



# TOURISM PERFORMANCE FIRST 6 MONTHS 2021

TOTAL STAYOVER  
ARRIVALS  
**57,641**

DAY  
TRIPPERS  
**2,651**

TOTAL CRUISE  
ARRIVALS  
**1,586**

TOTAL VISITOR  
NIGHTS  
**654,065**

AVERAGE HOTEL  
OCCUPANCY  
**30.4%**

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

## HOW WAS THE FIRST SIX MONTHS OF 2021?

The year started slow with Curaçao designated as code orange from our main producing country, The Netherlands. Regretfully local measures were imposed in March to mitigate the second wave of Covid. This resulted in poor demand in April when we welcomed the least number of visitor arrivals. In mid-May, the Dutch government announced positive travel advice for Curaçao and our designation changed from code orange to code yellow. At the same time, Curaçao began lifting local measures. Curaçao welcomed altogether during the first six of 2021 **61,878-tourist** arrivals. Curaçao welcomed back cruise visitors in June since March 2020. The Curaçao Ports Authority recorded **1,586** cruise arrivals, while the Curaçao Tourist Board registered **57,641** stayover visitors, with June being the best performing month since we reopened for commercial airline traffic post pandemic. Altogether, the stayover visitors spent **654,065** nights in Curaçao. On average the stayover visitors spent **11.6** nights per person in the first six of 2021. Smith Travel Research reported an average occupancy of **30.4%** during this period accompanied by an average daily rate **\$ 142**. The Ministry of Economic Development together with CTB calculated the total economic impact (direct + indirect) including cruise tourism at **175** million US \$ in the first six months of 2021 using the Turistika Model.



## VISITOR ARRIVALS

ARRIVAL COUNT	JAN	FEB	MAR	APR	MAY	JUN	SUMMARY
2021	5,790	8,144	10,118	3,521	8,845	21,223	57,641
2020	45,691	44,198	18,596	210	217	947	109,859
% change	-87%	-82%	-46%	1577%	3976%	2141%	-48%



## WHERE DID OUR VISITORS COME FROM?



The first six months of 2021 shows a decrease of 48% stayover arrivals. In total 57,641 stayover visitors travelled to Curaçao. In 2020, we welcomed 109,859 stayover visitors during this same period.

	JAN	FEB	MAR	APR	MAY	JUN	2021	2020	CHANGE
CANADA	121	27	38	21	36	58	301	10,008	-97%
USA	739	1,095	2,069	1,222	2,234	4,763	12,122	21,080	-42%
TOTAL NORTH AMERICA	860	1,122	2,107	1,243	2,270	4,821	12,423	31,088	-60%
BRAZIL	33	5	13	10	9	206	276	2,285	-88%
COLOMBIA	194	148	278	142	209	647	1,618	6,686	-76%
OTHERS SOUTH AMERICA	115	126	244	86	133	529	1,233	4,848	-75%
TOTAL SOUTH AMERICA	342	279	535	238	351	1,382	3,127	13,819	-77%
CARIBBEAN	456	449	544	211	470	1,002	3,132	7,274	-57%
GERMANY	191	372	1,126	108	222	485	2,504	3,941	-36%
NETHERLANDS	3,170	5,180	4,654	1,134	4,797	12,148	31,083	44,467	-30%
OTHERS EUROPE	475	458	655	375	426	908	3,297	6,484	-49%
TOTAL EUROPE	3,836	6,010	6,435	1,617	5,445	13,541	36,884	54,892	-33%
OTHERS	296	284	497	212	309	477	2,075	2,786	-26%
SUMMARY	5,790	8,144	10,118	3,521	8,845	21,223	57,641	109,859	-48%

## MARKETS BY REGION



## HOW MANY NIGHTS DID THEY STAY?

	JAN	FEB	MAR	APR	MAY	JUN	2021	2020	CHANGE
NORTH AMERICA	11,651	10,025	18,233	9,149	15,139	36,635	100,832	237,638	-58%
SOUTH AMERICA	4,870	4,103	5,753	3,556	5,809	14,596	38,687	96,868	-60%
CARIBBEAN	3,643	3,075	3,566	2,277	3,356	5,593	21,510	38,359	-44%
EUROPE	60,753	74,537	82,363	27,983	70,048	161,564	477,248	622,917	-23%
OTHERS	2,871	2,634	3,670	1,521	2,175	2,917	15,788	7,143	121%
SUMMARY	83,788	94,374	113,585	44,486	96,527	221,305	654,065	1,002,925	-35%



## WHAT IS THE AVERAGE NIGHT SPENT PER PERSON?

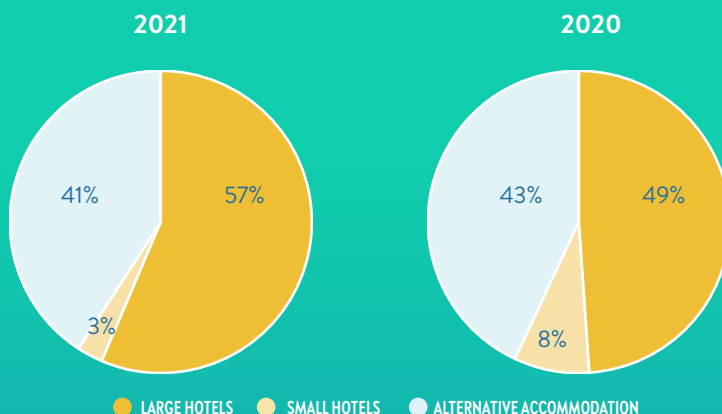
	JAN	FEB	MAR	APR	MAY	JUN	2021	2020	%CHANGE
NORTH AMERICA	13.4	9.1	8.6	7.2	6.5	7.6	8.1	7.3	11%
SOUTH AMERICA	13.7	14.3	10.6	14.9	16.3	10.4	12.1	6.8	78%
CARIBBEAN	7.7	6.1	5.9	9.8	6.7	4.4	6.1	4.0	53%
EUROPE	17.4	13.1	13.4	17.7	13.5	12.0	13.5	10.1	34%
OTHERS	9.6	9.3	7.4	7.2	7.0	6.1	7.6	2.5	198%
SUMMARY	15.4	12.0	11.6	12.7	11.2	10.4	11.6	8.3	40%

## WHERE DID OUR VISITORS STAY?



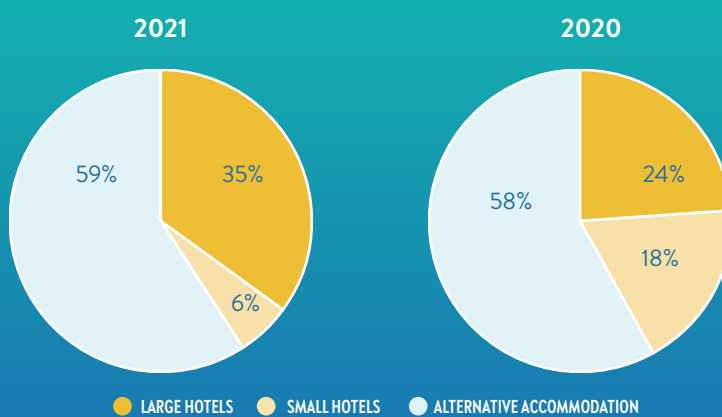
### NORTH AMERICA

	2021	2020
LARGE HOTELS	57%	49%
SMALL HOTELS	3%	8%
ALTERNATIVE ACCOMMODATION	41%	43%
SUMMARY	100%	100%



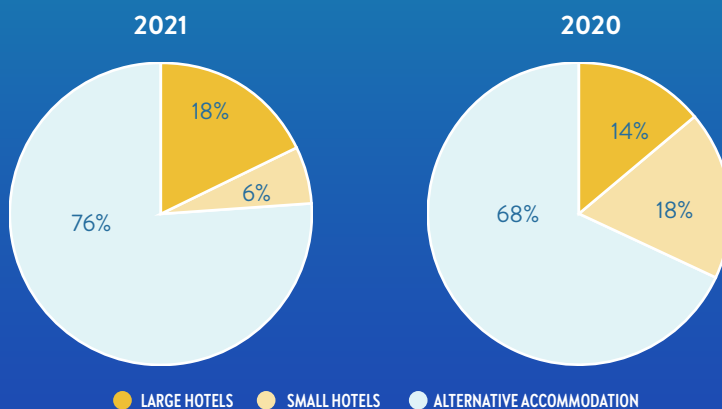
### SOUTH AMERICA

	2021	2020
LARGE HOTELS	35%	24%
SMALL HOTELS	6%	18%
ALTERNATIVE ACCOMMODATION	59%	58%
SUMMARY	100%	100%



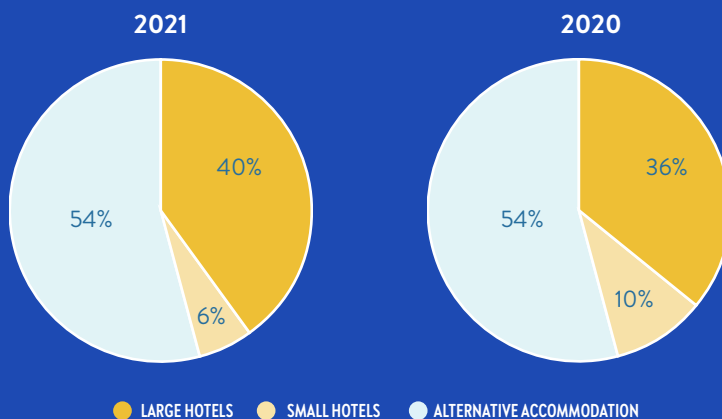
### CARIBBEAN

	2021	2020
LARGE HOTELS	18%	14%
SMALL HOTELS	6%	18%
ALTERNATIVE ACCOMMODATION	76%	68%
SUMMARY	100%	100%



### EUROPE

	2021	2020
LARGE HOTELS	40%	36%
SMALL HOTELS	6%	10%
ALTERNATIVE ACCOMMODATION	54%	54%
SUMMARY	100.0%	100.0%





## CURAÇAO HOTEL PERFORMANCE IN FIRST SIX MONTHS 2021



### Occupancy

2021	2020
30.4%	34.9%
↓ -13%	



### Average Daily Rate (ADR)

2021	2020
\$142.46	\$156.01
↓ -9%	



### Revenue per Available Room (RevPAR)

2021	2020
\$43.69	\$63.70
↓ -31%	

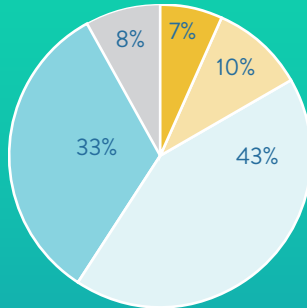
SOURCE: STR

## WHAT AGES ARE OUR VISITORS?



### NORTH AMERICA

0-14	7%
15-24	10%
25-44	43%
45-64	33%
65+	8%
<b>SUMMARY</b>	<b>100%</b>

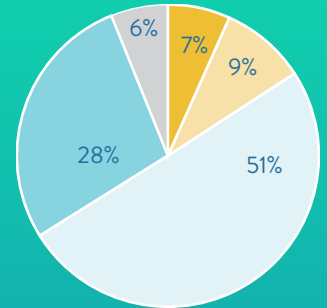


● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+



### SOUTH AMERICA

0-14	7%
15-24	9%
25-44	51%
45-64	28%
65+	6%
<b>SUMMARY</b>	<b>100%</b>

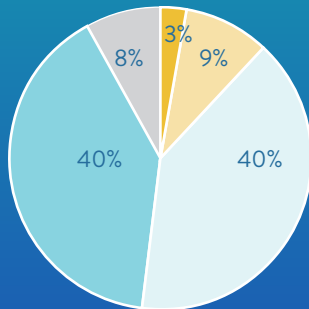


● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+



### CARIBBEAN

0-14	3%
15-24	9%
25-44	40%
45-64	40%
65+	8%
<b>SUMMARY</b>	<b>100%</b>

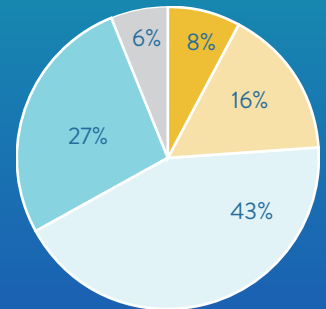


● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+



### EUROPE

0-14	8%
15-24	16%
25-44	43%
45-64	27%
65+	6%
<b>SUMMARY</b>	<b>100%</b>



● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+

## WHAT GENDER ARE OUR VISITORS?

**2021**  
VISITORS



48%



52%

**2020**  
VISITORS



51%



49%



### WEB SESSION CURACAO.COM BREAKDOWN IN FIRST SIX MONTHS OF 2021

2021 FIRST  
SIX MONTHS  
1,130,603

2020 FIRST  
SIX MONTHS  
887,820

CHANGE  
27.2%

## WEB VISIT CURACAO.COM BY FOCUS MARKETS IN FIRST SIX MONTHS 2021

COUNTRY	2021 (JAN-JUN)	2020 (JAN-JUN)	CHANGE
UNITED STATES	339,697	274,207	23.88%
COLOMBIA	136,765	124,093	10.21%
NETHERLANDS	204,775	119,217	71.77%
GERMANY	127,626	59,805	113.40%
CANADA	19,504	69,394	-71.89%
BRAZIL	35,199	59,210	-40.55%
BELGIUM	23,123	4,938	368.27%
DOMINICAN REPUBLIC	10,807	3,085	250.31%
UNITED KINGDOM	8,361	8,041	3.98%
CURACAO	70,960	68,462	3.65%

## f SOCIAL MEDIA HIGHLIGHTS IN THE FIRST SIX MONTHS 2021

- **58%** average growth in followers as compared to six months of 2020 on all our social media platforms
- **1.238** total posts on all our social media platforms
- **3.447.934** total engagement on all our social media platforms



### MOST SUCCESSFUL POSTS

Girl in hammock post  
on Facebook global  
(114K organic reach, 5K  
engagement)



Dana Berez's island experience  
on Instagram global (49K organic  
reach, 3K engagement)



## HOW DID THE CRUISE INDUSTRY PERFORM IN 2021?



### CRUISE CALLS

	JAN	FEB	MAR	APR	MAY	JUN	SUMMARY
2021	0	0	0	0	0	3	3
2020	45	35	20	0	0	0	100
% Change	-100%	-100%	-100%	n/a	n/a	n/a	-97%



### CRUISE PASSENGERS

	JAN	FEB	MAR	APR	MAY	JUN	SUMMARY
2021	0	0	0	0	0	1,586	1,586
2020	116,314	91,873	47,846	0	0	0	256,033
%Change	-100%	-100%	-100%	n/a	n/a	n/a	-99%



## SECTORAL IMPACT IN FIRST SIX MONTHS OF 2021

### EXPENDITURE JANUARY – JUNE 2021 (X \$1000)



#### TOTAL DIRECT ECONOMIC IMPACT

\$ 106 million



#### TOTAL INDIRECT ECONOMIC IMPACT

\$ 69 million



#### TOTAL ECONOMIC IMPACT

\$ 175 million

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



\$236



\$167



\$212



\$218



\$227



\$169



\$133



\$250

### FIRST SIX MONTHS OF 2021 IN REVIEW

	2021 – FIRST SIX MONTHS	2020 FIRST SIX MONTHS	Changes
STAYOVER ARRIVALS	57,641	109,859	-48%
DAY TRIPPERS	2,651	4,708	-44%
CRUISE ARRIVALS	1,586	256,033	-99%
TOTAL ARRIVALS	61,878	370,600	-83%
TOTAL TOURIST NIGHTS	654,065	1,002,92	-35%
AVERAGE NIGHTS	11.3	8.3	40%
OCCUPANCY RATE	30.4%	34.93%	-13%
AVERAGE DAILY RATE	\$142.46	\$156.01	-9%
REVENUE PER AVAILABLE ROOM	\$43.69	\$63.7	-31%
TOTAL ECONOMIC IMPACT (DIRECT, INDIRECT + CRUISE)	\$175 million	\$307 million	-42%