4%
	South America	19.0%
	Caribbean	6.4%
	Europe	51.8%
	Others	3.4%
		100.0%



NORTH AMERICA



SOUTH AMERICA



CARIBBEAN








EUROPE








OTHERS

HOW MANY NIGHTS DID THEY STAY?

	OCT	NOV	DEC	2017	OCT	NOV	DEC	2016	% CHANGE
	34,787	42,683	65,931	143,401	28,219	35,192	57,308	120,719	18.8%
	42,304	43,452	73,955	159,711	42,806	41,706	74,918	159,430	0.2%
	13,711	12,470	13,699	39,880	18,313	16,179	16,930	51,422	-22.4%
	181,001	176,987	217,533	575,521	182,429	182,006	207,543	571,978	0.6%
	5,092	5,172	6,625	16,889	4,421	3,649	3,629	11,699	44.4%
SUMMARY	276,890	280,764	377,743	935,402	276,188	278,732	360,328	915,248	2.2%

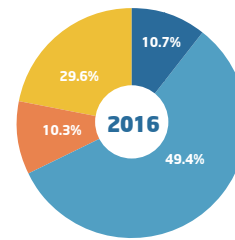
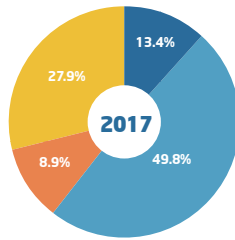
WHAT IS THE AVERAGE NIGHT SPENT PER PERSON?

	OCT	NOV	DEC	2017	OCT	NOV	DEC	2016	% CHANGE
	6.7	6.4	7.7	7.0	6.2	6.2	7.3	6.6	5.5%
	7.5	7.1	8.9	7.9	6.2	6.2	7.9	6.9	15.2%
	6.1	5.1	6.6	5.9	5.7	5.0	5.5	5.4	8.6%
	10.2	10.2	11.2	10.5	10.1	10.3	11.4	10.6	-0.5%
	4.8	4.7	4.5	4.7	3.0	3.4	3.9	3.4	38%
SUMMARY	8.7	8.3	9.5	8.9	8.0	8.1	9.1	8.5	4.8%

WHERE DID OUR VISITORS STAY IN Q4 2017?



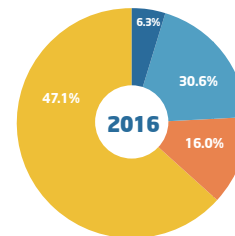
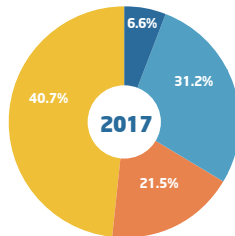
North America	2017	2016
Bungalows	13.4%	10.7%
Large Hotels	49.8%	49.4%
Small Hotels	8.9%	10.3%
Alternative Accommodations	28.2%	29.6%
Summary	100.0%	100.0%



■ Bungalows ■ Large Hotels ■ Small Hotels ■ Alternative Accommodations



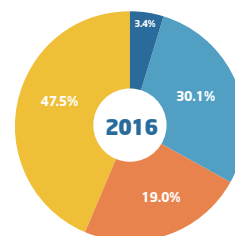
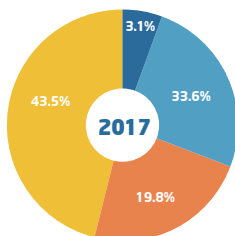
South America	2017	2016
Bungalows	6.6%	6.3%
Large Hotels	31.2%	30.6%
Small Hotels	21.5%	16.0%
Alternative Accommodations	40.7%	47.1%
Summary	100.0%	100.0%



■ Bungalows ■ Large Hotels ■ Small Hotels ■ Alternative Accommodations



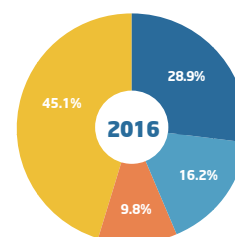
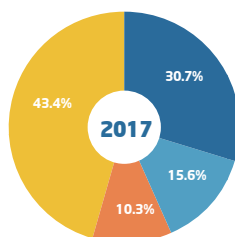
Caribbean	2017	2016
Bungalows	3.1%	3.4%
Large Hotels	33.6%	30.1%
Small Hotels	19.8%	19.0%
Alternative Accommodations	43.5%	47.5%
Summary	100.0%	100.0%



■ Bungalows ■ Large Hotels ■ Small Hotels ■ Alternative Accommodations



Europe	2017	2016
Bungalows	30.7%	28.9%
Large Hotels	15.6%	16.2%
Small Hotels	10.3%	9.8%
Alternative Accommodations	43.4%	45.1%
Summary	100.0%	100.0%



■ Bungalows ■ Large Hotels ■ Small Hotels ■ Alternative Accommodations

CURAÇAO HOTEL PERFORMANCE Q4

DECEMBER	2017	2016	% Change
% Occupancy	71.7%	67.9%	3.8% (points)
ADR	\$175.65	\$164.49	6.8%
RevPAR	\$126.02	\$111.70	12.8%



BASED ON

12 properties & 1689 Rooms

POWERED BY 

* Smith Travel Research (STR) is the leading global provider of competitive benchmarking, information services and research to the hotel industry.

The following figures have been reported by the Curaçao Hospitality & Tourism Association:

December's overall performance was positive compared to 2016. Occupancy, Average Daily Rates (ADR) and Revenue Per Available Room (RevPAR) all increased compared to the year before. It is important to note that 2016 was a rough year for the hotel industry and therefore, its performance was negatively affected.

YTD HOTEL PERFORMANCE CURAÇAO

	Occupancy			ADR			RevPar			
	2016	2017	Difference	2016	2017	Change	2016	2017	Change	
JAN	77.0%	78.0%	1.0%	\$ 170.29	\$ 179.15	5.2%	\$ 131.19	\$ 139.76	6.5%	
FEB	81.6%	79.3%	-2.3%	\$ 162.23	\$ 180.26	11.1%	\$ 132.40	\$ 142.86	7.9%	
MAR	73.2%	76.9%	3.7%	\$ 165.34	\$ 167.28	1.2%	\$ 120.99	\$ 128.64	6.3%	
APR	69.0%	67.7%	-1.3%	\$ 135.36	\$ 142.00	4.9%	\$ 93.41	\$ 96.09	2.9%	
MAY	55.6%	59.5%	3.9%	\$ 126.78	\$ 132.49	4.5%	\$ 70.52	\$ 78.88	11.9%	
JUN	51.5%	58.0%	6.5%	\$ 127.95	\$ 122.90	-3.9%	\$ 65.81	\$ 71.31	8.4%	
JUL	63.8%	61.2%	-2.6%	\$ 135.21	\$ 135.89	0.5%	\$ 86.33	\$ 83.21	-3.6%	
AUG	69.5%	68.0%	-1.5%	\$ 137.55	\$ 141.22	2.7%	\$ 95.61	\$ 95.98	0.4%	
SEP	75.5%	76.3%	0.8%	\$ 131.86	\$ 131.39	-0.4%	\$ 99.59	\$ 100.25	0.7%	
Q4	OCT	72.3%	72.4%	0.1%	\$ 132.34	\$ 138.36	4.5%	\$ 95.66	\$ 100.15	4.7%
	NOV	76.1%	76.0%	-0.1%	\$ 135.38	\$ 141.74	4.7%	\$ 103.06	\$ 107.72	4.5%
	DEC	69.1%	71.7%	2.6%	\$ 164.49	\$ 175.65	6.8%	\$ 111.70	\$ 126.02	12.8%
	YTD	70.7%	72.7%	2.0%	\$ 144.30	\$ 144.35	0.0%	\$ 102.08	\$ 104.98	2.8%

CURAÇAO HOTEL PERFORMANCE Q4



As can be seen in the above figures, the Q4 hotel performance was consistent to 2016. Occupancy was consistent in October and November compared to the year before while December saw a slight increase of 2.6% compared to 2016. Both ADR and RevPAR saw an 4% increase in October and November, while December recorded the biggest increase in ADR and RevPAR for the 4th quarter.

As can be seen in the above figures, Curaçao saw an overall consistent year to date performance compared to 2016. As mentioned previously, 2016 was a rough year for our industry. 2017 managed to stay consistent even increasing slightly in Occupancy and RevPAR.

September was also an exceptional month taking into account that although there was no Curaçao North Sea Jazz Festival, hotel performance was still up due to the hurricane season. An upward trend was noted in ADR and Occupancy due to increase in demand due to other islands in the Caribbean being closed down. CHATA expects this trend to continue for the 1st quarter of 2018 as well.

Meanwhile in the Caribbean:

Occupancy decreased from 67.2% in 2016 to 66.4% in 2017. ADR increased by 1.9% from \$200.92 in 2016 to \$204.64 in 2017, while RevPAR increased by 0.7% from \$134.95 in 2016 to \$135.85 in 2017.

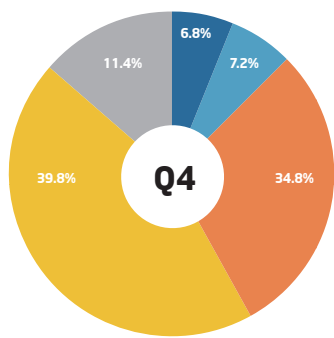
In September of 2017, the Caribbean was affected by various hurricanes. Hurricane Irma caused catastrophic damage in Barbuda, St Barts, St. Martin, Anguilla and the Virgin Islands as a category 5 hurricane. Also affected were Barbados, Cuba, Haiti, and Puerto Rico. Just two weeks later another Hurricane Maria made its way to the Caribbean. With many islands not operational, the Caribbean hotel performance continued to be affected all throughout the 4th quarter.

WHAT AGE ARE OUR VISITORS Q4?



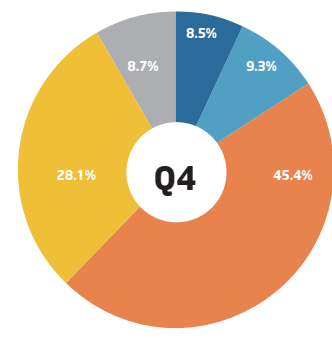
North America

0-14	6.8%
15-24	7.2%
25-44	34.8%
45-64	39.8%
65+	11.4%
Summary	100.0%



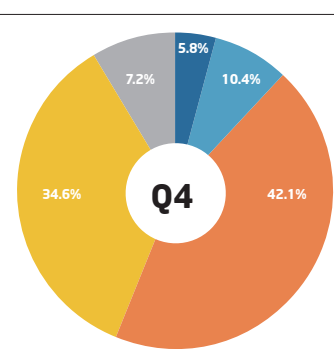
South America

0-14	8.5%
15-24	9.3%
25-44	45.4%
45-64	28.1%
65+	8.7%
Summary	100.0%



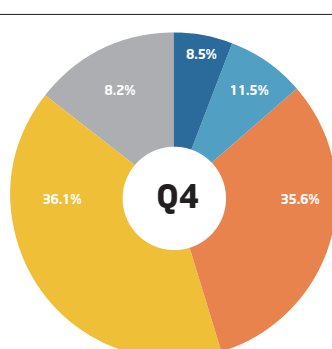
Caribbean

0-14	5.8%
15-24	10.4%
25-44	42.1%
45-64	34.6%
65+	7.2%
Summary	100.0%



Europe

0-14	8.5%
15-24	11.5%
25-44	35.6%
45-64	36.1%
65+	8.2%
Summary	100.0%



GENDER Q4

2017



49.9%

FEMALE VISITORS



50.0%

MALE VISITORS

2016



50.1%

FEMALE VISITORS



49.8%

MALE VISITORS

HOW DID THE CRUISE INDUSTRY PERFORM?



CRUISE CALLS Q4 2017/2016

	OCT	NOV	DEC	SUMMARY
2017	20	38	48	106
2016	13	33	33	79
Difference	53.8%	15.2%	45.5	34.2%



CRUISE PASSENGERS Q4 2017/2016

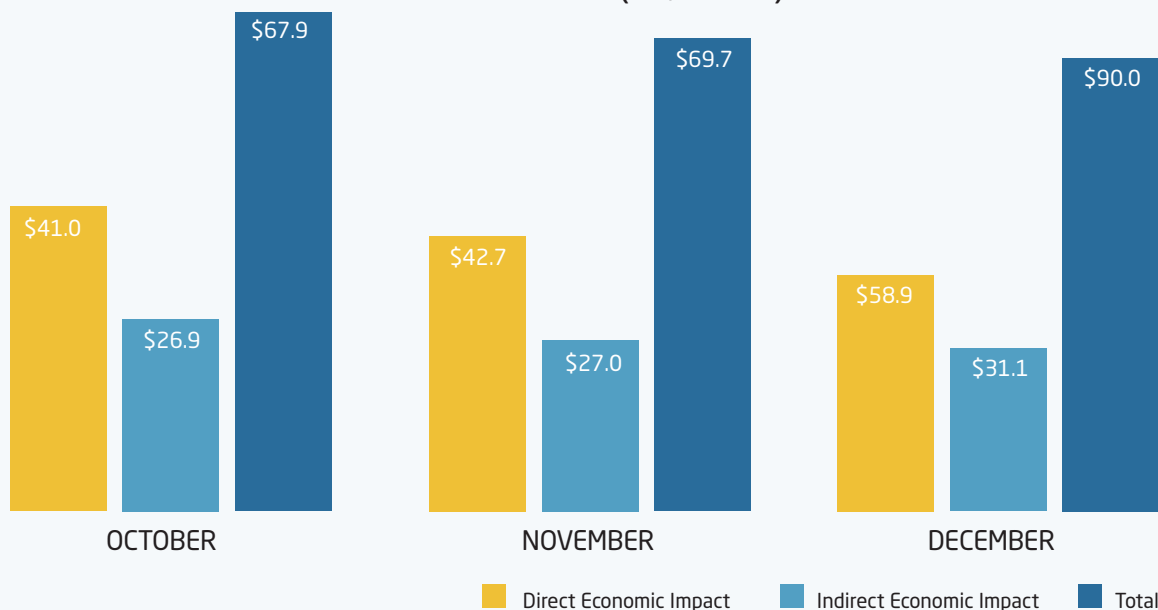
	OCT	NOV	DEC	SUMMARY
2017	42,605	81,314	100,293	224,212
2016	26,854	58,020	63,200	148,074
Difference	58.7%	40.1%	58.7%	51.4%



CRUISE ARRIVALS Q4 2017/2016

	2,017	2,016	% CHANGE
January	68,581	64,871	5.7%
February	62,229	57,856	7.6%
March	71,293	65,338	9.1%
April	33,809	38,375	-11.9%
May	42,809	20,714	106.7%
June	31,518	22,858	37.9%
July	30,223	18,614	62.4%
August	45,379	22,594	100.8%
September	24,317	10,204	138.3%
October	42,605	26,854	58.7%
November	81,314	58,020	40.1%
December	100,293	63,200	58.7%
TOTAL	634,370	469,498	35.1%

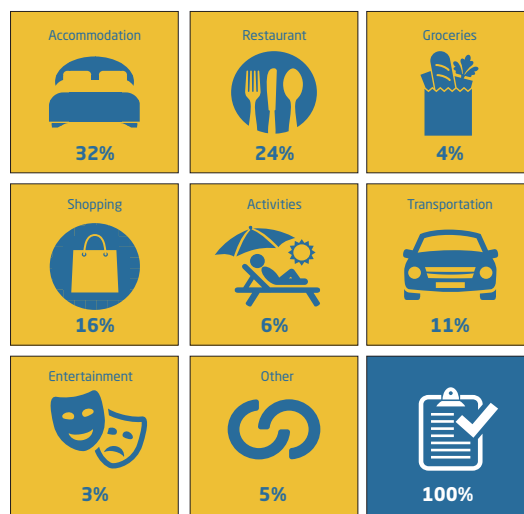
ECONOMIC IMPACT FROM TOURISM INDUSTRY EXPENDITURE (X \$ 1000)



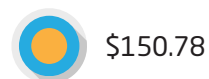
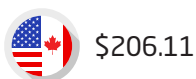
HOW DID OUR STAYOVER VISITORS SPEND THEIR MONEY IN Q4?

Expenditure (x \$1000)		% MARKET SHARE
Accommodation	\$45.4	32%
Restaurant	\$33.9	24%
Groceries	\$5.3	4%
Shopping	\$22.2	16%
Activities	\$9.2	6%
Transportation	\$15.6	11%
Entertainment	\$3.8	3%
Other	\$7.2	5%
SUMMARY	\$142.6	100%

SHARE OF THE EXPENDITURE IN PERCENTAGES



WHAT IS THE SPENDING PER DAY PER PERSON?



MINISTRY OF
ECONOMIC DEVELOPMENT

YEAR IN REVIEW

	2017	2016	% CHANGES
STAY OVER ARRIVALS	398,818	441,260	-9.8
CRUISE ARRIVALS	634,370	469,498	+35
TOTAL ARRIVALS	1,033,188	910,758	+13
TOTAL TOURIST NIGHTS	3,576,320	3,610,362	-0.9
AVERAGE NIGHTS	9.0	8.2	+9.9
AVERAGE OCCUPANCY RATE	72.7%	70.7%	+2.8
AVERAGE REVENUE PER AVAILABLE ROOM	\$104.98	\$102.08	+2.8
TOTAL ECONOMIC IMPACT	\$ 858.54 million	\$ 849.56 million	+1.1