



Curaçao Tourist Board

**TOURISM
PERFORMANCE
2025**



CURAÇAO TOURIST BOARD

TOURISM PERFORMANCE 2025



How was the year 2025?

Curaçao welcomed altogether during the year of 2025 **1,714,334** tourist arrivals. The Curaçao Ports Authority recorded **881,665** cruise arrivals, while the Curaçao Tourist Board registered **788,426** stayover visitors who spent **6.6 million** nights in Curaçao. On average the stayover visitors spent **8.4** nights per person in 2025. Smith Travel Research reported an average occupancy of **77.3 %** during this period accompanied by an average daily rate **\$260.38**. The Ministry of Economic Development together with CTB calculated the total economic impact (direct + indirect) including cruise tourism at **3.0 billion** US \$ in 2025 using the Turistika Model.

Visitor arrivals

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Summary
2025	73,289	69,607	72,474	68,190	58,994	57,413	66,879	60,626	53,672	61,014	65,377	80,891	788,426
2024	60,891	60,220	63,549	57,749	53,960	50,110	58,959	58,260	49,871	53,234	59,770	73,669	700,242
% Change	20%	16%	14%	18%	9%	15%	13%	4%	8%	15%	9%	10%	13%



**WHERE DID OUR
VISITORS COME FROM?**



WHERE DID OUR VISITORS COME FROM?

The year 2025 shows an increase of 13% stayover arrivals. In total 788,426 stayover visitors travelled to Curaçao. In 2024, we welcomed 700,242 stayover visitors during this same period.

COUNTRY	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2025	2024	%Change
Canada	6,006	5,917	6,011	3,895	1,115	878	945	1,288	1,038	2,239	6,217	6,328	41,877	34,906	20%
United States	17,720	19,704	22,003	18,009	17,304	17,121	16,735	15,776	13,245	15,317	15,905	20,423	209,262	178,453	17%
Total North America	23,726	25,621	28,014	21,904	18,419	17,999	17,680	17,064	14,283	17,556	22,122	26,751	251,139	213,359	18%
Argentina	1,913	1,904	1,851	1,178	1,830	1,801	2,885	2,176	1,915	1,787	1,925	1,770	22,935	9,596	139%
Brazil	4,559	3,147	3,511	3,057	3,006	2,482	4,040	2,704	3,542	2,173	2,077	5,120	39,418	42,467	-7%
Colombia	5,859	2,927	3,490	3,796	3,977	5,768	5,090	4,991	3,803	4,497	4,591	6,902	55,691	46,953	19%
Others	5,951	4,801	4,553	5,298	4,434	4,379	4,836	5,402	5,256	4,461	5,006	5,987	60,364	43,009	40%
Total South America	18,282	12,779	13,405	13,329	13,247	14,430	16,851	15,273	14,516	12,918	13,599	19,779	178,408	142,025	26%
Caribbean	2,934	3,185	3,348	4,001	4,154	4,359	3,728	3,507	2,663	3,152	2,799	3,198	41,028	38,873	6%
Germany	1,072	1,120	1,470	1,654	927	796	837	1,191	1,078	1,576	1,441	1,021	14,183	14,406	-2%
Netherlands	23,109	22,969	22,477	22,136	18,991	16,389	23,769	19,573	17,694	22,128	21,549	26,243	257,027	249,580	3%
Others	3,033	2,844	2,637	3,983	2,175	2,385	2,832	2,761	2,636	2,872	3,032	3,109	34,299	30,531	12%
Total Europe	27,214	26,933	26,584	27,773	22,093	19,570	27,438	23,525	21,408	26,576	26,022	30,373	305,509	294,517	4%
Other	1,133	1,089	1,123	1,183	1,081	1,055	1,182	1,257	802	812	835	790	12,342	11,468	8%
Total	73,289	69,607	72,474	68,190	58,994	57,413	66,879	60,626	53,672	61,014	65,377	80,891	788,426	700,242	13%

MARKET SHARE BY REGION

Region	2025	2024
North America	32%	30%
South America	23%	20%
Caribbean	5%	6%
Europe	39%	42%
Others	2%	2%
Summary	100%	100%



HOW MANY NIGHTS DID THEY STAY IN 2025?

Region	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2025	2024	%Change
North America	180,234	175,151	176,049	135,243	108,394	109,943	107,526	102,087	85,249	105,565	142,968	186,822	1,615,231	1,393,003	16%
South America	106,396	77,976	77,883	80,571	79,567	87,717	106,923	93,785	89,444	76,199	80,253	139,756	1,096,470	906,051	21%
Caribbean	11,445	11,625	11,982	15,216	14,158	16,412	18,895	19,277	13,640	14,643	12,871	19,268	179,432	191,525	-6%
Europe	352,281	322,629	300,769	311,233	247,317	225,939	377,774	274,775	252,777	287,240	298,675	405,013	3,656,422	3,484,842	5%
Others	8,181	6,505	6,366	7,493	5,188	4,587	5,270	5,018	5,660	4,552	4,773	4,412	68,005	88,920	-24%
Total	658,537	593,886	573,049	549,756	454,624	444,598	616,388	494,942	446,770	488,199	539,540	755,271	6,615,560	6,064,332	9%

WHAT IS THE AVERAGE NIGHT SPENT PER PERSON?

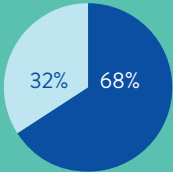
Region	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2025	2024	%Change
North America	7.6	6.8	6.3	6.2	5.9	6.1	6.1	6.0	6.0	6.0	6.5	7.0	6.4	6.5	-2%
South America	5.8	6.1	5.8	6.0	6.0	6.1	6.3	6.1	6.2	5.9	5.9	7.1	6.1	6.4	-5%
Caribbean	3.9	3.6	3.6	3.8	3.4	3.8	5.1	5.5	5.1	4.6	4.6	6.0	4.4	4.9	-10%
Europe	12.9	12.0	11.3	11.2	11.2	11.5	13.8	11.7	11.8	10.8	11.5	13.3	12.0	11.8	2%
Others	14.1	12.2	11.0	13.0	10.0	9.4	9.8	8.7	10.6	9.0	8.5	7.9	10.4	12.2	-15%
Total	9.0	8.5	7.9	8.1	7.7	7.7	9.2	8.2	8.3	8.0	8.3	9.3	8.4	8.7	-3%

WHERE DID OUR VISITORS STAY IN 2025?

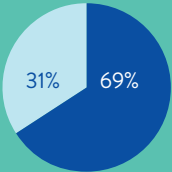


North America	2025	2024
Hotels	68%	69%
Other Lodgings	32%	31%
Summary	100%	100%

NORTH AMERICA
2025

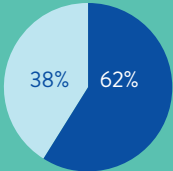


NORTH AMERICA
2024

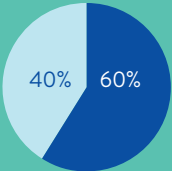


South America	2025	2024
Hotels	62%	60%
Other Lodgings	38%	40%
Summary	100%	100%

SOUTH AMERICA
2025

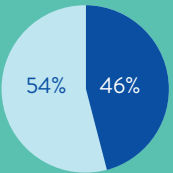


SOUTH AMERICA
2024

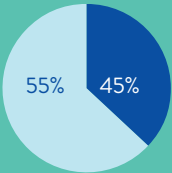


Caribbean	2025	2024
Hotels	46%	45%
Other Lodgings	54%	55%
Summary	100%	100%

CARIBBEAN
2025

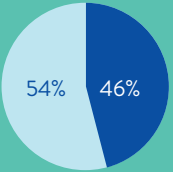


CARIBBEAN
2024

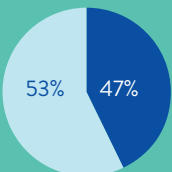


Europe	2025	2024
Hotels	46%	47%
Other Lodgings	54%	53%
Summary	100%	100%

EUROPE
2025



EUROPE
2024



● HOTELS ● OTHER LODGINGS

CURAÇAO HOTEL PERFORMANCE IN 2025



Occupancy

2025	2024
77.3%	71.4%



5.9% POINT CHANGE



Average Daily Rate (ADR)

2025	2024
\$260.38	\$244.43



7%



Revenue per Available Room (RevPar)

2025	2024
\$201.31	\$174.63



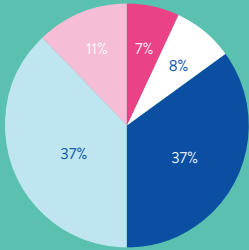
15%

WHAT AGES ARE OUR VISITORS?



NORTH AMERICA

0-14	7%
15-24	8%
25-44	37%
45-64	37%
65+	11%
Summary	100%

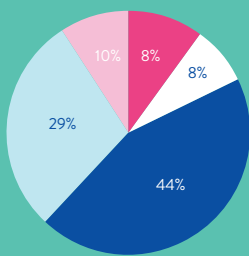


0-14 15-24 25-44 45-64 65+



SOUTH AMERICA

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

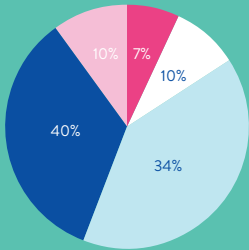


0-14 15-24 25-44 45-64 65+



CARIBBEAN

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

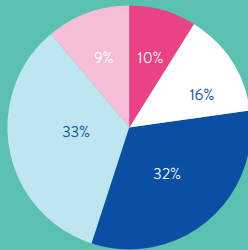


0-14 15-24 25-44 45-64 65+



EUROPE

0-14	10%
15-24	16%
25-44	32%
45-64	33%
65+	9%
Summary	100%



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

WHAT GENDER ARE OUR VISITORS?

2024 VISITORS



53%



46%

2025 VISITORS



54%



47%

DIGITAL



WEB SESSION CURACAO.COM
BREAKDOWN IN 2025



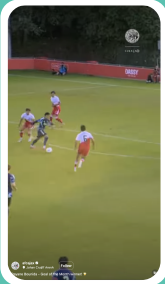
WEB VISIT CURACAO.COM BY FOCUS MARKETS IN 2025

Country	2025	2024	% Change
United States	968,334	1,034,759	-6%
Colombia	840,230	756,211	11%
Brazil	776,189	681,964	13%
Netherlands	455,021	488,076	-7%
Canada	148,281	167,804	-12%
Germany	137,635	120,195	15%

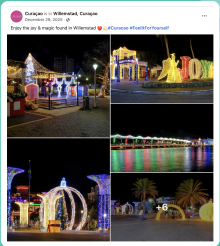
SOCIAL MEDIA HIGHLIGHTS 2025

- Overall following growth of 10% (+1% vs 2024)
- 2,739 total posts on all our social media platforms (same as 2024)
- Over 353M views & engagement (vs. 25.3M engagement in 2024) – This suggests that the quality of content has improved and increased exposure
- Quality collaboration posts still garner the most views & interactions
- All around best performing categories: news, Willemstad/handelskade (architecture), art, beaches/nature
- Noticeable – prominent yellow posts top posts

Most successful posts 2025



Instagram Global:
Ajax partnership post
(683k views – 12K interactions)



Facebook Global:
Christmas lights Carousel
(120k views – 6.6k engagement)



Instagram Global:
Pietermaai Reel
(135k views – 2312 interactions)



But on IG instagram Global:
the Christmas lights reel
performed better
(92k views – 1.5k interactions)

HOW DID THE CRUISE INDUSTRY PERFORM IN 2025?

CRUISE CALLS

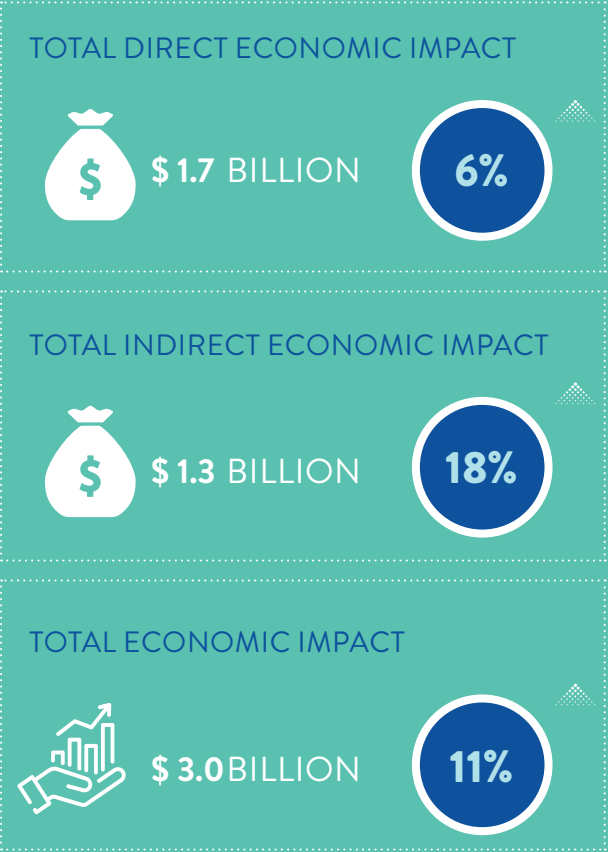
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Summary
2025	42	44	41	29	16	12	12	16	9	22	44	65	352
2024	48	48	42	25	10	8	14	12	9	16	37	59	328
% Change	-13%	-8%	-2%	16%	60%	50%	-14%	33%	0%	38%	19%	10%	7%

CRUISE PASSENGERS

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Summary
2025	101,826	109,455	96,968	72,944	49,655	42,947	34,888	50,948	32,372	53,360	93,316	142,976	881,665
2024	123,230	125,210	107,436	73,836	37,376	32,998	30,227	32,144	30,229	34,709	78,682	128,845	834,922
% Change	-17%	-13%	-10%	-1%	33%	30%	15%	59%	7%	54%	18%	11%	6%

SECTORAL IMPACT IN 2025

EXPENDITURE IN 2025



HOW DID OUR STAYOVER VISITORS SPEND THEIR MONEY IN 2025?

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

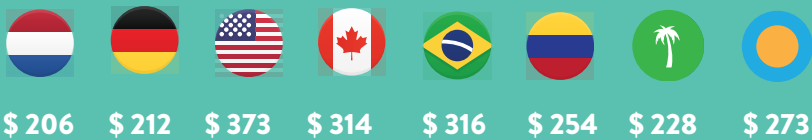
Categories	2025
Accommodation	852
Restaurant	319
Groceries	53
Shopping	95
Activities	80
Transportation	167
Entertainment	41
Other	87
Total Economic Impact	3.0



EXPENDITURE IN PERCENTAGES



WHAT IS THE AVERAGE SPENDING PER DAY PER PERSON?



2025 IN REVIEW

	2025	2024	Changes
Stay over arrivals	788,426	700,242	13%
Day trippers	44,243	35,497	25%
Cruise arrivals	881,665	834,922	6%
Total arrivals	1,714,334	1,570,661	9%
Total tourist nights	6.6 million	6.1 million	9%
Average nights	8.4	8.7	-3%
Average occupancy rate	77.3%	71.4%	5.9 points
Average daily rate	\$260.38	\$244.43	7%
Average revenue per available room	\$201.31	\$174.63	15%
Total economic impact (direct, indirect + cruise)	\$3.0 billion	\$2.7 billion	11%

