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Curaçao Tourist Board

TOURISM PERFORMANCE 2024

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CURAÇAO TOURIST BOARD

TOURISM PERFORMANCE 2024



How was the year 2024?

During 2024, Curaçao welcomed a total of **1,570,669** tourist arrivals. The Curaçao Ports Authority recorded **834,922** cruise arrivals, while the Curaçao Tourist Board registered **700,249** stayover visitors who spent **6.1 million** nights in Curaçao. On average the stayover visitors spent **8.7** nights per person in 2024. Smith Travel Research reported an average occupancy of **71.0** % during this period accompanied by an average daily rate **\$ 249.35**. The Ministry of Economic Development together with CTB calculated the total economic impact (direct + indirect) including cruise tourism at **2.7 billion** US \$ in 2024 using the Turistika Model.

Visitor arrivals

Arrival count	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2024	60,891	60,220	63,550	57,751	53,961	50,110	58,959	58,261	49,872	53,234	59,771	73,669	700,249
2023	48,042	42,563	45,913	48,451	43,534	44,368	50,936	49,256	45,954	47,815	52,184	63,389	582,405
% Change	27%	41%	38%	19%	24%	13%	16%	18%	9%	11%	15%	16%	20%



WHERE DID OUR VISITORS COME FROM?



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WHERE DID OUR VISITORS COME FROM?

The 2024 shows an increase of 20% stayover arrivals. In total 700,249 stayover visitors travelled to Curaçao. In 2023, we welcomed 582,405 stayover visitors during this same period.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2024 YTD	2023 YTD	% Change
Canada	5,443	5,131	5,142	3,409	1,548	675	956	1,208	777	1,779	3,881	4,957	34,906	32,252	8%
United states	13,604	15,752	18,740	14,303	14,272	14,910	13,981	14,722	11,895	12,544	14,660	19,070	178,454	141,173	26%
Total North America	19,047	20,883	23,882	17,712	15,820	15,585	14,937	15,930	12,672	14,323	18,541	24,027	213,361	173,425	23%
Brazil	3,669	3,550	3,328	3,401	3,838	3,086	4,249	2,898	3,838	3,172	3,193	4,245	42,467	26,811	58%
Colombia	4,714	2,786	4,231	3,172	3,663	5,290	3,033	4,249	3,009	3,914	3,562	5,330	46,953	39,410	19%
Others	4,076	3,994	3,465	3,520	3,525	3,602	4,251	5,918	6,220	4,091	4,496	5,449	52,607	40,071	31%
Total South America	12,459	10,330	11,024	10,093	11,026	11,978	11,533	13,065	13,067	11,177	11,251	15,024	142,027	106,292	34%
Caribbean	2,514	2,115	2,518	3,115	3,668	3,495	3,357	3,776	2,880	3,304	3,836	4,295	38,873	40,997	-5%
Germany	906	1,123	2,390	853	1,139	698	943	1,059	1,213	1,529	1,420	1,133	14,406	11,691	23%
Netherlands	22,170	21,782	19,293	22,198	19,192	15,422	24,976	20,952	17,234	20,114	20,993	25,255	249,581	209,606	19%
Others	2,556	3,108	3,602	2,764	1,880	2,008	2,297	2,683	2,141	2,017	2,697	2,779	30,532	26,229	16%
Total Europe	25,632	26,013	25,285	25,815	22,211	18,128	28,216	24,694	20,588	23,660	25,110	29,167	294,519	247,526	19%
Other	1,239	879	840	1,016	1,235	924	916	796	665	770	1,033	1,156	11,469	14,165	-19%
Total	60,891	60,220	63,549	57,751	53,960	50,110	58,959	58,261	49,872	53,234	59,771	73,669	700,249	582,405	20%



MARKET SHARE BY REGION



HOW MANY NIGHTS DID THEY STAY IN 2024?

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2024	2023	%Change
1. North America	154,847	151,986	157,317	110,703	89,307	95,632	96,249	91,780	74,596	87,107	117,249	166,230	1,393,003	1,218,745	14%
2. South America	83,905	68,972	69,231	64,950	71,886	78,052	82,408	74,432	73,687	67,581	66,318	104,630	906,052	722,618	25%
3. Caribbean	15,970	13,068	14,336	15,732	19,972	20,465	18,842	16,951	12,177	12,747	12,885	18,380	191,525	224,880	-15%
4. Europe	335,403	300,643	283,853	279,426	231,492	205,009	382,305	286,959	239,105	255,679	285,943	399,025	3,484,842	2,981,179	17%
5. Others	9,256	9,521	7,678	6,284	10,062	7,647	7,349	5,837	4,746	5,631	7,855	7,055	88,921	67,490	32%
Total	599,381	544,190	532,415	477,095	422,719	406,805	587,153	475,959	404,311	428,745	490,250	695,320	6,064,343	5,214,912	16%

WHAT IS THE AVERAGE NIGHT SPENT PER PERSON?

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2024	2023	% Change
1. North America	8.1	7.3	6.6	6.3	5.6	6.1	6.4	5.8	5.9	6.1	6.3	6.9	6.5	7.0	-7%
2. South America	6.7	6.7	6.3	6.4	6.5	6.5	7.1	5.7	5.6	6.0	5.9	7.0	6.4	6.8	-6%
3. Caribbean	6.4	6.2	5.7	5.1	5.4	5.9	5.6	4.5	4.2	3.9	3.4	4.3	4.9	5.5	-11%
4. Europe	13.1	11.6	11.2	10.8	10.4	11.3	13.5	11.6	11.6	10.8	11.4	13.7	11.8	12.0	-2%
5. Others	11.8	13.6	10.4	12.4	9.4	7.9	12.8	11.5	12.0	14.3	15.6	12.5	12.2	9.0	36%
Summary	9.8	9.0	8.4	8.3	7.8	8.1	10.0	8.2	8.1	8.1	8.2	9.4	8.7	9.0	-3%



WHERE DID OUR VISITORS STAY IN 2024?



North America	2024	2023
Hotels	68%	70%
Other Lodgings	32%	30%
Summary	100%	100%

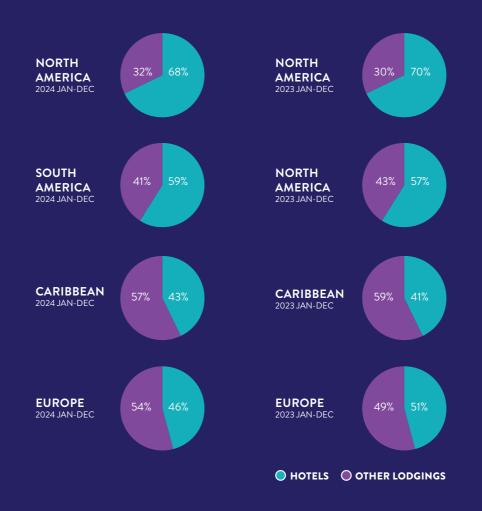


South America	2024	2023
Hotels	59%	57%
Other Lodgings	41%	43%
Summary	100%	100%

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Caribbean	2024	2023
Hotels	43%	41%
Other Lodgings	57%	59%
Summary	100%	100%

Europe	2024	2023
Hotels	46%	51%
Other Lodgings	54%	49%
Summary	100%	100%





CURAÇAO HOTEL PERFORMANCE IN 2024









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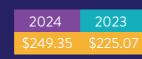
Occupancy

-0.7% POINT CHANGE

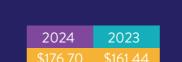
Source: STR

2024

Average Daily Rate (ADR)







\$

Revenue per

Available Room (RevPar)



10%





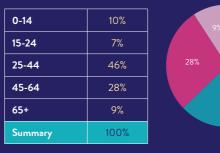
WHAT AGES ARE OUR VISITORS?



11% 7% 8% 38% 36%

● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+





● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+

CARIBBEAN									
0-14	8%								
15-24	10%								
25-44	40%								
45-64	33%								
65+	10%								
Summary	100%								

CADIDDEAN

10% 8% 10% 33% 350%

● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+



0-14	10%	
15-24	16%	
25-44	31%	3:
45-64	33%	
65+	9%	
Summary	100%	

●0-14 ●15-24 ●25-44 ●45-64 ●65+





DIGITAL



WEB VISIT CURACAO.COM BY FOCUS MARKETS IN 2024

Country	2024	2023	Change
United States	1,034759	1,096,111	-5.6%
Colombia	756,211	761,506	-0.7%
Brazil	681,964	530,260	28.6%
Netherlands	488,076	458,668	6.4%
Canada	167,804	190,880	-12.1%
Germany	120,195	105,402	14%

Social Media Highlights 2024 **f**

- +9% average growth in followers
- 2,739 total posts on all our social media platforms
- 25.3M (+53.2%) total engagements on all our social media platforms
- Exceptional growth on Instagram in followers from Brazil due to collaborations with Andrea Guimaraes, Ana Hickmann, Globo TV/Marcos Mion & team

Most successful posts 2024 💬





Top collaboration: Ana Hickman – Instagram BRA (1.6M reel views, 981K organic reach, 76.7K engagement)



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Michael Motamedi Lionfish repost – Facebook Global (190.1K organic reach, 4.4K engagement)



Ajax partnership post -Instagram Global (458K reel views, 299.4K organic reach, 17.9K engagement)





Curaçao Tourist Board

HOW DID THE CRUISE INDUSTRY PERFORM IN 2024?

CRUISE CALLS

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Summary
2024	48	48	42	25	10	8	14	12	9	16	37	59	328
2023	42	42	42	21	15	8	6	6	9	7	36	53	287
% Change	14%	14%	0%	19%	-33%	0%	133%	100%	0%	129%	3%	11%	14%

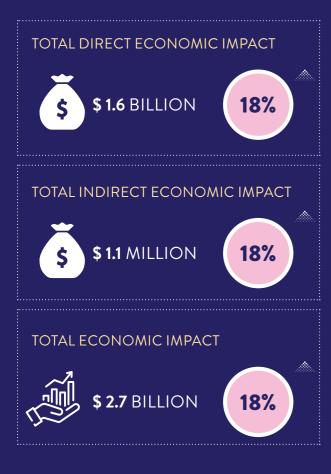
CRUISE PASSENGERS

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Summary
2024	123,262	125,210	107,396	73,836	37,376	32,974	30,227	32,144	30,229	34,709	78,682	128,845	834,890
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
% Change	14%	21%	0%	41%	-8%	34%	96%	125%	20%	73%	-7%	12%	17%





SECTORAL IMPACT IN 2024 EXPENDITURE IN 2024



HOW DID OUR STAYOVER VISITORS SPEND THEIR MONEY IN 2024?

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

	2024	2023	% Change
Accommodation	782	660	19%
Restaurant	243	205	19%
Groceries	64	54	19%
Shopping	151	129	17%
Activities	112	96	17%
Transportation	168	142	18%
Entertainment	41	35	17%
Other	73	61	20%
Total Economic Impact	1.6	1.3	18%



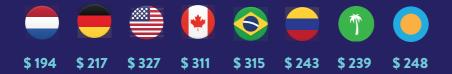


EXPENDITURE IN PERCENTAGES

EXPENDITURE IN 2024



WHAT IS THE AVERAGE SPENDING PER DAY PER PERSON?



2024 IN REVIEW

	2024	2023	Changes	
Stay over arrivals	700,249	582,405	20%	
Day trippers	35,498	19,443	83%	
Cruise arrivals	834,922	710,769	17%	
Total arrivals	1,570,669	1,312,617	20%	
Total tourist nights	6.1 million	5.2 million	16%	
Average nights	8.7	9	-3%	
Average occupancy rate	71.0%	71.7%	-0.7% point change	
Average daily rate	\$249.01	\$225.07	11%	
Average revenue per available room	\$176.70	\$161.44	10%	
Total economic impact (direct, indirect + cruise)	\$2.7 billion	\$2.3 billion	18%	

