

# TOURISM PERFORMANCE 2019

TOTAL STAYOVER  
ARRIVALS  
**463,685**

DAY  
TRIPPERS  
**19,452**

TOTAL CRUISE  
ARRIVALS  
**809,874**

TOTAL VISITOR  
NIGHTS  
**4.1 million**

AVERAGE HOTEL  
OCCUPANCY  
**71.7%**

ECONOMIC IMPACT  
(DIRECT + INDIRECT) INCL. CRUISE  
**1.2 billion US\$**

## HOW WAS THE YEAR 2019?

Curaçao welcomed altogether during the year 2019 **1,293,011** tourist arrivals. The Curaçao Ports Authority recorded **809,874** cruise arrivals, while the Curaçao Tourist Board registered **463,685** stayover visitors who spent **4.1 million** nights in Curaçao. On average the stayover visitors spent **7.8** nights per person in 2019. Smith Travel Research reported an average occupancy of **71.7%** during this period accompanied by an average daily rate **\$158.51**. The Ministry of Economic Development together with CTB calculated the total economic impact (direct + indirect) including cruise tourism at **1.2 billion US \$** in 2019 using the Turistika Model.



## VISITOR ARRIVALS

ARRIVAL COUNT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	SUMMARY
<b>2019</b>	44,156	41,148	41,866	40,290	36,386	33,926	37,251	38,933	32,510	34,526	38,159	44,534	<b>463,685</b>
<b>2018</b>	39,736	34,773	36,358	32,491	31,430	31,042	35,637	37,094	32,823	35,662	37,605	47,060	<b>431,711</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>-3%</b>	<b>1%</b>	<b>-5%</b>	<b>7%</b>



## WHERE DID OUR VISITORS COME FROM?



The 2019 shows an increase of 7% stayover arrivals. In total 463,685 stayover visitors travelled to Curaçao. In 2018, we welcomed 431,711 stayover visitors during this same period.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	2019	2018	CHANGE
CANADA	3,768	3,757	4,028	1,948	765	756	611	717	707	853	1,396	2,794	22,100	21,172	4%
USA	6,768	7,136	8,425	6,213	5,863	6,722	6,395	6,309	3,500	4,040	5,026	7,650	74,047	73,260	1%
TOTAL NORTH AMERICA	10,536	10,893	12,453	8,161	6,628	7,478	7,006	7,026	4,207	4,893	6,422	10,444	96,147	94,432	2%
BRAZIL	1,446	922	1,293	973	945	1,002	1,208	935	1,408	1,059	1,036	1,218	13,445	13,231	2%
COLOMBIA	2,825	1,609	1,614	2,702	2,585	3,105	2,288	2,570	2,274	2,152	2,861	3,505	30,090	23,594	28%
OTHERS SOUTH AMERICA	3,263	2,922	1,788	2,458	2,762	1,924	2,307	2,942	3,072	1,814	1,931	1,936	29,119	36,115	-19%
TOTAL SOUTH AMERICA	7,534	5,453	4,695	6,133	6,292	6,031	5,803	6,447	6,754	5,025	5,828	6,659	72,654	72,940	0%
GERMANY	1,753	1,709	2,717	2,242	1,480	1,562	1,149	1,161	1,690	1,839	2,119	1,397	20,818	18,537	12%
NETHERLANDS	18,313	17,292	16,166	16,164	15,713	13,081	16,457	15,861	14,003	15,708	16,792	18,400	193,950	177,044	10%
OTHERS EUROPE	2,898	2,862	2,365	3,330	1,963	1,721	2,184	2,145	1,824	2,424	2,620	2,729	29,065	26,275	11%
TOTAL EUROPE	22,964	21,863	21,248	21,736	19,156	16,364	19,790	19,167	17,517	19,971	21,531	22,526	243,833	221,856	10%
CARIBBEAN	2,182	2,189	2,507	3,397	3,435	3,214	3,781	5,282	3,338	3,694	3,401	3,708	40,128	32,336	24%
OTHERS	940	750	963	863	875	839	871	1,011	694	943	977	1,197	10,923	10,147	8%
SUMMARY	44,156	41,148	41,866	40,290	36,386	33,926	37,251	38,933	32,510	34,526	38,159	44,534	463,685	431,711	7%

## MARKETS BY REGION



## HOW MANY NIGHTS DID THEY STAY?

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	2019	2018	CHANGE
NORTH AMERICA	80,804	80,628	84,446	54,434	42,813	49,864	48,836	44,313	27,442	32,662	45,121	80,689	672,052	653,011	3%
SOUTH AMERICA	53,897	39,474	32,622	44,245	43,091	42,056	43,568	43,664	49,891	36,175	40,144	53,606	522,433	539,255	-3%
CARIBBEAN	13,561	13,438	15,428	19,695	17,483	18,085	22,874	26,830	18,874	20,200	16,538	22,423	225,429	197,574	14%
EUROPE	265,014	239,385	229,802	227,565	200,000	180,708	247,747	211,664	192,397	204,435	225,062	257,891	2,681,670	2,491,923	8%
OTHERS	2,725	1,929	1,965	2,449	2,416	2,396	2,059	2,436	2,291	2,226	3,480	3,716	30,088	30,493	-1%
SUMMARY	416,001	374,854	364,263	348,388	305,803	293,109	365,084	328,907	290,895	295,698	330,345	418,325	4,131,672	3,912,256	6%



## WHAT IS THE AVERAGE NIGHT SPENT PER PERSON?

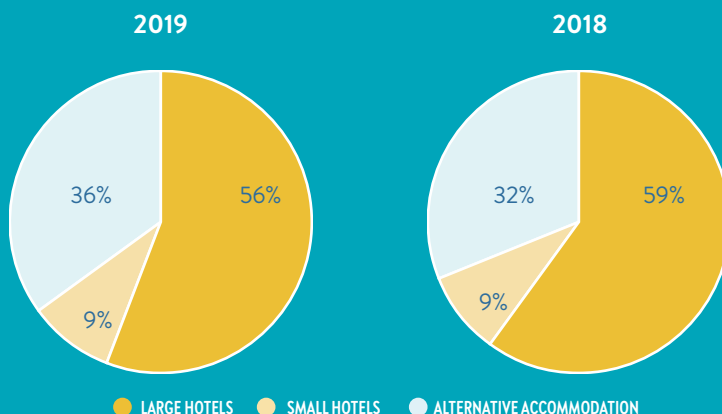
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	2019	2018	% CHANGE
NORTH AMERICA	7.0	7.0	6.1	6.4	6.3	6.2	6.6	6.0	6.3	6.4	6.7	7.4	6.6	6.5	1%
SOUTH AMERICA	6.8	7.0	6.7	7.1	6.7	6.7	7.4	6.6	7.2	7.1	6.7	7.9	7.0	7.2	-2%
CARIBBEAN	5.2	5.0	5.0	4.8	3.9	4.2	5.0	4.0	4.6	4.4	3.7	5.0	4.5	5.5	-18%
EUROPE	8.9	9.2	7.6	9.3	9.0	9.5	11.2	10.	9.7	8.9	9.3	10.0	9.4	10.0	-7%
OTHERS	2.8	2.6	2.0	2.8	2.7	2.8	2.4	2.4	3.2	2.4	3.6	3.1	2.7	3.0	-9%
SUMMARY	7.8	8.0	6.8	7.9	7.5	7.6	8.9	7.7	8.1	7.6	7.8	8.5	7.8	8.3	-5%

## WHERE DID OUR VISITORS STAY?



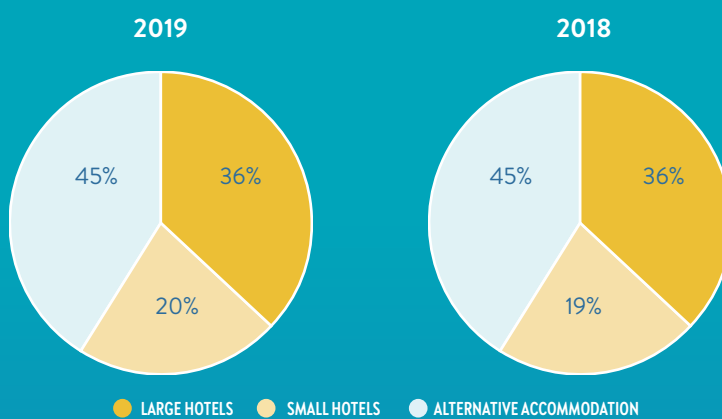
### NORTH AMERICA

	2019	2018
LARGE HOTELS	56%	59%
SMALL HOTELS	9%	9%
ALTERNATIVE ACCOMMODATION	36%	32%
SUMMARY	100%	100%



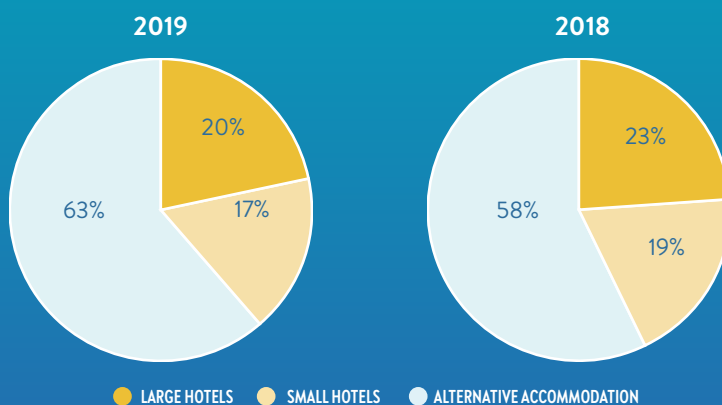
### SOUTH AMERICA

	2019	2018
LARGE HOTELS	36%	36%
SMALL HOTELS	20%	19%
ALTERNATIVE ACCOMMODATION	45%	45%
SUMMARY	100%	100%



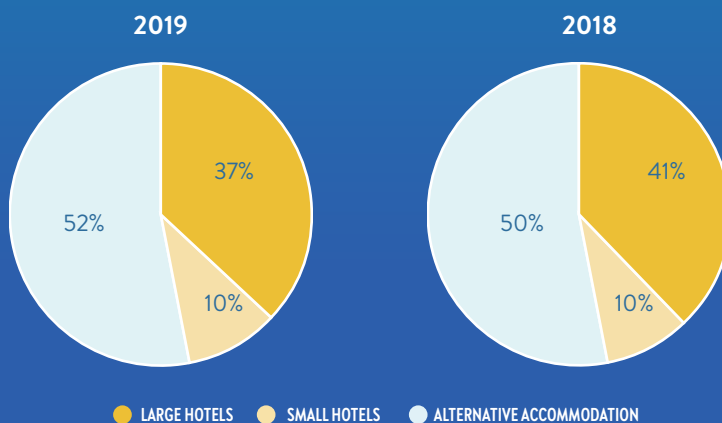
### CARIBBEAN

	2019	2018
LARGE HOTELS	20%	23%
SMALL HOTELS	17%	19%
ALTERNATIVE ACCOMMODATION	63%	58%
SUMMARY	100%	100%



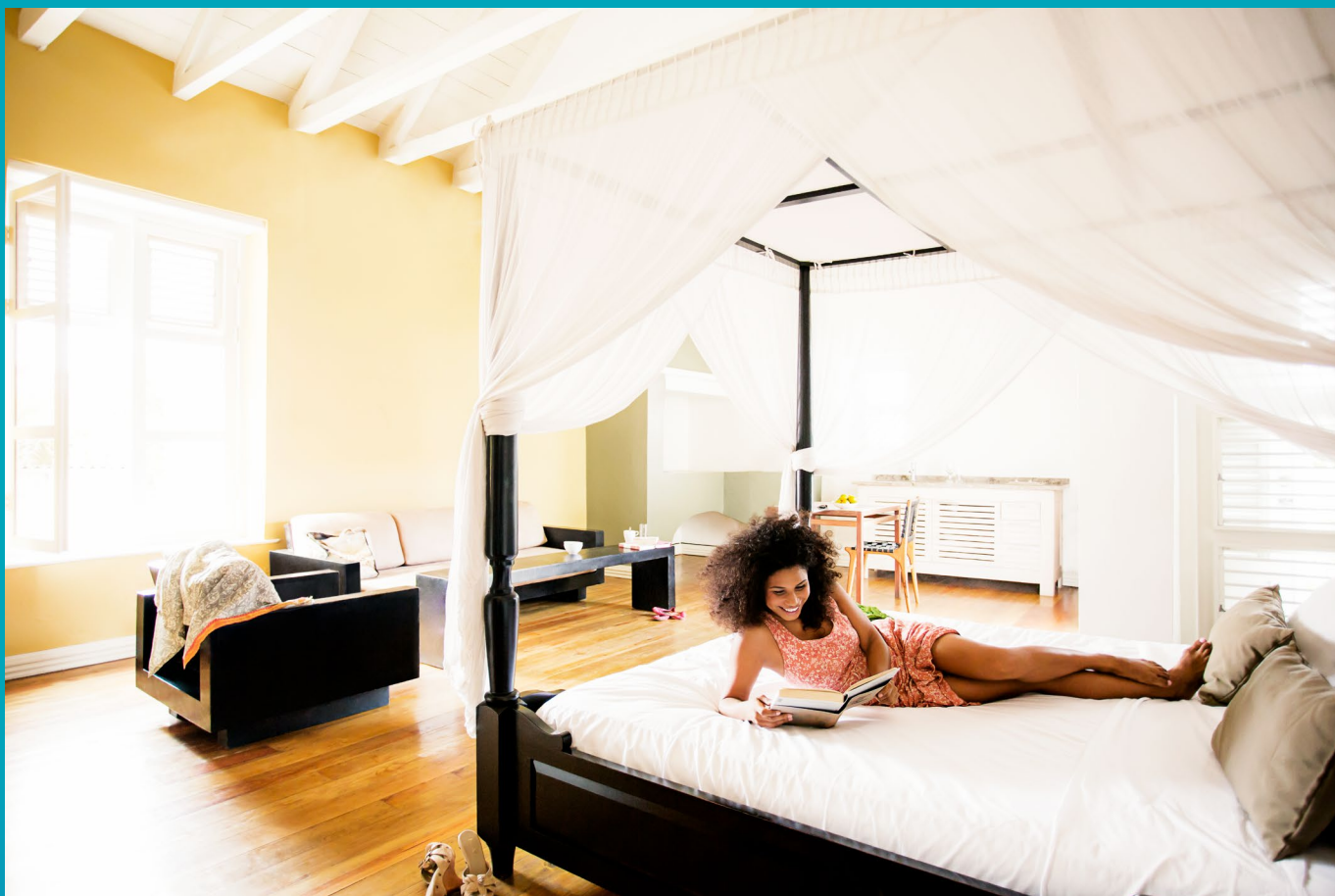
### EUROPE

	2019	2018
LARGE HOTELS	37%	41%
SMALL HOTELS	10%	10%
ALTERNATIVE ACCOMMODATION	52%	50%
SUMMARY	100%	100%





## CURAÇAO HOTEL PERFORMANCE IN 2019



### Occupancy

2019	2018
71.7%	72.2%
-0.5% (points)	



### Average Daily Rate (ADR)

2019	2018
\$158.51	\$152.64
↑ +3.8%	



### Revenue per Available Room (RevPAR)

2019	2018
\$114.67	\$110.87
↑ +3.4%	

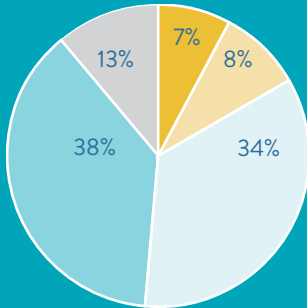
SOURCE: STR

## WHAT AGES ARE OUR VISITORS?



### NORTH AMERICA

0-14	7%
15-24	8%
25-44	34%
45-64	38%
65+	13%
<b>SUMMARY</b>	<b>100.0%</b>

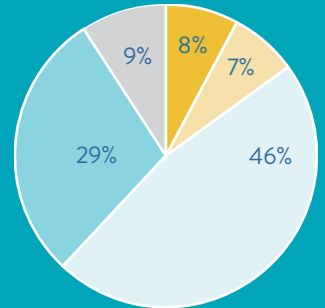


● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+



### SOUTH AMERICA

0-14	8%
15-24	7%
25-44	46%
45-64	29%
65+	9%
<b>SUMMARY</b>	<b>100.0%</b>

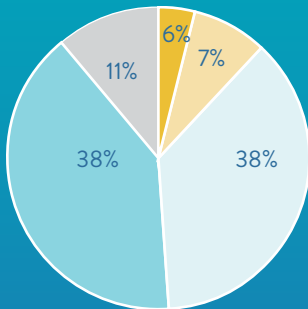


● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+



### CARIBBEAN

0-14	6%
15-24	7%
25-44	38%
45-64	38%
65+	11%
<b>SUMMARY</b>	<b>100.0%</b>

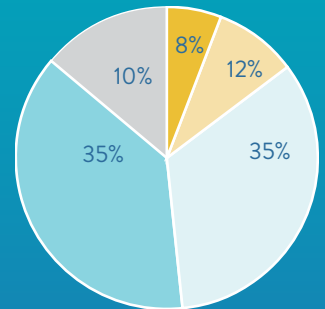


● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+



### EUROPE

0-14	8%
15-24	12%
25-44	35%
45-64	35%
65+	10%
<b>SUMMARY</b>	<b>100.0%</b>



● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+

## WHAT GENDER ARE OUR VISITORS?

**2019**  
VISITORS



51%



49%

**2018**  
VISITORS



51%



49%

## DIGITAL



### WEB SESSION BREAKDOWN OF 2019

**2019**  
1,980,756

**2018**  
2,071,995

**CHANGE**  
-4.%

## WEB VISIT CURACAO.COM BY FOCUS MARKETS IN 2019

### UNITED STATES

**2019** 497,070  
**2018** 503,016  
**CHANGE** -1.1%

### COLOMBIA

**2019** 384,566  
**2018** 247,778  
**CHANGE** +55.21%

### NETHERLANDS

**2019** 236,941  
**2018** 267,768  
**CHANGE** -11.51%

### GERMANY

**2019** 123,143  
**2018** 125,334  
**CHANGE** -1.75%

### CANADA

**2019** 102,809  
**2018** 108,853  
**CHANGE** -5.55%

### BRAZIL

**2019** 70,162  
**2018** 132,543  
**CHANGE** -47.06%



## FACEBOOK IN 2019



**TOTAL FOLLOWERS**  
243K



**TOTAL ENGAGEMENT**  
1.6 M



**TOTAL POSTS**  
389



**TOTAL IMPRESSIONS**  
71 M



## INSTAGRAM IN 2019



**TOTAL FOLLOWERS**  
63 K



**TOTAL ENGAGEMENT**  
328 K



**TOTAL POSTS**  
286



**TOTAL IMPRESSIONS**  
6.4 M

## HOW DID THE CRUISE INDUSTRY PERFORM IN 2019?



### CRUISE CALLS

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	SUMMARY
2019	51	35	31	25	13	10	14	13	11	21	38	51	313
2018	42	35	32	27	11	10	15	15	12	20	36	42	297
% CHANGE	21%	0%	-3%	-7%	18%	0%	-7%	-13%	-8%	5%	6%	21%	5%



### CRUISE PASSENGERS

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	SUMMARY
2019	120,358	81,839	75,908	66,518	39,453	35,756	49,056	34,531	38,202	47,223	92,235	128,795	809,874
2018	97,651	85,687	80,975	62,073	37,126	33,093	45,573	41,542	41,538	49,649	84,459	101,154	760,520
%CHANGE	23%	-4%	-6%	7%	6%	8%	8%	-17%	-8%	-5%	9%	27%	7%



## SECTORAL IMPACT IN 2019

EXPENDITURE JANUARY – DECEMBER 2019 (X \$1000)



### TOTAL DIRECT ECONOMIC IMPACT

\$ 744 million ↑ 6%



### TOTAL INDIRECT ECONOMIC IMPACT

\$ 478 million ↑ 6%



### TOTAL ECONOMIC IMPACT

\$ 1.2 billion ↑ 6%

## HOW DID OUR STAYOVER VISITORS SPEND THEIR MONEY?

EXPENDITURE (X \$1000)

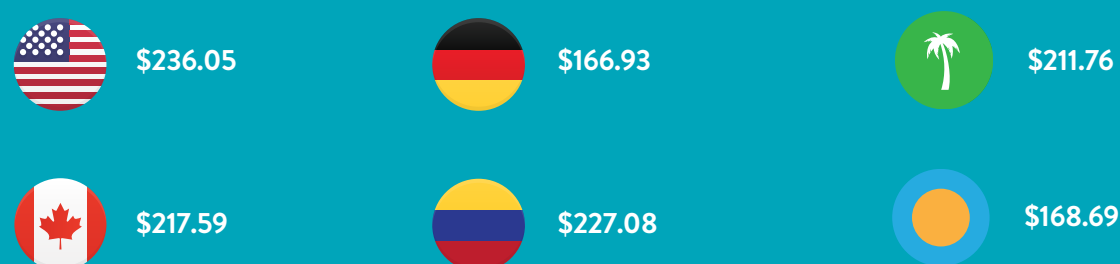
	JAN – DEC 2019	JAN – DEC 2018	% CHANGE
ACCOMMODATION	264	250	6%
RESTAURANT	183	173	6%
GROCERIES	34	32	6%
SHOPPING	83	78	6%
ACTIVITIES	37	35	6%
TRANSPORTATION	59	55	7%
ENTERTAINMENT	28	27	4%
OTHER	56	53	6%
TOTAL DIRECT ECONOMIC IMPACT	744	703	6%

SOURCE: TURISTIKA MODEL

## EXPENDITURE IN PERCENTAGES



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



## THE YEAR 2019 IN REVIEW

	2019	2018	CHANGES
STAYOVER ARRIVALS	463,685	431,711	7%
DAY TRIPPERS	19,452	20,676	-6%
CRUISE ARRIVALS	809,874	760,520	7%
TOTAL ARRIVALS	1,293,011	1,209,665	7%
TOTAL TOURIST NIGHTS	4,131,463	3,912,256	6%
AVERAGE NIGHTS	7.8	8.3	-7%
OCCUPANCY RATE	71.7%	72.2%	-0.5% (points)
AVERAGE DAILY RATE	\$158.51	\$152.64	+3.8%
REVENUE PER AVAILABLE ROOM	\$114.67	\$110.87	+3.4%
TOTAL ECONOMIC IMPACT (DIRECT, INDIRECT + CRUISE)	\$1.2 billion	\$1.1 billion	6%