



Curacao Tourist Board

TOURISM PERFORMANCE

First 6 months 2025



CURAÇAO TOURIST BOARD

TOURISM PERFORMANCE FIRST 6 MONTHS 2025

TOTAL
STAYOVER
ARRIVALS

399,968

DAY
TRIPPERS

24,530

TOTAL
CRUISE
ARRIVALS

473,805

TOTAL
VISITOR
NIGHTS

3.3 million

AVERAGE
HOTEL
OCCUPANCY

77.9%

ECONOM
IC IMPACT
(DIRECT + INDIRECT)
INCL.CRUISING

1.4 billion US\$

How was the first six months of the year 2025?

During the first six months of 2025, Curaçao welcomed a total of **898,303** tourist arrivals. The Curaçao Ports Authority recorded **473,805** who spent **3.3 million** nights in Curaçao. On average the stayover visitors spent **8.5** nights per person in the six months of 2025. Smith Travel Research reported an average occupancy of **77.9%** during this period accompanied by an average daily rate **\$ 273.27**. The Ministry of Economic Development together with CTB calculated the total economic impact (direct + indirect) including cruise tourism at **855 million** US \$ in the first six months of 2025 using the Turistika Model.

Visitor arrivals



Arrival count	Jan	Feb	Mar	Apr	May	Jun	Total
2025	73,289	69,607	72,474	68,190	58,995	57,413	399,968
2024	60,891	60,220	63,549	57,749	53,960	50,110	346,479
% Change	20%	16%	14%	18%	9%	15%	15%



**WHERE DID OUR
VISITORS **COME FROM?****



WHERE DID OUR VISITORS COME FROM?

The first six months of 2025 shows an increase of 15% stayover arrivals. In total 399,968 stayover visitors travelled to Curaçao. In 2024, we welcomed 346,479 stayover visitors during this same period.

	Jan	Feb	Mar	Apr	May	Jun	2025 YTD	2024 YTD	% Change
Canada	6,006	5,917	6,011	3,895	1,115	878	23,822	21,348	12%
United states	17,720	19,704	22,003	18,009	17,304	17,121	111,861	91,581	22%
Total North America	23,726	25,621	28,014	21,904	18,419	17,990	135,683	112,929	20%
Brazil	4,559	3,147	3,511	3,057	3,006	2,482	19,762	20,872	-5%
Colombia	5,859	2,927	3,490	3,796	3,977	5,768	25,817	23,856	8%
Others	7,864	6,705	6,404	6,476	6,264	6,180	39,893	22,181	80%
Total South America	18,282	12,778	13,405	13,329	13,249	14,430	85,472	66,909	28%
Caribbean	2,934	3,185	3,348	4,001	4,154	4,359	21,981	17,425	26%
Germany	1072	1,120	1,470	1654	927	796	7,039	7,109	-1%
Netherlands	23,109	22,969	22,477	22,136	18,992	16,389	126,072	120,057	5%
Others	3,000	2,830	2,614	3,965	2,161	2,368	17,057	15,917	6%
Total Europe	27,214	26,933	26,584	27,773	22,094	19,570	150,168	143,083	5%
Other	1,133	1089	1123	1,183	1,081	1,055	6,664	6,133	9%
Summary	73,289	69,607	72,474	68,190	58,995	57,413	399,968	346,479	19%

MARKET SHARE BY REGION IN THE FIRST SIX MONTHS OF 2025

Region	2025 YTD	2024 YTD
North America	34%	33%
South America	21%	19%
Caribbean	6%	5%
Europe	38%	41%
Others	1%	2%
Summary	100%	100%



HOW MANY NIGHTS DID THEY STAY IN THE FIRST SIX MONTHS OF 2025?



	Jan	Feb	Mar	Apr	May	Jun	2025 YTD	2024 YTD	%Change
1. North America	180,234	175,151	176,049	135,243	108,394	109,943	885,014	759,892	16%
2. South America	106,396	77,976	77,883	80,571	79,567	87,717	510,110	436,996	17%
3. Caribbean	11,445	11,625	11,982	15,216	14,158	16,412	80,838	99,543	-19%
4. Europe	351,281	322,629	300,769	311,233	247,318	225,939	1,760,169	1,635,819	8%
5. Others	8,181	6,505	6,366	7,493	5,188	4,587	38,320	50,448	-24%
Total	658,537	593,886	573,049	549,756	454,625	444,598	3,274,451	2,982,598	10%

WHAT IS THE AVERAGE NIGHT SPENT PER PERSON?



	Jan	Feb	Mar	Apr	May	Jun	2025 YTD	2024 YTD	% Change
1. North America	7.6	6.8	6.3	6.3	5.9	6.1	6.5	6.7	-3%
2. South America	5.8	6.1	5.8	6.0	6.1	6.1	6	6.5	-8%
3. Caribbean	3.9	3.6	3.6	3.8	3.4	3.8	3.7	5.7	35%
4. Europe	13.0	12.0	11.3	11.2	11.2	11.6	11.7	11.4	3%
5. Others	7.9	7	6.4	7.6	5.9	5.5	6.8	8.7	-22%
Summary	9.0	8.5	7.9	8.1	7.7	7.7	8.2	8.6	-5%

WHERE DID OUR VISITORS STAY IN THE FIRST SIX MONTHS?



North America	2025 Jan-Jun	2024 Jan-Jun
Hotels	66%	68%
Other Lodgings	34%	32%
Summary	100%	100%



South America	2025 Jan-Jun	2024 Jan-Jun
Hotels	59%	59%
Other Lodgings	41%	41%
Summary	100%	100%

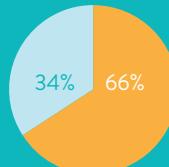


Caribbean	2025 Jan-Jun	2024 Jan-Jun
Hotels	37%	47%
Other Lodgings	63%	53%
Summary	100%	100%

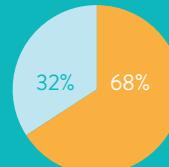


Europe	2025 Jan-Jun	2024 Jan-Jun
Hotels	43%	48%
Other Lodgings	57%	52%
Summary	100%	100%

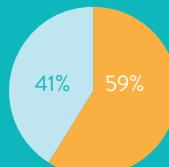
NORTH AMERICA
2025 JAN-JUN



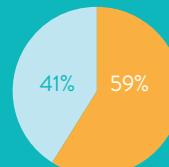
NORTH AMERICA
2024 JAN-JUN



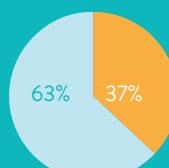
SOUTH AMERICA
2025 JAN-JUN



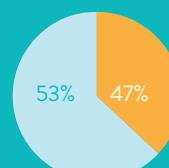
NORTH AMERICA
2024 JAN-JUN



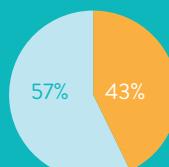
CARIBBEAN
2025 JAN-JUN



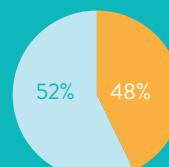
CARIBBEAN
2024 JAN-JUN



EUROPE
2025 JAN-JUN



EUROPE
2024 JAN-JUN



● HOTELS ● OTHER LODGINGS

CURAÇAO HOTEL PERFORMANCE THE FIRST 6 MONTHS OF 2025



2025	2024
77.9%	72.1%

 5.8% POINT CHANGE



**Average
Daily Rate (ADR)**

2025	2024
\$273.27	\$251.97

 8.5%



**Revenue per
Available Room (RevPar)**

2025	2024
\$210.11	\$181.03

 16.1%

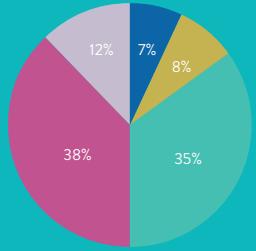
Source: STR



WHAT AGES ARE OUR VISITORS?

NORTH AMERICA

0-14	7%
15-24	8%
25-44	35%
45-64	38%
65+	12%
Summary	100%

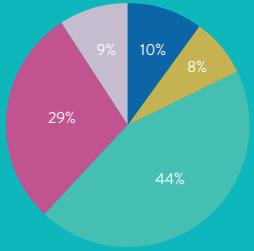


● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+

SOUTH AMERICA

0-14	10%
15-24	8%
25-44	44%
45-64	29%
65+	9%
Summary	100%

● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+



WHAT GENDER ARE OUR VISITORS?

2024 VISITORS



53%



47%

2025 VISITORS



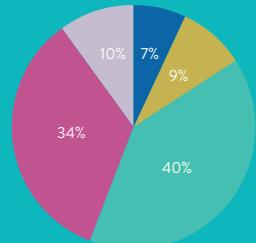
53%



47%

CARIBBEAN

0-14	7%
15-24	9%
25-44	40%
45-64	34%
65+	10%
Summary	100%

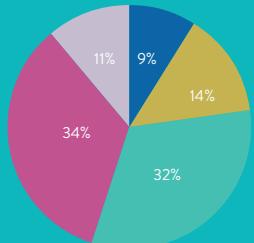


● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+

EUROPE

0-14	9%
15-24	14%
25-44	32%
45-64	34%
65+	11%
Summary	100%

● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+



DIGITAL



WEB SESSION CURACAO.COM BREAKDOWN IN FIRST SIX MONTHS OF 2025



WEB VISIT CURACAO.COM BY FOCUS MARKETS IN 2025

Country	2025 YTD	2024 YTD	% Change
United States	517,556	524,114	-1.3%
Colombia	486,378	408,439	19.1%
Brazil	237,990	317,630	-25.1%
Netherlands	230,555	254,275	-9.3%
Canada	81,513	94,914	-14.1%
Germany	63,792	50,478	26.4%

Social Media Highlights first six months 2025

Social Media Highlights Mid 2025

- 6.4% average growth in followers
- 1,370 total posts on all our social media platforms
- 5.7M (+ 44.7% same period last year) total engagements on all our social media platforms

Most successful posts Mid 2025



Tiktok (Global):
Experience the world of Francis Sling (32,370 views, 4,172 likes)



Instagram (Global):
Drone shots from Curacao (38,849 views, 1,405 likes)



Facebook (Global):
Landhuis Jan Kok (106,151 views, 930 likes)



HOW DID THE CRUISE INDUSTRY PERFORM IN THE FIRST SIX MONTHS OF 2025?

CRUISE CALLS

	Jan	Feb	Mar	Apr	May	Jun	Summary
2025	42	44	41	29	16	12	184
2024	48	48	42	25	10	8	181
% Change	-13%	-8%	-2%	16%	60%	50%	2%

CRUISE PASSENGERS

	Jan	Feb	Mar	Apr	May	Jun	Summary
2025	101,826	109,455	96,968	72,944	49,655	42,947	473,795
2024	123,262	125,210	107,396	73,836	37,376	32,974	500,054
% Change	-17%	-13%	-10%	-1%	33%	30%	-5%



SECTORAL IMPACT IN FIRST SIX MONTHS OF 2025

EXPENDITURE IN 2025



HOW DID OUR STAYOVER VISITORS SPEND THEIR MONEY IN 2025?

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

	2025	2024	% Change
Accommodation	406	390	4%
Restaurant	125	121	3%
Groceries	32	31	3%
Shopping	83	80	4%
Activities	61	58	5%
Transportation	88	84	5%
Entertainment	21	21	0%
Other	39	37	5%
Total Economic Impact	855	822	4%



MINISTRY OF
ECONOMIC DEVELOPMENT



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EXPENDITURE IN PERCENTAGES



WHAT IS THE AVERAGE SPENDING PER DAY PER PERSON?



FIRST SIX MONTHS OF 2025 IN REVIEW

	2025	2024	Changes
Stay over arrivals	399,968	346,479	15%
Day trippers	24,530	11,097	121%
Cruise arrivals	473,805	500,086	-5%
Total arrivals	898,303	857,662	5%
Total tourist nights	3.3 million	3 million	10%
Average nights	8.2	8.6	-5%
Average occupancy rate	77.9%	72.1%	5.8% point change
Average daily rate	\$273.27	\$251.97	8.5%
Average revenue per available room	\$210.11	\$181.03	16.1%
Total economic impact (direct, indirect + cruise)	\$1.42 billion	\$1.37 billion	4%

