



# TOURISM PERFORMANCE 2022

TOTAL STAYOVER ARRIVALS	DAY TRIPPERS	TOTAL CRUISE ARRIVALS	TOTAL VISITOR NIGHTS	AVERAGE HOTEL OCCUPANCY	ECONOMIC IMPACT (DIRECT + INDIRECT) INCL. CRUISE
489,559	11,039	533,831	4.6 million	70.7%	1.4 billion US\$

## HOW WAS THE YEAR 2022?

The Curaçao Tourist Board (CTB) is reporting a record-breaking number of stayover visitor arrivals in 2022. It is the first time Curaçao came close to half million stayover visitors, by just being **10,441** visitors short. In overall, CTB welcomed a total of **489,558 stayover visitor arrivals** in 2022. The 2022 stayover visitors' performance was good for a 106% recovery rate from the pandemic. The visitors who travelled to Curaçao by air spent altogether **4.6 million** nights in Curaçao.

Curaçao welcomed altogether during the year 2022 **1,034,429** tourist arrivals. The Curaçao Ports Authority recorded **533,831** cruise arrivals, while the Curaçao Tourist Board registered **489,559** stayover visitors who altogether spent **4.6 million** nights in Curaçao. On average, the stayover visitors spent **9.5** nights per person in 2022. Smith Travel Research reported an average occupancy of **70.7%** during this period accompanied by an average daily rate **\$ 206.32**. The Ministry of Economic Development together with CTB calculated the total economic impact (direct + indirect) including cruise tourism at **1.4** billion US \$ in 2022 using the Turistika Model.



## VISITOR ARRIVALS

ARRIVAL COUNT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	SUMMARY
2022	35,490	35,453	40,541	42,715	35,813	37,541	48,246	42,633	37,230	44,915	44,058	44,924	489,559
2021	5,790	8,144	10,118	3,521	8,845	21,223	34,213	30,853	27,540	35,023	37,453	42,283	265,006
% Change	513%	335%	301%	1113%	305%	77%	41%	38%	35%	28%	18%	6%	85%



## WHERE DID OUR VISITORS COME FROM?



The 2022 shows an increase of 85% stayover arrivals. In total 489,559 stayover visitors travelled to Curaçao. In 2021, we welcomed 265,006 stayover visitors during this same period.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	2022	2021	% CHANGE
Canada	772	593	906	774	352	275	407	453	314	1,530	2,335	3,454	12,165	3,578	240%
United states	3,458	5,494	7,429	6,612	4,761	9,583	10,207	8,927	8,011	9,166	9,369	10,411	93,428	39,096	139%
Total North America	4,230	6,087	8,335	7,386	5,113	9,858	10,614	9,380	8,325	10,696	11,704	13,865	105,593	42,674	147%
Brazil	605	591	747	816	740	875	922	1,057	1,025	902	853	1,028	10,161	4,267	138%
Colombia	1,926	1,166	1,749	2,782	2,297	3,378	2,596	2,156	2,264	2,601	2,467	3,078	28,460	9,288	206%
Others	987	1,215	1,288	2,137	2,290	1,954	2,568	3,333	2,742	2,487	2,333	1,851	25,185	6,671	278%
Total South America	3,518	2,972	3,784	5,735	5,327	6,207	6,086	6,546	6,031	5,990	5,653	5,957	63,806	20,226	215%
Caribbean	876	1,210	1,819	2,544	2,738	2,877	3,277	2,654	2,812	3,076	3,044	2,891	29,818	11,943	150%
Germany	795	849	1,352	1,298	939	1,099	974	1,426	1,076	1,391	1,389	716	13,304	9,236	44%
Netherlands	23,631	21,624	22,252	21,379	18,868	14,796	23,489	18,877	15,963	20,102	18,715	17,958	237,654	160,384	48%
Others Europe	1,758	2,020	2,160	3,318	1,822	1,732	2,652	2,635	2,047	2,499	2,434	2,433	27,510	14,236	93%
Total Europe	26,184	24,493	25,764	25,995	21,629	17,627	27,115	22,938	19,086	23,992	22,538	21,107	278,468	183,856	51%
Others	682	691	839	1,055	1,006	972	1,154	1,115	976	1,161	1,119	1,104	11,874	6,307	88%
Summary	35,490	35,453	40,541	42,715	35,813	37,541	48,246	42,633	37,230	44,915	44,058	44,924	489,559	265,006	85%

## MARKETS BY REGION



### HOW MANY NIGHTS DID THEY STAY?

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	2022	2021	%CHANGE
NORTH AMERICA	42,620	45,764	57,297	49,389	33,968	64,880	72,088	61,266	53,201	72,095	81,624	107,475	741,667	328,919	125%
SOUTH AMERICA	26,828	22,391	25,898	38,327	34,492	40,840	42,198	39,507	39,067	39,748	35,676	48,643	433,615	180,820	140%
CARIBBEAN	6,851	7,429	11,512	15,380	21,436	15,135	20,554	14,898	14,315	15,065	15,262	17,673	175,510	77,966	125%
EUROPE	326,451	273,513	289,973	281,895	231,934	200,304	359,493	265,455	225,933	261,171	256,028	267,539	3,239,689	2,221,840	46%
OTHERS	10,432	8,246	6,795	8,320	6,414	5,105	7,049	6,397	6,136	10,477	6,466	8,148	89,985	42,325	113%
SUMMARY	413,182	357,343	391,475	393,311	328,244	326,264	501,382	387,523	338,652	398,556	395,056	449,478	4,680,466	2,851,870	64%



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

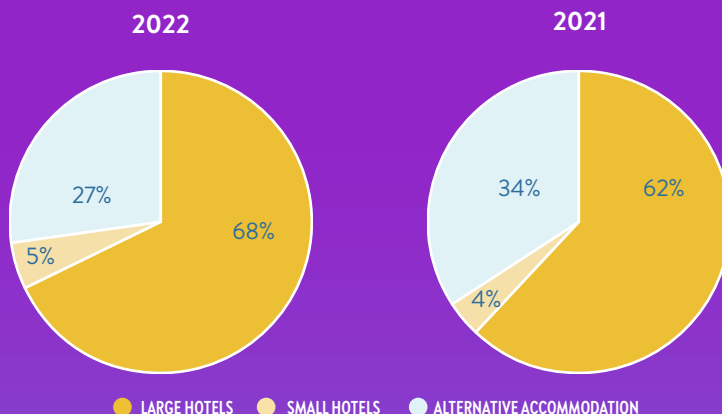
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	2022	2021	%CHANGE
NORTH AMERICA	10.2	7.5	6.8	6.6	6.6	6.5	6.6	6.4	6.2	6.6	6.9	7.6	6.9	7.7	-9%
SOUTH AMERICA	7.7	7.6	6.8	6.7	6.5	6.6	6.9	6.0	6.5	6.6	6.3	8.2	6.8	8.9	-24%
CARIBBEAN	7.7	5.6	6.0	5.3	7.3	4.6	5.5	5.0	4.3	4.3	4.3	5.2	5.2	5.9	-12%
EUROPE	12.6	11.1	11.2	10.8	10.5	11.2	13.3	11.4	11.7	10.6	11.4	12.8	11.6	12.2	-5%
OTHERS	15.3	11.9	8.1	7.9	6.4	5.2	6.1	5.7	6.3	9.0	5.8	7.4	7.6	6.7	13%
SUMMARY	11.7	10.0	9.6	9.1	9.0	8.5	10.3	8.9	8.9	8.6	8.9	10.0	9.5	10.8	-12%

## WHERE DID OUR VISITORS STAY?



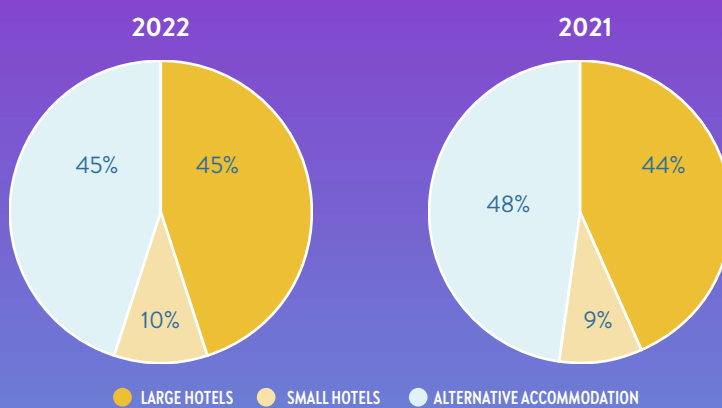
### NORTH AMERICA

	2022	2021
LARGE HOTELS	68%	62%
SMALL HOTELS	5%	4%
ALTERNATIVE ACCOMMODATION	27%	34%
SUMMARY	100%	100%



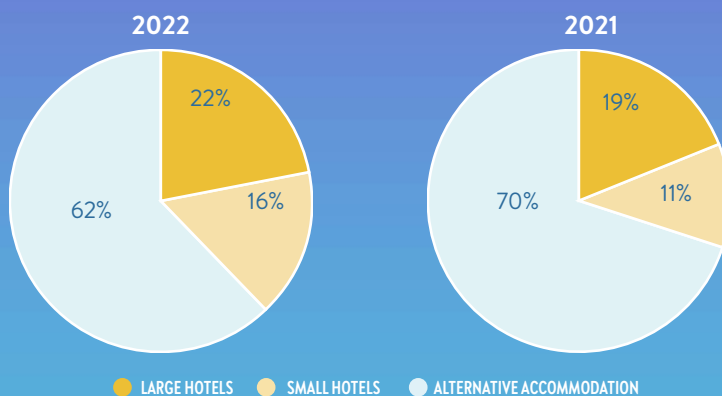
### SOUTH AMERICA

	2022	2021
LARGE HOTELS	45%	44%
SMALL HOTELS	10%	9%
ALTERNATIVE ACCOMMODATION	45%	48%
SUMMARY	100%	100%



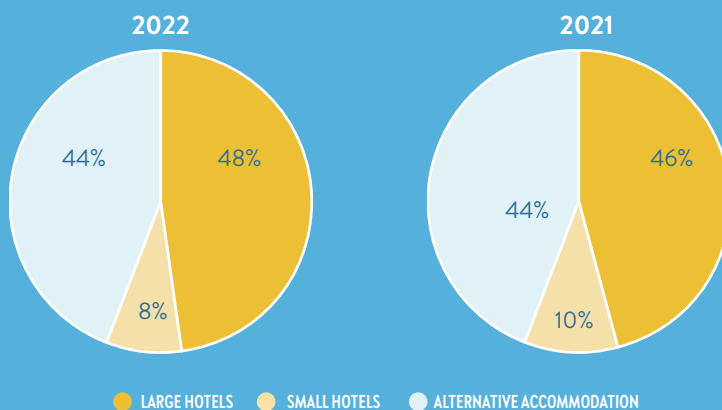
### CARIBBEAN

	2022	2021
LARGE HOTELS	22%	19%
SMALL HOTELS	16%	11%
ALTERNATIVE ACCOMMODATION	62%	70%
SUMMARY	100%	100%



### EUROPE

	2022	2021
LARGE HOTELS	48%	46%
SMALL HOTELS	8%	10%
ALTERNATIVE ACCOMMODATION	44%	44%
SUMMARY	100%	100%







Occupancy

2022	2021
70.7%	51.6%
↑ 37%	



Average Daily Rate (ADR)

2022	2021
\$206.32	\$144.97
↑ 42%	



Revenue per Available Room (RevPAR)

2022	2021
\$145.84	\$88.12
↑ 66%	

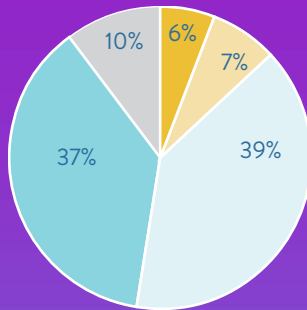
SOURCE: STR

## WHAT AGES ARE OUR VISITORS?



### NORTH AMERICA

0-14	6%
15-24	7%
25-44	39%
45-64	37%
65+	10%
<b>SUMMARY</b>	<b>100%</b>

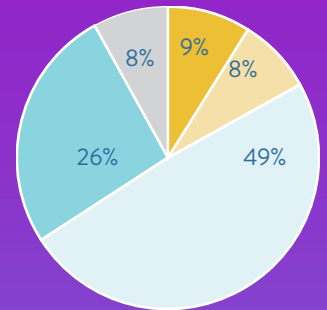


● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+



### SOUTH AMERICA

0-14	9%
15-24	8%
25-44	49%
45-64	26%
65+	8%
<b>SUMMARY</b>	<b>100%</b>

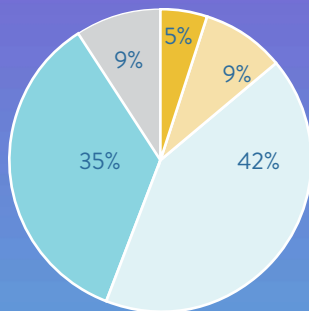


● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+



### CARIBBEAN

0-14	5%
15-24	9%
25-44	42%
45-64	35%
65+	9%
<b>SUMMARY</b>	<b>100%</b>

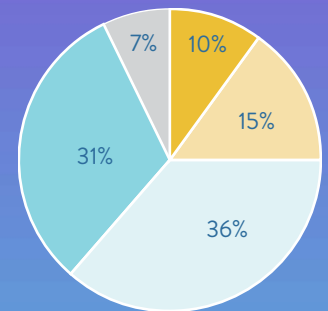


● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+



### EUROPE

0-14	10%
15-24	15%
25-44	36%
45-64	31%
65+	7%
<b>SUMMARY</b>	<b>100%</b>



● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+

## WHAT GENDER ARE OUR VISITORS?

**2022**

VISITORS



52%



48%

**2021**

VISITORS



51%



49%

## DIGITAL



### WEB SESSION CURACAO.COM BREAKDOWN IN 2022

2022  
3.1 MILLION

2021  
2.9 MILLION

CHANGE  
7%

## TOP 6 COUNTRIES BY WEB VISIT SESSIONS CURACAO.COM IN 2022

<b>UNITED STATES</b> 2022	1.083.355	<b>NETHERLANDS</b> 2022	490.739	<b>COLOMBIA</b> 2022	276.088
<b>BRAZIL</b> 2022	170.672	<b>GERMANY</b> 2022	163.477	<b>CANADA</b> 2022	129.428

## f SOCIAL MEDIA HIGHLIGHTS JAN-DEC 2022

- **8.3%** average growth in followers as compared to Jan-Dec 2021 on all our social media platforms
- **2.403** total posts on all our social media platforms
- **7.679.694** total engagement on all our social media platforms

## 💬 MOST SUCCESSFUL POSTS JAN-DEC 2022

1 Day in Willemstad post  
on Facebook global  
(408K organic reach,  
38K engagement)



Jump in water post on Instagram global  
(57K organic reach, 4.8K engagement)

## HOW DID THE CRUISE INDUSTRY PERFORM IN 2022?



### CRUISE CALLS

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	SUMMARY
2022	39	41	39	19	8	9	10	8	11	13	40	44	281
2021	0	0	0	0	0	3	6	11	7	8	29	34	98
% Change	100%	100%	100%	100%	100%	200%	67%	-27%	57%	63%	38%	29%	187%



### CRUISE PASSENGERS

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	SUMMARY
2022	40,056	43,991	60,237	27,886	28,362	29,808	29,562	26,361	29,031	36,727	85,919	95,891	533,831
2021	0	0	0	0	0	1,586	7,630	11,850	9,730	12,605	41,280	61,550	146,231
%Change	100%	100%	100%	100%	100%	1779%	287%	122%	198%	191%	108%	56%	265%



## SECTORAL IMPACT IN 2022

### EXPENDITURE IN 2022



#### TOTAL DIRECT ECONOMIC IMPACT

\$ 908 million ↑ 80%



#### TOTAL INDIRECT ECONOMIC IMPACT

\$ 579 million ↑ 80%



#### TOTAL ECONOMIC IMPACT

\$ 1.4 billion ↑ 80%

## HOW DID OUR STAYOVER VISITORS SPEND THEIR MONEY?

### DIRECT ECONOMIC IMPACT (X \$1000)

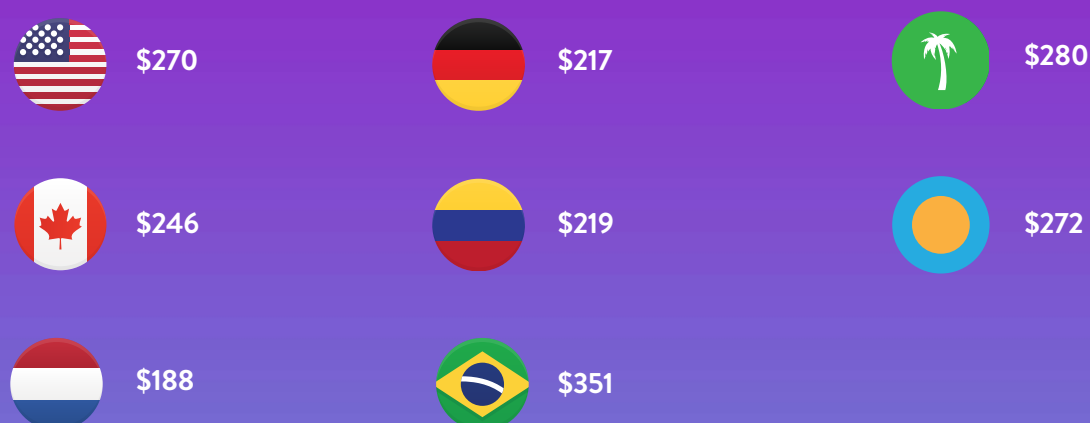
	2022	2021	% Change
ACCOMMODATION	331	190	74%
RESTAURANT	226	130	74%
GROCERIES	43	26	85%
SHOPPING	86	38	126%
ACTIVITIES	73	38	92%
TRANSPORTATION	72	40	80%
ENTERTAINMENT	35	19	84%
OTHER	43	23	87%
TOTAL ECONOMIC IMPACT	909	504	80%

SOURCE: TURISTIKA MODEL

## EXPENDITURE IN PERCENTAGES



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



## 2022 IN REVIEW

	2022	2021	Changes
Stay over arrivals	489,559	265,006	85%
Day trippers	11,039	7,118	55%
Cruise arrivals	533,831	146,231	265%
Total arrivals	1,034,429	418,355	147%
Total tourist nights	4.6 million	2.8 million	64%
Average nights	9.5	10.8	-12%
Average occupancy rate	70.7%	51.1%	38%
Average daily rate	\$206.32	\$163.36	26%
Average revenue per available room	\$145.84	\$88.12	66%
Total economic impact (direct, indirect + cruise)	\$ 1.4 billion	\$ 826 million	80%