



TOURISM PERFORMANCE FIRST 6 MONTHS 2023

TOTAL STAYOVER
ARRIVALS

272,870

DAY
TRIPPERS

8,496

TOTAL CRUISE
ARRIVALS

430,014

TOTAL VISITOR
NIGHTS

2.4 million

AVERAGE HOTEL
OCCUPANCY

71.1%

ECONOMIC IMPACT
(DIRECT + INDIRECT) INCL. CRUISE

848 million US\$

HOW WAS THE FIRST SIX MONTHS OF THE YEAR 2023?

Curaçao welcomed altogether during the first six months of 2023 **711,380** tourist arrivals. The Curaçao Ports Authority recorded **430,014** cruise arrivals, while the Curaçao Tourist Board registered **272,870** stayover visitors who spent **2.4 million** nights in Curaçao. On average the stayover visitors spent **8.7** nights per person in the first six months of 2023. Smith Travel Research reported an average occupancy of **71.1%** during this period accompanied by an average daily rate **\$ 230.20**. The Ministry of Economic Development together with CTB calculated the total economic impact (direct + indirect) including cruise tourism at **848** million US \$ in the first six months of 2023 using the Turistika Model.



VISITOR ARRIVALS

ARRIVAL COUNT	Jan	Feb	Mar	Apr	May	Jun	TOTAL
2023	48,042	42,562	45,914	48,450	43,532	44,370	272,870
2022	35,490	35,453	40,541	42,715	35,813	37,541	227,553
% Change	35%	20%	13%	13%	22%	18%	20%



WHERE DID OUR VISITORS COME FROM?



The first six months of 2023 shows an increase of 20% stayover arrivals. In total 272,870 stayover visitors travelled to Curaçao. In 2022, we welcomed 227,553 stayover visitors during this same period.

	JAN	FEB	MAR	APR	MAY	JUN	2023 Jan - Jun	2021 YTD	% CHANGE
Canada	4,306	4,303	3,849	2,246	838	1,210	16,752	3,672	356%
United states	11,063	10,700	11,858	11,952	11,340	13,071	69,984	37,337	87%
Total North America	15,369	15,003	15,707	14,198	12,178	14,281	86,736	41,009	112%
Brazil	1,351	1,189	1,329	1,518	1,780	1,978	9,145	4,374	109%
Colombia	2,505	1,754	2,748	3,151	2,851	3,692	16,701	13,298	26%
Others	2,485	2,479	2,186	3,632	3,416	3,110	17,308	9,871	75%
Total South America	6,341	5,422	6,263	8,301	8,047	8,780	43,154	27,543	57%
Caribbean	2,443	2,290	2,914	3,962	3,563	4,172	19,344	12,064	60%
Germany	781	815	1,450	1,041	990	765	5,842	6,332	-8%
Netherlands	19,812	16,025	16,287	16,996	15,983	13,804	98,907	122,550	-19%
Others Europe	2,225	2,025	2,216	2,580	1,732	1,729	12,507	12,810	-2%
Total Europe	22,818	18,865	19,953	20,617	18,705	16,298	117,256	141,692	-17%
Others	1,071	982	1,077	1,372	1,039	839	6,380	5,245	22%
Summary	48,042	42,562	45,914	48,450	43,532	44,370	272,870	227,553	20%

MARKET SHARE BY REGION IN THE FIRST SIX MONTHS OF 2023



The market share was in the first 6 months of 2022: 18%, 12%, 5%, 62% and 2% out of North America, South America, Caribbean, Europe and rest of the world, respectively.



HOW MANY NIGHTS DID THEY STAY IN THE FIRST SIX MONTHS OF 2023?

	JAN	FEB	MAR	APR	MAY	JUN	2023 YTD	2022 YTD	%CHANGE
NORTH AMERICA	130,063	115,368	109,776	94,006	78,367	92,717	620,297	293,918	111%
SOUTH AMERICA	47,680	38,957	42,920	53,643	55,010	57,086	295,296	188,776	56%
CARIBBEAN	13,130	12,138	14,862	22,452	17,662	19,656	99,900	77,743	29%
EUROPE	291,397	219,129	224,911	225,378	205,033	185,429	1,351,277	1,604,070	-16%
OTHERS	6,538	4,752	5,329	7,398	5,114	3,961	33,092	45,312	-27%
TOTAL	488,808	390,344	397,798	402,877	361,186	358,849	2,399,862	2,209,819	9%



WHAT IS THE AVERAGE NIGHT SPENT PER PERSON?

	JAN	FEB	MAR	APR	MAY	JUN	2023 YTD	2022 YTD	%CHANGE
NORTH AMERICA	8.3	7.5	6.8	6.5	6.3	6.4	7.0	7.1	-1%
SOUTH AMERICA	7.5	7.2	6.8	6.5	6.8	6.5	6.8	6.9	-1%
CARIBBEAN	4.6	4.3	4.1	5.0	3.9	3.6	4.2	5.9	-28%
EUROPE	13.0	11.5	11.2	10.7	10.8	11.2	11.5	11.3	2%
OTHERS	6.1	4.8	5.0	5.4	4.9	4.7	5.2	8.6	-40%
SUMMARY	10.2	9.0	8.5	8.2	8.1	7.9	8.7	9.6	-10%

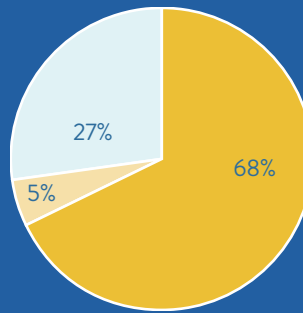
WHERE DID OUR VISITORS STAY?



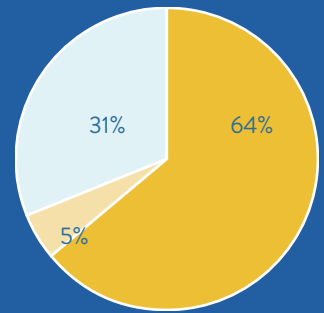
NORTH AMERICA

	2023 YTD	2022 YTD
LARGE HOTELS	68%	64%
SMALL HOTELS	5%	5%
ALTERNATIVE ACCOMMODATION	27%	31%
SUMMARY	100%	100%

2023 JAN- JUN



2022 JAN- JUN



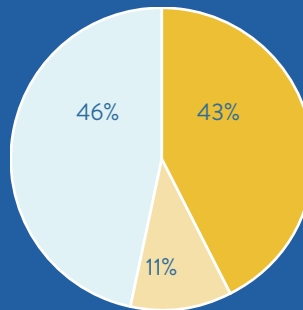
● LARGE HOTELS ● SMALL HOTELS ● ALTERNATIVE ACCOMMODATION



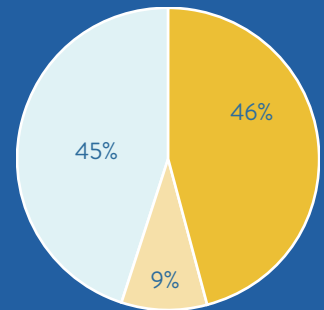
SOUTH AMERICA

	2023 YTD	2022 YTD
LARGE HOTELS	43%	46%
SMALL HOTELS	11%	9%
ALTERNATIVE ACCOMMODATION	46%	45%
SUMMARY	100%	100%

2023 JAN- JUN



2022 JAN- JUN



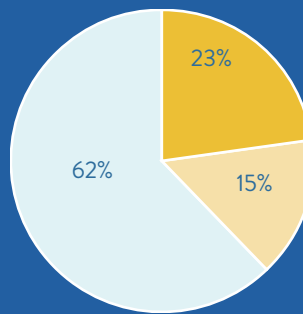
● LARGE HOTELS ● SMALL HOTELS ● ALTERNATIVE ACCOMMODATION



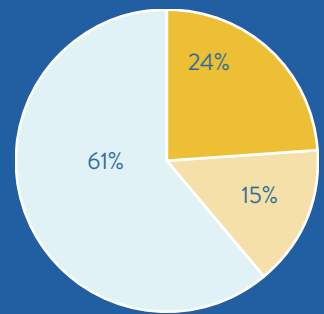
CARIBBEAN

	2023 YTD	2022 YTD
LARGE HOTELS	23%	24%
SMALL HOTELS	15%	15%
ALTERNATIVE ACCOMMODATION	62%	61%
SUMMARY	100%	100%

2023 JAN- JUN



2022 JAN- JUN



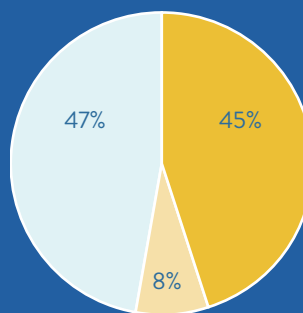
● LARGE HOTELS ● SMALL HOTELS ● ALTERNATIVE ACCOMMODATION



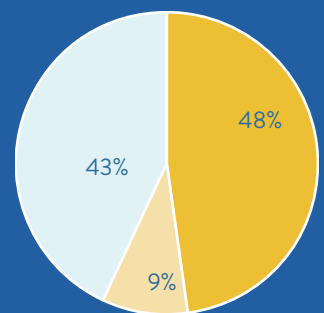
EUROPE

	2023 YTD	2022 YTD
LARGE HOTELS	45%	48%
SMALL HOTELS	8%	9%
ALTERNATIVE ACCOMMODATION	47%	43%
SUMMARY	100%	100%

2023 JAN- JUN



2022 JAN- JUN



● LARGE HOTELS ● SMALL HOTELS ● ALTERNATIVE ACCOMMODATION



Occupancy

2023	2022
71.7%	70.4%
↑ 0.7%	



Average Daily Rate (ADR)

2023	2022
\$230.20	\$212.77
↑ 8.2%	



Revenue per Available Room (RevPAR)

2023	2022
\$154.90	\$145.75
↑ 6.3%	

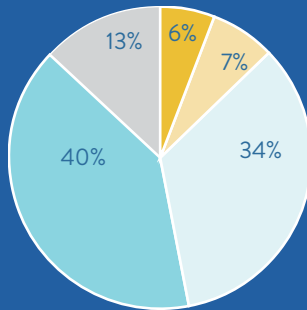
SOURCE: STR/ CHATA

WHAT AGES ARE OUR VISITORS?



NORTH AMERICA

0-14	6%
15-24	7%
25-44	34%
45-64	40%
65+	13%
SUMMARY	100%

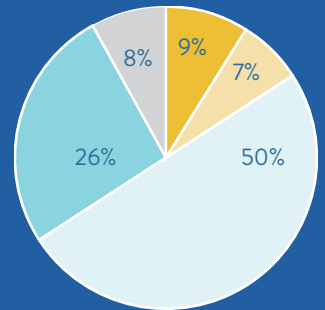


● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+



SOUTH AMERICA

0-14	9%
15-24	7%
25-44	50%
45-64	26%
65+	8%
SUMMARY	100%

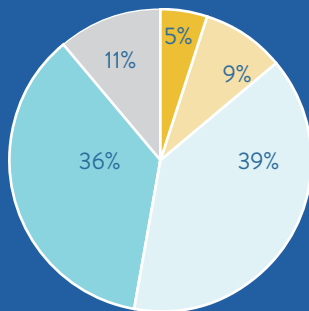


● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+



CARIBBEAN

0-14	5%
15-24	9%
25-44	39%
45-64	36%
65+	11%
SUMMARY	100%

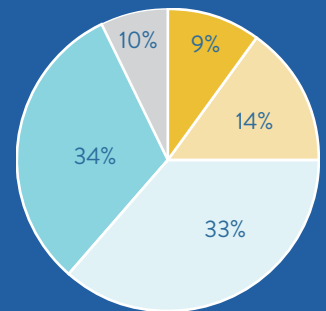


● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+



EUROPE

0-14	9%
15-24	14%
25-44	33%
45-64	34%
65+	10%
SUMMARY	100%



● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+

WHAT GENDER ARE OUR VISITORS?

2023

VISITORS



52%



48%

2022

VISITORS



51%



49%

DIGITAL



**WEB SESSION
CURACAO.COM**
BREAKDOWN IN FIRST
SIX MONTHS OF 2023

2022
1.9 MILLION

2021
1.7 MILLION

CHANGE
12%

TOP 8 COUNTRIES BY WEB VISIT SESSIONS CURACAO.COM IN FIRST SIX MONTHS OF 2023



UNITED STATES

2023 YTD 630.199



VENEZUELA

2023 YTD 88.776



COLOMBIA

2023 YTD 304.319



CANADA

2023 YTD 78.306



NETHERLANDS

2023 YTD 178.745



GERMANY

2023 YTD 45.133



BRAZIL

2023 YTD 172.959



ARGENTINA

2023 YTD 34.755



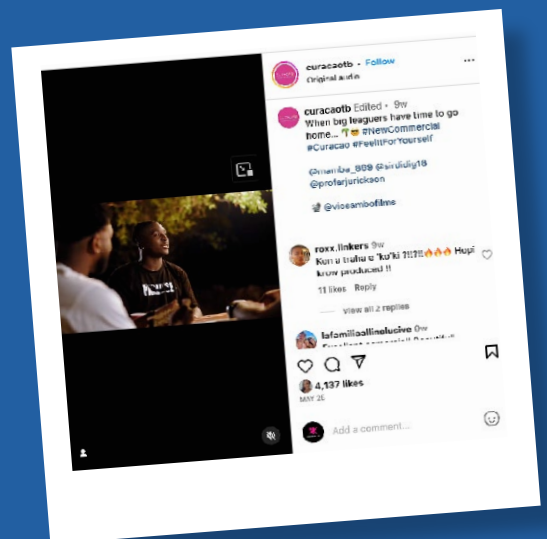
SOCIAL MEDIA HIGHLIGHTS FIRST SIX MONTHS 2023

- **4.8%** average growth in followers
- **1.263** total posts on all our social media platforms
- **4M** total engagements on all our social media platforms



MOST SUCCESSFUL POSTS JAN-JUN 2023

**Punda post on
Facebook global**
(170K organic reach,
8K engagement)



**Big leaguers commercial post
on Instagram global**
(146K video views, record
breaking views on Instagram)

HOW DID THE CRUISE INDUSTRY PERFORM IN THE FIRST SIX MONTHS OF 2023?



CRUISE CALLS

	JAN	FEB	MAR	APR	MAY	JUN	SUMMARY
2023	42	42	42	21	15	8	170
2022	39	41	39	19	8	9	155
% Change	8%	2%	8%	11%	88%	-11%	10%



CRUISE PASSENGERS

	JAN	FEB	MAR	APR	MAY	JUN	SUMMARY
2023	107,699	103,563	107,307	52,312	40,697	18,436	430,014
2022	40,056	43,991	60,237	27,886	28,362	29,808	230,340
%Change	169%	135%	78%	88%	43%	-38%	87%

SECTORAL IMPACT IN FIRST SIX MONTHS OF 2023

EXPENDITURE IN FIRST SIX MONTHS OF 2023



HOW DID OUR STAYOVER VISITORS SPEND THEIR MONEY
IN THE FIRST SIX MONTHS OF 2023?
(EXPENDITURE (X \$1000), DIRECT ECONOMIC IMPACT)

	2023	2022	% Change
ACCOMMODATION	185	154	20%
RESTAURANT	122	105	16%
GROCERIES	22	21	5%
SHOPPING	57	39	46%
ACTIVITIES	44	33	33%
TRANSPORTATION	41	33	24%
ENTERTAINMENT	21	16	31%
OTHER	27	18	44%
TOTAL ECONOMIC IMPACT	519	419	24%

SOURCE: TURISTIKA MODEL

EXPENDITURE IN PERCENTAGES



WHAT IS THE AVERAGE SPENDING PER DAY PER PERSON?



FIRST SIX MONTHS OF 2023 IN REVIEW

	2023	2022	Changes
Stay over arrivals	272,870	227,553	20%
Day trippers	8,496	4,909	73%
Cruise arrivals	430,014	230,340	87%
Total arrivals	711,380	462,802	54%
Total tourist nights	2.4 million	2.2 million	9%
Average nights	8.7	9.6	-9%
Average occupancy rate	71.1%	70.4%	1%
Average daily rate	\$230.20	\$212.77	8%
Average revenue per available room	\$154.90	\$145.75	6%
Total economic impact (direct, indirect + cruise)	\$848 million	\$686 million	24%