

# TOURISM PERFORMANCE FIRST NINE MONTHS

TOTAL STAYOVER  
ARRIVALS  
**346,440**

DAY  
TRIPPERS  
**13,989**

TOTAL CRUISE  
ARRIVALS  
**541,621**

TOTAL VISITOR  
NIGHTS  
**3 million**

AVERAGE HOTEL  
OCCUPANCY  
**72.1%**

ECONOMIC IMPACT  
(DIRECT+INDIRECT) INCL. CRUISE  
**901 million US\$**

## HOW WAS THE FIRST NINE MONTHS OF 2019?

Curaçao welcomed altogether during the first nine of 2019 **902,050** tourist arrivals. The Curaçao Ports Authority recorded **514,621** cruise arrivals, while the Curaçao Tourist Board registered **346,440** stayover visitors who spent **3** million nights in Curaçao. On average the stayover visitors spent **7.8** nights per person in the first nine months of 2019. Smith Travel Research reported an average occupancy of **72.1%** during this period accompanied by an average daily rate **\$159.64**. The Ministry of Economic Development together with CTB calculated the total economic impact (direct + indirect) including cruise tourism at **901** million US \$ in the first nine months of 2019 using the Turistika Model.



## VISITOR ARRIVALS

ARRIVAL COUNT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	SUMMARY
<b>2019</b>	44,150	41,145	41,862	40,284	36,385	33,924	37,249	38,929	32,509	<b>346,440</b>
<b>2018</b>	39,735	34,773	36,358	32,491	31,430	31,042	35,637	37,094	32,823	<b>311,384</b>
<b>% change</b>	<b>11%</b>	<b>18%</b>	<b>15%</b>	<b>24%</b>	<b>16%</b>	<b>9%</b>	<b>5%</b>	<b>5%</b>	<b>-1%</b>	<b>11%</b>



## WHERE DID OUR VISITORS COME FROM?



The first nine months of 2019 shows an increase of 11% stayover arrivals. In total 346,440 stayover visitors travelled to Curaçao. In 2018, we welcomed 311,384 stayover visitors during this same period.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	2019	2018	CHANGE
<b>CANADA</b>	3,768	3,757	4,028	1,948	765	756	611	717	706	17,056	15,621	9%
<b>USA</b>	6,767	7,136	8,425	6,213	5,863	6,722	6,396	6,309	3,501	57,332	54,225	6%
<b>TOTAL NORTH AMERICA</b>	10,535	10,893	12,453	8,161	6,628	7,478	7,007	7,026	4,207	74,386	69,846	7%
<b>BRAZIL</b>	1,446	922	1,293	973	945	1,001	1,207	935	1,408	10,130	9,339	8%
<b>COLOMBIA</b>	2,824	1,609	1,614	2,704	2,586	3,106	2,288	2,571	2,274	21,573	14,769	46%
<b>OTHER SOUTH AMERICA</b>	3,250	2,905	1,768	2,434	2,744	1,913	2,291	2,923	3,045	23,275	24,189	-4%
<b>TOTAL SOUTH AMERICA</b>	7,520	5,436	4,675	6,111	6,275	6,020	5,786	6,429	6,727	54,977	48,297	14%
<b>GERMANY</b>	1,753	1,709	2,717	2,242	1,480	1,562	1,149	1,162	1,690	15,464	12,844	20%
<b>THE NETHERLANDS</b>	18,298	17,286	16,161	16,151	15,712	13,081	16,455	15,861	14,003	143,009	129,763	10%
<b>OTHERS EUROPE</b>	2,772	2,770	2,214	3,226	1,874	1,607	2,124	2,027	1,744	20,375	19,202	6%
<b>TOTAL EUROPE</b>	22,822	21,765	21,092	21,619	19,066	16,250	19,728	19,050	17,436	178,848	161,809	11%
<b>CARIBBEAN</b>	2,127	2,134	2,474	3,351	3,397	3,136	3,733	5,119	3,295	28,942	24,091	20%
<b>OTHERS</b>	1,108	873	1,147	1,027	1,001	998	995	1,305	831	9,285	7,341	27%
<b>SUMMARY</b>	44,150	41,145	41,862	40,284	36,385	33,924	37,249	38,929	32,509	346,440	311,384	11%

## MARKETS BY REGION



### HOW MANY NIGHTS DID THEY STAY?

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	2019	2018	CHANGE
<b>NORTH AMERICA</b>	80,804	80,628	84,445	54,434	42,813	49,864	48,842	44,313	27,416	513,577	483,893	6%
<b>SOUTH AMERICA</b>	53,800	39,355	32,475	44,091	42,965	41,978	43,396	43,543	49,663	391,266	354,821	10%
<b>CARIBBEAN</b>	13,457	13,372	15,381	19,484	17,375	17,852	22,593	25,743	18,583	163,840	145,059	13%
<b>EUROPE</b>	261,441	236,971	225,122	224,926	198,006	178,476	245,993	209,961	190,960	1,971,856	1,836,532	7%
<b>OTHERS</b>	2,699	1,943	1,969	2,533	2,428	2,389	2,097	2,439	2,448	20,945	23,630	-11%
<b>SUMMARY</b>	411,201	372,269	359,392	345,468	303,587	290,559	362,921	325,999	289,088	3,061,484	2,843,935	8%



### WHAT IS THE AVERAGE NIGHT SPENT PER PERSON?

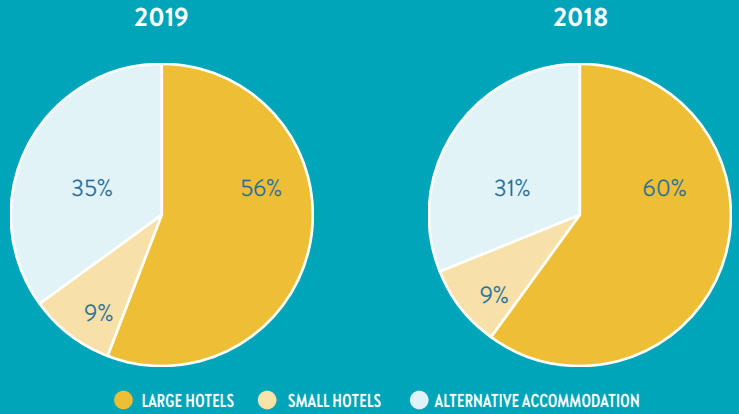
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	2019	2018	CHANGE
<b>NORTH AMERICA</b>	7.0	7.0	6.1	6.4	6.3	6.2	6.6	6.0	6.3	6.5	6.6	-2%
<b>SOUTH AMERICA</b>	6.8	7.0	6.7	7.1	6.7	6.8	7.4	6.6	7.3	6.9	7.2	-4%
<b>CARIBBEAN</b>	5.3	5.0	5.0	4.8	4.0	4.3	5.1	4.1	4.7	4.6	5.4	-15%
<b>EUROPE</b>	9.0	9.3	7.7	9.4	9.0	9.5	11.2	10.1	9.7	9.4	10.3	-9%
<b>OTHERS</b>	2.4	2.1	1.7	2.4	2.4	2.3	2.1	1.9	2.9	2.2	3.2	-31%
<b>SUMMARY</b>	7.8	8.0	6.8	7.9	7.5	7.6	8.9	7.7	8.1	7.8	8.4	-7%

# WHERE DID OUR VISITORS STAY?



## NORTH AMERICA

	2019	2018
LARGE HOTELS	56%	60%
SMALL HOTELS	9%	9%
ALTERNATIVE ACCOMMODATION	35%	31%
SUMMARY	100%	100%

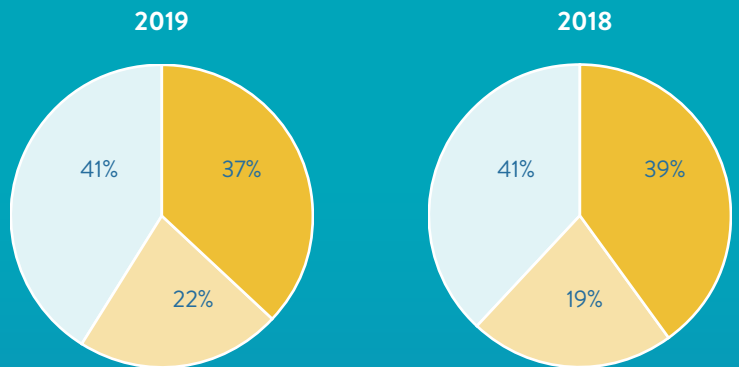


● LARGE HOTELS ● SMALL HOTELS ● ALTERNATIVE ACCOMMODATION



## SOUTH AMERICA

	2019	2018
LARGE HOTELS	37%	39%
SMALL HOTELS	22%	19%
ALTERNATIVE ACCOMMODATION	41%	41%
SUMMARY	100%	100%

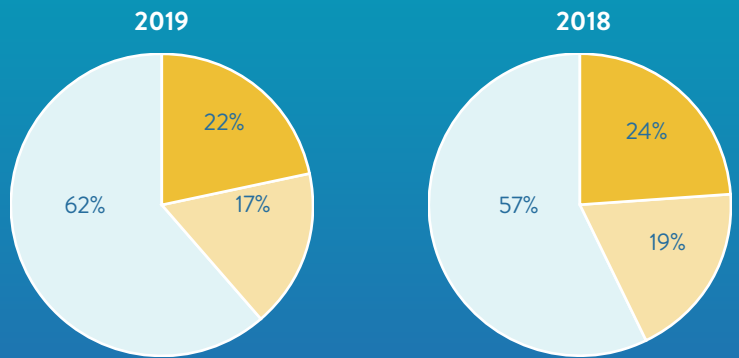


● LARGE HOTELS ● SMALL HOTELS ● ALTERNATIVE ACCOMMODATION



## CARIBBEAN

	2019	2018
LARGE HOTELS	22%	24%
SMALL HOTELS	17%	19%
ALTERNATIVE ACCOMMODATION	62%	57%
SUMMARY	100%	100%

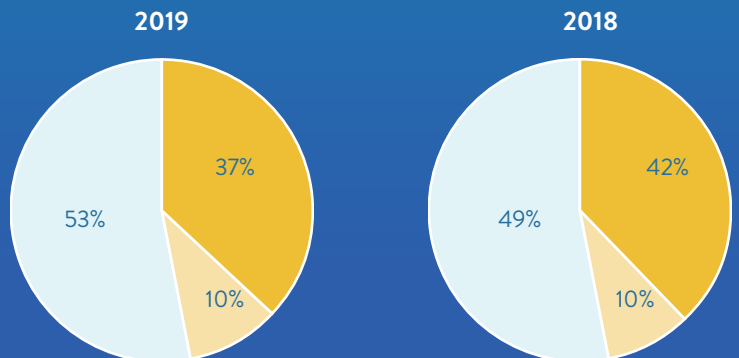


● LARGE HOTELS ● SMALL HOTELS ● ALTERNATIVE ACCOMMODATION



## EUROPE

	2019	2018
LARGE HOTELS	37%	42%
SMALL HOTELS	10%	10%
ALTERNATIVE ACCOMMODATION	53%	49%
SUMMARY	100.0%	100.0%



● LARGE HOTELS ● SMALL HOTELS ● ALTERNATIVE ACCOMMODATION

# CURAÇAO HOTEL PERFORMANCE IN FIRST NINE MONTHS 2019



## Occupancy

2019	2018
72.1%	72.0%
0% (points)	



## Average Daily Rate (ADR)

2019	2018
\$159.64	\$152.86
↑ +4%	



## Revenue per Available Room (RevPAR)

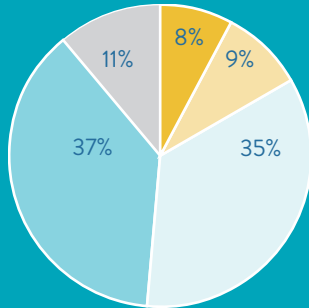
2019	2018
\$116.55	\$110.77
↑ +5%	

SOURCE: STR

## WHAT AGES ARE OUR VISITORS?

### NORTH AMERICA

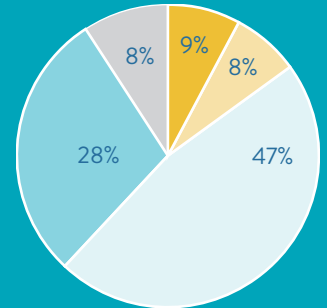
0-14	8%
15-24	9%
25-44	35%
45-64	37%
65+	11%
<b>SUMMARY</b>	<b>100.0%</b>



● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+

### SOUTH AMERICA

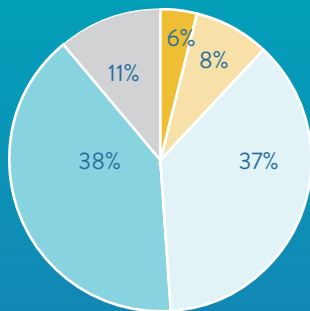
0-14	9%
15-24	8%
25-44	47%
45-64	28%
65+	8%
<b>SUMMARY</b>	<b>100.0%</b>



● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+

### CARIBBEAN

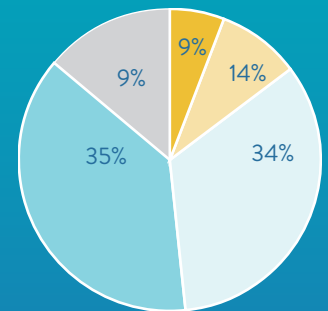
0-14	6%
15-24	8%
25-44	37%
45-64	38%
65+	11%
<b>SUMMARY</b>	<b>100.0%</b>



● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+

### EUROPE

0-14	9%
15-24	14%
25-44	34%
45-64	35%
65+	9%
<b>SUMMARY</b>	<b>100.0%</b>



● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+

## WHAT GENDER ARE OUR VISITORS?

**2019**  
VISITORS

52%

48%

**2018**  
VISITORS

51%

49%

## DIGITAL



### WEB SESSION BREAKDOWN FIRST NINE MONTHS OF 2019

2019  
FIRST NINE  
MONTHS  
1,476,965 M

2018  
FIRST NINE  
MONTHS  
1,476,533 M

CHANGE  
0%

## WEB VISIT CURACAO.COM BY FOCUS MARKETS IN FIRST NINE MONTHS 2019

### UNITED STATES

2019 267,933  
2018 273,155  
CHANGE -2%

### COLOMBIA

2019 273,674  
2018 182,795  
CHANGE 50%

### NETHERLANDS

2019 195,297  
2018 193,275  
CHANGE 1%

### GERMANY

2019 63,080  
2018 91,498  
CHANGE -31%

### CANADA

2019 70,682  
2018 86,231  
CHANGE -18%

### BRAZIL

2019 63,618  
2018 75,518  
CHANGE -12%

## FACEBOOK FIRST NINE MONTHS 2019



TOTAL FOLLOWERS  
241.2 K



TOTAL ENGAGEMENT  
1.6 M



TOTAL POSTS  
280



TOTAL IMPRESSIONS  
45.2 M



## INSTAGRAM FIRST NINE MONTHS 2019



TOTAL FOLLOWERS  
61 K



TOTAL ENGAGEMENT  
239.3 K



TOTAL POSTS  
208



TOTAL IMPRESSIONS  
6.4 M

# HOW DID THE CRUISE INDUSTRY PERFORM IN THE FIRST NINE MONTHS OF 2019



## CRUISE CALLS

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	SUMMARY
<b>2019</b>	51	35	31	25	13	10	14	13	11	<b>203</b>
<b>2018</b>	42	35	32	27	11	10	15	15	12	<b>199</b>
<b>% change</b>	<b>21%</b>	<b>0%</b>	<b>-3%</b>	<b>-7%</b>	<b>18%</b>	<b>0%</b>	<b>-7%</b>	<b>-13%</b>	<b>-8%</b>	<b>2%</b>



## CRUISE PASSENGERS

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	SUMMARY
<b>2019</b>	120,358	81,839	75,908	66,518	39,453	35,756	49,056	34,531	38,202	<b>541,621</b>
<b>2018</b>	97,651	85,687	80,975	62,073	37,126	33,093	45,573	41,542	41,538	<b>525,258</b>
<b>% change</b>	<b>23%</b>	<b>-4%</b>	<b>-6%</b>	<b>7%</b>	<b>6%</b>	<b>8%</b>	<b>8%</b>	<b>-17%</b>	<b>-8%</b>	<b>3%</b>



## SECTORAL IMPACT IN FIRST NINE MONTHS OF 2019

### EXPENDITURE JANUARY – SEPTEMBER 2019 (X \$1000)



#### TOTAL DIRECT ECONOMIC IMPACT

\$ 549 million ↑ 8%



#### TOTAL INDIRECT ECONOMIC IMPACT

\$ 352 million ↑ 8%



#### TOTAL ECONOMIC IMPACT

\$ 901 million ↑ 8%

## HOW DID OUR STAYOVER VISITORS SPEND THEIR MONEY?

### EXPENDITURE (X \$1000)

	JAN – SEP 2019	JAN – SEP 2018	% CHANGE
ACCOMMODATION	195	180	8%
RESTAURANT	135	125	8%
GROCERIES	25	23	9%
SHOPPING	61	55	11%
ACTIVITIES	28	26	8%
TRANSPORTATION	43	40	8%
ENTERTAINMENT	21	20	5%
OTHER	41	38	8%
<b>TOTAL DIRECT ECONOMIC IMPACT</b>	<b>549</b>	<b>507</b>	<b>8%</b>

SOURCE: TURISTIKA MODEL

## EXPENDITURE IN PERCENTAGES



## WHAT IS THE AVERAGE SPENDING PER DAY PER PERSON?



## FIRST NINE MONTHS OF 2019 IN REVIEW

	2019 FIRST NINE MONTHS	2018 – FIRST NINE MONTHS	CHANGES
STAYOVER ARRIVALS	346,440	311,384	11%
DAY TRIPPERS	13,989	15,011	-7%
CRUISE ARRIVALS	541,621	525,258	3%
TOTAL ARRIVALS	902,050	851,653	6%
TOTAL TOURIST NIGHTS	3 million	2.8 million	8%
AVERAGE NIGHTS	7.8	8.4	-7%
OCCUPANCY RATE	72.1%	72.0%	0% (points)
AVERAGE DAILY RATE	\$159.64	\$152.86	4%
REVENUE PER AVAILABLE ROOM	\$116.55	\$110.77	5%
TOTAL ECONOMIC IMPACT (DIRECT, INDIRECT + CRUISE)	\$901 million	\$833 million	8%