



TOURISM PERFORMANCE 2023



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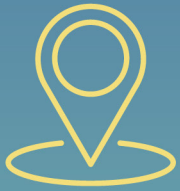
TOTAL STAYOVER ARRIVALS	DAY TRIPPERS	TOTAL CRUISE ARRIVALS	TOTAL VISITOR NIGHTS	AVERAGE HOTEL OCCUPANCY	ECONOMIC IMPACT (DIRECT +INDIRECT) INCL.CRUISE
582,409	19,764	710,769	5.1 million	72.0 %	1.7 billion US\$

HOW WAS THE YEAR 2023?

Curaçao welcomed altogether during the year of 2023 **1,312,941** tourist arrivals. The Curaçao Ports Authority recorded **710,769** cruise arrivals, while the Curaçao Tourist Board registered 582,409 stayover visitors who spent **5.1 million** nights in Curaçao. On average the stayover visitors spent **8.6** nights per person in 2023. Smith Travel Research reported an average occupancy of **72.0 %** during this period accompanied by an average daily rate **\$ 224.67**. The Ministry of Economic Development together with CTB calculated the total economic impact (direct + indirect) including cruise tourism at **1.7 billion** US \$ in 2023 using the Turistika Model.

VISITOR ARRIVALS

Arrival count	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
2023	48,042	42,563	45,914	48,451	43,533	44,370	50,937	49,258	45,955	47,815	52,181	63,390	582,409
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
% Change	35%	20%	13%	13%	22%	18%	6%	16%	23%	6%	18%	41%	19%



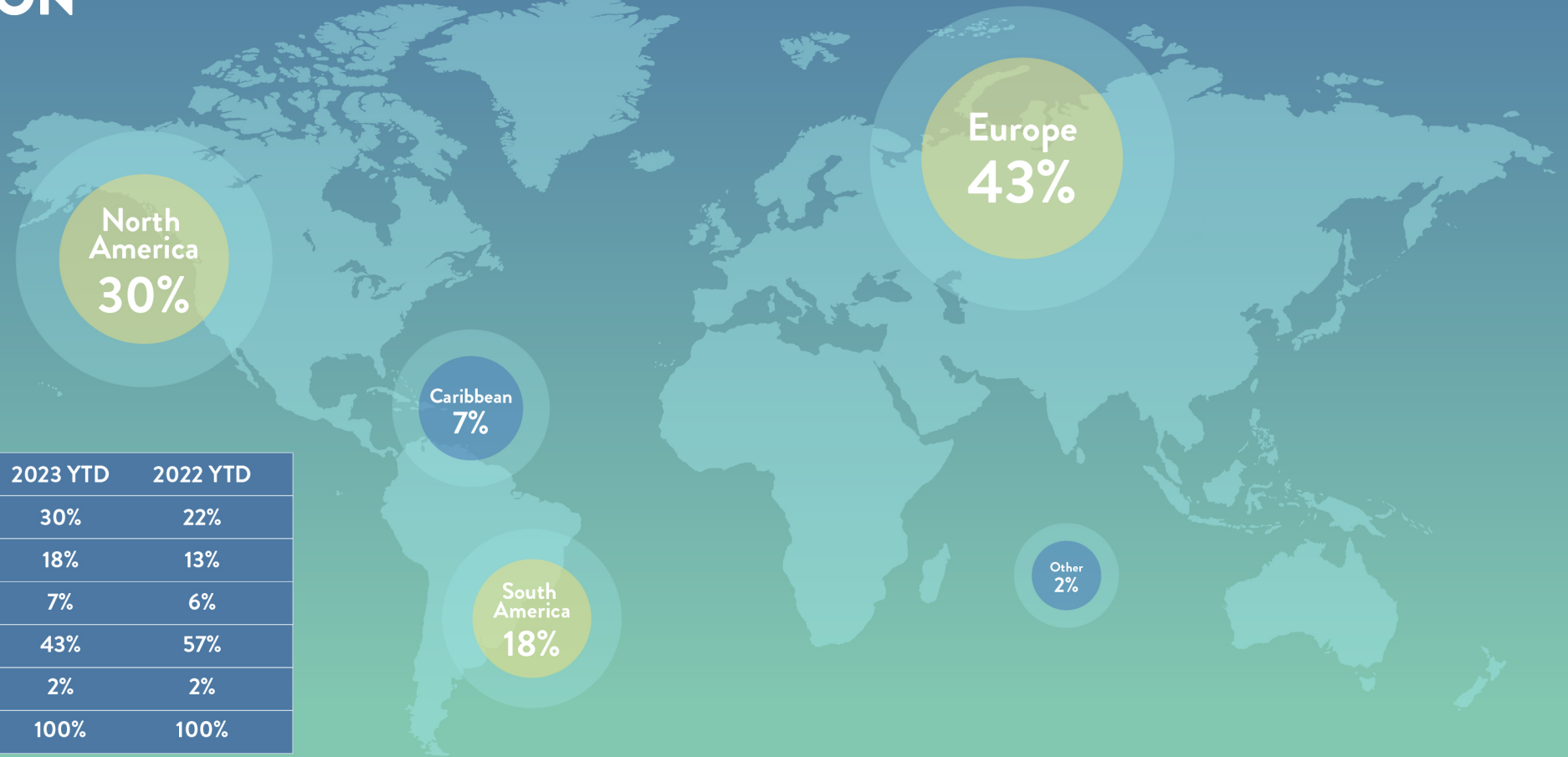
WHERE DID OUR VISITORS COME FROM?



The 2023 shows an increase of 19% stayover arrivals. In total 582,409 stayover visitors travelled to Curaçao. In 2022, we welcomed 489,559 stayover visitors during this same period.

Country	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2023 YTD	2022 YTD	%Change
Canada	4,306	4,303	3,849	2,246	838	1,210	1,649	1,690	1,354	2,183	3,954	4,674	32,256	12,165	165%
United states	11,063	10,700	11,858	11,952	11,340	13,071	12,457	11,834	10,497	10,482	11,207	14,714	141,175	93,428	51%
Total North America	15,369	15,003	15,707	14,198	12,178	14,281	14,106	13,524	11,851	12,665	15,161	19,388	173,431	105,593	64%
Brazil	1,351	1,189	1,329	1,518	1,780	1,978	2,956	2,297	3,079	2,925	2,748	3,665	26,815	10,161	164%
Colombia	2,505	1,755	2,748	3,152	2,852	3,692	2,737	3,153	3,466	3,527	4,422	5,405	39,414	28,460	38%
Others	2,485	2,479	2,186	3,632	3,416	3,110	3,510	5,027	4,750	3,236	3,251	3,136	40,218	25,158	60%
Total South America	6,341	5,423	6,263	8,302	8,048	8,780	9,203	10,477	11,295	9,688	10,421	12,206	106,447	63,806	67%
Caribbean	2,443	2,290	2,914	3,962	3,563	4,172	4,021	3,830	3,556	3,395	2,991	3,883	41,020	29,818	38%
Germany	781	815	1,450	1,041	990	765	729	890	1,043	1,200	1,104	911	11,719	13,304	-12%
Netherlands	19,812	16,025	16,287	16,996	15,983	13,804	19,378	17,146	15,334	17,395	18,326	23,108	209,594	237,654	-12%
Others	2,225	2,025	2,216	2,580	1,732	1,729	2,315	2,063	1,942	2,347	2,453	2,750	26,377	27,510	-4%
Total Europe	22,818	18,865	19,953	20,617	18,705	16,298	22,422	20,099	18,319	20,942	21,883	26,769	247,690	278,468	-11%
Others	1,071	982	1,077	1,372	1,039	839	1,185	1,328	934	1,125	1,725	1,144	13,821	11,874	16%
Summary	48,042	42,563	45,914	48,451	43,533	44,370	50,937	49,258	45,955	47,815	52,181	63,390	582,409	489,559	19%

MARKET SHARE BY REGION



HOW MANY NIGHTS DID THEY STAY IN 2023?



Region	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2023	2022	%Change
North America	130,063	115,368	109,776	94,006	78,367	92,717	97,014	86,714	76,847	83,444	99,347	145,278	1,208,941	741,667	63%
South America	47,680	38,959	42,920	53,643	55,010	57,086	66,139	71,146	74,251	60,507	60,099	94,324	721,764	433,615	66%
Caribbean	13,130	12,138	14,862	22,452	17,662	19,656	22,993	21,577	18,497	17,662	14,786	22,784	218,199	175,510	24%
Europe	291,397	219,129	224,911	225,378	205,033	185,429	298,767	233,046	217,570	224,911	251,171	333,885	2,910,627	3,239,689	-10%
Others	6,538	4,752	5,329	7,398	5,114	4,014	5,611	5,229	4,513	4,982	4,429	6,928	64,837	89,985	-28%
Total	488,808	390,346	397,798	402,877	361,186	358,902	490,524	417,712	391,678	391,506	429,832	603,199	5,124,368	4,680,466	9%

WHAT IS THE AVERAGE NIGHT SPENT PER PERSON?



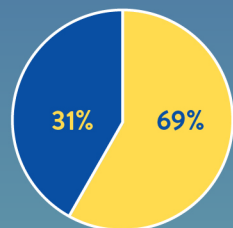
Region	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2023	2022	%Change
North America	8.5	7.7	7.0	6.6	6.4	6.5	6.9	6.4	6.5	6.6	6.6	7.5	7.0	7.0	0%
South America	7.5	7.2	6.9	6.5	6.8	6.5	7.2	6.8	6.6	6.2	5.8	7.7	6.8	6.8	-0%
Caribbean	5.4	5.3	5.1	5.7	5.0	4.7	5.7	5.6	5.2	5.2	4.9	5.9	5.3	5.9	-10%
Europe	12.8	11.6	11.3	10.9	11.0	11.4	13.3	11.6	11.9	10.7	11.5	12.5	11.8	11.6	1%
Others	6.1	4.8	4.9	5.4	4.9	4.8	4.7	3.9	4.8	4.4	2.6	6.1	4.7	7.6	-38%
Total	10.2	9.2	8.7	8.3	8.3	8.1	9.6	8.5	8.5	8.2	8.2	9.5	8.8	9.6	-8%

WHERE DID OUR VISITORS STAY IN 2023?

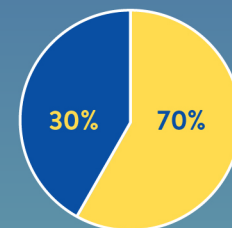


North America	2023	2022
Hotels	69%	70%
Other Lodgings	31%	30%
Summary	100%	100%

● Hotels
● Other Lodgings



NORTH AMERICA
2023 JAN - DEC

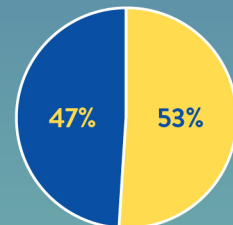


NORTH AMERICA
2022 JAN - DEC

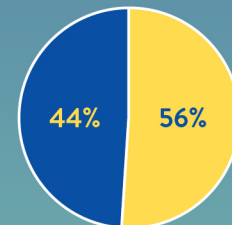


South America	2023	2022
Hotels	53%	56%
Other Lodgings	47%	44%
Summary	100%	100%

● Hotels
● Other Lodgings



SOUTH AMERICA
2023 JAN - DEC

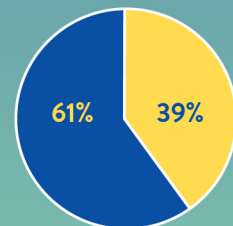


SOUTH AMERICA
2022 JAN - DEC

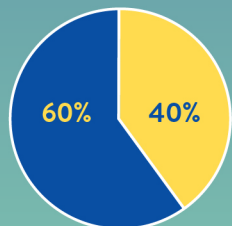


Caribbean	2023	2022
Hotels	39%	40%
Other Lodgings	61%	60%
Summary	100%	100%

● Hotels
● Other Lodgings



CARIBBEAN
2023 JAN - DEC

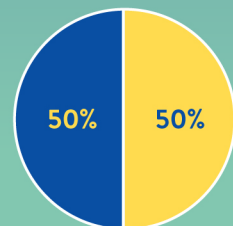


CARIBBEAN
2022 JAN - DEC

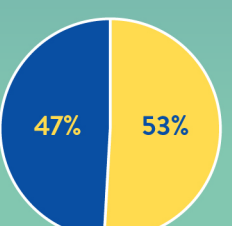


Europe	2023	2022
Hotels	50%	53%
Other Lodgings	50%	47%
Summary	100%	100%

● Hotels
● Other Lodgings



EUROPE
2023 JAN - DEC



EUROPE
2022 JAN - DEC

CURAÇAO HOTEL PERFORMANCE IN 2023



Occupancy

2023	2022
72.0%	70.0%
↑ 2.0%	



Average Daily Rate (ADR)

2023	2022
\$224.67	\$207.37
↑ 8.3%	



Revenue per Available Room (RevPAR)

2023	2022
\$161.80	\$145.10
↑ 11.5%	

Source: STR



CHATA

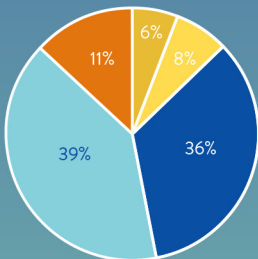


WHAT AGES ARE OUR VISITORS?



NORTH
AMERICA

0-14	6%
15-24	8%
25-44	36%
45-64	39%
65+	11%
Summar	100%

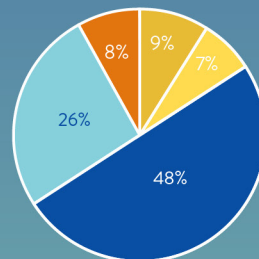


● 0 - 14 ● 15 - 24 ● 25 - 44 ● 45 - 64 ● 65+



SOUTH
AMERICA

0-14	9%
15-24	7%
25-44	48%
45-64	26%
65+	8%
Summary	100%

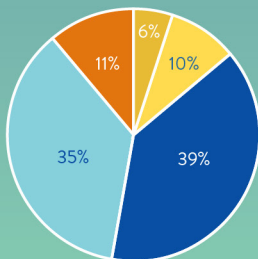


● 0 - 14 ● 15 - 24 ● 25 - 44 ● 45 - 64 ● 65+



CARIBBEAN

0-14	6%
15-24	10%
25-44	39%
45-64	35%
65+	11%
Summary	100%

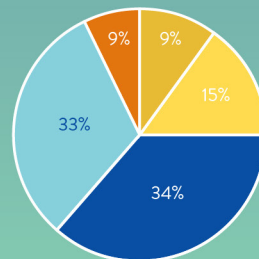


● 0 - 14 ● 15 - 24 ● 25 - 44 ● 45 - 64 ● 65+



EUROPE

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



● 0 - 14 ● 15 - 24 ● 25 - 44 ● 45 - 64 ● 65+

WHAT GENDER ARE OUR VISITORS?

2023

VISITORS



52%



48%

100%

2022

VISITORS



51%



49%

100%

DIGITAL



WEB SESSION CURACAO.COM BREAKDOWN IN 2023

2023
4.1M

2022
3.1M

CHANGE
32%

WEB VISIT CURACAO.COM BY FOCUS MARKETS IN 2023

	Country	2023	2022	Change
	United States	1,097,601	1,083,355	1%
	Colombia	770,540	276,088	179%
	Brazil	540,465	170,672	217%
	Netherlands	456,605	490,739	179%
	Canada	190,527	129,428	47%
	Germany	104,777	163,477	-36%

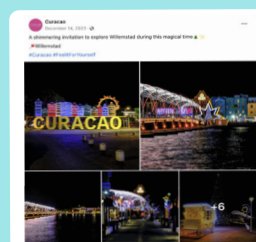
SOCIAL MEDIA HIGHLIGHTS 2023



- 12.3% average growth in followers
- 3,059 (+27%) total posts on all our social media platforms
- 16.5M (+115%) total engagements on all our social media platforms
- Exceptional growth on Instagram in followers from Brazil during the
- #GabiWeekend event with influencers and celebrities from Brazil

MOST SUCCESSFUL POSTS 2023

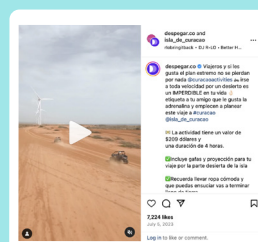
Holiday decoration
post on Facebook global
 (416K organic reach,
66,7K engagement)



TikTok island hop
Retirementhouse post
on Instagram global
 (270K video views)



Top collaboration:
Capitanas collaboration
post on Instagram
Latam with Despegar.co
resulting in
1.8M video views



HOW DID THE CRUISE INDUSTRY PERFORM IN 2023?

CRUISE CALLS

Cruise calls	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Summary
2023	42	42	42	21	15	8	6	6	9	7	36	53	287
2022	39	41	39	19	8	9	10	8	11	13	40	44	281
% Change	8%	2%	8%	11%	88%	11%	40%	25%	18%	46%	10%	20%	2%

CRUISE PASSENGERS

Cruise Passengers	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Summary
2023	107,699	103,563	107,607	52,312	40,697	24,647	15,452	14,270	25,192	20,101	84,545	114,684	710,769
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
% Change	169%	135%	79%	88%	43%	-17%	-48%	-46%	-13%	-45%	-2%	20%	33%

SECTORAL IMPACT IN 2023
EXPENDITURE IN 2023

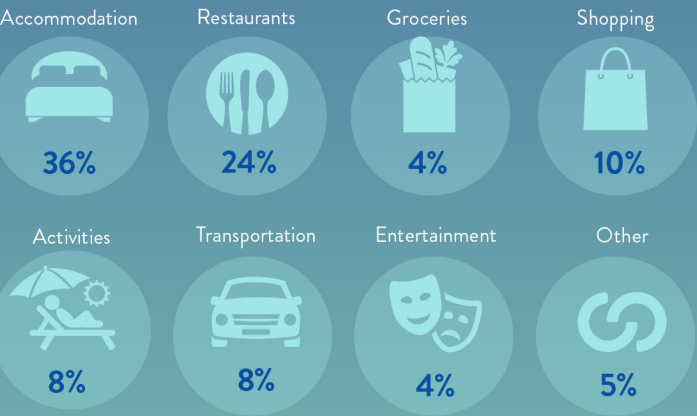


HOW DID OUR STAYOVER VISITORS SPEND
THEIR MONEY IN 2023?

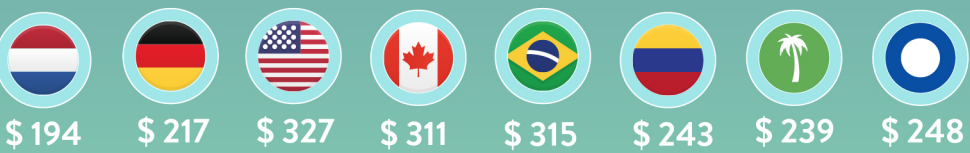
(EXPENDITURE (X \$1000)
DIRECT ECONOMIC IMPACT)

	2023	2022	% Change
Accommodation	380	331	15%
Restaurant	251	226	11%
Groceries	46	43	7%
Shopping	106	86	23%
Activities	84	73	15%
Transportation	83	72	15%
Entertainment	42	35	20%
Other	50	43	16%
Total Economic Impact	1.042	909	15%

EXPENDITURE IN PERCENTAGES



WHAT IS THE AVERAGE SPENDING PER DAY PER PERSON?



2023 IN REVIEW

	2023	2022	% Change
Stay over arrivals	582,409	489,559	19%
Day trippers	19,763	11,039	79%
Cruise arrivals	710,769	533,831	33%
Total arrivals	1,312,941	1,034,429	27%
Total tourist nights	5.1 million	4.7 million	9%
Average nights	8.6	9.5	-10%
Average occupancy rate	72.0%	70.0%	2%
Average daily rate	\$224.67	\$207.37	8.3%
Average revenue per available room	\$161.80	\$145.10	11.5%
Total economic impact (direct, indirect + cruise)	\$1.7 billion	\$1.4 billion	15%



MINISTRY OF
ECONOMIC DEVELOPMENT

